

DR. MATEUSZ WIELOPOLSKI

CIRCULAR ECONOMY ALS PROFITABLES MODELL FÜR SOZIALE INNOVATIONEN

Soziale Innovationen – Neue Wege für Energie, Mobilität, Klima?!

12. November 2020

ABOUT US

VON DER IDEE BIS ZUR UMSETZUNG

Nachhaltige Material- und Technologielösungen



**FORSCHUNG UND
ENTWICKLUNG**



**PROJEKT-
MANAGEMENT &
IMPLEMENTIERUNG**



**STRATEGIE-
BERATUNG**

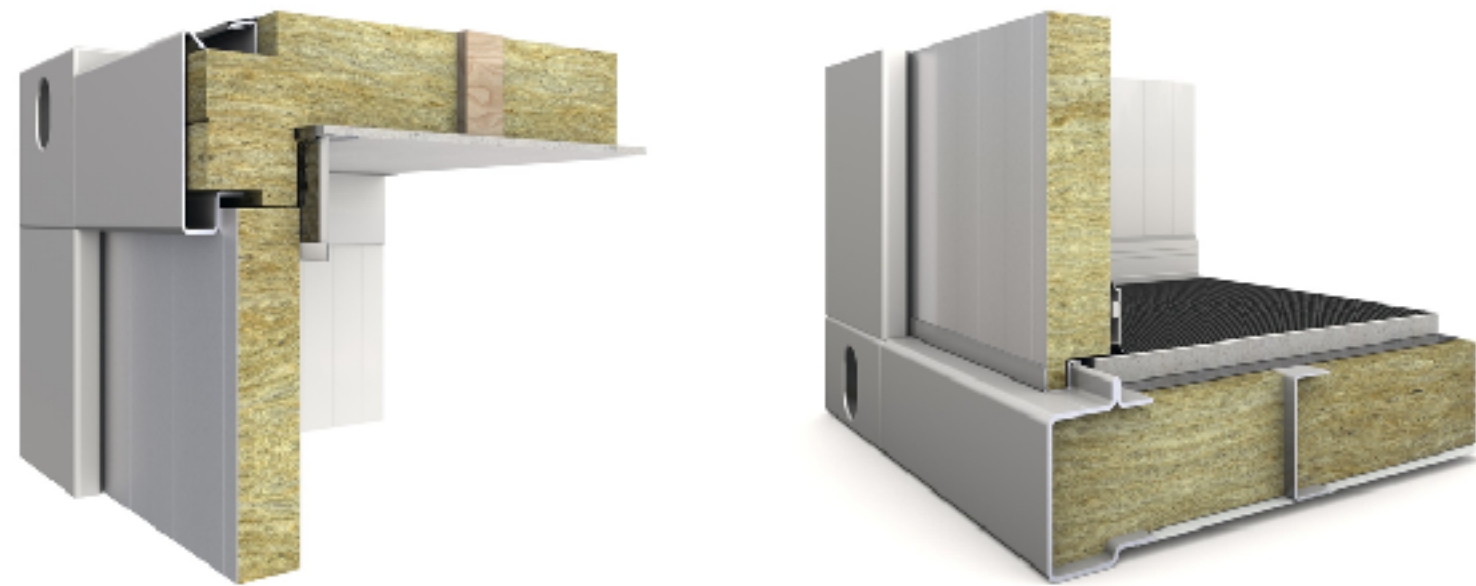


**WORKSHOPS & TREND
EVALUATION**



**NACHHALTIGE
PRODUKT-
ENTWICKLUNG**

ENTWICKLUNG NACHHALTIGER PRODUKTE UND PROZESSTECHNOLOGIEN



Materialien

Biobasierte/ biologisch abbaubare Materialien, "grüne" Verbundtechnologien, Biopolymere und Harze



Circular Economy

Nachhaltiges Produktdesign für Kreislaufwirtschaft, Recycling/Cradle-to-Cradle-Wertschöpfungsketten



Prozesstechnologie

Umweltfreundliche Produktionstechnologien mit Schwerpunkt auf Ressourcenschonung

MISSION STATEMENTS

CREATE A BETTER EVERYDAY LIFE FOR THE MANY PEOPLE...

ACCELERATE THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY...

MAKE SUSTAINABLE LIVING COMMONPLACE...

BUILD, MOVE, POWER, AND CURE THE WORLD...

MENTI.COM

88 51 67 5

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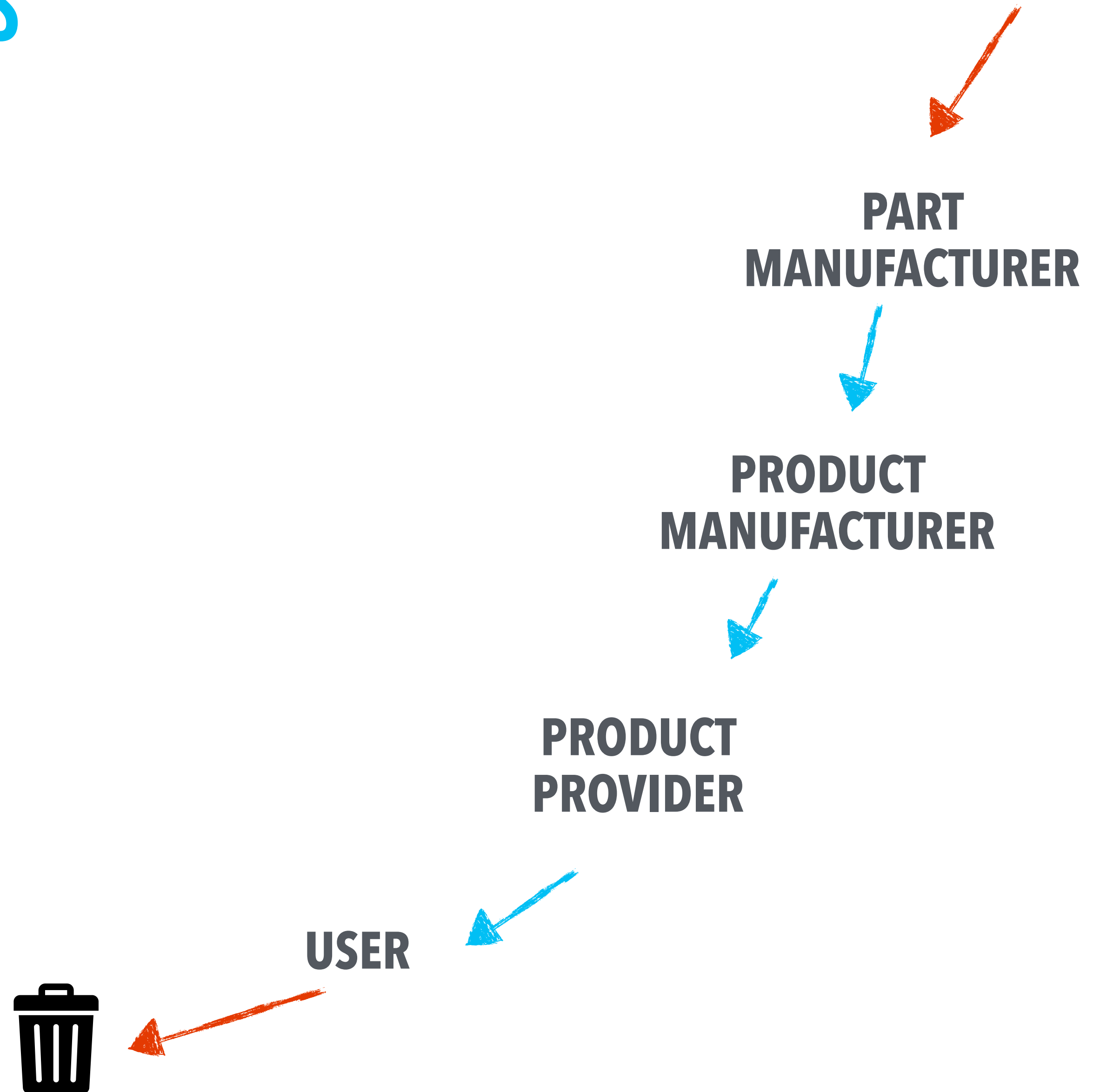


WHAT DO THESE COMPANIES HAVE IN COMMON?

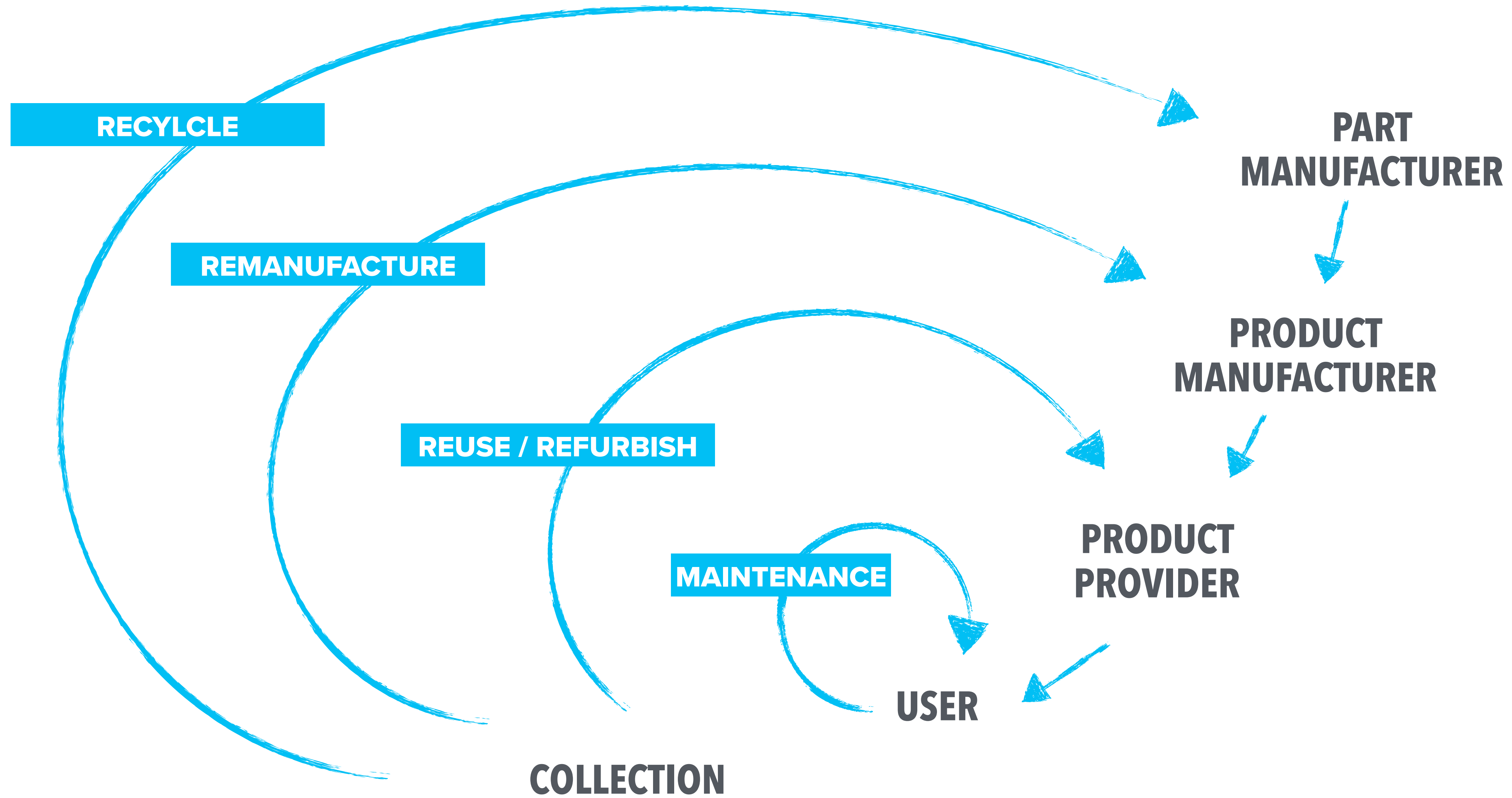


CIRCULAR ECONOMY

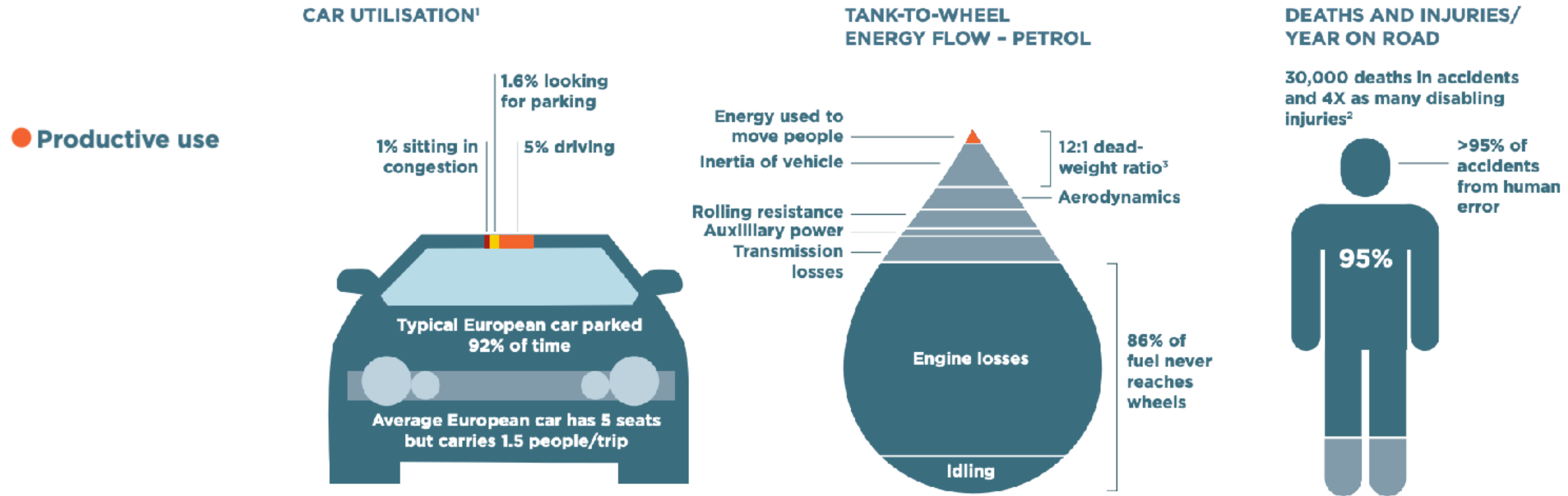
CIRCULAR ECONOMY PRINCIPLES



CIRCULAR ECONOMY PRINCIPLES



INNOVATION FROM A HOLLISTIC APPROACH

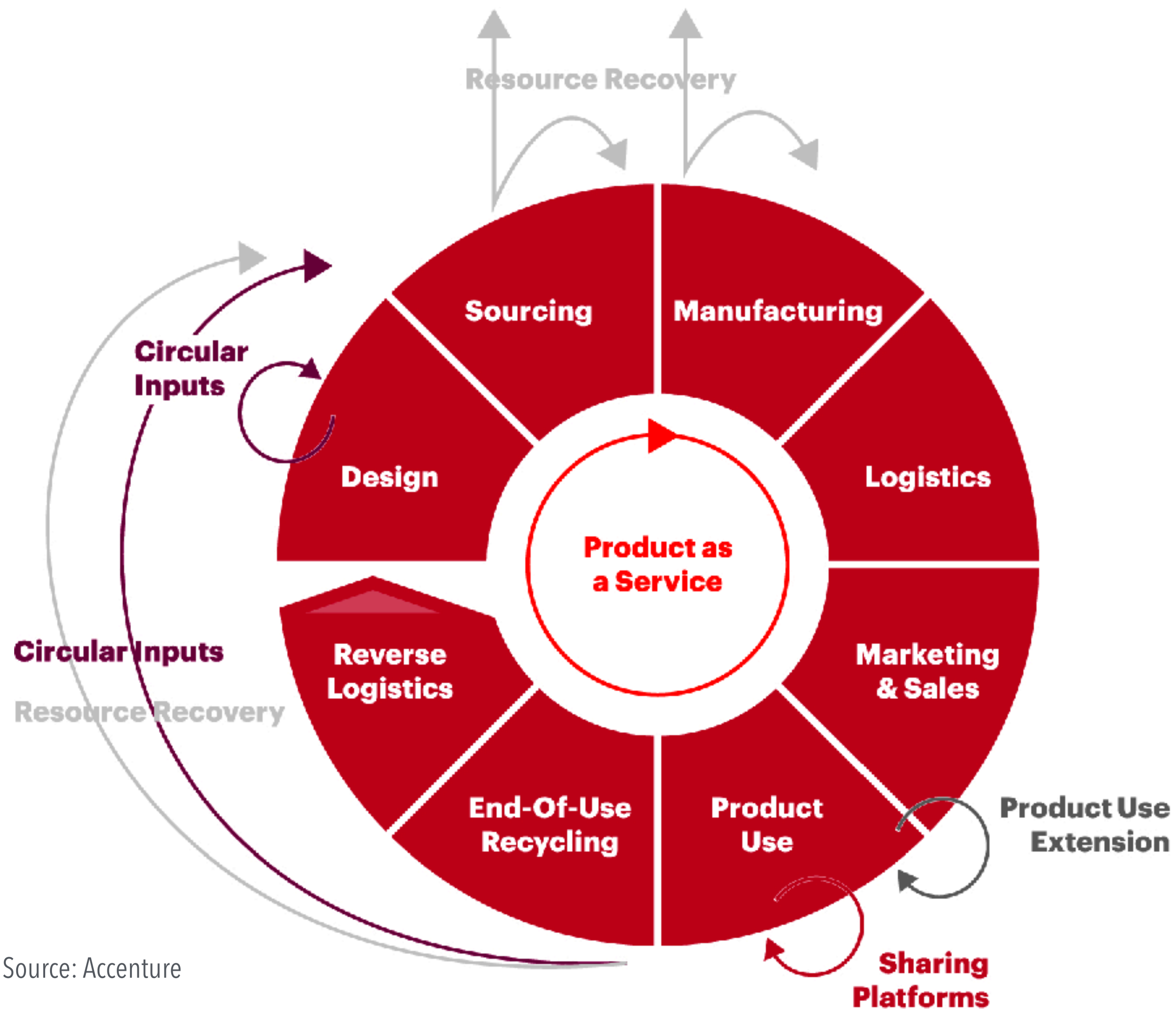


LAND UTILISATION: **5%** Road reaches peak throughput only 5% of time and only 10% covered with cars then **50%** 50% of most city land dedicated to streets and roads, parking, service stations, driveways, signals, and traffic signs

¹ Based on car parked number for France and productive vs. unproductive driving time in US. ² For every death on Europe's roads there are an estimated four permanently disabling injuries. ³ Based on average car weight of 1.4 tonnes and average occupation of 1.5 passengers of 75 kg.
 Source: EU Commission mobility and transport, accident statistics; www.fueleconomy.gov; EEA car occupancy rates data; S. Heck and M. Rogers, *Resource revolution: How to capture the biggest business opportunity in a century*, 2014; Centre d'études sur les réseaux, les transports, l'urbanisme et les constructions publiques.

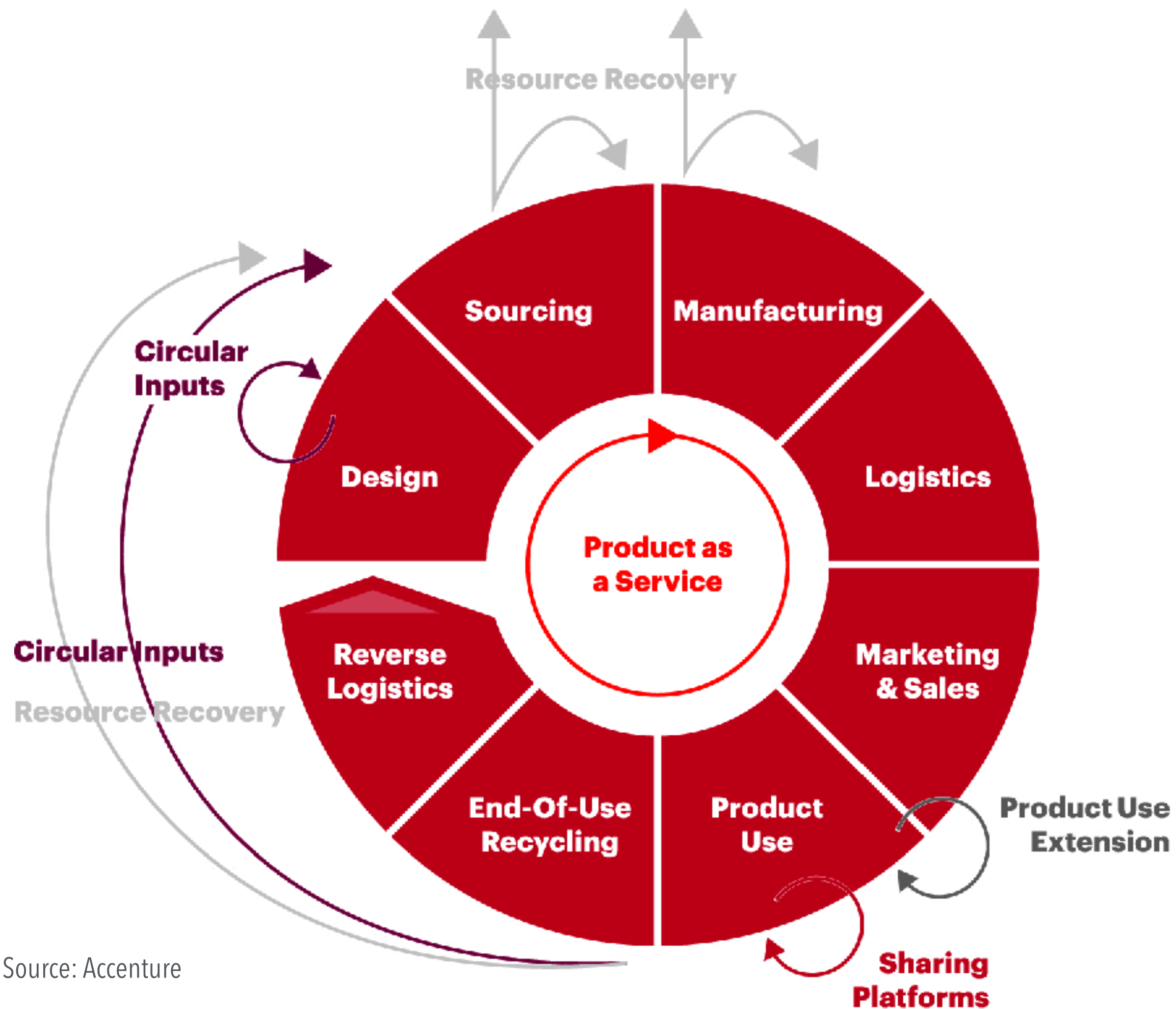
Source: Ellen MacArthur Foundation

NEW WAYS TO THINK BUSINESS



Source: Accenture

NEW WAYS TO THINK BUSINESS



Source: Accenture

5 VALUE CHAINS



CIRCULAR INPUT

Using renewable energy sources, bio-based and 100% recyclable or bio-degradable materials



SHARING PLATFORMS

Maximizing utilization time through shared use, access and/or ownership



PRODUCT AS A SERVICE

Product offering with retention of ownership at the manufacturer to maximize resource productivity



PRODUCT USE EXTENSION

Extension of product use through repair, refurbishment, upgrade or resale option



RESOURCE RECOVERY

Recovery of usable resources or energy from waste and by-products

CIRCULAR ECONOMY VS SOCIAL CIRCULAR ECONOMY

MOBILE PHONE RECYCLING / REFURBISHMENT



CIRCULAR ECONOMY VS SOCIAL CIRCULAR ECONOMY

MOBILE PHONE RECYCLING / REFURBISHMENT



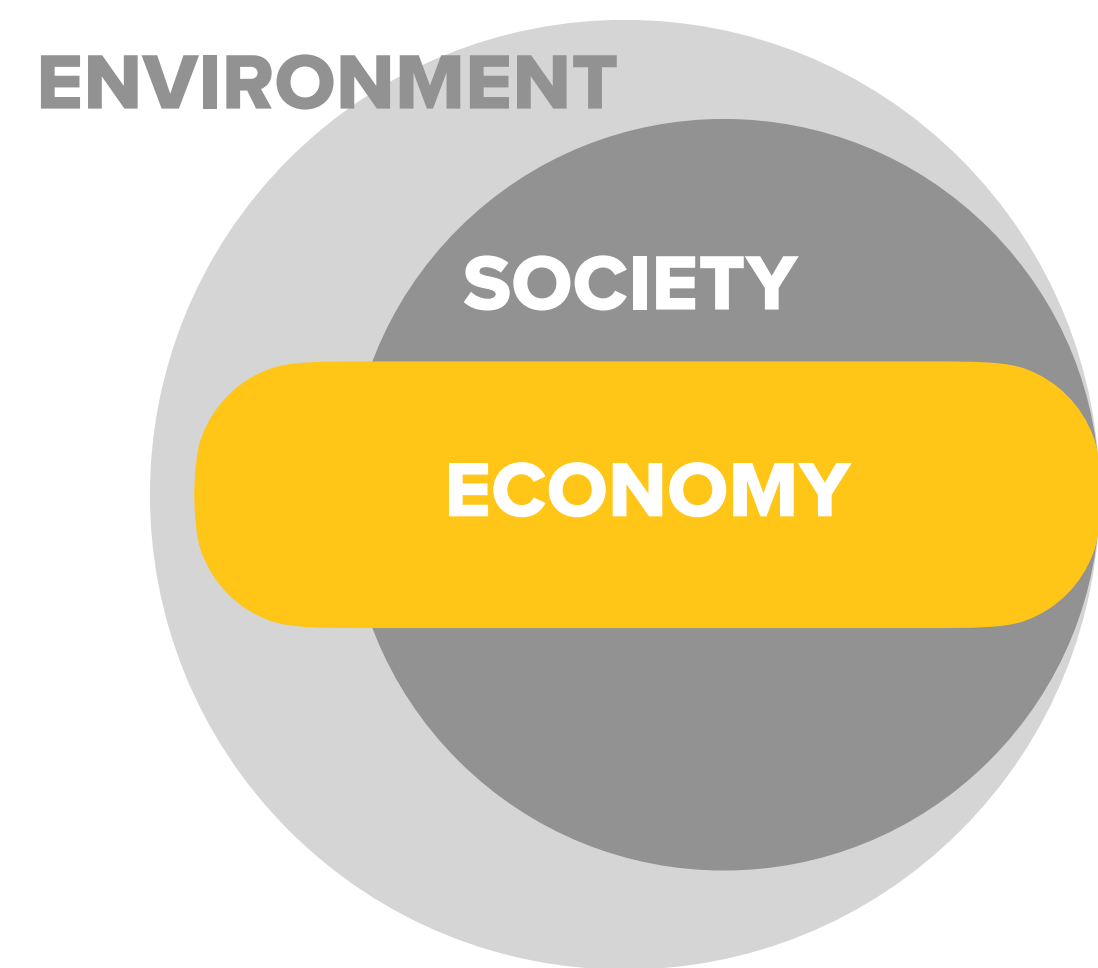
CIRCULAR ECONOMY VS SOCIAL CIRCULAR ECONOMY

MOBILE PHONE RECYCLING / REFURBISHMENT



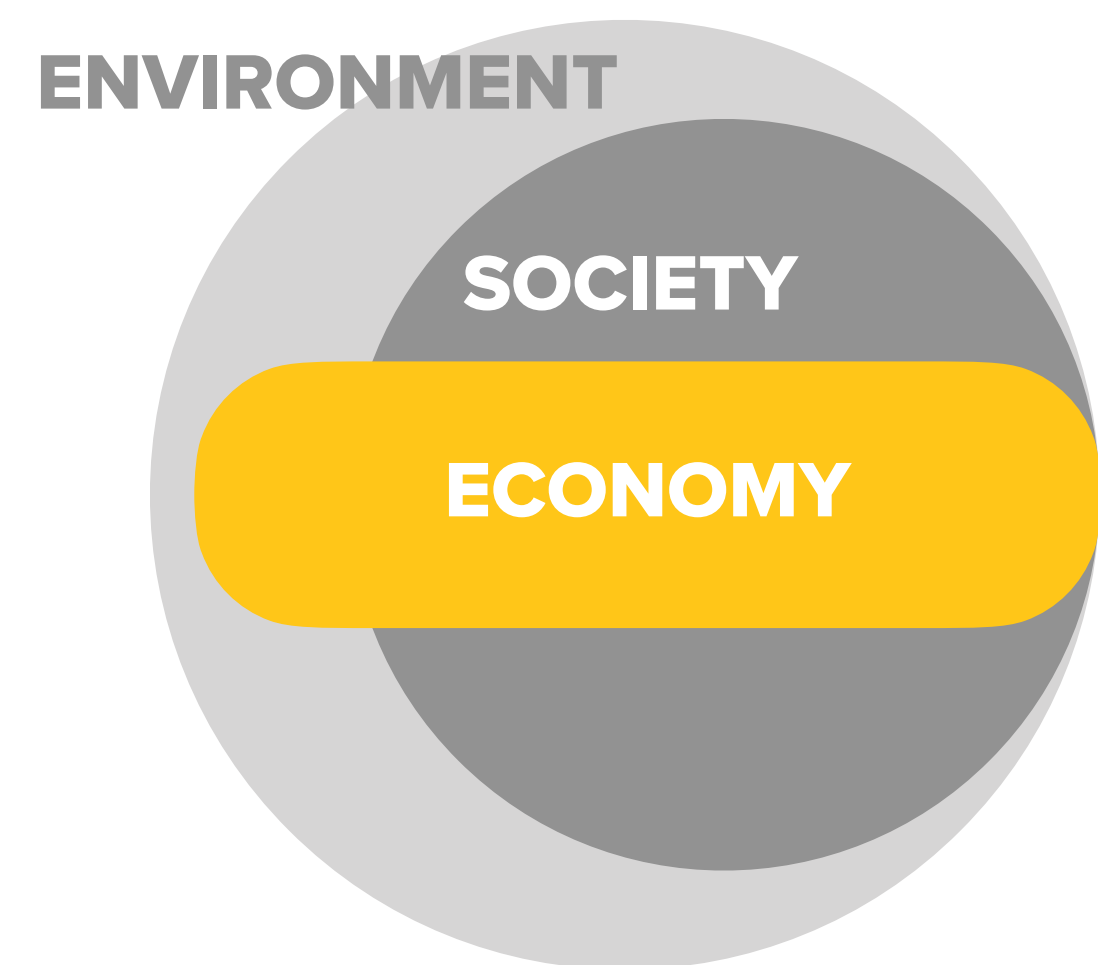
ALL ABOUT CREATING POSITIVE IMPACT

SOCIAL CIRCULAR ECONOMY

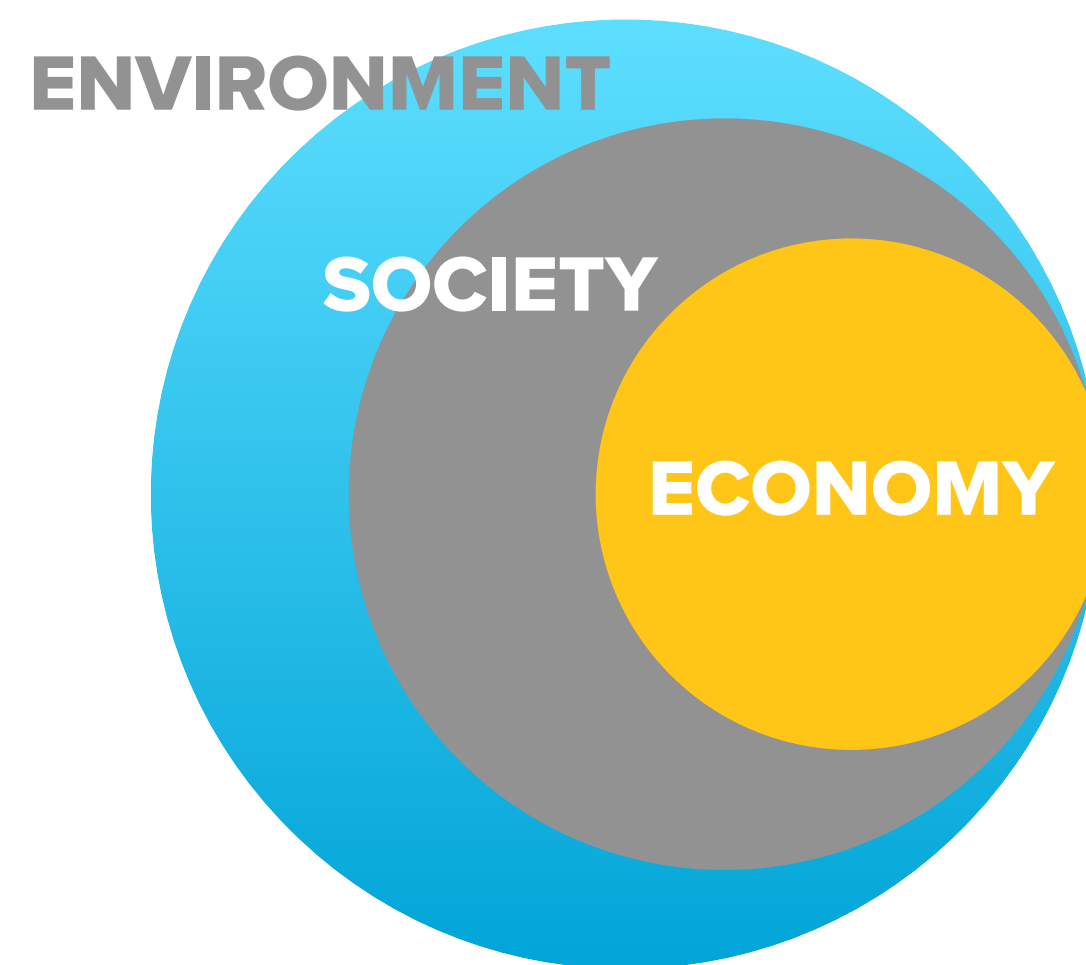


Current (linear) model

SOCIAL CIRCULAR ECONOMY



Current (linear) model

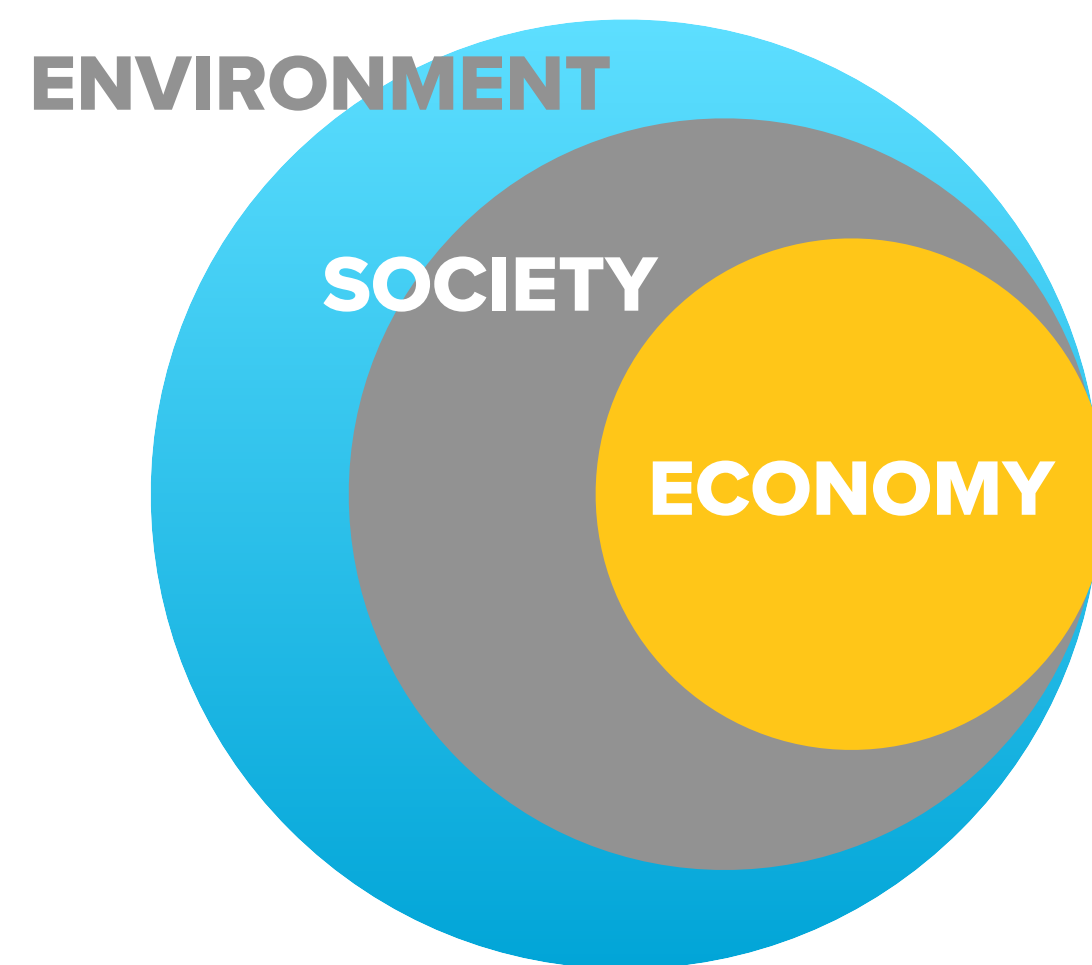


Circular Economy

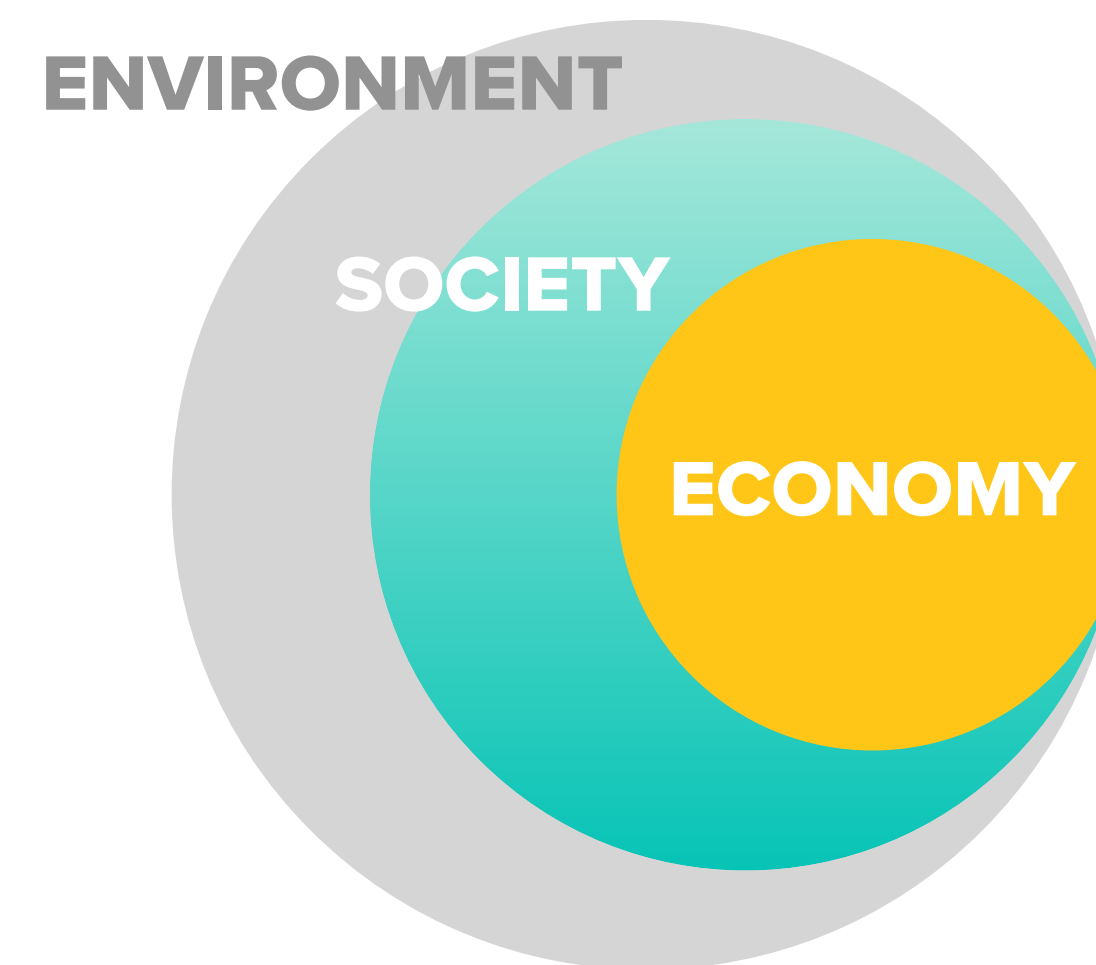
SOCIAL CIRCULAR ECONOMY



Current (linear) model



Circular Economy

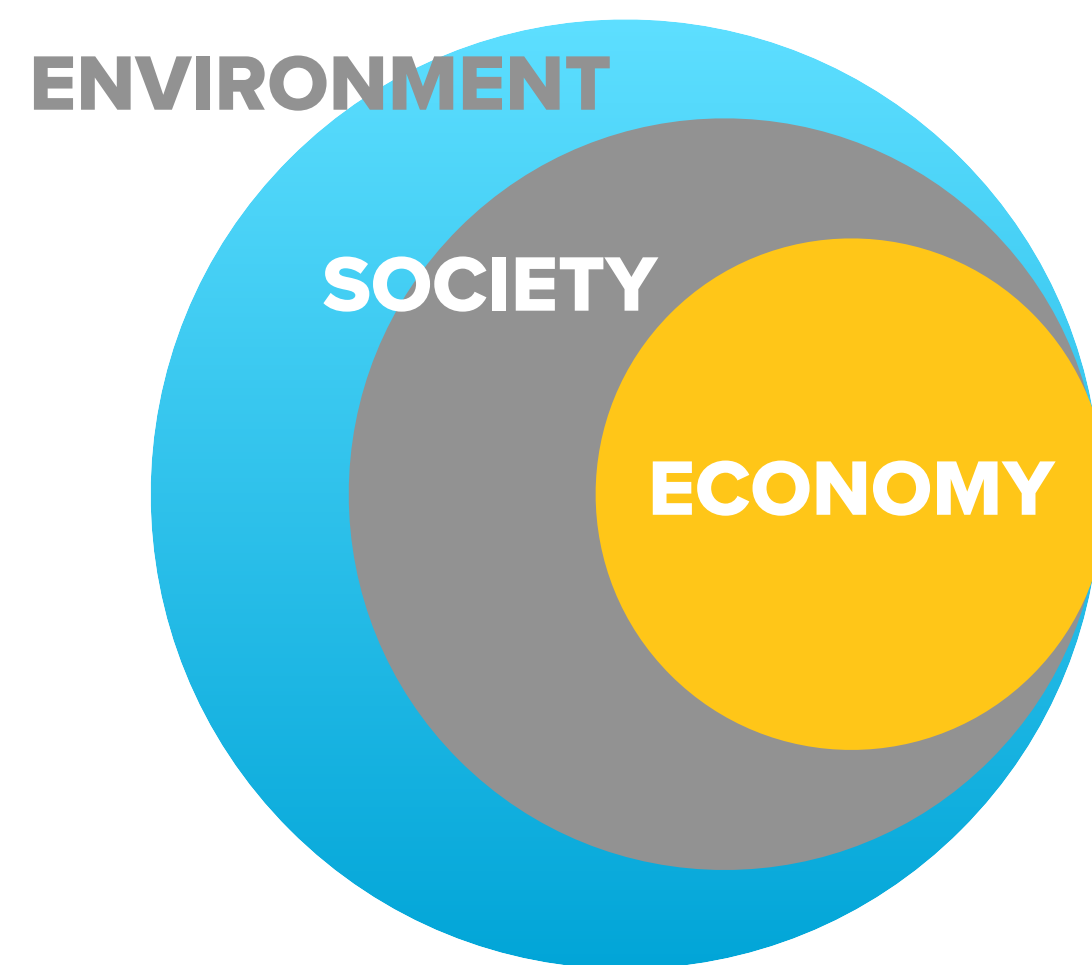


Social Enterprise (linear)

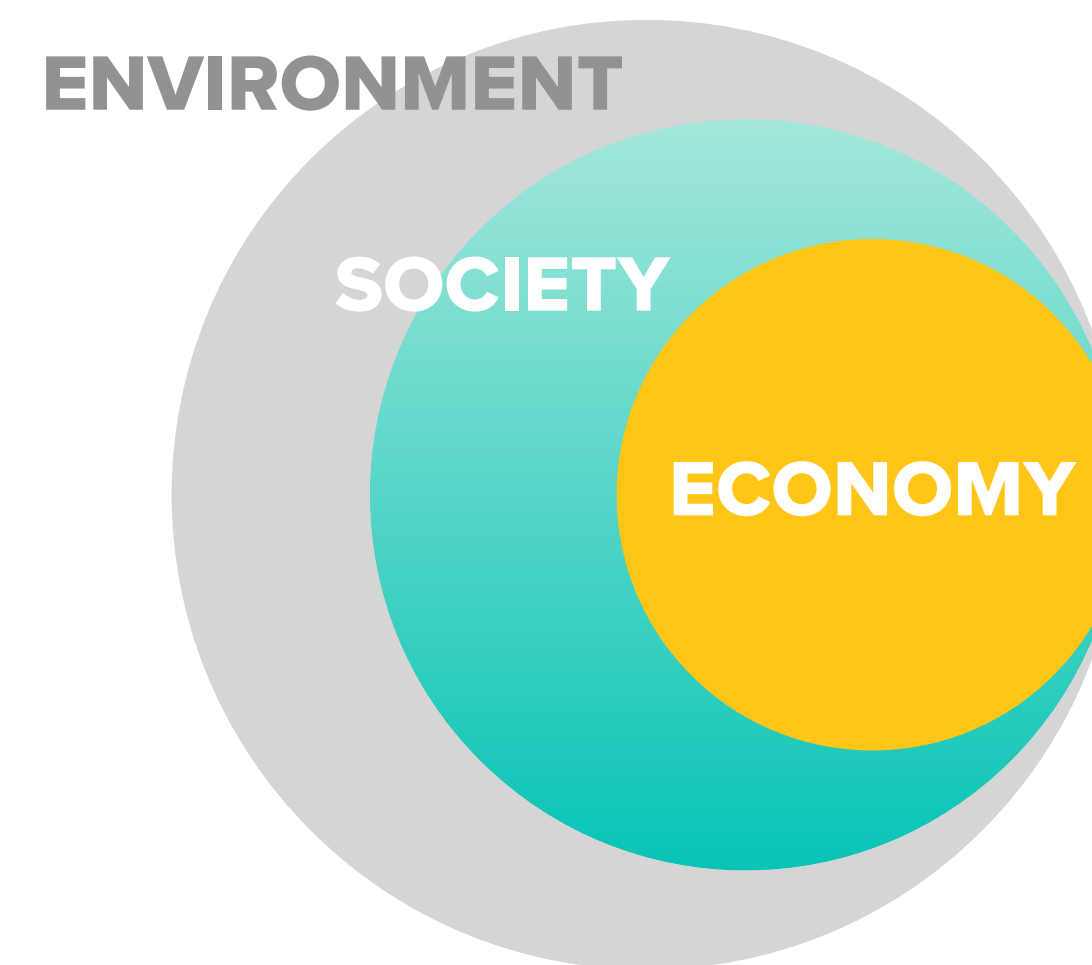
SOCIAL CIRCULAR ECONOMY



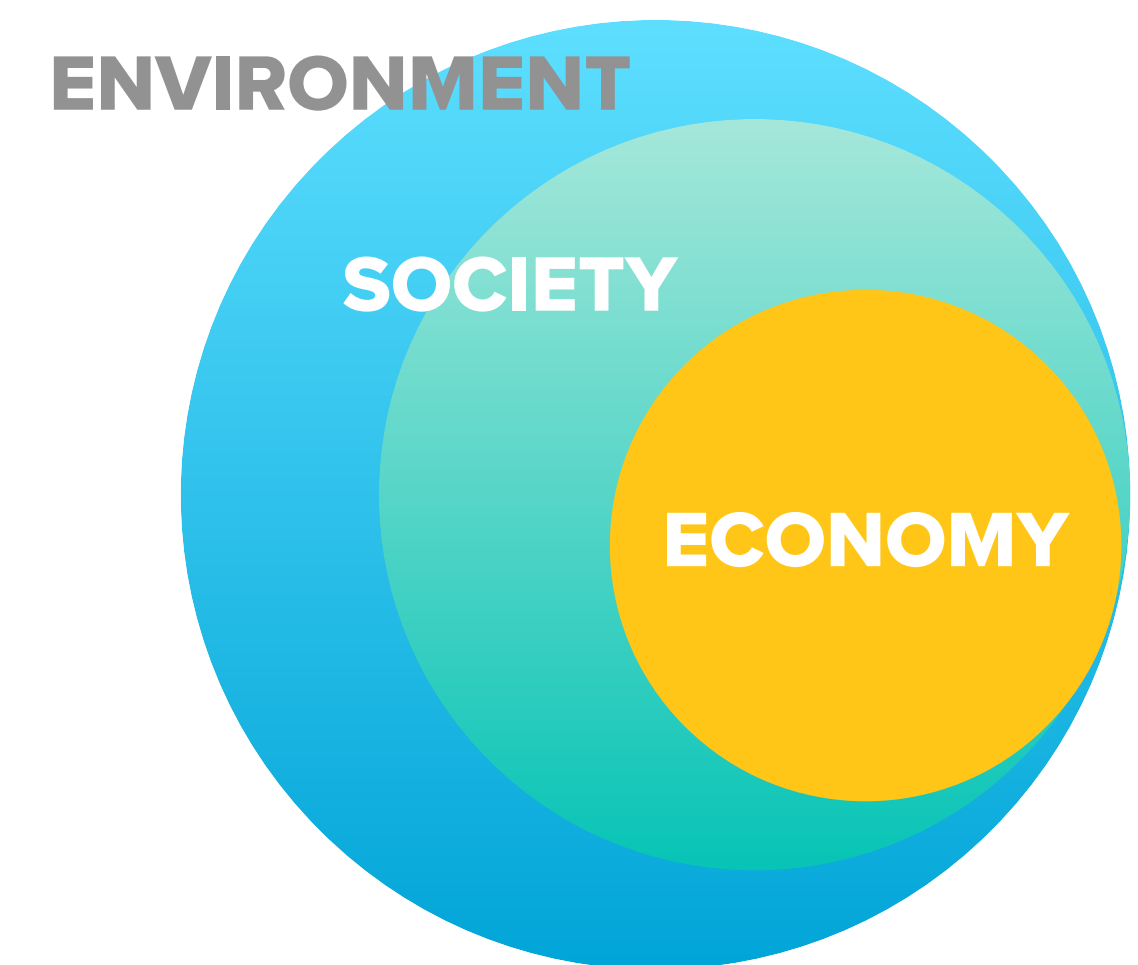
Current (linear) model



Circular Economy



Social Enterprise (linear)



Social Circular Economy

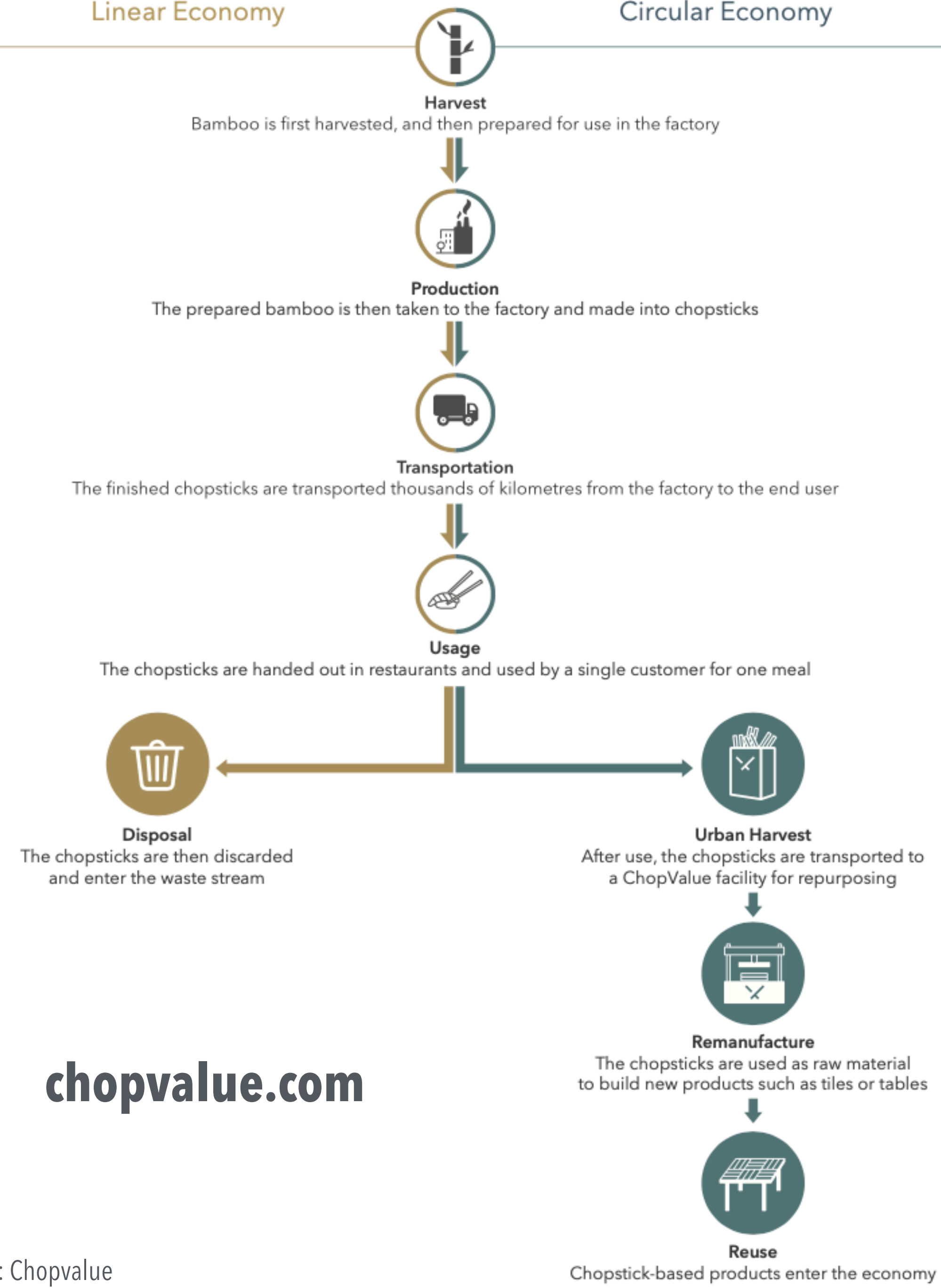
SOCIAL INNOVATION THROUGH COMBINING CIRCULAR ECONOMY AND SOCIAL ENTERPRISE BUSINESS MODELS

CHOPVALUE



Linear Economy

Circular Economy



chopvalue.com

Source: Chopvalue

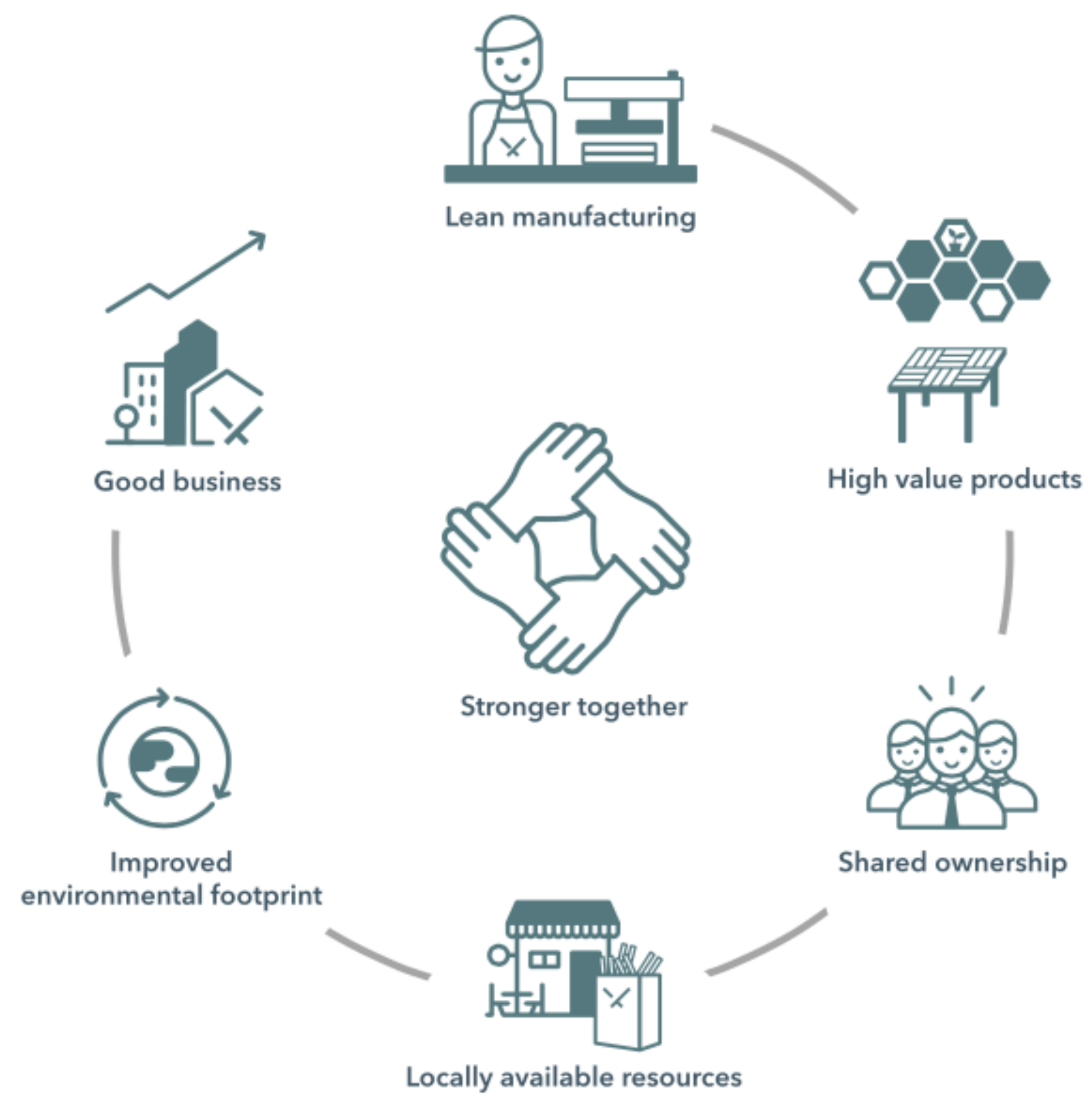


CHOPVALUE



Source: Chopvalue

DISTRIBUTED INSTEAD OF CENTRALIZED MANUFACTURING



chopvalue.com/pages/your-own-microfactory

Give furniture a second chance



IKEA'S BLACK FRIDAY SELLS SUSTAINABILITY

Source: IKEA

IKEA'S BUY BACK MODEL

CUSTOMER



Buy Back Service

DESIGN FOR
LONGEVITY

BUILD AND
PRIORITIZE A
CIRCULAR SUPPLY
CHAIN

MAKE BUY BACK
OPTION BENEFICIAL
FOR CUSTOMERS

MANUFACTURER



Resale
Refurbishment
Upcycling
Recycling

IKEA'S BLACK FRIDAY SELLS SUSTAINABILITY

Source: IKEA

IKEA SOCIAL ENTREPRENEURSHIP PROGRAM THEORY OF CHANGE

Output

- Social entrepreneurs scale up thanks to direct support and intermediaries.
- Social entrepreneurs and business scale up inside IKEA values chain.
- IKEA co-workers and business are engaged to support and develop social entrepreneurs.
- Social entrepreneurship approaches and learnings are shared in IKEA and externally.



Outcome

- Vulnerable and marginalized people get better jobs, incomes and service.
- Systems change to address the needs and rights of vulnerable and marginalized people.
- IKEA and other corporates become more inclusive and sustainable.



Impact

- Greater opportunities for vulnerable and marginalized people to live a better everyday life

Source: IKEA

WARBY PARKER GLASSES

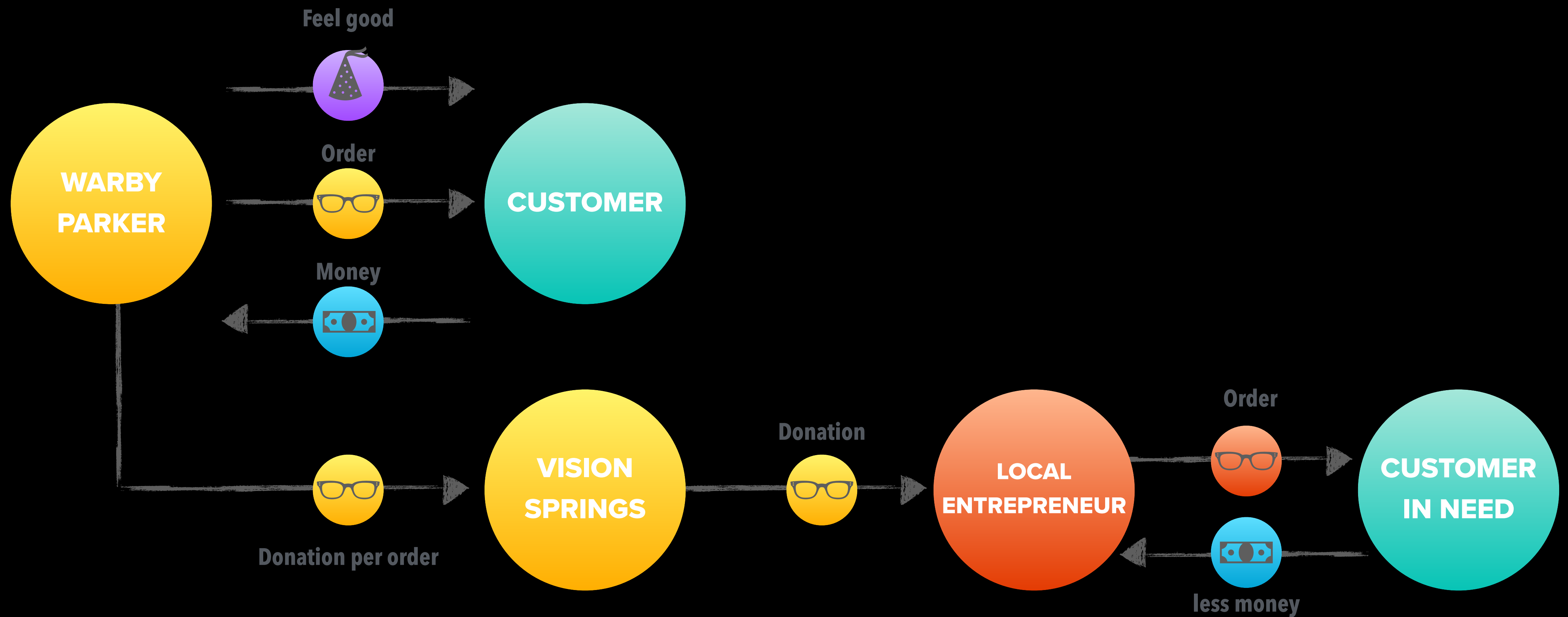
Buy a Pair,
Give a Pair

For every pair purchased,
a pair is distributed to someone in need.

LEARN MORE >



WARBY PARKER SUNGLASSES



THE B TEAM ▶



bteam.org

THE B-ECONOMY

Certified



Corporation

This company meets the highest standards of social and environmental impact



bcorporation.eu

“MAKING SUSTAINABLE LIVING COMMONPLACE”

UNILEVER

DANKE FÜR DIE AUFMERKSAMKEIT

FRAGEN & ANREGUNGEN

MATEUSZ@AEVOLUTION.TECH