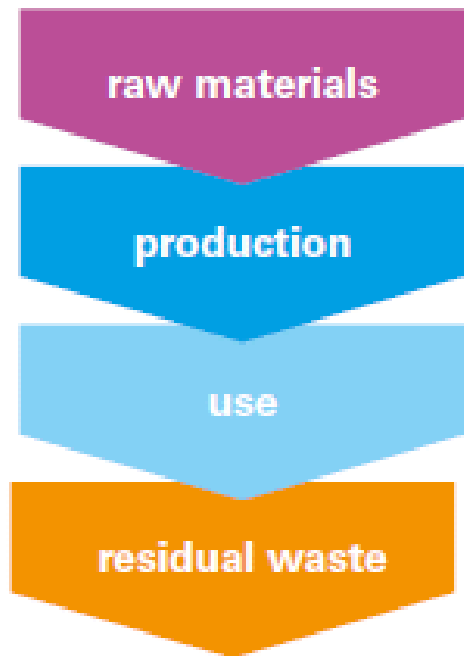




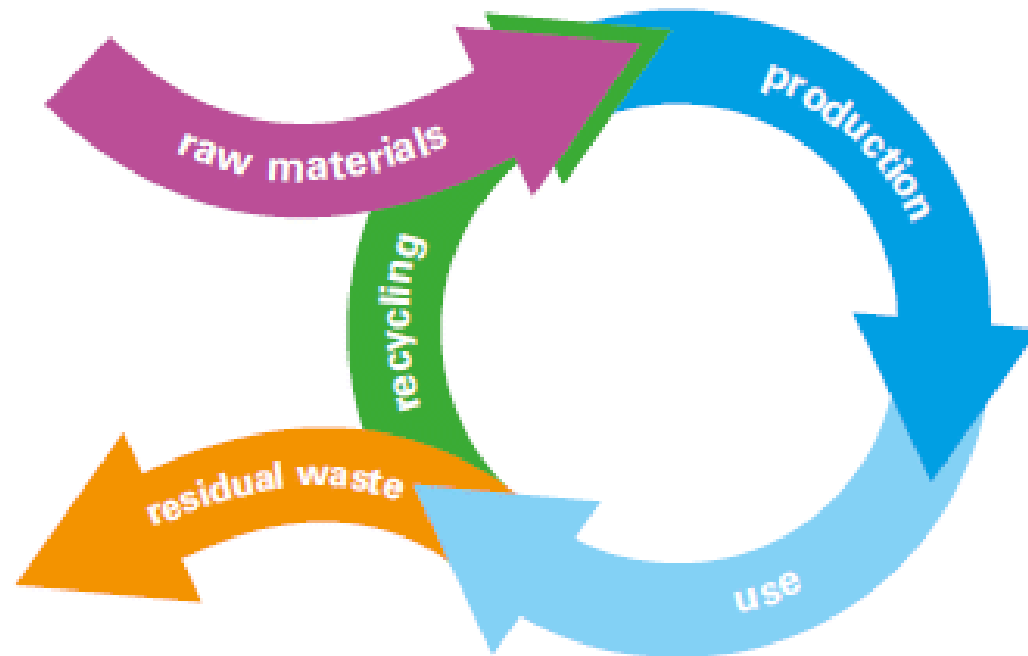
Business Circularity Insights

Understanding the various approaches towards achieving circularity within different business set ups

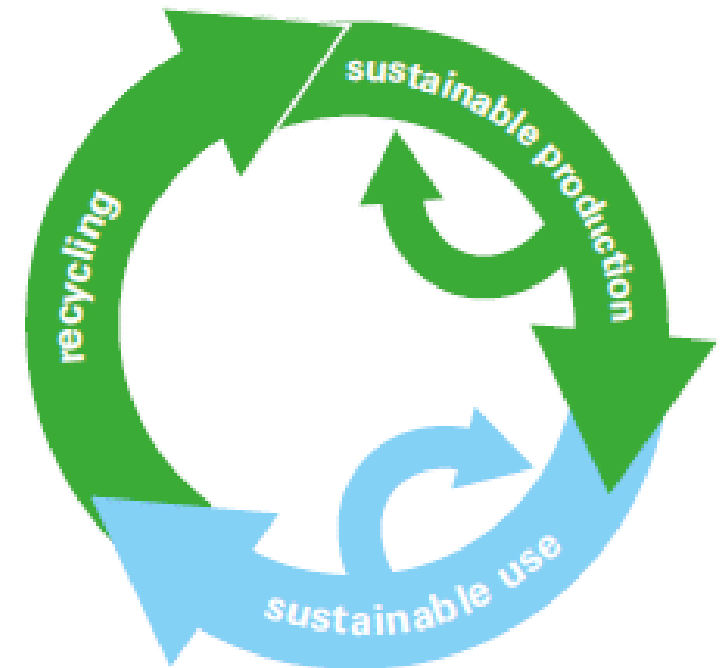
LINEAR ECONOMY



ECONOMY WITH FEEDBACK LOOPS



CIRCULAR ECONOMY



[https://www.researchgate.net/figure/Characterizing-linear-economy-economy-with-feedback-loops-and-circular-economy-](https://www.researchgate.net/figure/Characterizing-linear-economy-economy-with-feedback-loops-and-circular-economy-RLi_fig1_325417234)

RLi_fig1_325417234



Schools of Thought

- Cradle to Cradle
- Biomimicry
- Doughnut Economy
- Performance Economy
- Industrial Ecology
- Natural Capitalism
- Blue Economy
- Regenerative Design

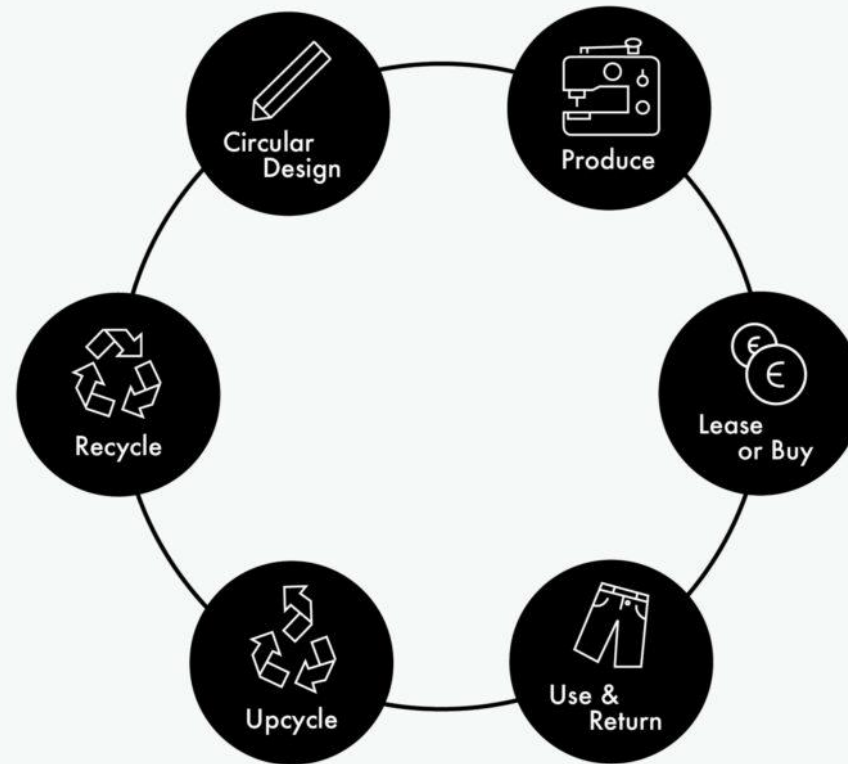
Product as a Service

- Circular lighting
- Circular interiors
- Green household appliances
- Circular tech
- Clothing
- Movable property

Service as a Product

- Material passport
- Pop up circular assistance
- Procurement assistance

Mud Jeans



Mud Jeans

Impact of fashion

1.2

over 1.2 billion pairs of jeans are purchased every year.

180

on average 180 meters of stitching yarn is used in one pair of jeans.

1

less than 1% of material used to produce clothing is recycled into new clothing.

50

50% of fast fashion pieces are discarded within a year.

10

around 10% of CO2 emission today is caused by fashion.

16

cotton accounts for 16% of the world's insecticide and pesticide use.

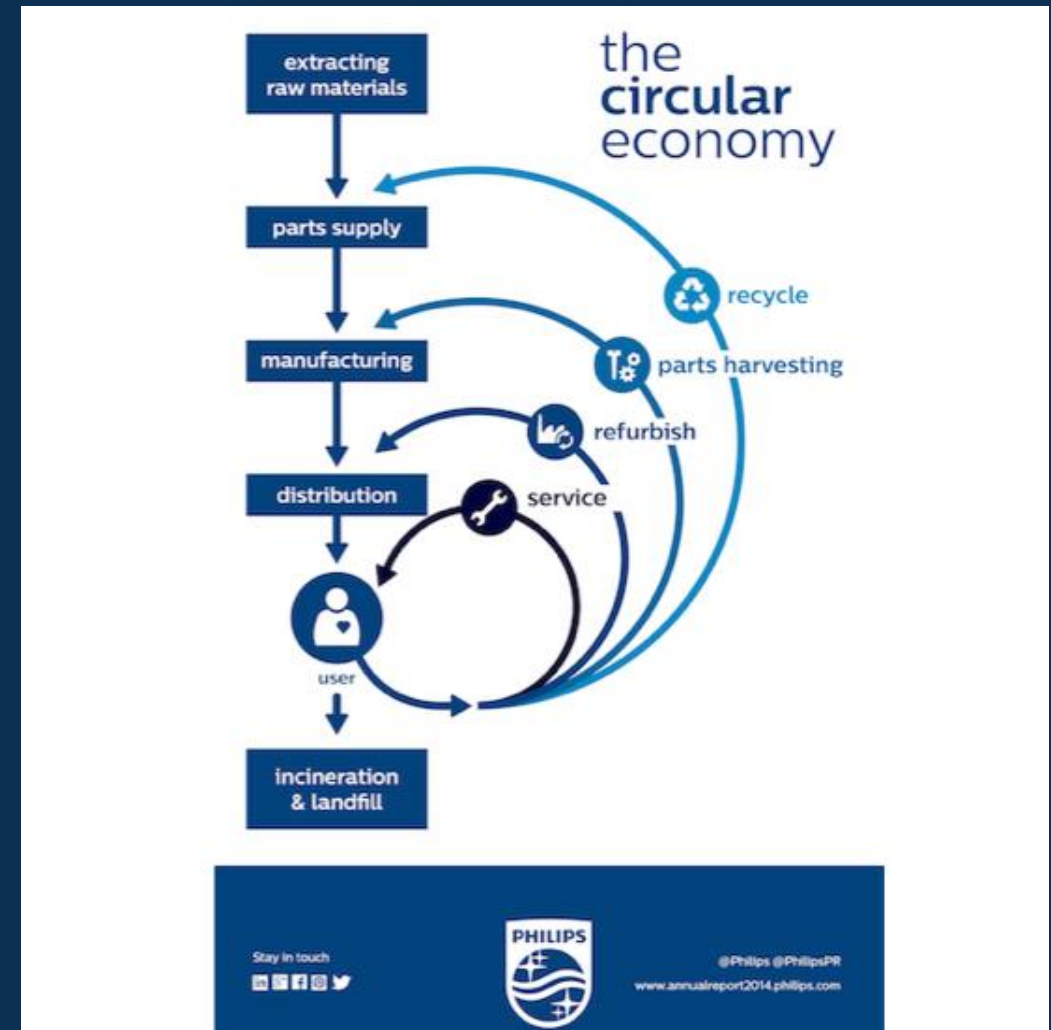
60

the average consumer purchases 60% more clothing than 15 years ago.

1

1 garbage truck full of textiles is being trashed every second.

Philips



Bundles



Fairphone



Denmark: Circular Public Procurement



Hemp cars



Farmsoft: Blockchain and Food Traceability

farmsoft

① MINIMIZE WASTE

② TRACEABILITY
MADE EASY

③ REDUCE ADMIN
COSTS

④ CONSISTENT
QUALITY CONTROL

⑤ BETTER PLANNING &
DISPATCH

⑥ OPTIONAL FARM
SOFTWARE □

Thank You!



+49 1634066319



@mkristensen



/majbrittk



kristensen.majbritt@gmail.com