



Hanze  
International Business School  
University of Applied Sciences

## New business models in purpose economy reality

Gain insight into the what, why and how of the inclusive circular economy and how you(r) (organization) can contribute.

24 March | [hanze.nl/mba-workshops](https://hanze.nl/mba-workshops)

# New Business Models in Purpose Economy Reality

Dr. Egbert Dommerholt (lector Biobased Business Valorization)

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# Purpose Economy Workshop

Global mindset for business

Welcome!





**Egbert Dommerholt**

Professor Biobased  
Business Valorization

## How do I ask a question?

### Via chat

Click on  then on  and ask your question in the chat.

### Via microphone

Raise your hand and turn on your microphone when you get your turn.



Don't want to be on camera? Turn off your camera via the icon shown at the bottom of your screen.

# Aim of the course

- To gain insight into the

What, why and how of sustainable development and the circular economy & its relation to purpose

# Tinkering With Sustainability Performance

On the What, Why and How of Sustainable Development and the Circular Economy



Egbert  
Dommerholt

A&W uitgeverij

# What is this course about?

## **New Business Models in Purpose Economy Reality**

Session 1: What of SD and CE (24-3)

Session 2: WHY of SD and CE (31-3)

Session 3: HOW of SD and CE (7-4)

# Sustainable development

A development which meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987)

So, it is about:

- Here (e.g. developed countries) and there (e.g. developing countries)
  - But other (geographical) levels are possible as well
- Now and in the future

# Sustainable development

Usually SD is about three (interrelated) principles or dimensions:

- Social principle (equality; population growth)
- Ecological principle (protection of the environment; depletion of resources)
- Economic principle (dignity; prosperity)
- SD has an environmental connotation and is concern driven.

# History



Carson, R. (1962). *Silent Spring*. Greenwich: Fawcett.

- Connection death of birds and use of pesticides
- DDT used from WWII
- DDT banned in 1970



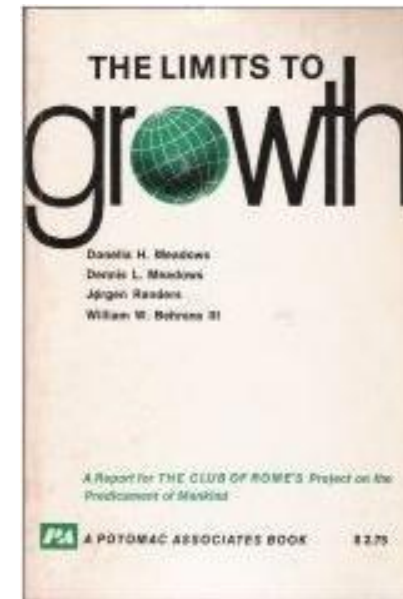
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# Another bit of history



- Meadows, et al. (1972). *Limits to the growth: report for the Club of Rome's project on the predicament of mankind*. New York: New American Library.
  - Donella Meadows
  - simulation model (World3)
  - use of natural resources for economic growth
  - awareness increased during oil crises (1973, 1979)



# Related concepts

- Corporate Sustainability
- Triple P
- Corporate Social Responsibility
- Creating Shared Value
- .....

## WHAT IS “SHARED VALUE”?

The concept of shared value can be defined as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connections between societal and economic progress.

The concept rests on the premise that both economic and social progress must be addressed using value principles. Value is defined as benefits relative to costs, not just benefits alone. Value creation is an idea that has long been recognized in business, where profit is revenues earned from customers minus the costs incurred. However, businesses have rarely approached societal issues from a value perspective but have treated them as peripheral matters. This has obscured the connections between economic and social concerns.

In the social sector, thinking in value terms is even less common. Social organizations and government entities often see success solely in terms of the benefits achieved or the money expended. As governments and NGOs begin to think more in value terms, their interest in collaborating with business will inevitably grow.

# Sustainable Development Goals



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Aim: zero net anthropogenic greenhouse gas emissions to be reached during the second half of the 21st century



PARIS 2015  
UN CLIMATE CHANGE CONFERENCE  
COP21·CMP11

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# TRANSITIONAL TIME



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# TRIPLE TRANSITION

- a) Climate agreement: radical CO2 reduction (49%), 2030 – 2050
- b) Energy transition: towards 23% sustainable energy by 2023
- c) Material transformation: 50% less 'virgin' in 2030; 100% by 2050

# Definition of the circular economy

The circular economy is:

- A regenerative system in which resource input and waste, emission, and energy leakage are minimized by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling

Geissdoerfer, Savaget, Bocken, & Hultink (2017)



“

Eliminate the very concept of waste,  
not reduce, minimize or avoid waste,  
but eliminate the very concept,  
by design.”

PROF. MICHAEL BRAUNGART



CIRCULAR ECO  
CLUB

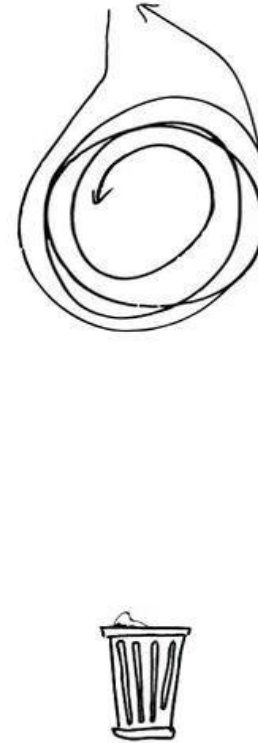
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



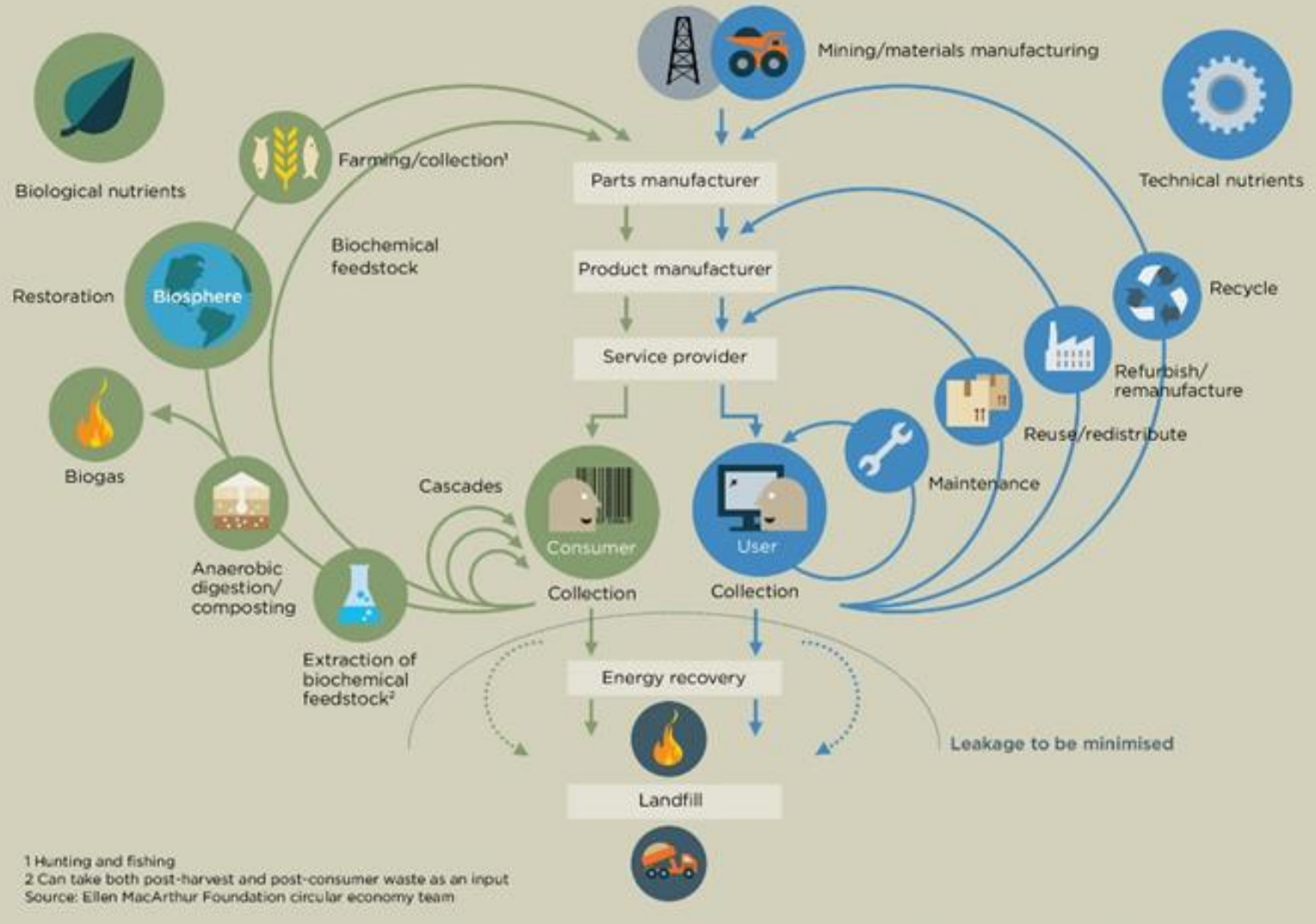
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# .....going beyond the micro level

- an economic system that replaces the 'end-of-life' concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes.
- It operates at the
  - micro level (products, companies, consumers),
  - meso level (eco-industrial parks) and
  - macro level (city, region, nation and beyond),
- with the aim to accomplish sustainable development, thus simultaneously creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations.

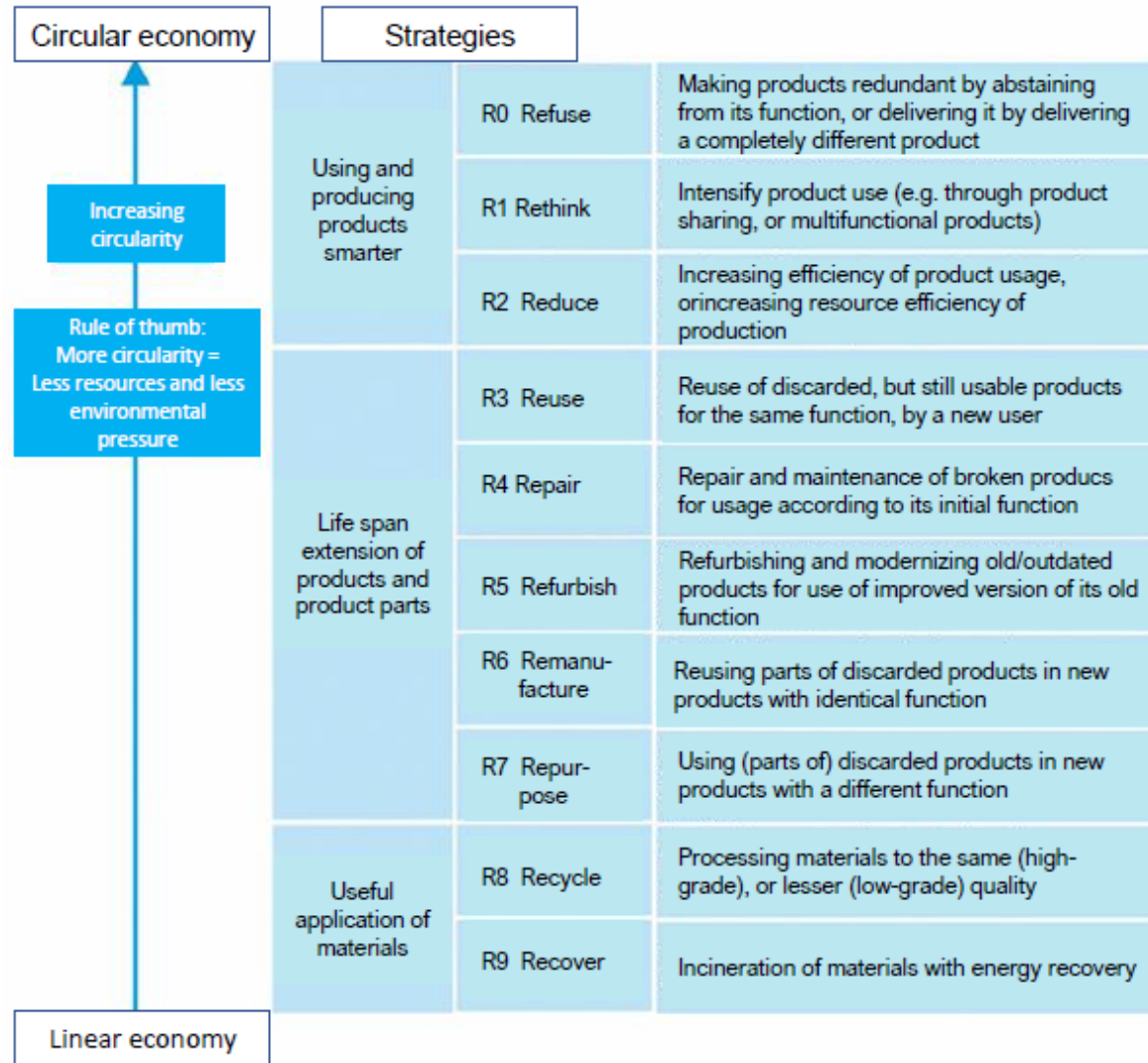
Kirchherr et al (2017)

FIGURE 6 The circular economy—an industrial system that is restorative by design



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# Prioritization of circular strategies



# Sharing economy - some



peerby

f in  
ode



broodfonds

PLATFORM  
SOCIAL  
BUSINESS.  
SHARING  
ECONOMY



Swapfiets

Bettje



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## Coca-Cola investeert in proeffabriek van CuRe Emmen om plastic te recyclen

Richard Brandsma · 16 juli 2020, 09:53 · Economie

Deel dit artikel



Het gebouw van CuRe in Emmen. Foto: Theo Berends Fotografie

Dankzij een samenwerking met Coca-Cola zet de Emmer start-up CuRe Technology voor recyclen van plastic in Emmen een belangrijke stap op weg naar een commercieel draaiende fabriek.

Coca-Cola investeert in de proeffabriek. Niet bekend is hoe groot die investering is.

In de start-up werken bedrijven als Cumapol, Morssinkhof groep samen met DSM Niaga. Afgelopen zomer opende een proeffabriek in Emmen waar de startup de CuRe-technologie wil bewijzen.

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The logo for DutchFiets, featuring the brand name in a white, stylized font on a teal, hexagonal background with a subtle pattern.

# DutchFiets

De circulaire fiets van  
recyclebaar kunststof

**KOOP VIA KICKSTARTER**

TOT €200 KORTING

BLIJF OP DE HOOGTE





## Business Models

**Circular Supplies:** Provide renewable energy, bio based- or fully recyclable input material to replace single-lifecycle inputs

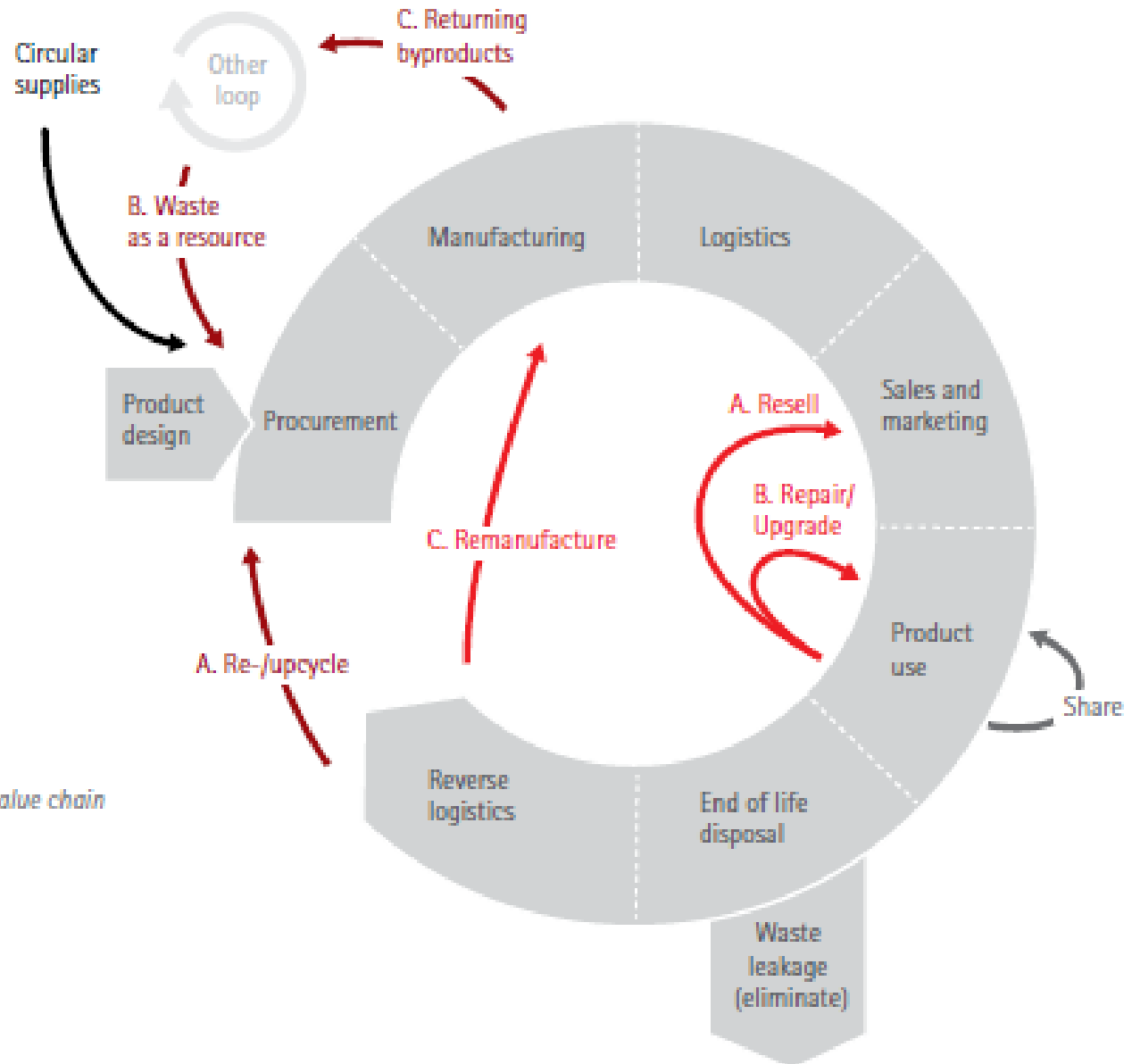
**Resource Recovery:** Recover useful resources/energy out of disposed products or by-products

**Product Life Extension:** Extend working lifecycle of products and components by repairing, upgrading and reselling

**Sharing Platforms:** Enable increased utilization rate of products by making possible shared use/access/ownership

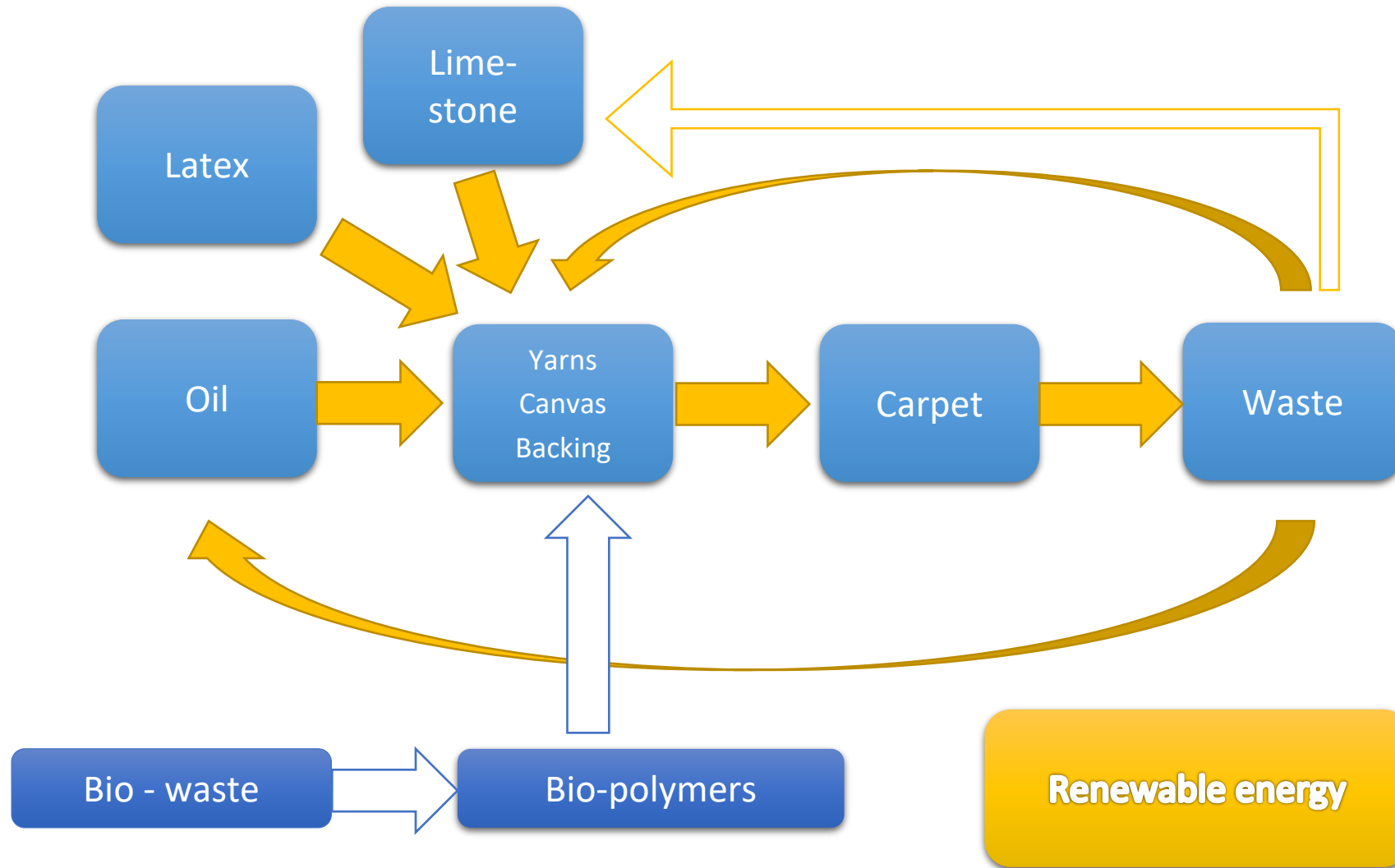
**Product as a Service\*:** Offer product access and retain ownership to internalise benefits of circular resource productivity

\* Can be applied to product flows in any part of the value chain



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# Closed loop in carpet manufacturing industry



# Interesting websites

**Circular ondernemen**  
Het matchmakingplatform voor circulaire ondernemers

OVER ONS   HOE & WAT   PROGRAMMA'S   BEST PRACTICES

**Plastic Pact NL: meer met minder plastic**

**Los jouw circulaire vraagstuk op met hulp van experts**

**ONVERMIJDELIJK CIRCULAIR**

**Informatiekaart Circulaire Economie**

**Plastic Pact NL met minder plastic**

Iris  
Community Manager

**GLOBAL OPPORTUNITY EXPLORER**

HOME   BROWSE   TRENDING   ABOUT   JOIN

Map   Satellite

Google

**DUURZAAM BEDRIJFSLEVEN.NL**

Uw zoekterm

NIEUWS   THEMA'S   PODCASTS   MAGAZINES   ABONNEREN   UITLOGGEN

MOBILITEIT   ICT   VASTGOED   AGRI-FOOD   ENERGIE   FINANCE   GRONDSTOFFEN   LOGISTIEK   INDUSTRIE   RETAIL

**GRONDSTOFFEN & VERPAKKINGEN**

Het Plastic Pact NL ligt op tafel: gaat dit het verschil maken?

**Meest gelezen artikel**

Ikea pakt aan met n...  
GROOTHANI

Plastic Pa...  
plastic en recycling i...  
CIRCULAIRE

Bundles e bundelen

www.duurzaambedrijfsleven.nl/insider/?instrument=header

# More information



For more info about the MBA in Purpose Economy and to request a brochure, go to [www.hanze.nl/mba](http://www.hanze.nl/mba) and [www.hanze.nl/mbrochures](http://www.hanze.nl/mbrochures) | Dutch info: [www.hanzepro.nl/mba](http://www.hanzepro.nl/mba)



Ask your question via [ibsmasters@org.hanze.nl](mailto:ibsmasters@org.hanze.nl)



Join our upcoming workshops on purpose economy until 28 April  
[www.hanze.nl/mba-workshops](http://www.hanze.nl/mba-workshops)



Join the Online Information Evening for professionals on 29 April 2021  
[www.hanze.nl/informatieavond](http://www.hanze.nl/informatieavond)

# Thank you for participating!

[www.hanze.nl/mba](http://www.hanze.nl/mba)  
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