

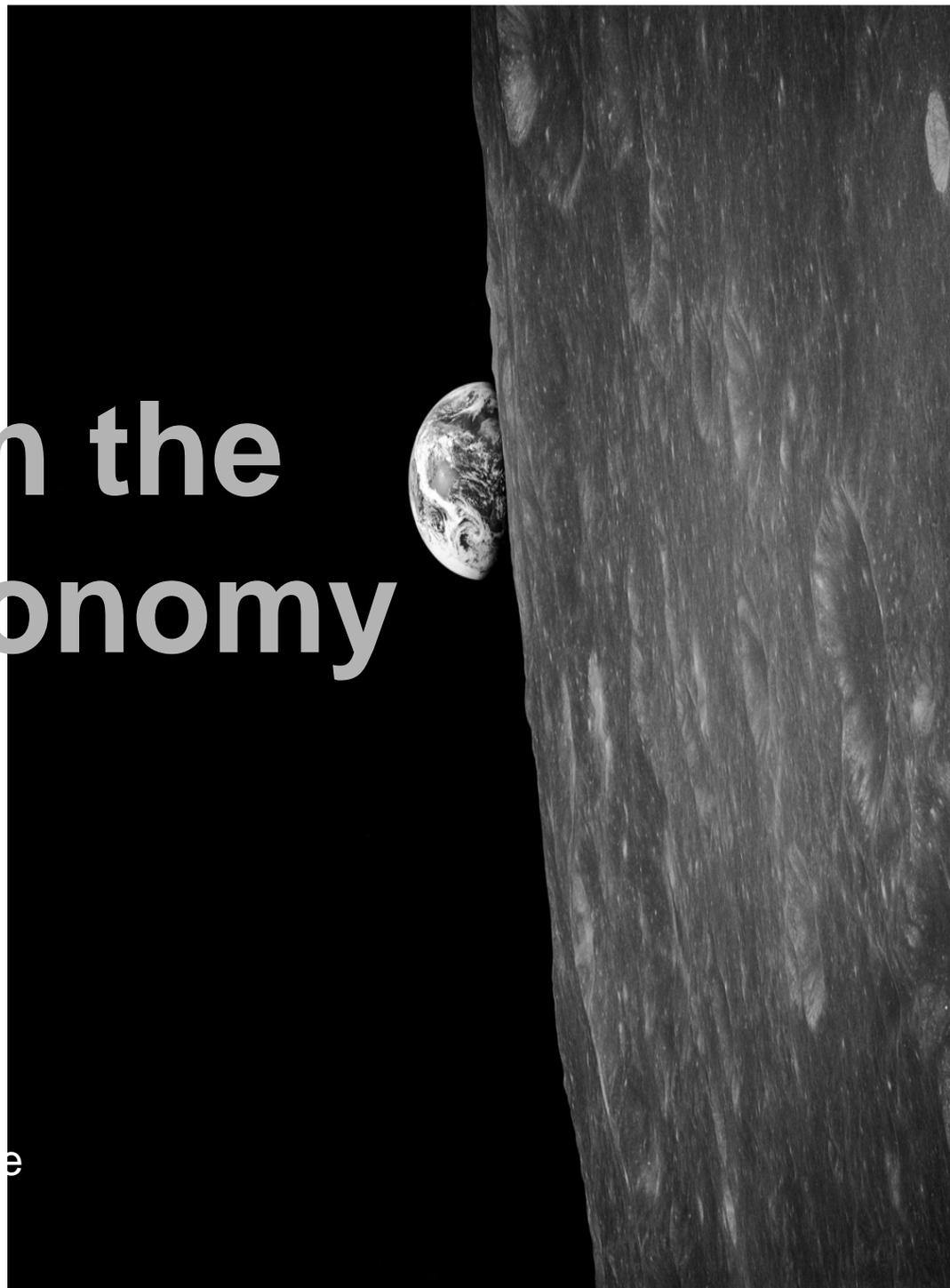


Douwe Jan Joustra

Managing partner, One
Planet Architecture Institute

Business in the circular economy

Ministerie EZ, april 2014



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ELLEN MACARTHUR FOUNDATION
Accelerating the Future

TOWARDS THE CIRCULAR ECONOMY

**Economic and business rationale
for an accelerated transition**

Executive Summary



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OPPORTUNITIES FOR A CIRCULAR ECONOMY IN THE NETHERLANDS

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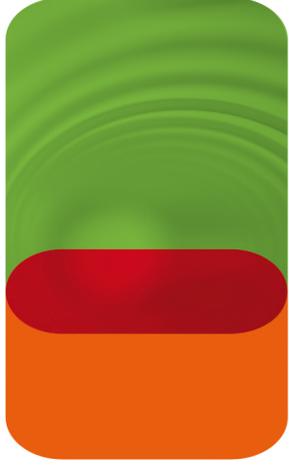
MVO
NEDERLAND



Ministerie van Economische Zaken



Gemeente Amsterdam
Afval Energie Bedrijf



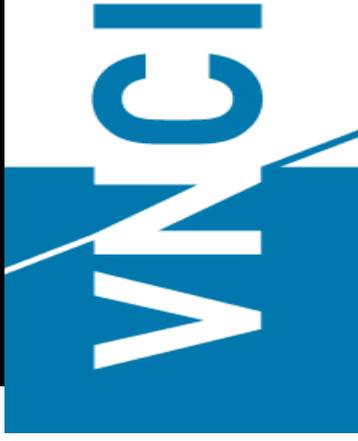
Rabobank



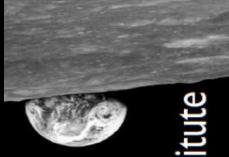
Planbureau voor de Leefomgeving



wateronet



alliander



OPai | oneplanetarchitecture institute

ondernemen
in de
circulaire economie
*nieuwe verdienmodellen
voor bedrijven
en ondernemers*

OPAI | onspanarchitectuur institute



Inspired by nature

ecology

biology

thermo-dynamics

Basics:

energy of the sun
materials circles
embrace diversity
net-gain

Economic changes

**performance based
responsibility
shared values**

insights

**energy
&
resources**

9000x



**That's all
folks...**



LINEAR ECONOMY

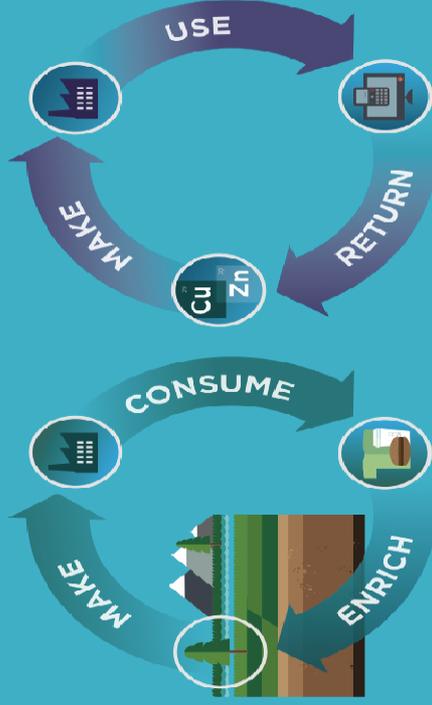


TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

ANTHONY MCKENNA/PAUL HERRING/CAT

CIRCULAR ECONOMY



BIOLOGICAL MATERIALS

TECHNICAL MATERIALS

ENERGY FROM RENEWABLE SOURCES

PRINCIPLES OF A CIRCULAR ECONOMY

WASTE = FOOD
DIVERSITY = STRENGTH
ENERGY → RENEWABLES
PRICE = REAL COST

BIOLOGICAL MATERIAL SAFELY ENRICHES NATURAL SYSTEMS...

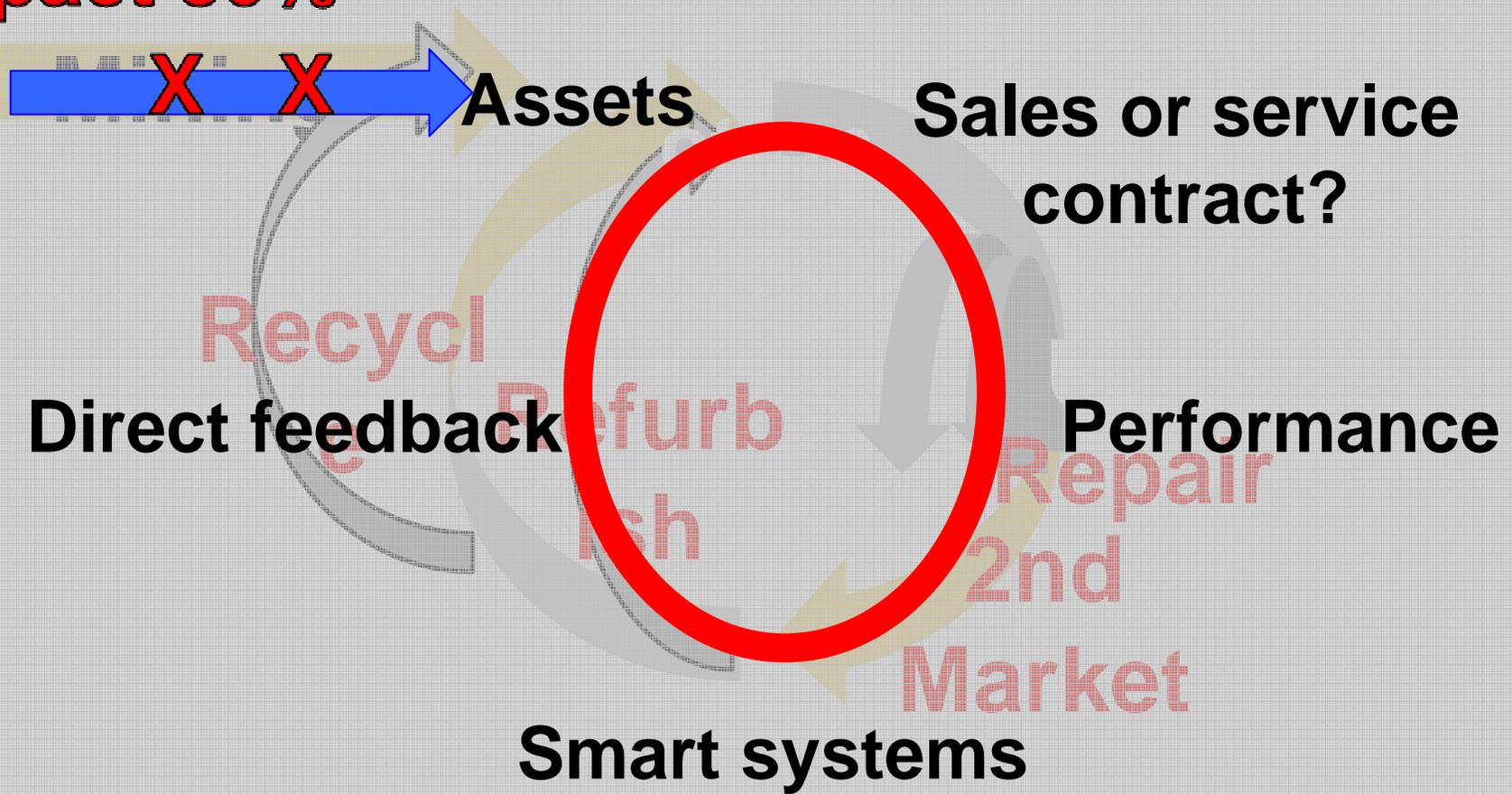


TECHNICAL MATERIALS DO NOT COMPOST. THE PRODUCTS ARE MADE TO BE MADE AGAIN...



Circular economy

Impact 80%





Mining

Urban

Mining for minerals

Mining for ideas

Mining for entrepreneurs

**Performance-based
Entrepreneurial –logic
Create value**





PRODUCTS



SERVICE



METER READS





Diversity



Results

create conditions

15 KPI's

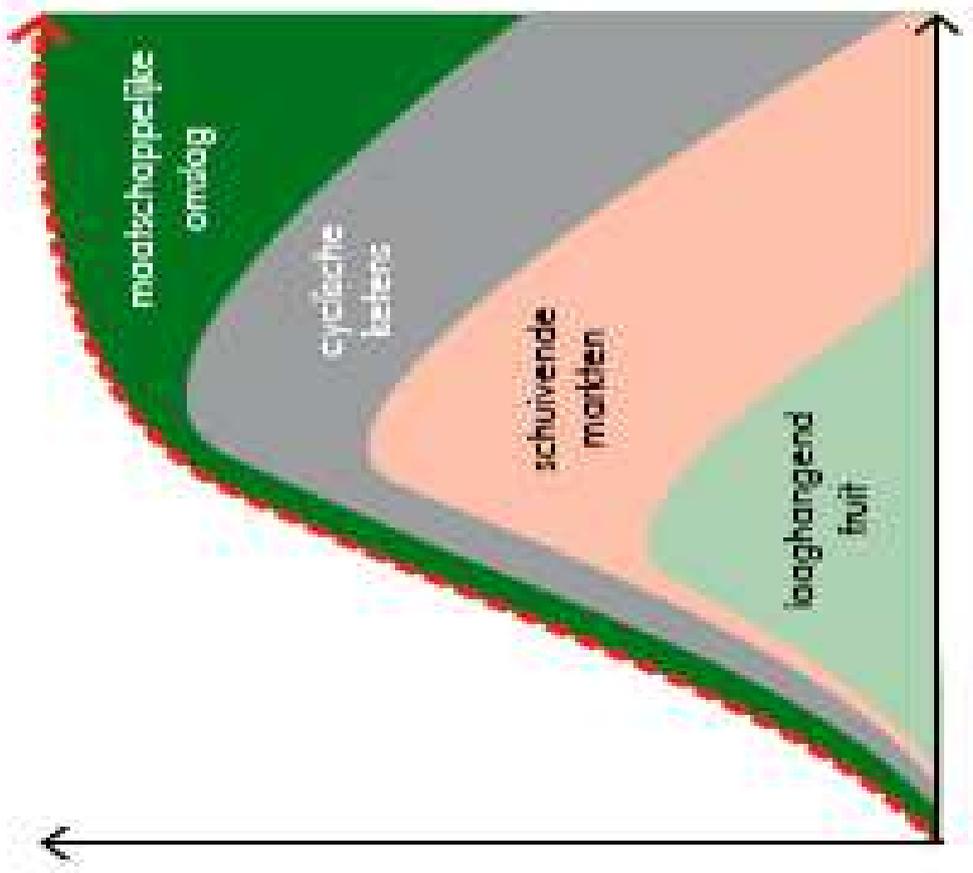
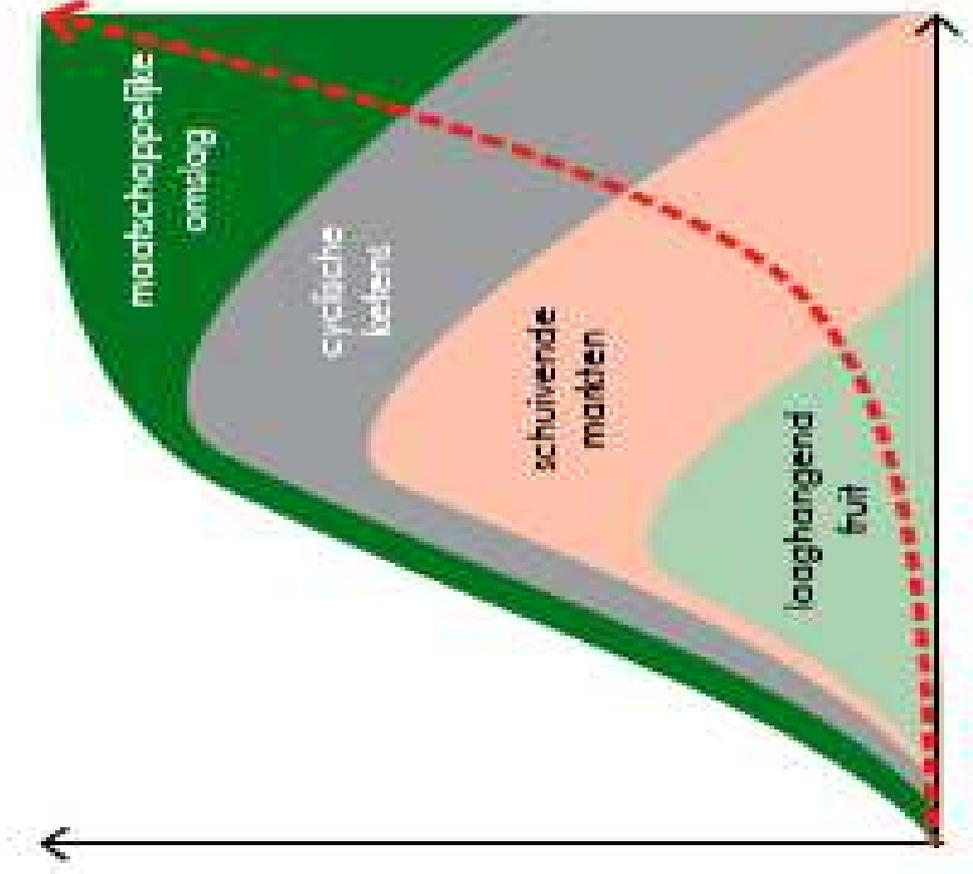
act in transition



Opstellers:

Uitgave:

Partners:



WHY WAIT?

LIVE THIS DREAM!



A liter of light