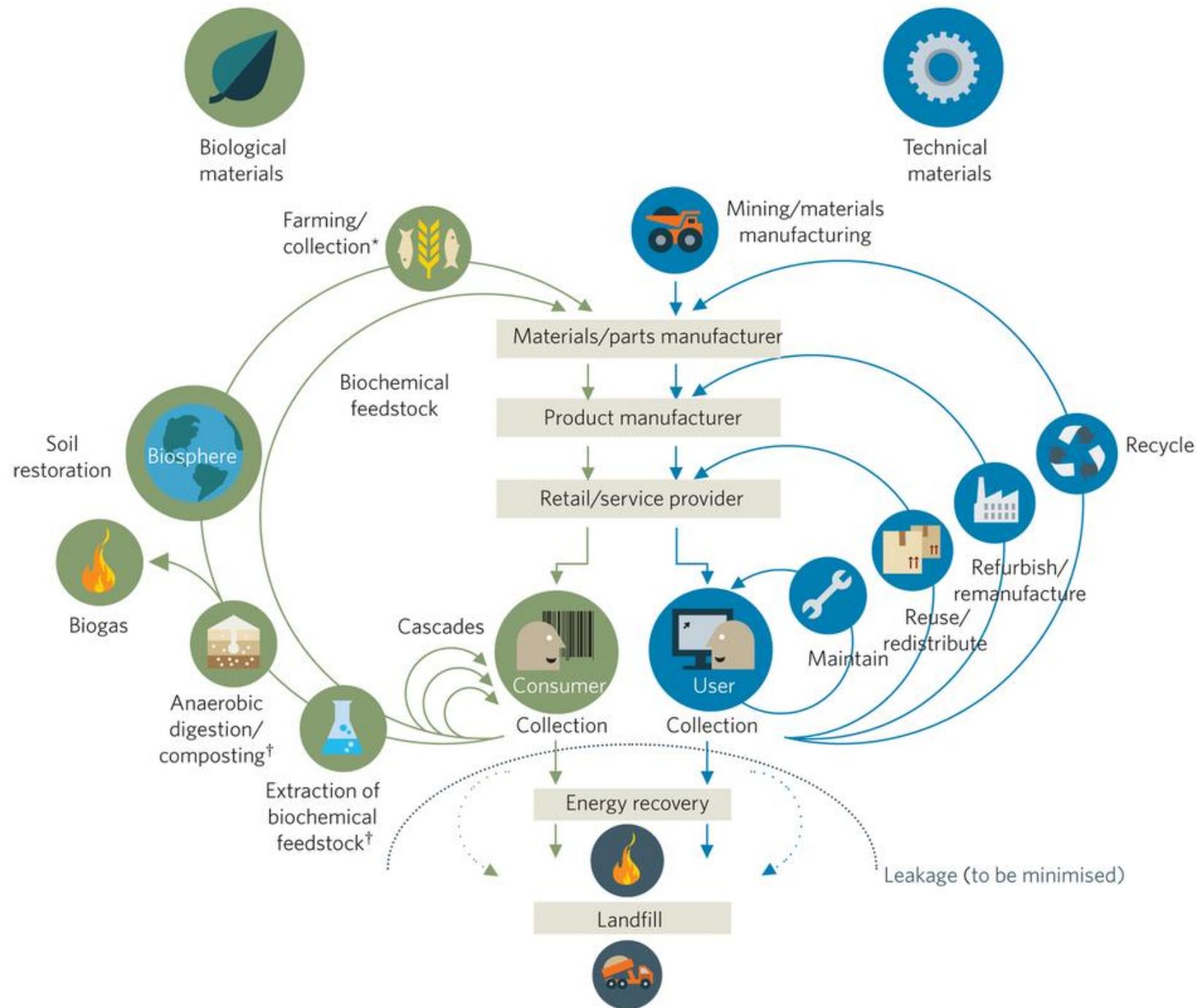


Business Models Creating the Circular Economy

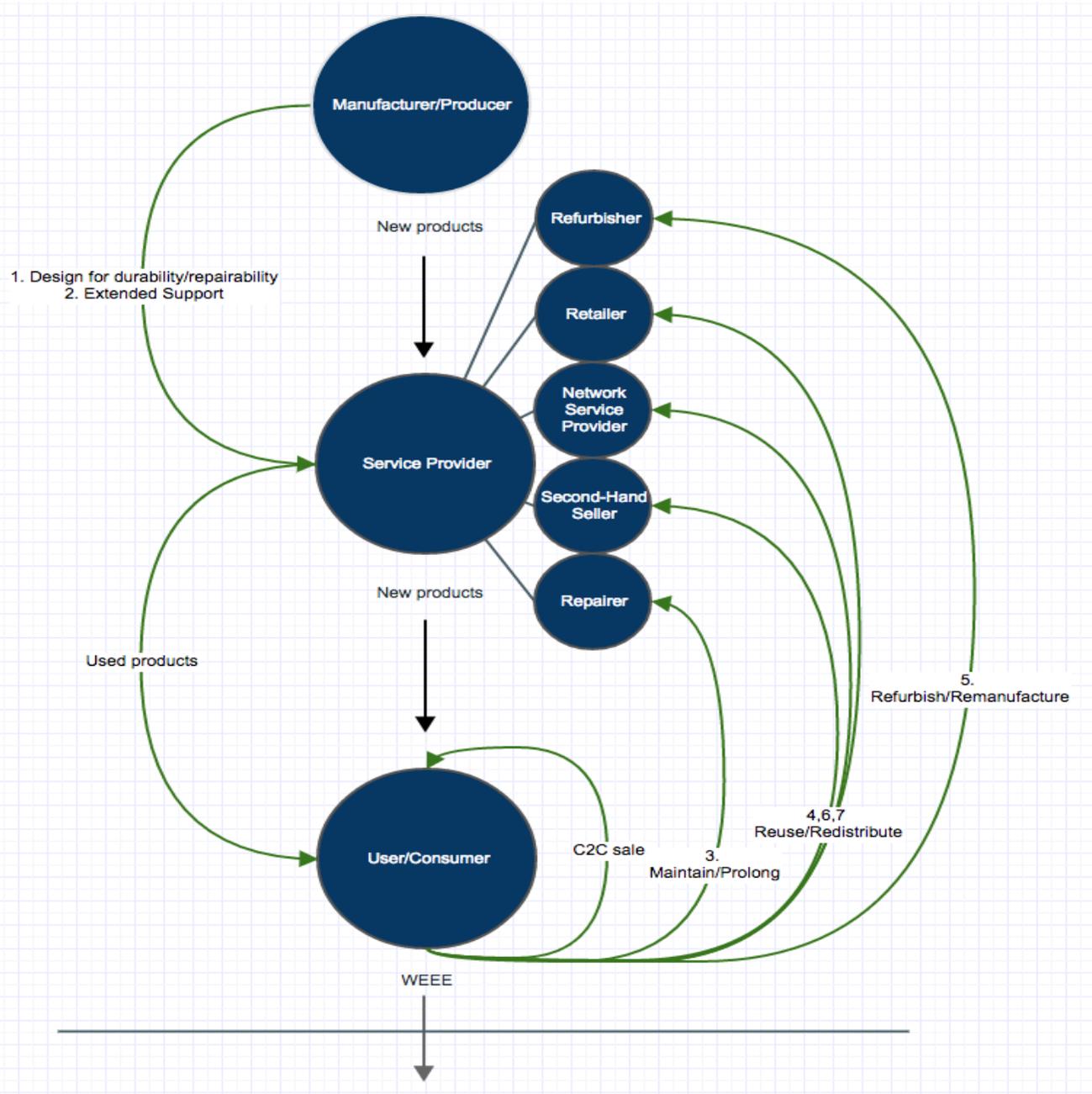
VASAB

May 18, 2017



EXAMPLES

<p>REGENERATE </p>	<ul style="list-style-type: none"> • Shift to renewable energy and materials • Reclaim, retain, and restore health of ecosystems • Return recovered biological resources to the biosphere 	    
<p>SHARE </p>	<ul style="list-style-type: none"> • Share assets (e.g. cars, rooms, appliances) • Reuse/secondhand • Prolong life through maintenance, design for durability, upgradability, etc. 	    
<p>OPTIMISE </p>	<ul style="list-style-type: none"> • Increase performance/efficiency of product • Remove waste in production and supply chain • Leverage big data, automation, remote sensing and steering 	    
<p>LOOP </p>	<ul style="list-style-type: none"> • Remanufacture products or components • Recycle materials • Digest anaerobic • Extract biochemicals from organic waste 	       
<p>VIRTUALISE </p>	<ul style="list-style-type: none"> • Books, music, travel, online shopping, autonomous vehicles etc. 	      
<p>EXCHANGE </p>	<ul style="list-style-type: none"> • Replace old with advanced non-renewable materials • Apply new technologies (e.g. 3D printing) • Choose new product/service (e.g. multimodal transport) 	    



Example value chain from forthcoming study on *Green business models in the mobile phone industry* (Nordic Council of Ministers)

Enabling the Circular Economy

- Providing international environmental rules
- Leading by example
- Collaboration (along value chains)
- Access to finance
- Rethinking incentives