

How to create **Circular Business** through **Collaboration?**

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We aim to leave
people and planet
better than we
found them



||| We put **customers at the heart**
of innovation and look **beyond profit.**

**That's how businesses can be a force for
good**





A net economic
Benefit of **€1.8
trillion by 2030**

Volatile prices



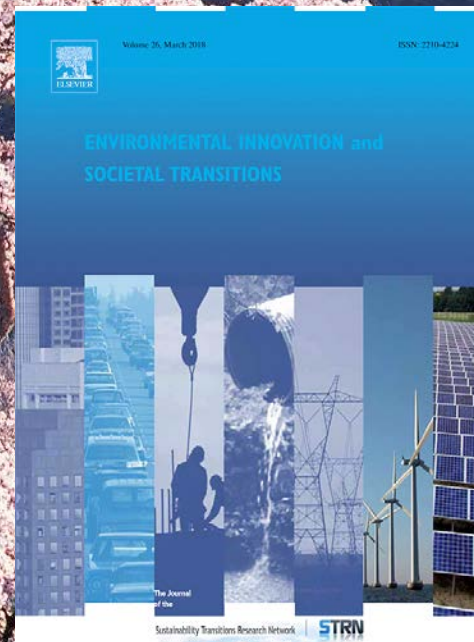
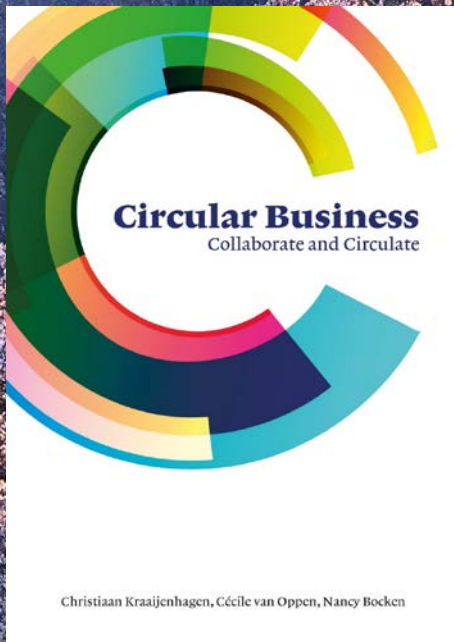
From **1.8 billion** in 2009 to
4.9 billion in 2030




Key barriers



1. Mental
2. Organizational
3. Institutional



A close-up photograph of a human eye with green irises and yellow eye makeup on the eyelids. The eye is looking slightly to the right. The background is a blurred, warm-toned skin texture.

Collaboration is essential to create successful circular economy initiatives

Collaboration with customers

Collaboration with partners in the value chain

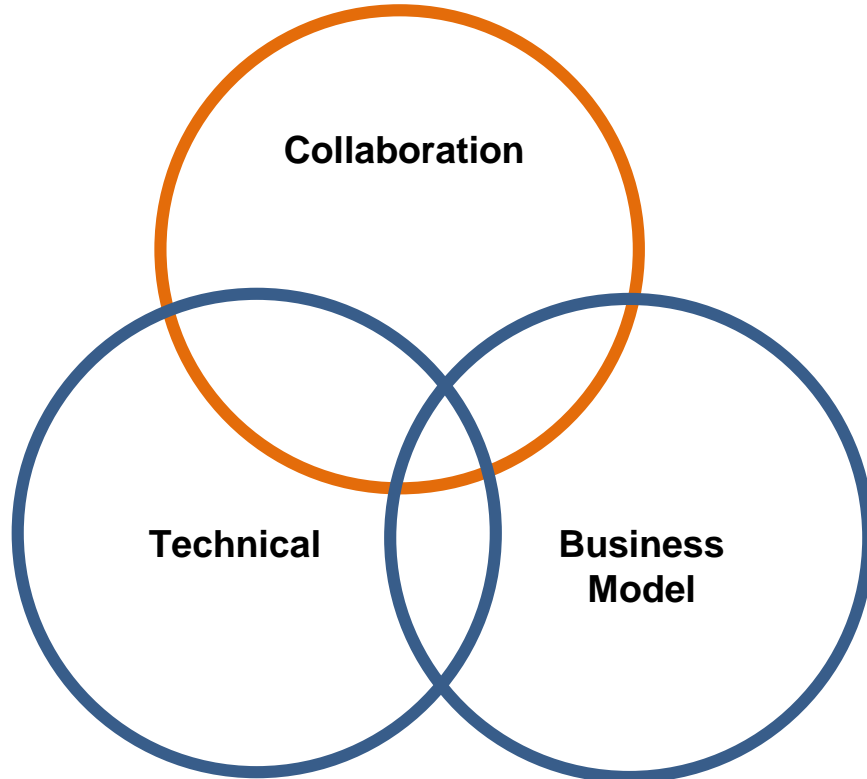


Circular Economy

An economy in which stakeholders **collaborate** in order to maximise the value of products and materials, and as such contribute to minimising the depletion of natural resources and create positive and societal and environmental impact.



Three circular economy innovation aspects





**Evaluate and learn
between every step**

PHILIPS



Evaluate and learn
between every step

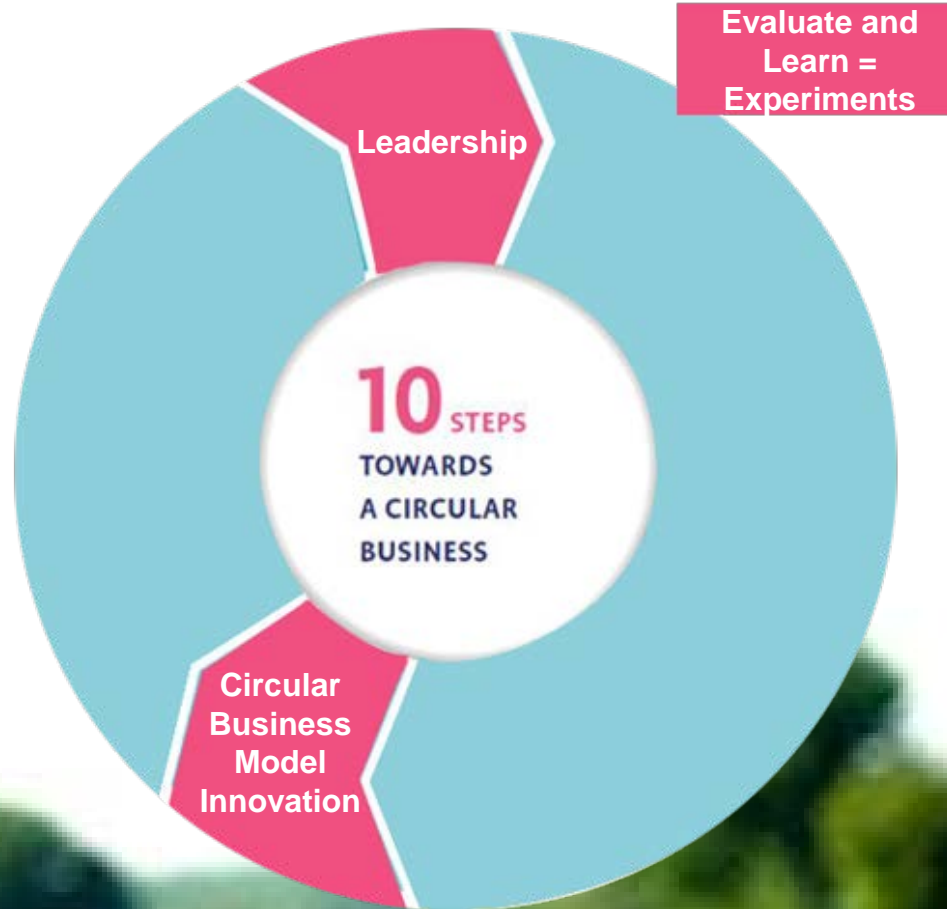


MUD JEANS

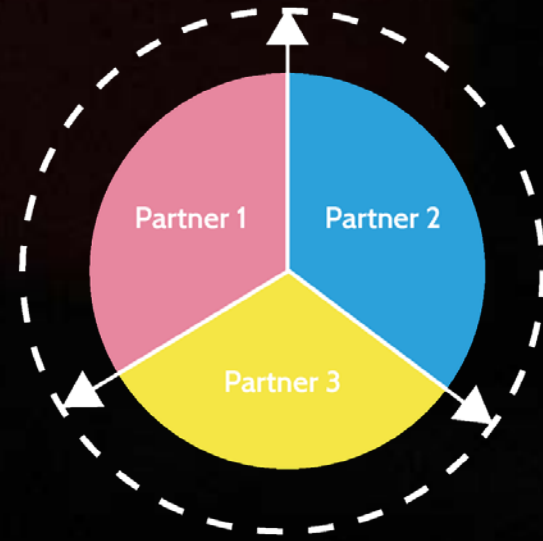
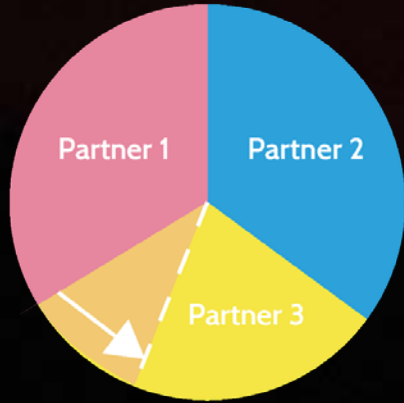


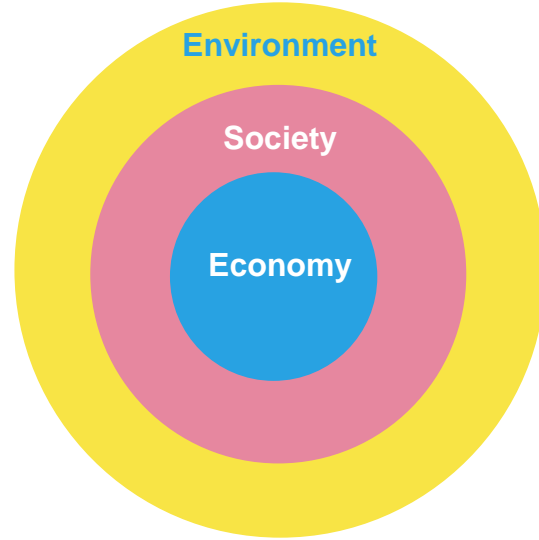
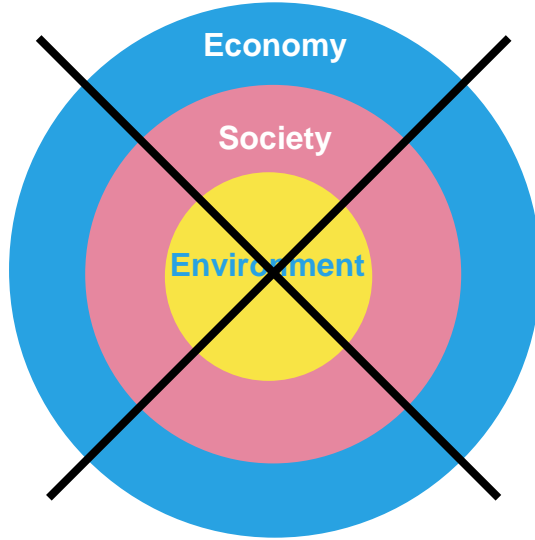
peerby





||| How do we get to a circular business together?





Source: Professor Dr. Nancy Bocken, IIIEE, Lund



||| Circular design =
“higher investments”





**Circular business model innovation
starts with adding customer value**









||| How to realize organisational transformation?





Ever tried
Ever failed
No matter
Try again
Fail again
Fail better

- Becket

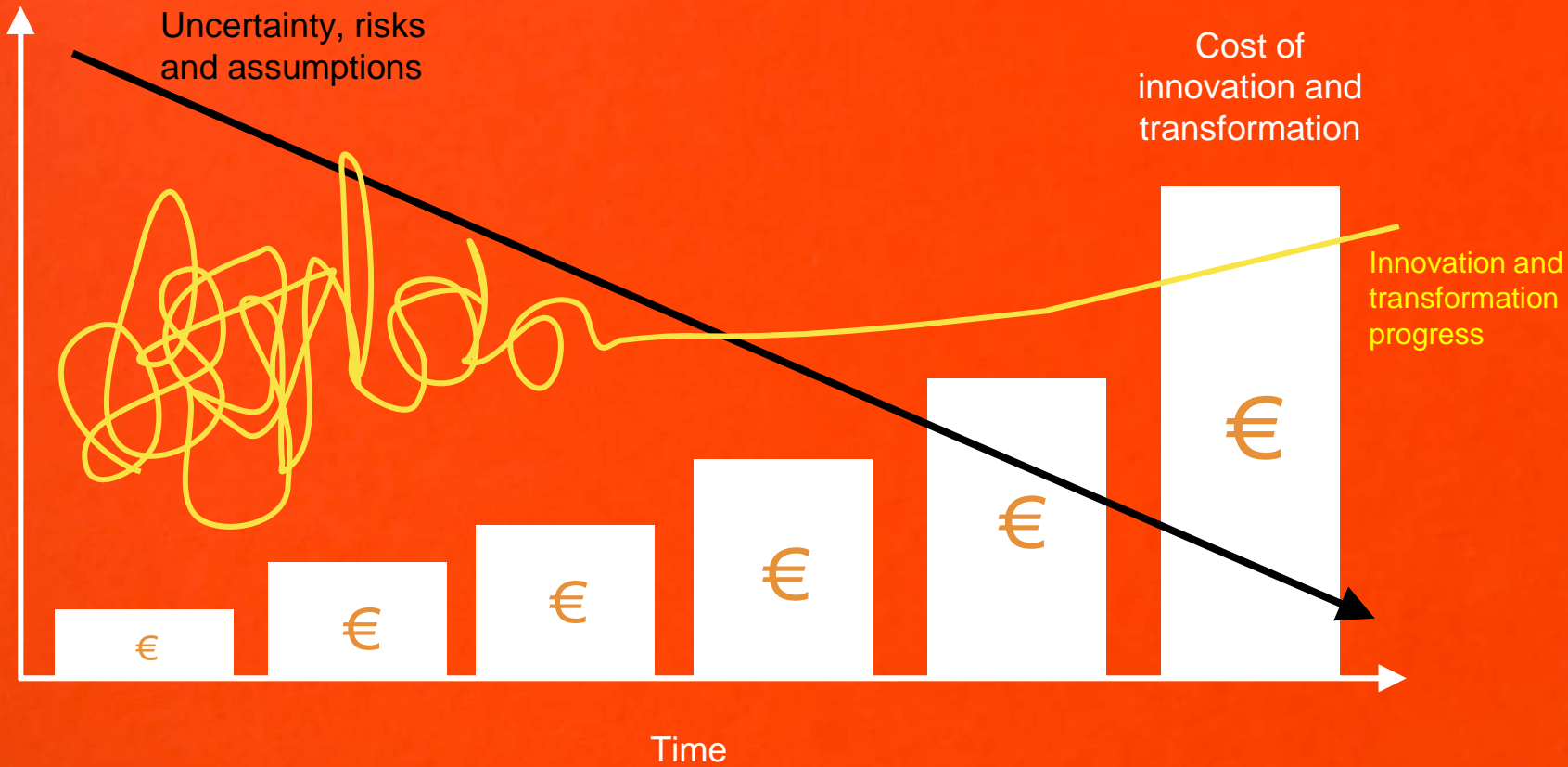


**Think big,
start small.**

||| Experiment = Low risk and investment

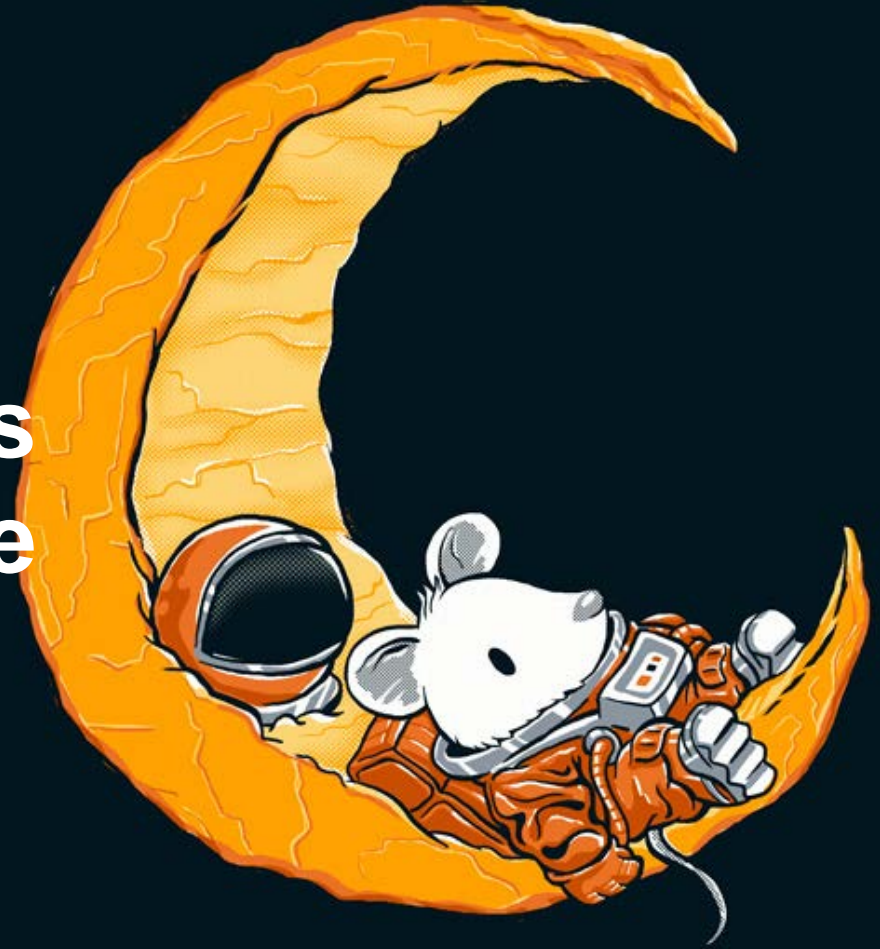


‘Try only for one month. Let’s do it’

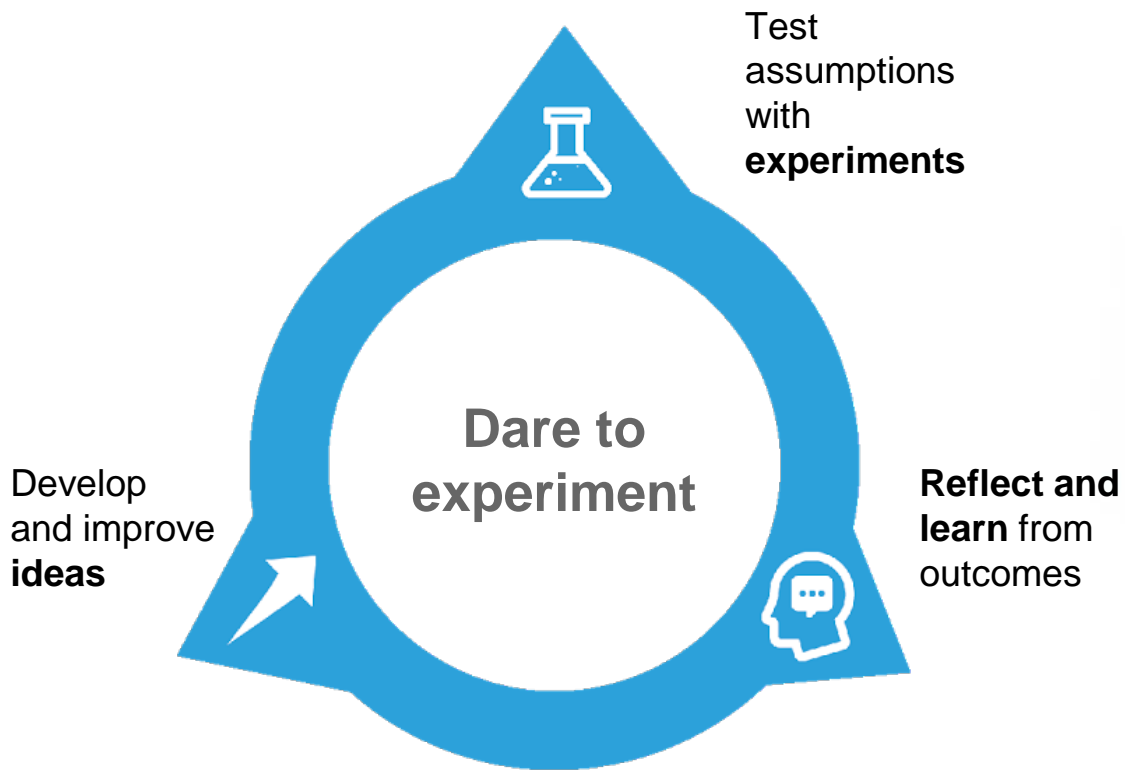


||| Assumption

Everybody knows
the moon is made
of cheese



Our approach





LEASE A JEANS

Monthly fee: €7,50

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How can we make
leasing more
attractive to
customers above
owning jeans?



A: Want to show sustainability can be fun

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Collaboration with partners in the value chain



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Start experimenting with **value chains**
partners including **customers**

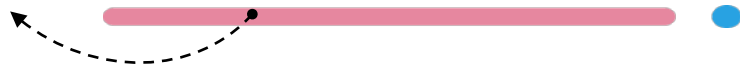




Cooperation with
||| Partnerships and
experiments on the
construction site

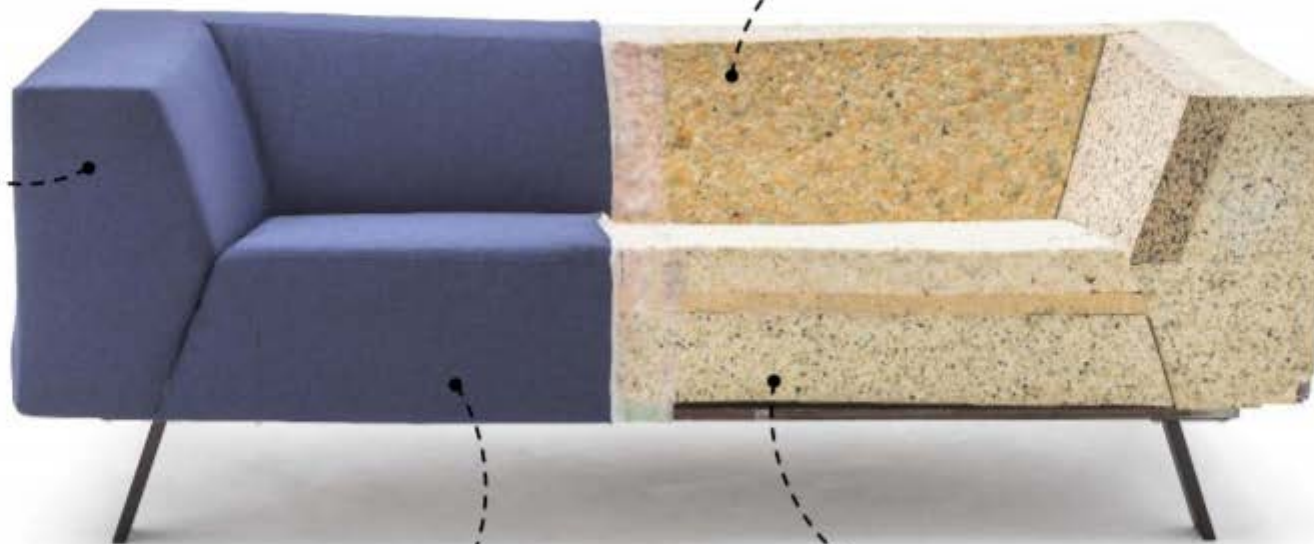


From returned Cabinet doors to Sofa



FABRIC MADE FROM
100% RECYCLED
PLASTIC

FOAM MADE FROM
RE-USED MATTRESSES



NO FIXATION
ELEMENTS NEEDED
ANYMORE > ALL
PRINTED IN THE FRAME

FRAME MADE FROM
100% RECYCLED PLASTIC

Circular business
starts with **leadership**



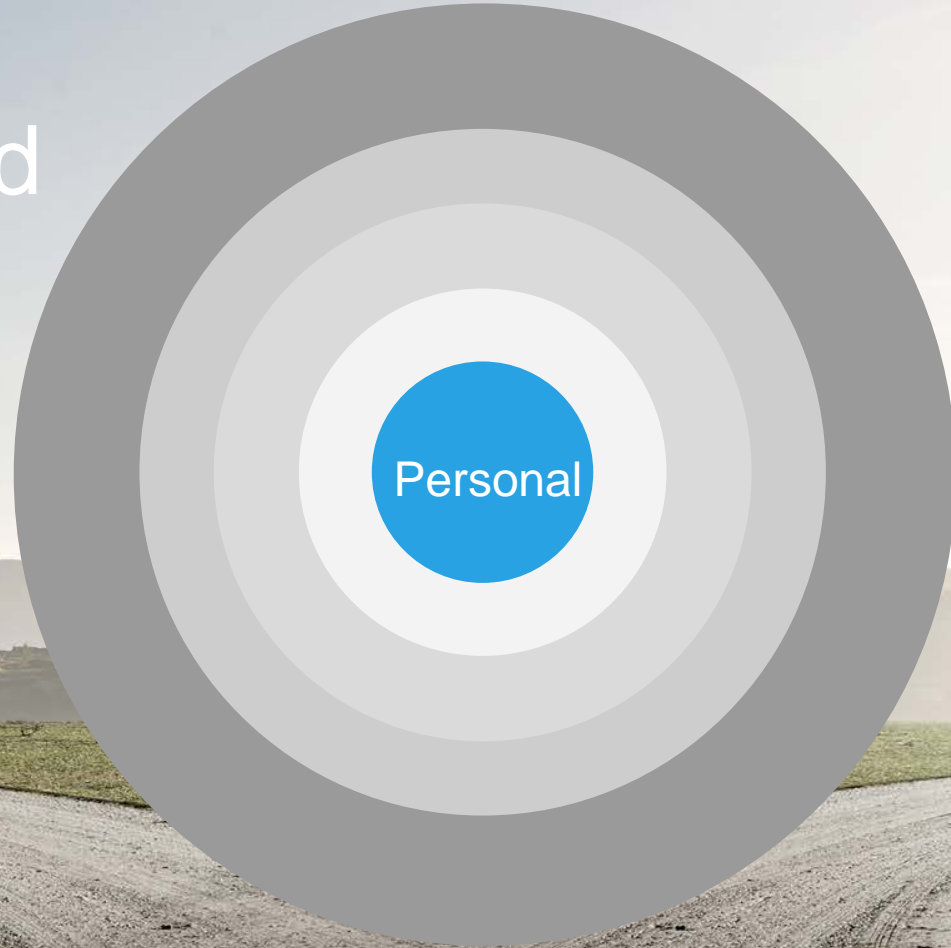
A photograph of a dirt road that splits into two paths, leading towards a green field and a line of trees. In the background, there are mountains under a hazy sky. The text is overlaid on a semi-transparent dark grey rectangle.

||| Satisfy financial stakeholders on short term vs long term?

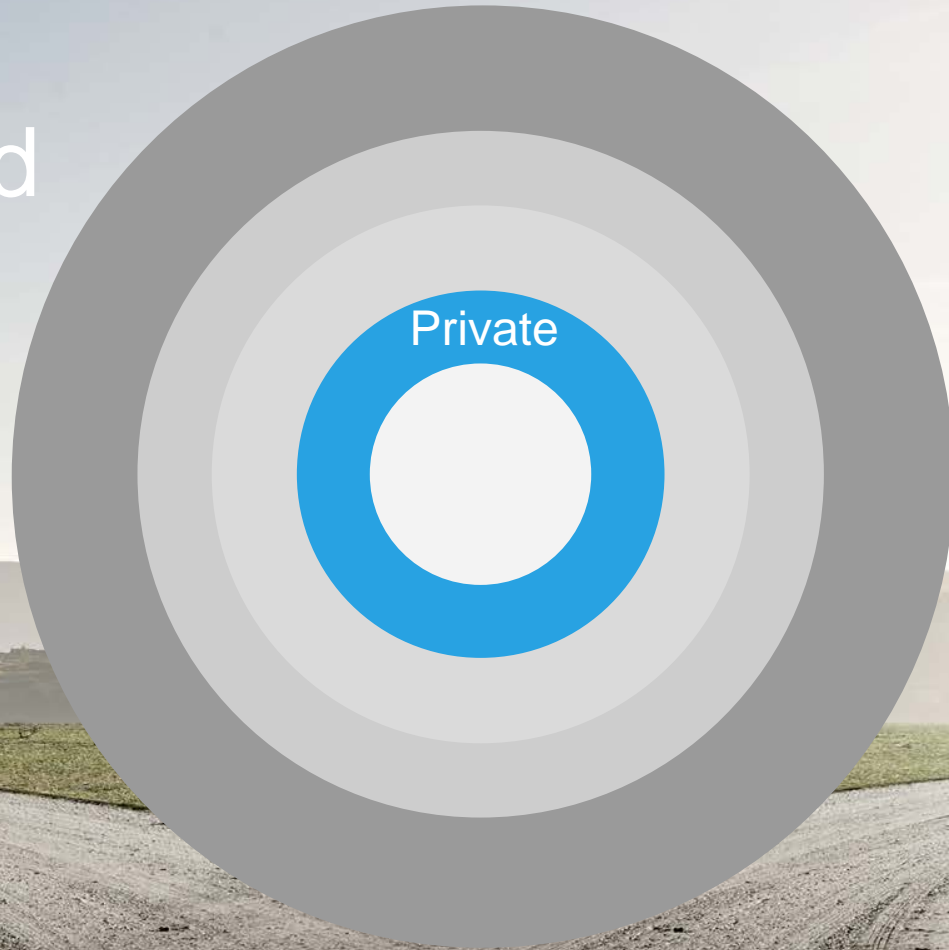


**Steer beyond short
term financials...**

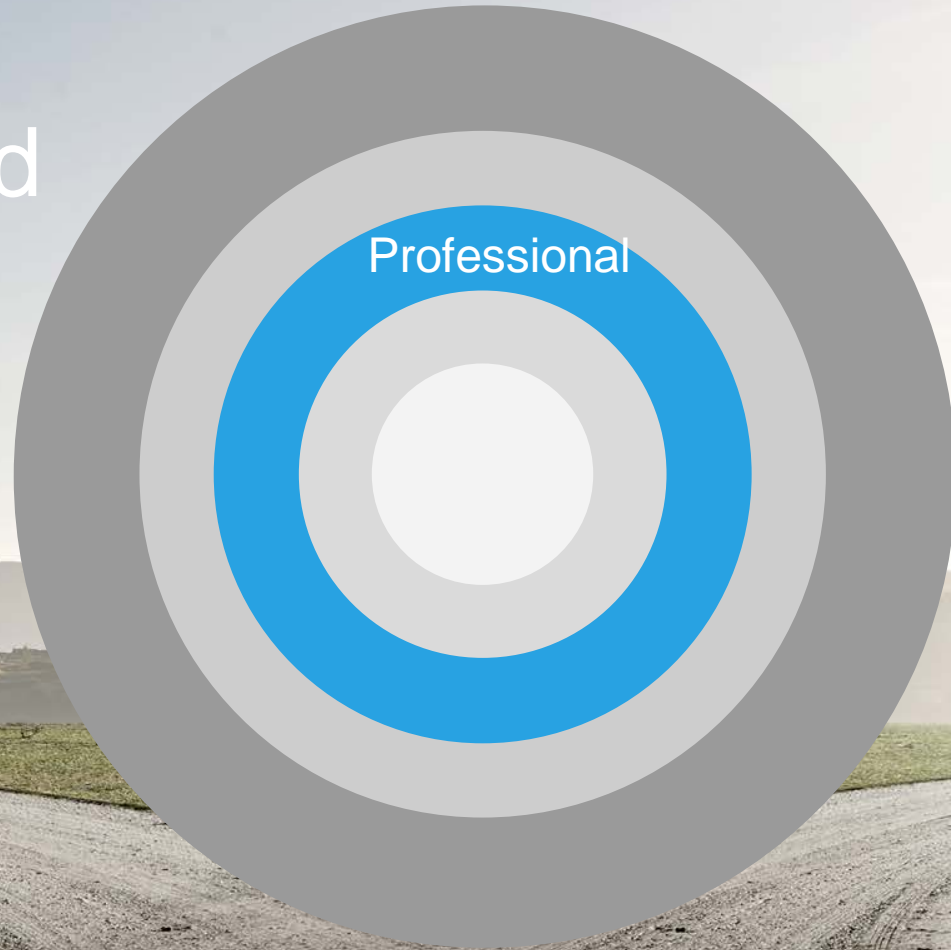
||| You lead



||| You lead

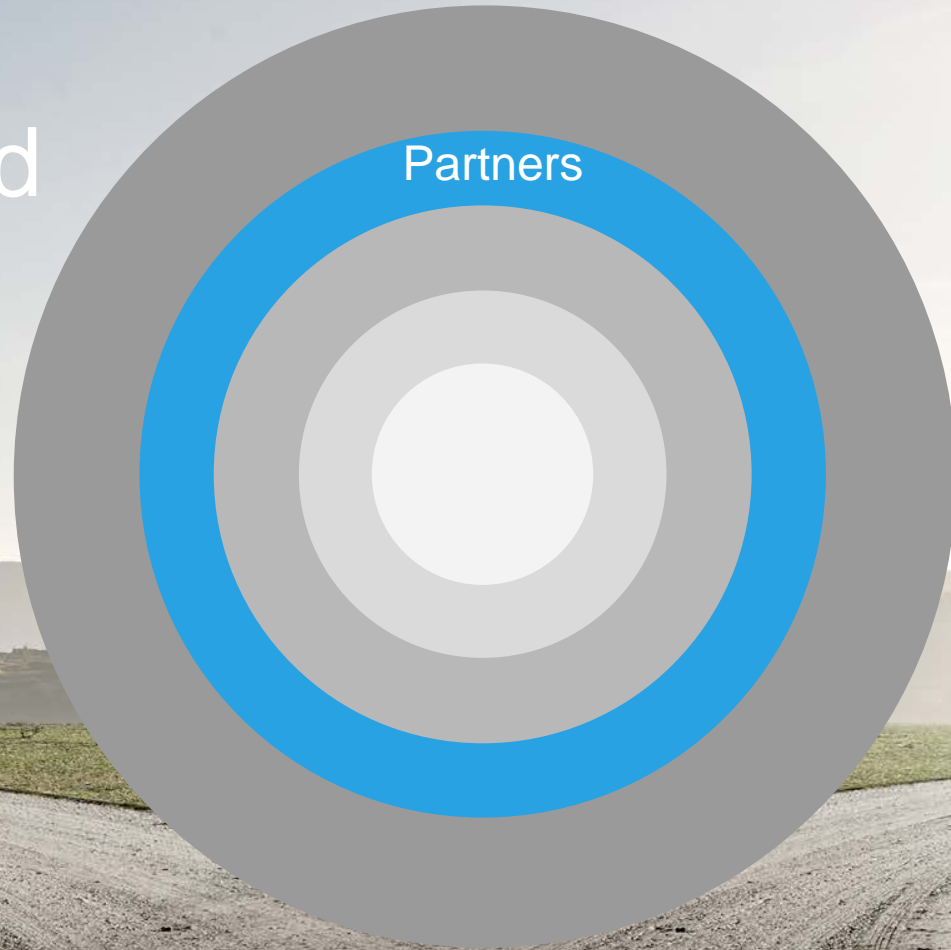


||| You lead



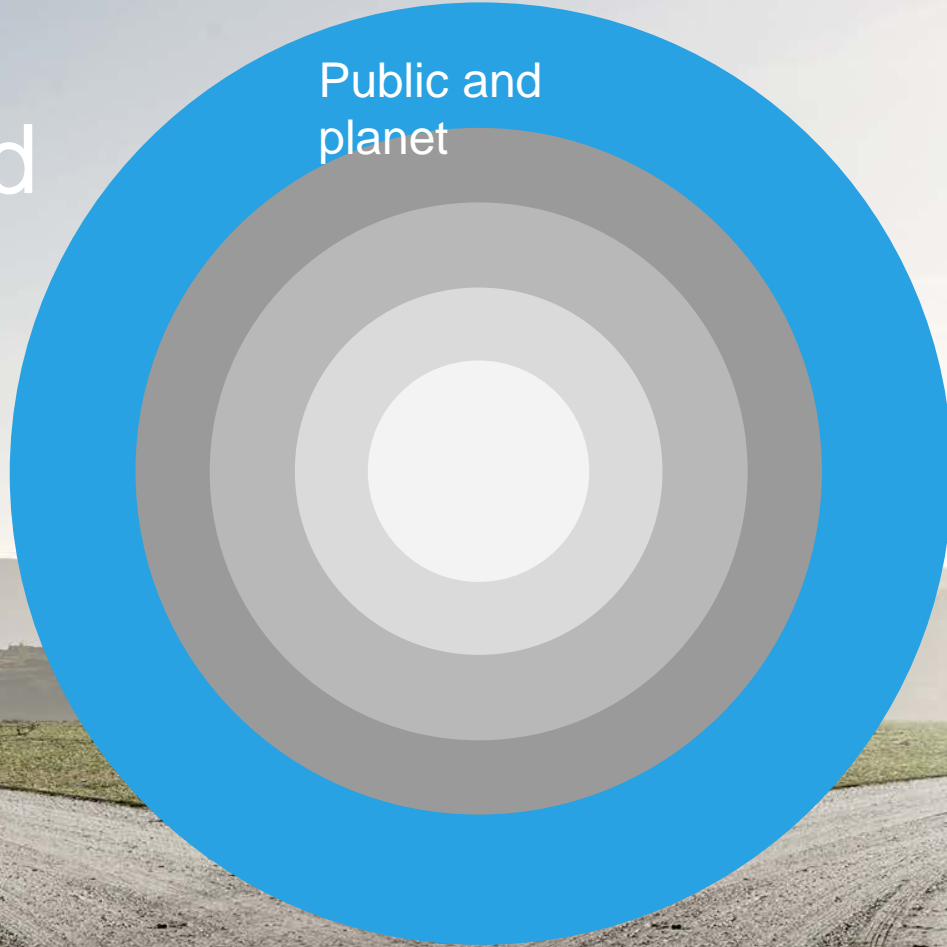
Professional

||| You lead



||| You lead

Public and
planet







||| Let's start a
**circular business
experiment
together**



Questions?

Book available at:

www.circularcollaboration.com

Download of tools:

www.innoboost.nl/tools

kraaijenhagen@innoboost.nl



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Resources

[Bocken, N., Schuit, C., Kraaijenhagen, K. 2018. Experimenting with a circular business model: Lessons from eight cases. Environmental innovation and societal transitions \(in press\). https://doi.org/10.1016/j.eist.2018.02.001](https://doi.org/10.1016/j.eist.2018.02.001)

[Schuit, C.S.C, Kraaijenhagen, C., Bocken, N.M.P. Kickstarting circular business experimentation – From product ownership to customer experience. Innoboost & TU Delft.](#)

[Kraaijenhagen, C., Van Oppen, C., Bocken, N. 2016. Circular business. Collaborate & Circulate. Circular Collaboration, Amersfoort, The Netherlands. Available at www.circularcollaboration.com](http://www.circularcollaboration.com)

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