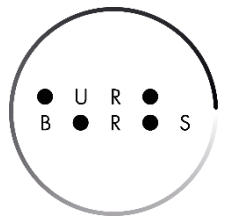


The Scottish Isle of Eigg

**“You never change things by fighting the existing reality.
To change something, build a new model that
makes the existing model obsolete.”**

- Buckminster Fuller

Circular economy



More value from less resources

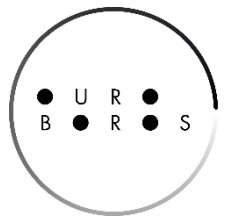


From managing a problem



To value creation and enhancement





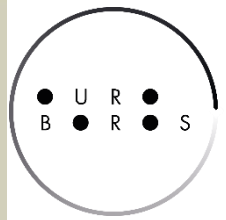
Business!



with embedded environmental impact



FIGURE 20
Employment effects vary across primary, secondary, and tertiary sectors of a circular economy




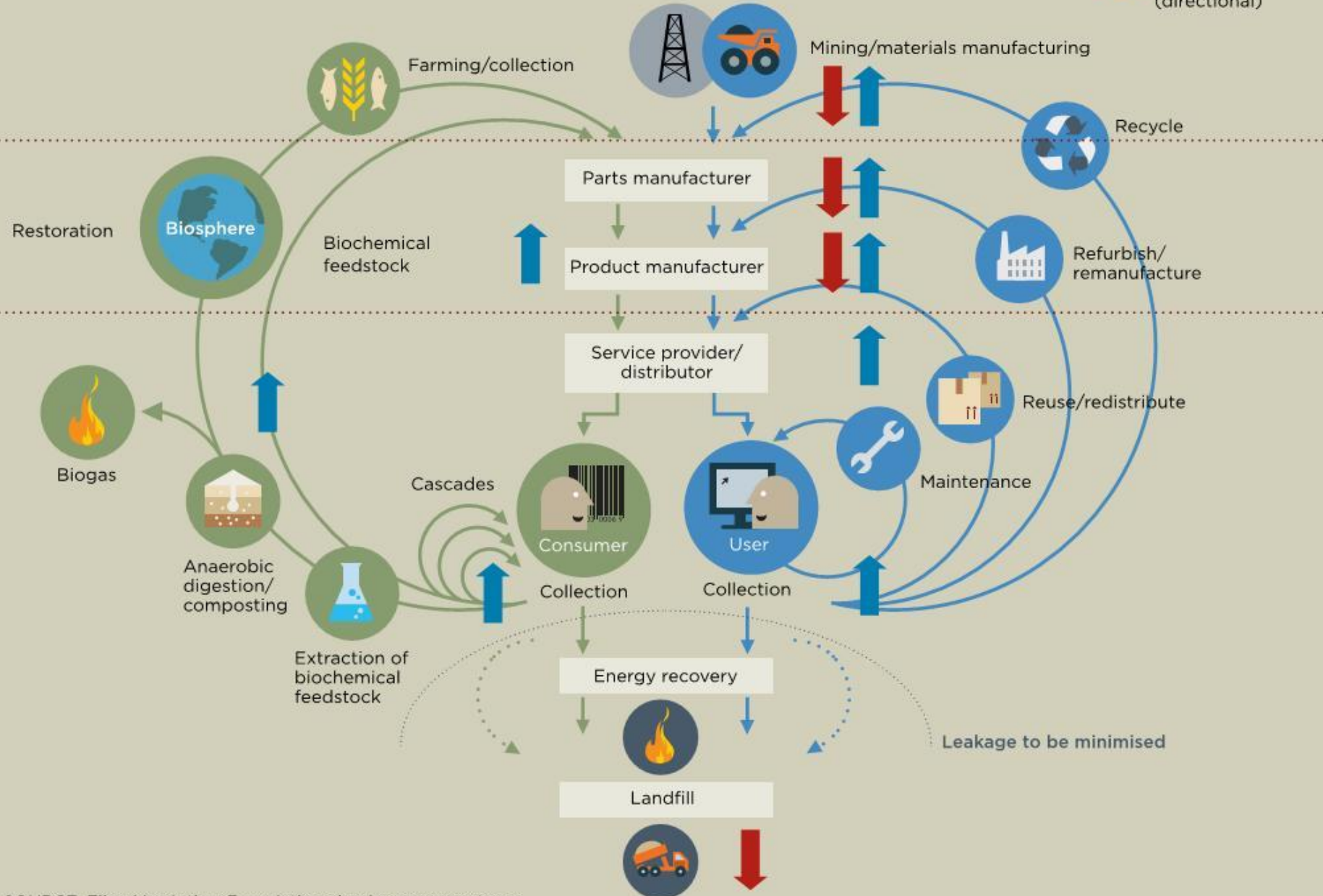
 Effect on employment activity (directional)



Primary sector



Secondary sector



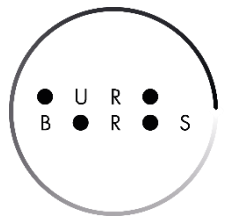
Tertiary sector




SOURCE: Ellen MacArthur Foundation circular economy team

May 30-31, 2018

Simply put

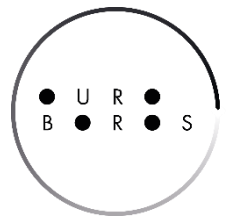


Circular economy:

- ▶ More with less
 - ▶ More than once
 - ▶ Utilize better
 - ▶ Cleaner
-
- ▶ It is a new way of looking at business and business models



Think of it as a bike



Durable

Takes an ongoing
commitment to get
results

Easy to repairer

You can buy it, rent it
or use a share system

Can be refurbish

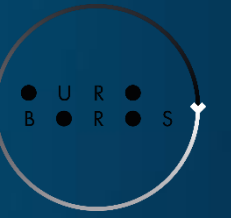
Upgradable to
meet new needs

Materials can be
reused after end
use periods



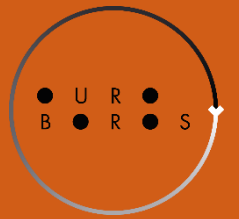
Positive impact in
use

Runs on renewable
energy



~fLOW~

House rules



Listen
Be curious
Network
Ask questions
Engage
Share – use #CEC18

Ouroboros AS

Jasper Steinhausen

T: +45 2135 1029

@: js@ouroboros.works

Learn more

Web: www.ouroboros.works



Jasper Steinhausen
Business Advisor &
Owner

