



# Business opportunities in the circular economy

Challenges Lead to Opportunities

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# What is sustainability?

«Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs.»

UN definition

The Bruntland commission report 1987



# 2015 – A Turning Point



PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21·CMP11



# Trends and challenges give opportunities

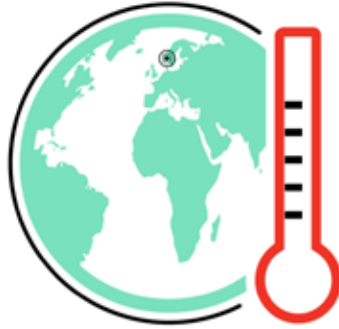


## Nature resources under pressure

High population growth



From **7.4** to est. **8.6 billions**  
within 2035



## Global warming

2 degrees increase in average  
temperature



Increased sea level and major  
damages to infrastructures  
and farming areas



## Urbanization

Mega-cities in growth markets  
and several medium to large size  
cities in the western world



Large socio-economic challenges

## Lean Thinking – tweaking or changing the business model

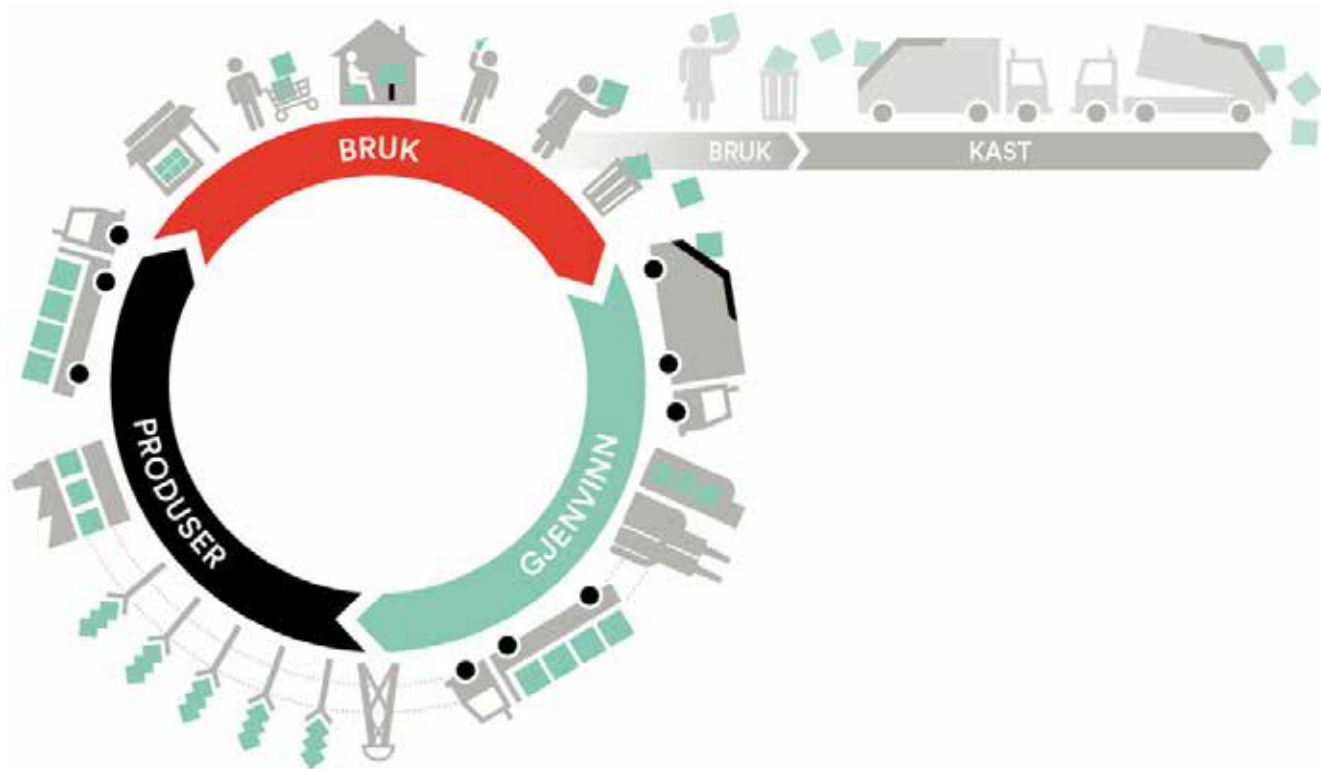
(Jørgensen/Pedersen, «Restart – 7 roads to sustainable business», Cappelen Damm forlag)

- Experiments, not revolution
- Start with small steps
- Go LEAN
- Pilot testing green changes in the model
- Light and shadow
- Decide which factors are the most important for measuring results ( for example reduced waste or emission, more «gentle» ingredients )

# Sustainability – the Triple Bottom Line



# Effective resource use - Circular economy







**Challenge:** both fish farming and wild fish harvesting require quite large amounts of plastic based equipment, that after some years use end up as waste.

**Solution:** NoFir collect, clense and deconstruct this waste and transform it into pellets that can be used for production of yarn for garments, carpets and toys



The worlds best surfer and earlier Baywatch star Kelly Slater posing in clothes from his own line, made of recycled fishnets from Norway.

# Drivers for a sustainable society



New technology



Business models

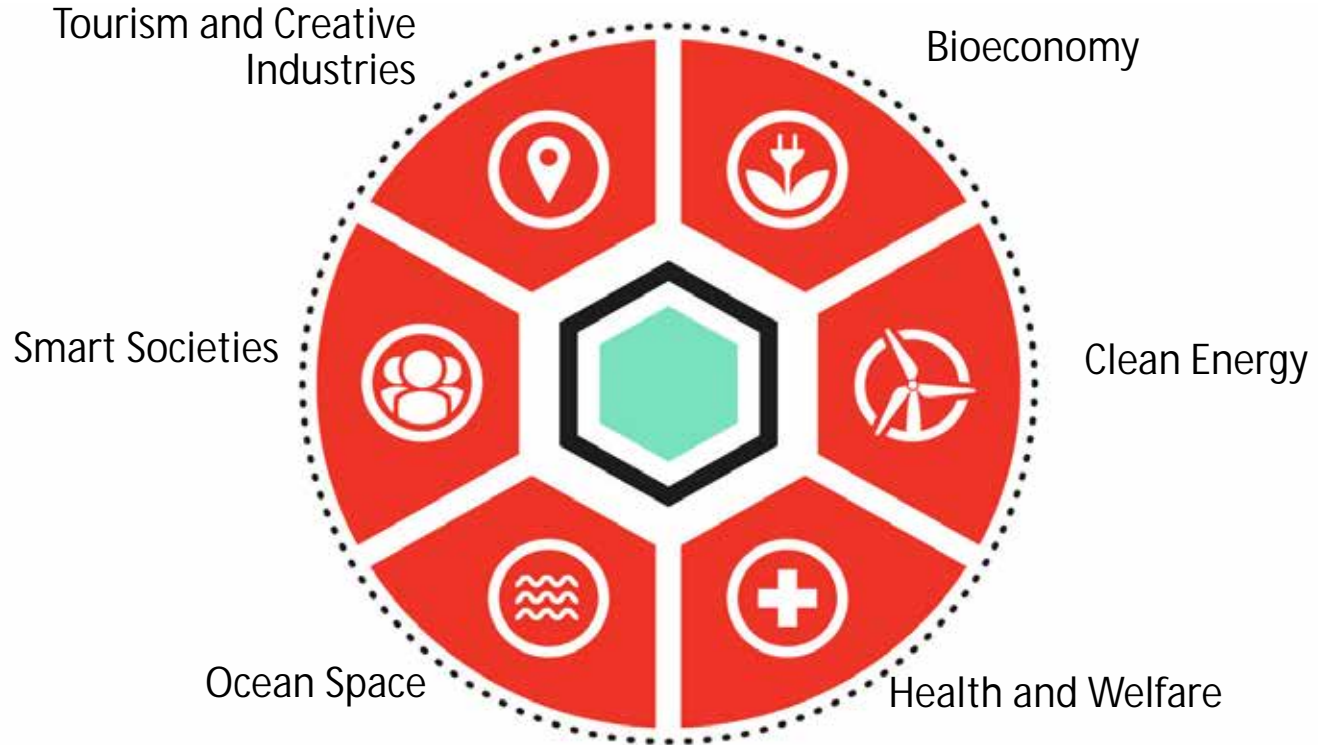


Social innovation

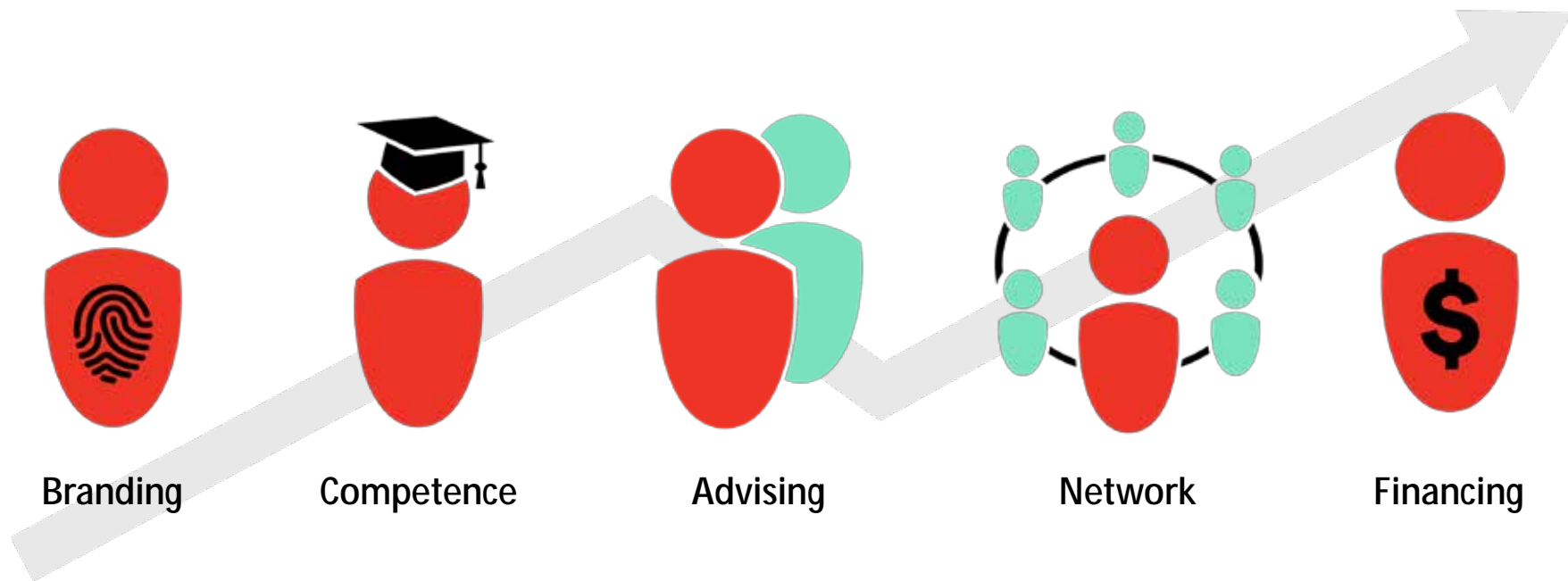


Effective use of  
resources

# Norwegian competitive advantages



# How can Innovation Norway help your company?



# Clusters and networks



# Regional funds

- On behalf of the Counties
- Within nasjonal policies
- And within all EU regulations

But

...room to wriggle...

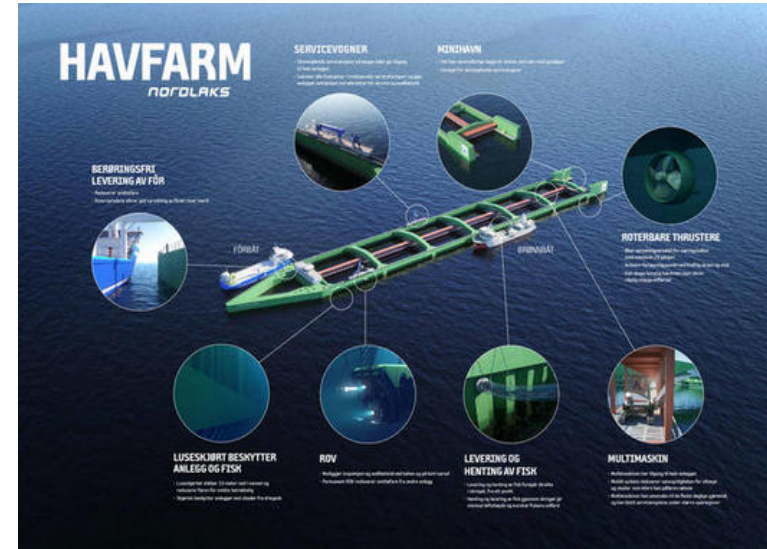






# Environmental technology program

- Strengthen Norwegian business competitiveness
- Development and testing of new environmental technology
- Risk relief through public grants
- Targeting the Pilot- and demonstration phase
- Applies to technology, solutions, production processes, services and products



# Environmental technology, feasibility studies, pre projects

## Circular economy. Digitalisation Electrifying

These are important clues to how to succeed with «the green shift».

We believe there are good ideas for new solutions within existing clusters.

That's why we announce this opportunity for companies that are clusters members, to get finance for developing new bussiness opportunities.





## Plastic as environmental problem– Innovasjon Norway and Miljødirektoratet look for new solutions!

We are looking for new products and services to reduce the negative environmental impact coming from plastic, microplastic, plastic waste and marine pollution, and develop methods and systems for increased recycling of plastic waste.



Foto. Thinkstock

Circ



Grasp the chance to meet industry and researcher partners from all over Europe!

Gain insights into relevant calls within Horizon2020 and what it takes to succeed with project financing!

Get updates on EU policies from the European Commission and on-site advice from EU-experts.

**Targeted topics:**

- waste mgt and recycling
- soil remediation
- water and wastewater treatment
- bioplastics
- bioenergy and biofuel

Registration: <https://www.innovationnorway.no/>

<https://www.b2match.eu/h2020circulareconomy>



Thank you!

[www.innovationnorway.no](http://www.innovationnorway.no)