

Hedenmark Ecoprofits

www.ecoprofits.se

Make business on sound
premises

Circular Economy

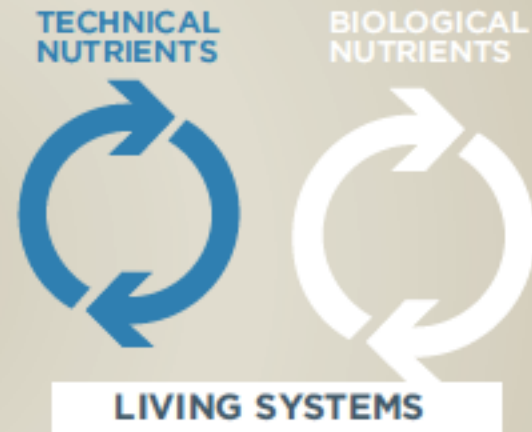


LINEAR ECONOMY



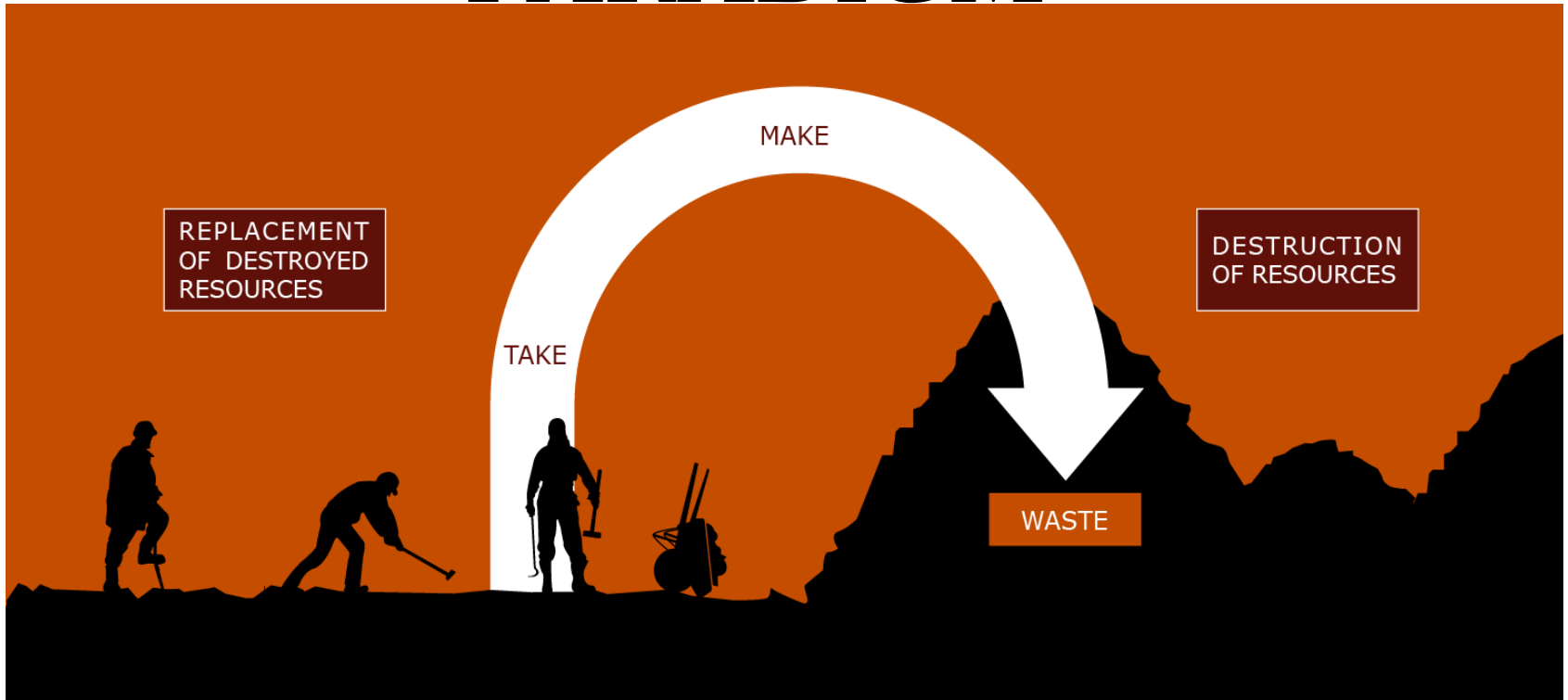
ENERGY FROM FINITE SOURCES

CIRCULAR ECONOMY



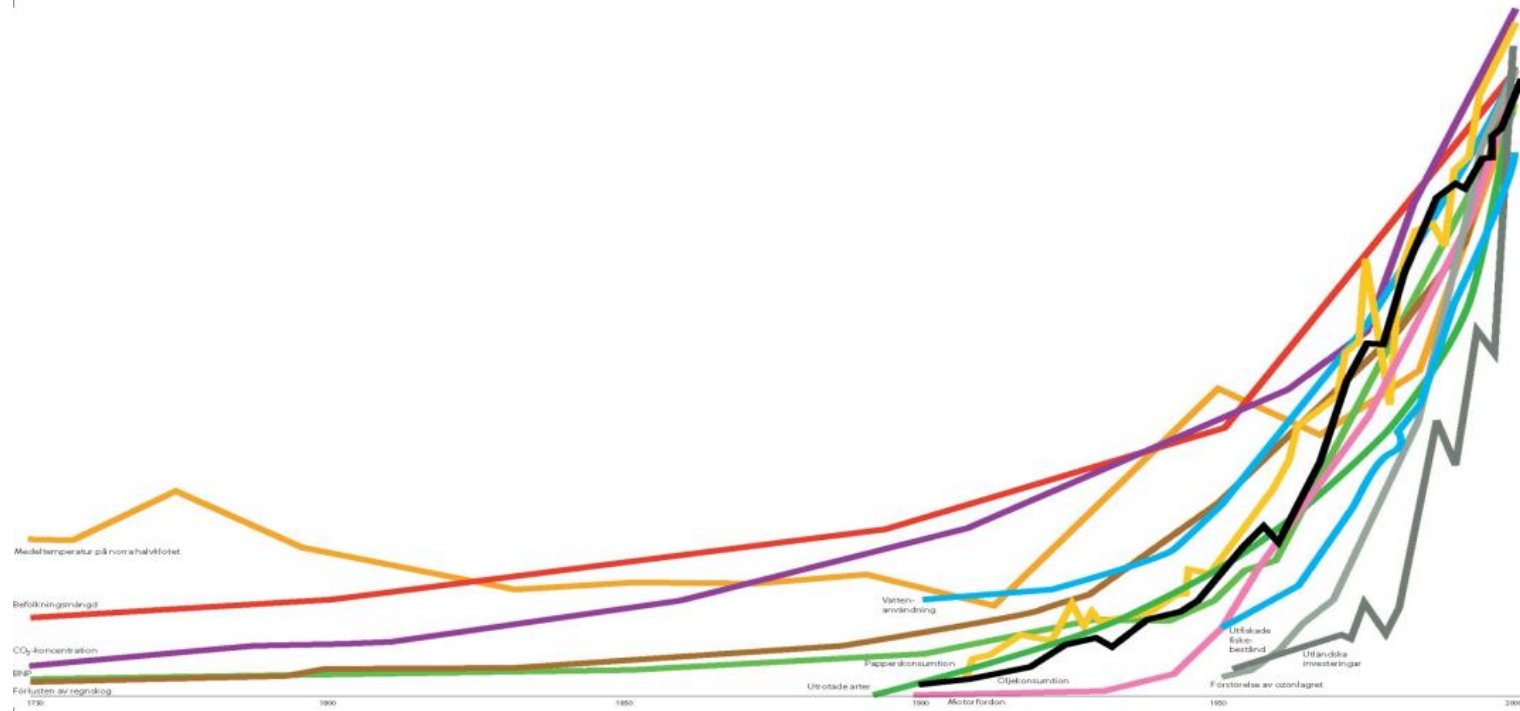
ENERGY FROM RENEWABLE SOURCES

CRADLE TO GRAVE DESIGN PARADIGM

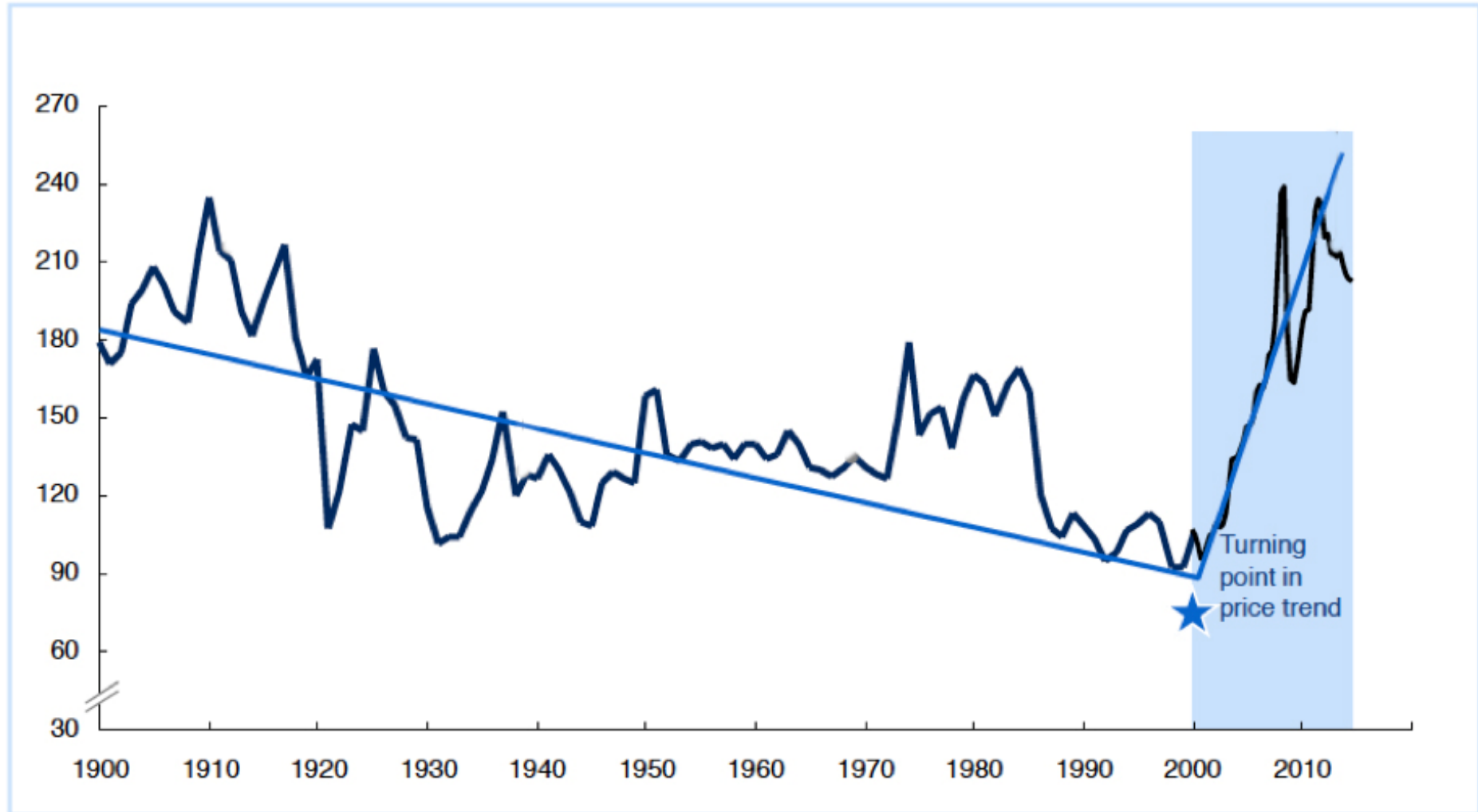




Peak Everything



Business leaders are faced with a world of rising and more volatile resource prices



Symptom of the linear economy



“Planned obsolescence”

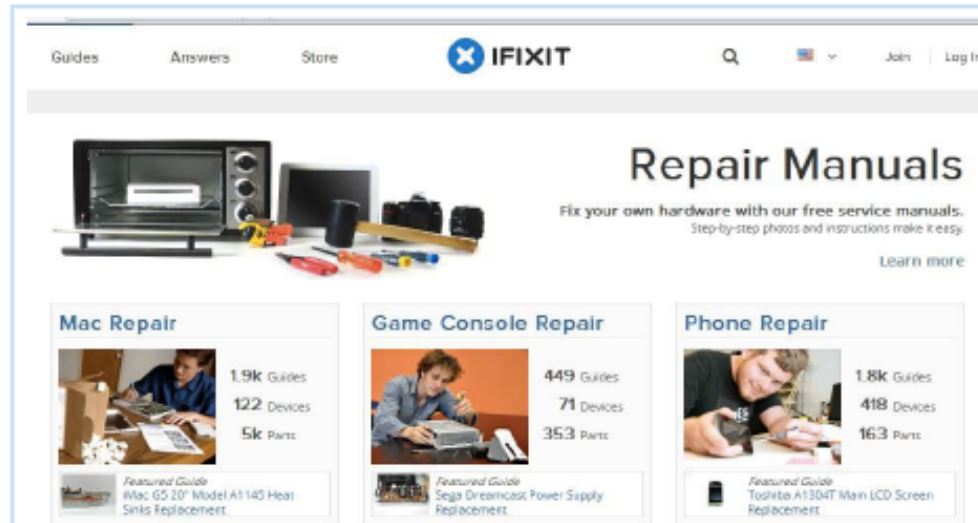
Bad design on purpose
in order to increase
sales (material)
volumes.

Example: light bulbs,
printers, software for
“upgrading” cellphones.

iFixIt – provides a platform for growing repair services in consumer products

CE-ENABLER

Circular Business Model



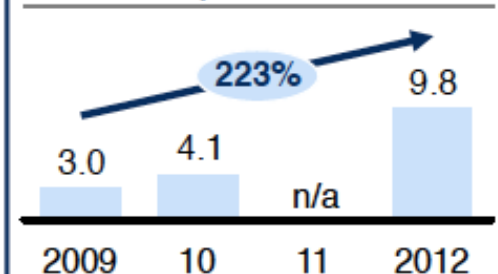
Core idea

- Crowd-sourced repair manuals
- Create platform and video tutorials for exchanging manuals
- Create revenues and funding from
 - Sales of parts
 - Sales of tool-sets

Current Footprint

- Operational since 2003
- ~ 50 employees in two main hubs
 - San Louis, CA (headquarter, fulfillment Americas)
 - Stuttgart, Germany (fulfillment center rest of world)
- Privately owned, no outside investors

Impressive growth trajectory in bootstrap mode



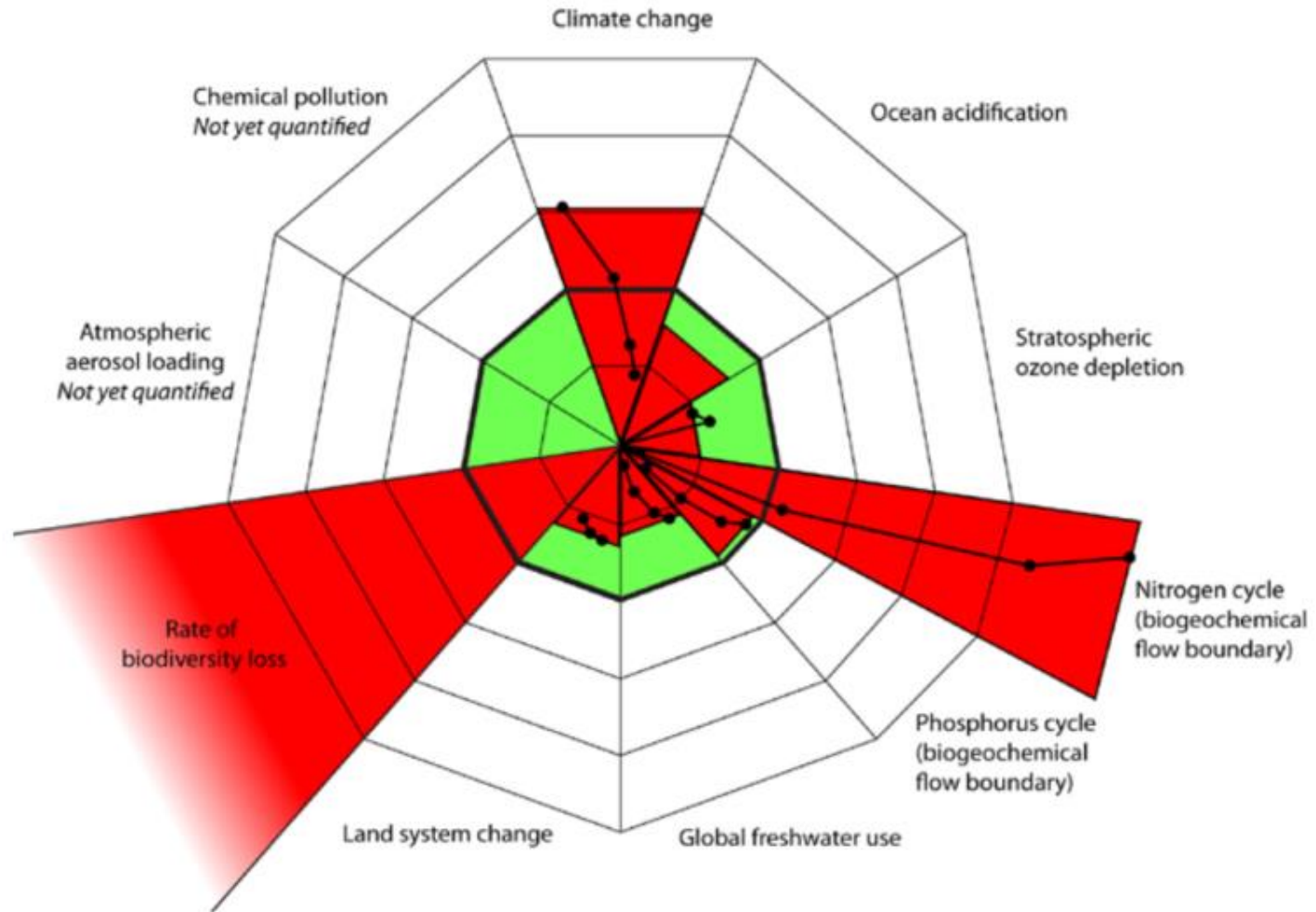
Impressive reach and enabler for circular business model

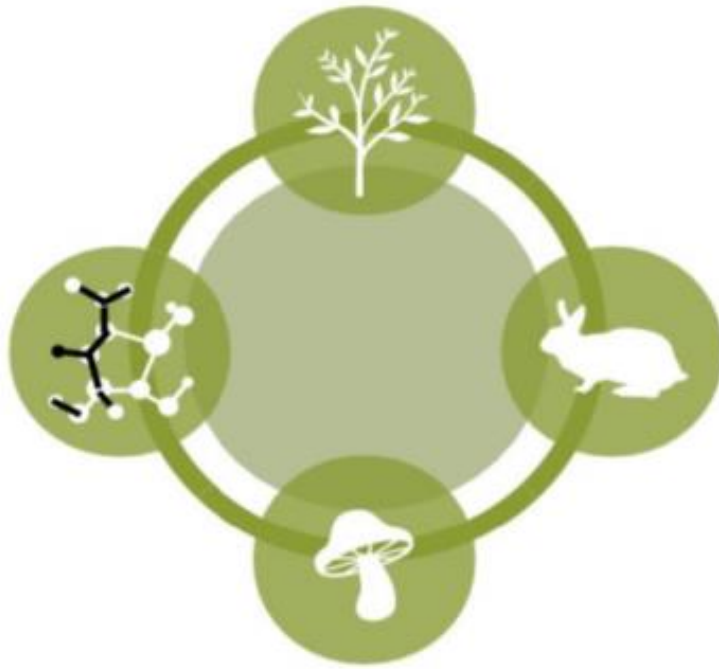
- More than 3 Mio. unique users per day
- Enabled launch of repair shops and chains (e.g. UBreakIt/iFixIt)
- Frequent coverage in leading media, e.g. Business Week, BBC

Pavlov's pike!



Planetary Boundaries



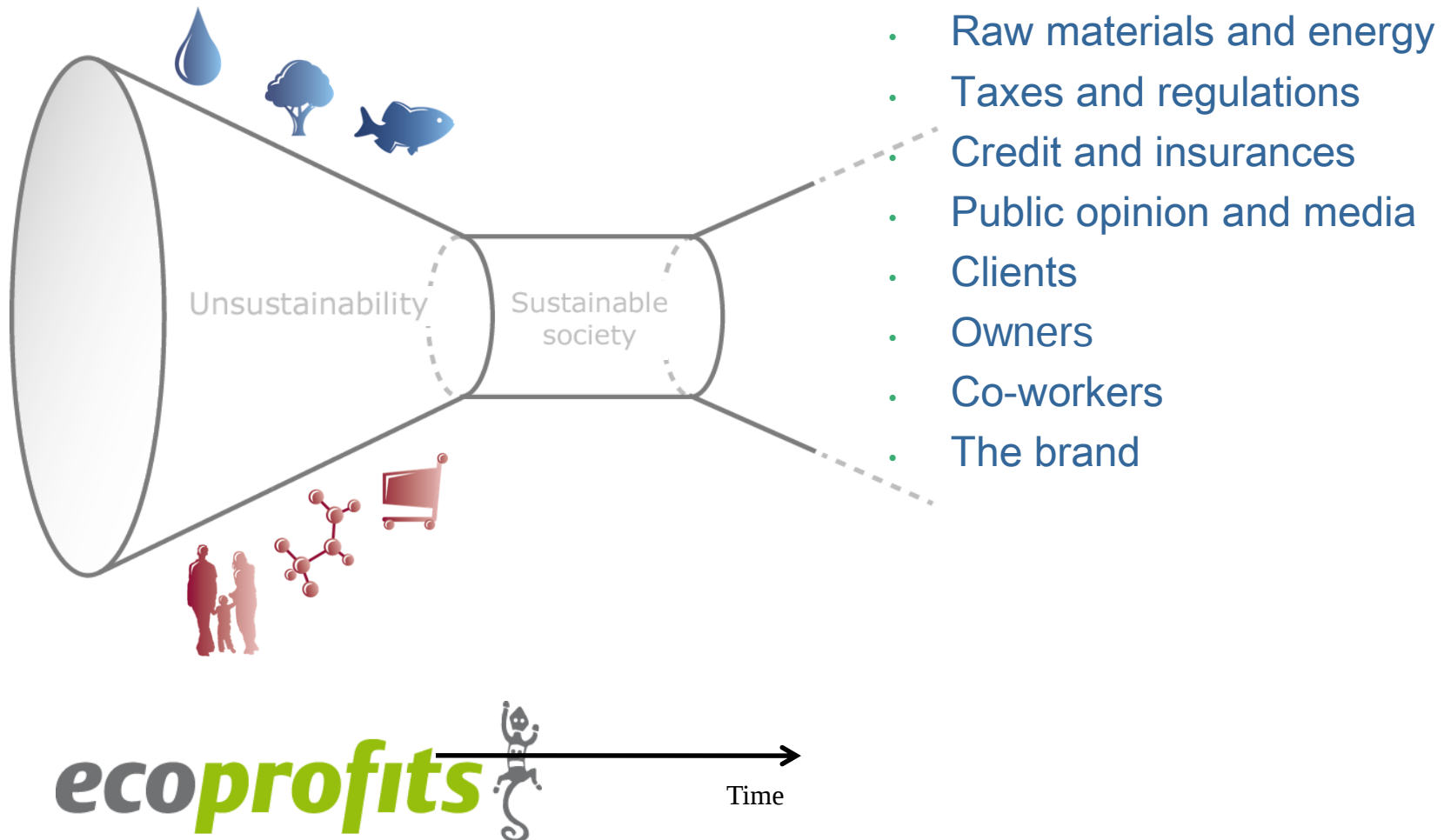


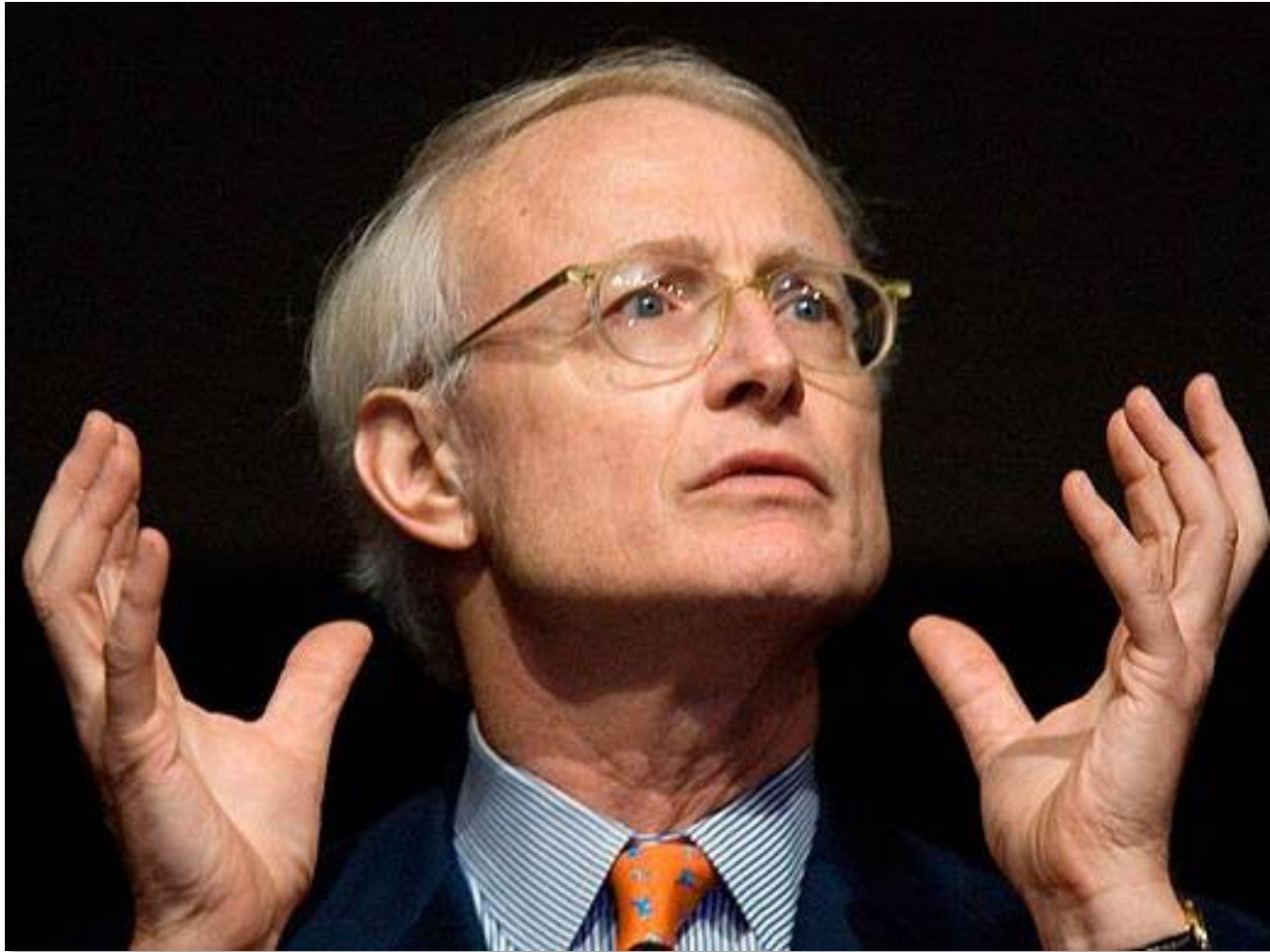
Biological
Metabolism



Technical
Metabolism

Business vs Sustainability



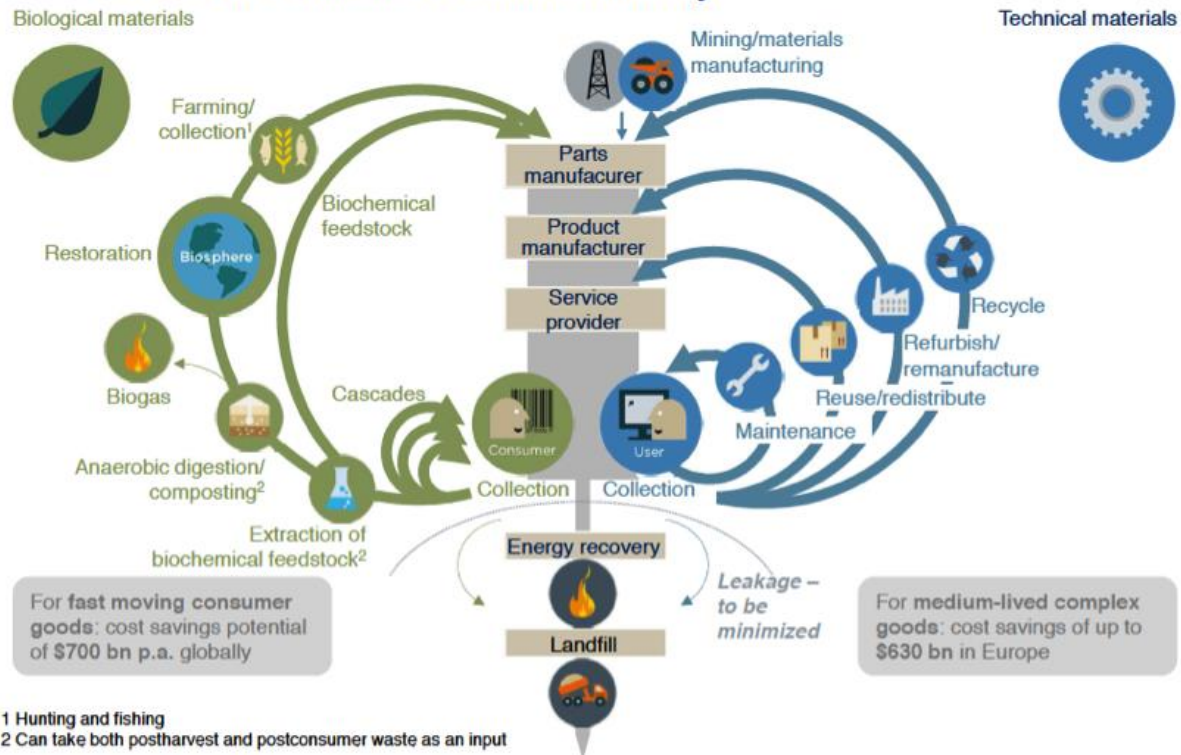


What is good for society, is good for business!

Michael Porter in Harvard Business Review, 2006

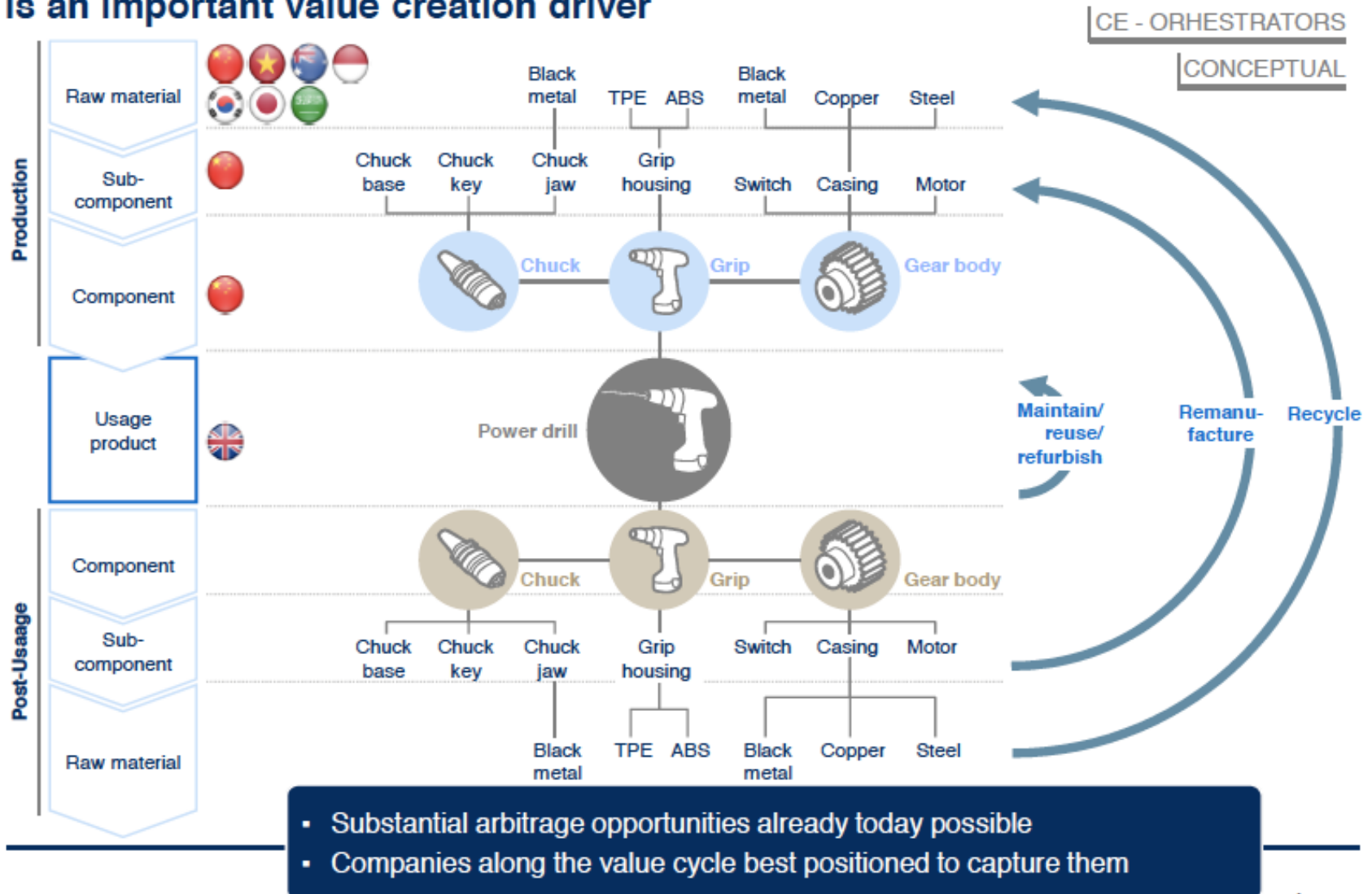
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Shifting to inner loops creates significant economic benefits in excess of 1 trillion US-Dollars annually



SOURCE: Ellen MacArthur Foundation circular economy team drawing from Braungart & McDonough and Cradle to Cradle (C2C)

Ability to orchestrate complex, multi-layer, reverse networks is an important value creation driver

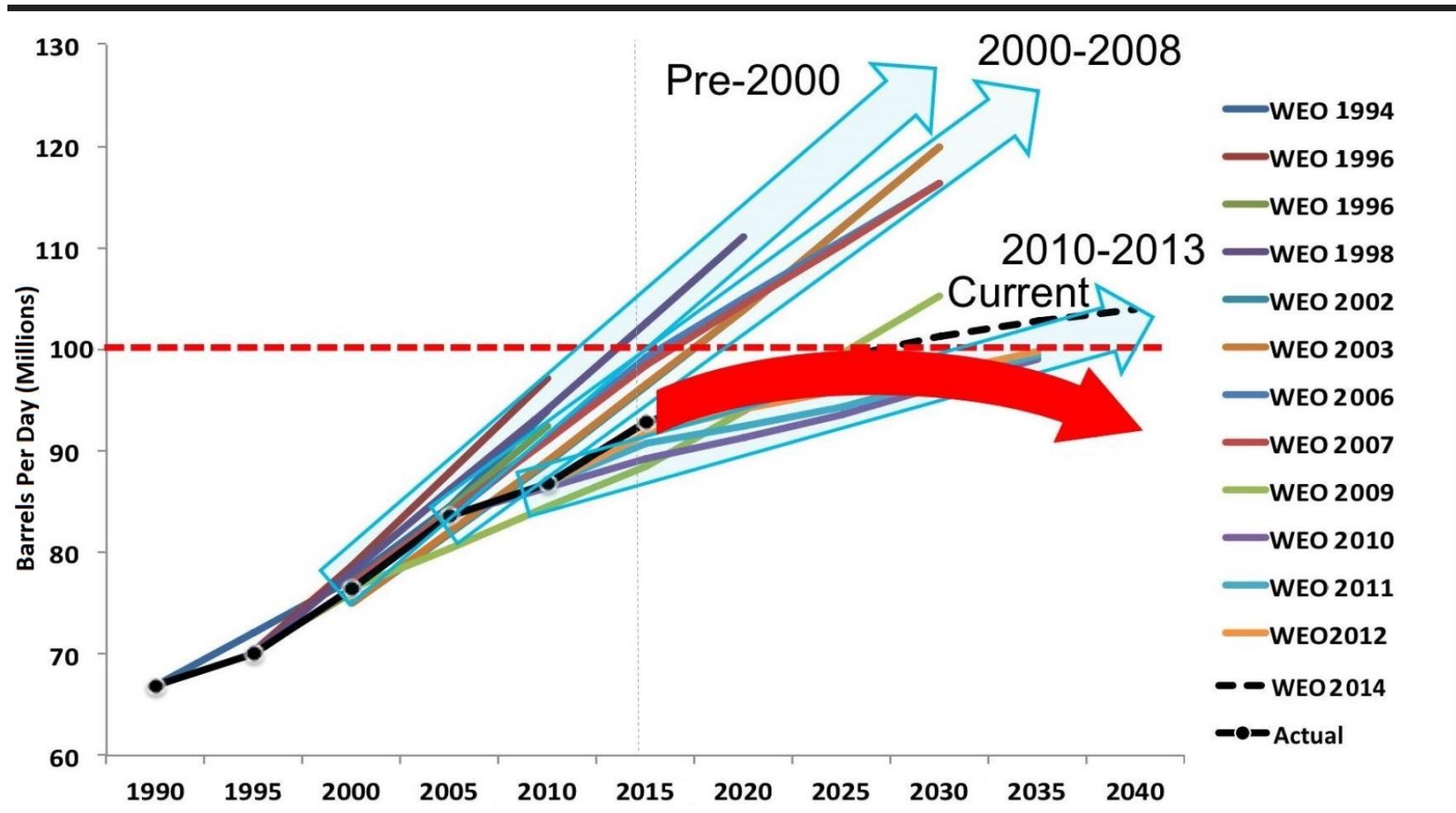


Selling functions, sharing economy!

I do not need a drill.
I need a hole in the wall



Predictions of oil production



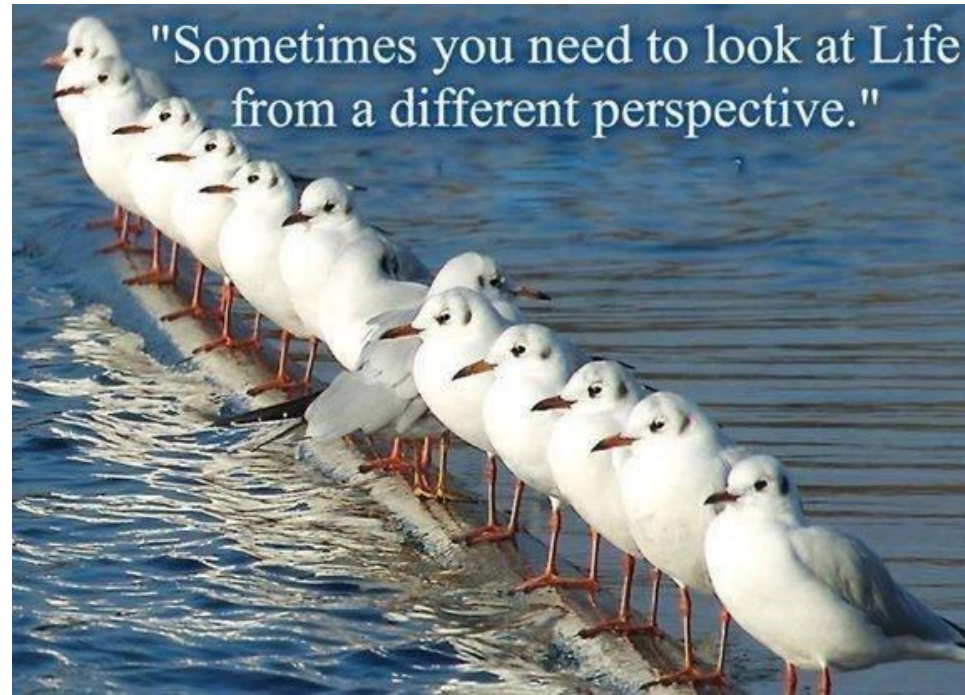
Revolution of industry – again..

- Amazing production results
- Extreme transformation of industries
- Tougher taxations
- Government selling bonds
- High recruitment

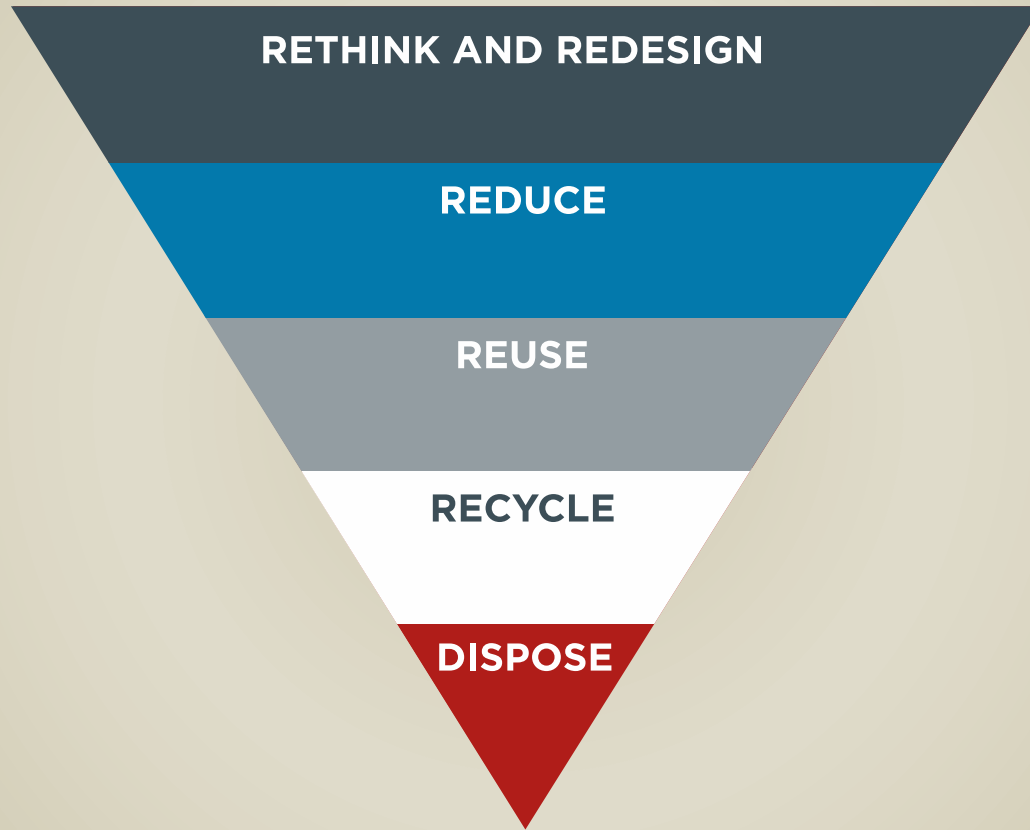




Lifecycles instead of organisations and emissions



HIERARCHY OF WASTE





ecopro

The Philips example

Philips has another contract with NY State. Instead of selling fluorescent lighting or bulbs, Philips are responsible to keep the buildings with appropriate light.

Philips will take the responsibility for waste, recycling and quality. They are motivated to minimize waste from business perspective. The client will have reduced cost for waste management and reduced costs for maintenance.

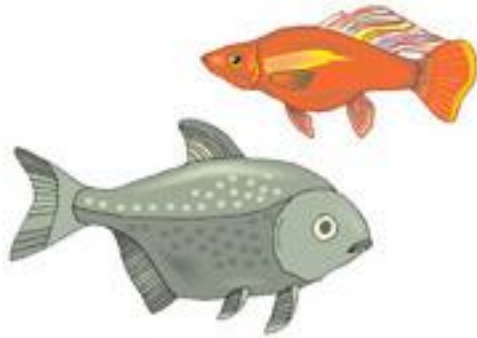


“Modularisation”





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Fish produce waste

The Aquaponic Cycle

HOW IT WORKS



Plants filter water for fish



Bacteria convert waste to fertilizer



Toaster 1- longlife

The Optimist



Toaster 2 – modular simpleness

The Pragmatist



Toaster 3 – easy to disassemble

The Realist



Workshop

