

# Circular economy in retail and the service industry

Ivar Horneland Kristensen  
CEO, Virke, The Enterprise Federation of Norway

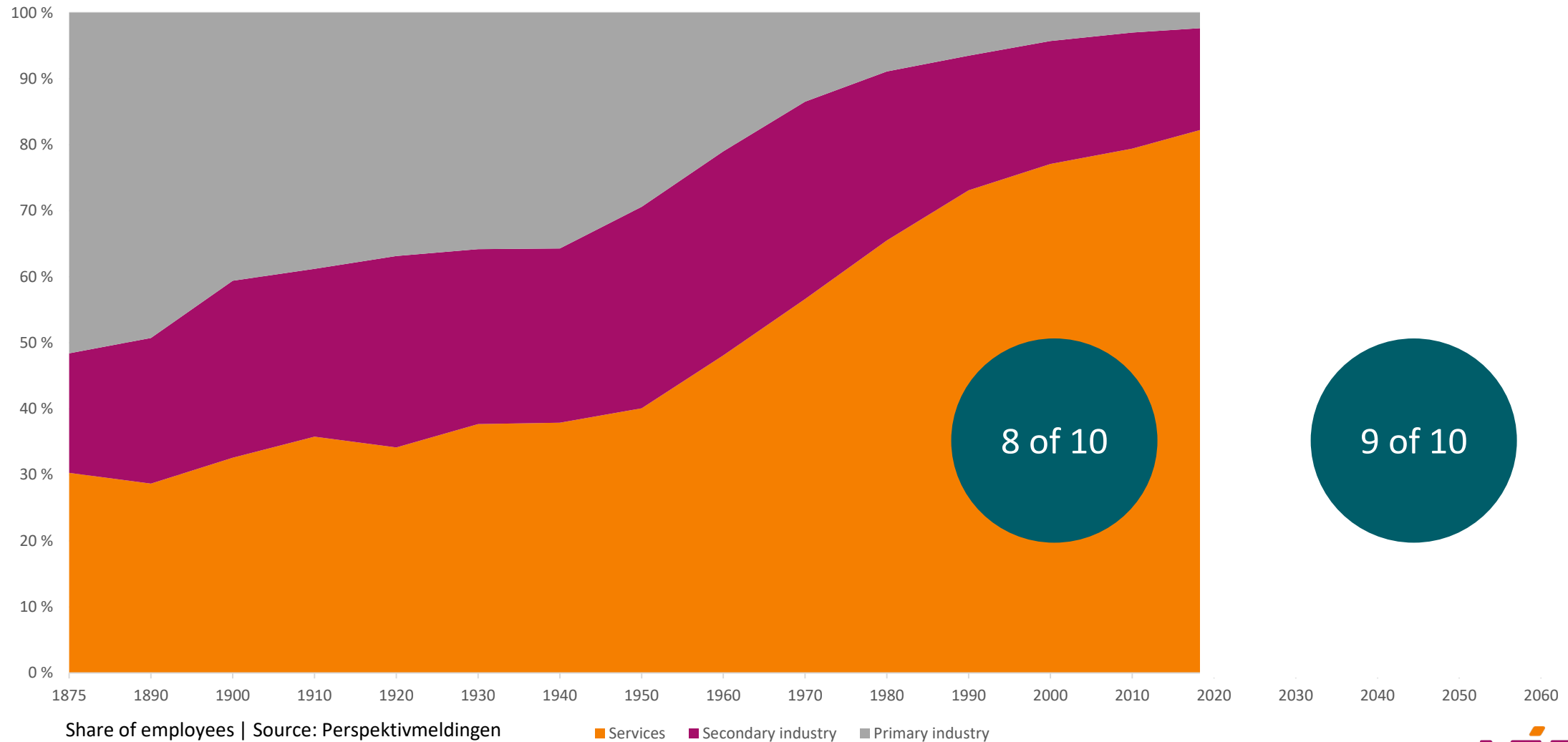
3. June 2019



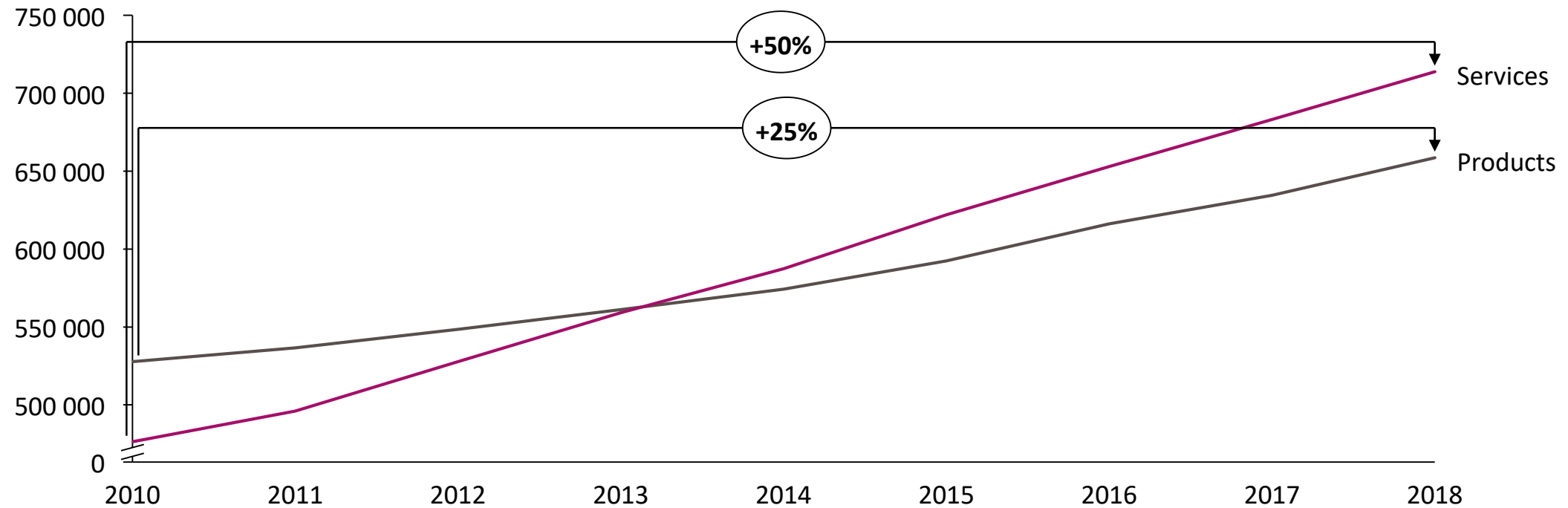




# Most Norwegian's work in retail and services



# Consumption of services increases more than products



Kilde: SSB, Nasjonalregnskapet, konsum i husholdninger, utgift, statistikkvariabel og år. Løpende priser

# Everyone can and must contribute

Opportunistic

Active

Passive

## OBEYING RULES AND REGULATIONS

- Measuring environmental impact and discovering how future challenges affect operations

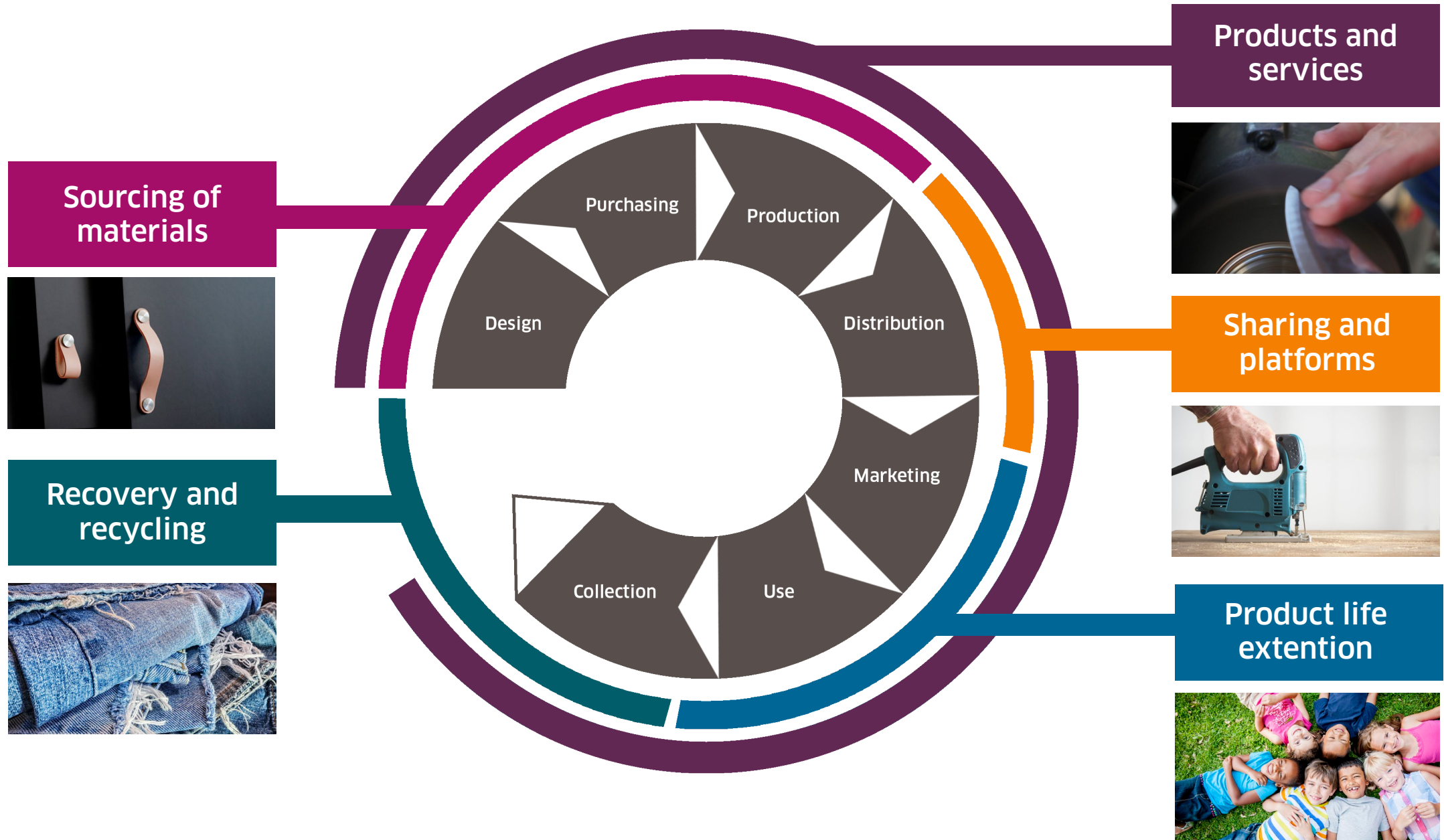
## MEASURES AND SUPPLIER REQUIREMENTS

- Certifications like Miljøfyrtårn
- Product certifications like Swan label
- Recycling in production, in store and for customers
- Measures linked to energy consumption, waste reduction, purchasing and transport
- Environmental purchasing and supplier demands
  - Influencing customers

## STRATEGIC APPROACH AND NEW BUSINESS MODELS

- Innovation
- New services and offerings
- Products for rent, lease, repair and upgrade
- New business models
- Circular economy

# Circular economy





9%

Global recycling

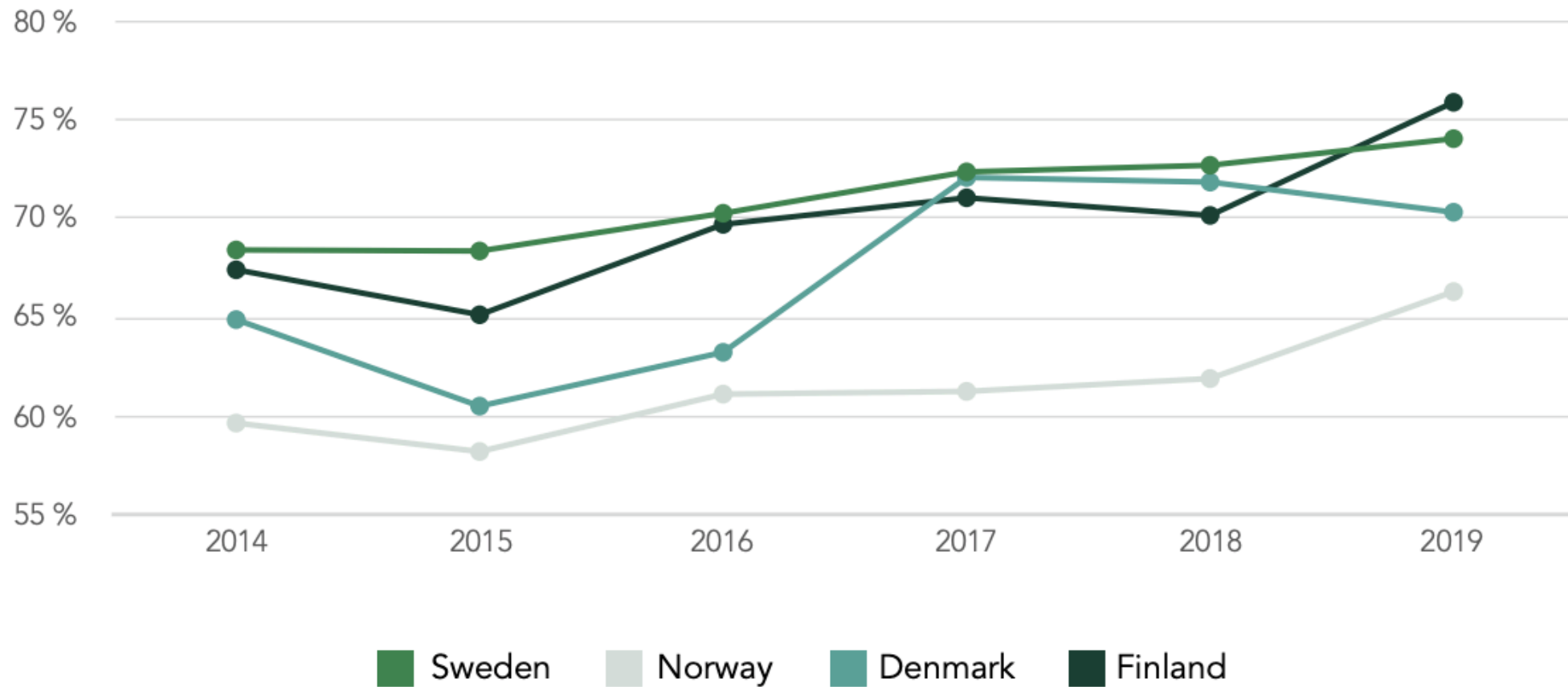
70%

Domestic recycling

56%

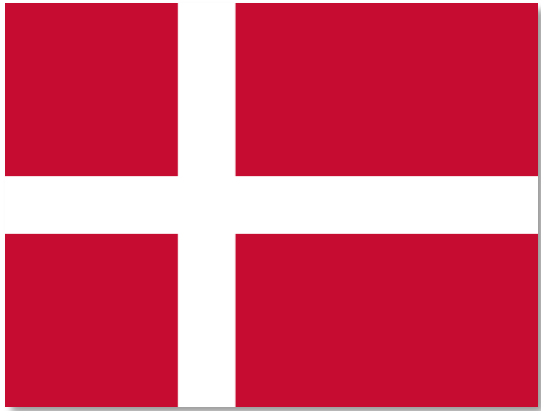
Estimated emission  
reduction

## THE % OF CONSUMERS WHO SAY THAT SUSTAINABILITY IMPACTS THEIR BUYING DECISION





# How we compare



# Virke's role



Political influencer



Courses and networks



Employer assistance



# Our policy

1. Taxes on pollution
2. Reconfiguring the government's instrument for innovation and development
3. Incentives for retail and the service industry
4. Green procurement procedures
5. Support schemes for competence development

# Get in touch!



**ihk@virke.no**



**@ivarhk**



**ivar.horneland.kristensen**



**Ivar H. Kristensen**