

# FOCUS

PIME I EMPRENEDORIA  
Comunitat Valenciana

**ALT I MITJÀ VINALOPÓ**

**VILLENA, 29 DE JUNY DE 2017**



**TOTS  
A UNA  
veu**

**ivACE**  
INSTITUT VALENCIÀ DE  
COMPETITIVITAT EMPRESARIAL



UNIÓN EUROPEA  
Fondo Europeo de  
Desarrollo Regional

*Una manera de hacer Europa*

**CEEI**  
ELX

CENTRES EUROPEUS  
D'EMPRESES INNOVADORES

# ECONOMÍA CIRCULAR OPORTUNIDADES DE EMPRENDIMIENTO EN MEDIO AMBIENTE

**NICOLA CERANTOLA**  
29 Junio 2017 · 13 horas

ecologing



NICOLA  
CERANTOLA

# ecologing

inspiración · formación · asesoría · facilitación  
en Economía y Emprendimiento Circular

[www.ecologing.es](http://www.ecologing.es)



@ecologing

A man with a beard, wearing a white t-shirt and a large, dark, perforated hat, is looking thoughtfully at a stone wall. He has his hand to his chin. The wall is made of rough, light-colored stones. The background shows a structure with a corrugated metal roof and wooden beams. The text "¿QUÉ LES VOY A CONTAR?" is overlaid in white on the man's face.

¿QUÉ LES VOY A CONTAR?



**ECONOMÍA  
CIRCULAR**





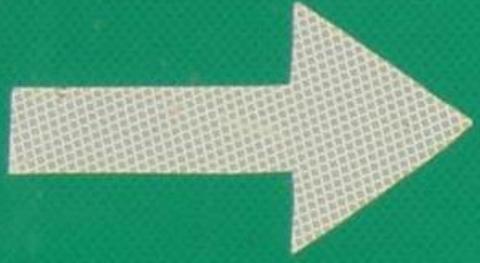
UN  
INICIO..

A cinematic scene from the movie 'Rumbo'. Two men are in a dark room with large, multi-paned windows in the background. The man on the right is leaning over a table, looking intently at a map or document. The man on the left is standing and looking towards the first man. The lighting is dramatic, with strong highlights from the windows and deep shadows elsewhere. The overall mood is serious and focused.

RUMBO

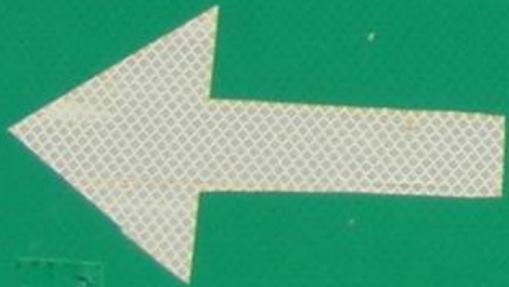


UNA AVENTURA



वीकानेर

INCERTIDUMBR  
E



जैसलमेर

TECNOLOGÍAS  
Y  
COMODIDADES  
POR UN LADO





POCA O  
NINGUNA  
SEGURIDAD  
POR EL OTRO





CODY  
SFYRF19061981

CODY  
SFYRF19061981  
San Francisco







**¿CÓMO HACEMOS PARA  
TOMAR BUENAS  
DECISIONES EN EL  
PRESENTE?**



¿CÓMO PODEMOS PREVER EL FUTURO?

CÁNCER  
CAPRICORNIO  
GÉMINIS  
SAGITARIO  
LIBRA  
LEO  
ARIES  
TAURO  
PISCIS  
ACUARIO  
ESCORPIO  
VIRGO

NO ES  
FÁCIL

HORÓSCOPO  
SEMANAL

José Juan Ortega

928 763 940—  
jjramosdelarc

A photograph of Earth from space, showing the Americas, surrounded by a starry field. The Earth is the central focus, with the Americas visible in the center. The background is a deep blue and black space filled with numerous stars of various colors and sizes. The text is overlaid on the Earth.

¿QUÉ NOS  
ESPERA?



8.000.000.000  
EN 2030

A photograph of two women in a rural, outdoor setting. The woman on the left is wearing a black headwrap and a black top, holding a blue mobile phone to her ear. The woman on the right is wearing a blue t-shirt and is looking at the phone. In the background, there are palm trees and a small yellow building. The ground is dirt and there is some debris. The text is overlaid in the center of the image.

+1.800.000.000  
CONSUMIDORES  
DE CLASE MEDIA  
EN 2030



DEMANDA

+50%

2030



DEMANDA

+30/40%

2030



DEMANDA

+50%

2030



RECURSO  
S



ECONOMÍAS  
EMERGENTE  
S



GLOBALIZACIÓN

A photograph of a desert landscape. In the foreground, there is a well with a concrete base and a wooden handle. The ground is sandy and sparsely vegetated. In the background, there are rolling sand dunes under a clear blue sky. The text 'SEGURIDAD RIESGOS FRÁGILIDAD' is overlaid on the right side of the image.

**SEGURIDA  
D  
RIESGOS  
FRÁGILIDA  
D**



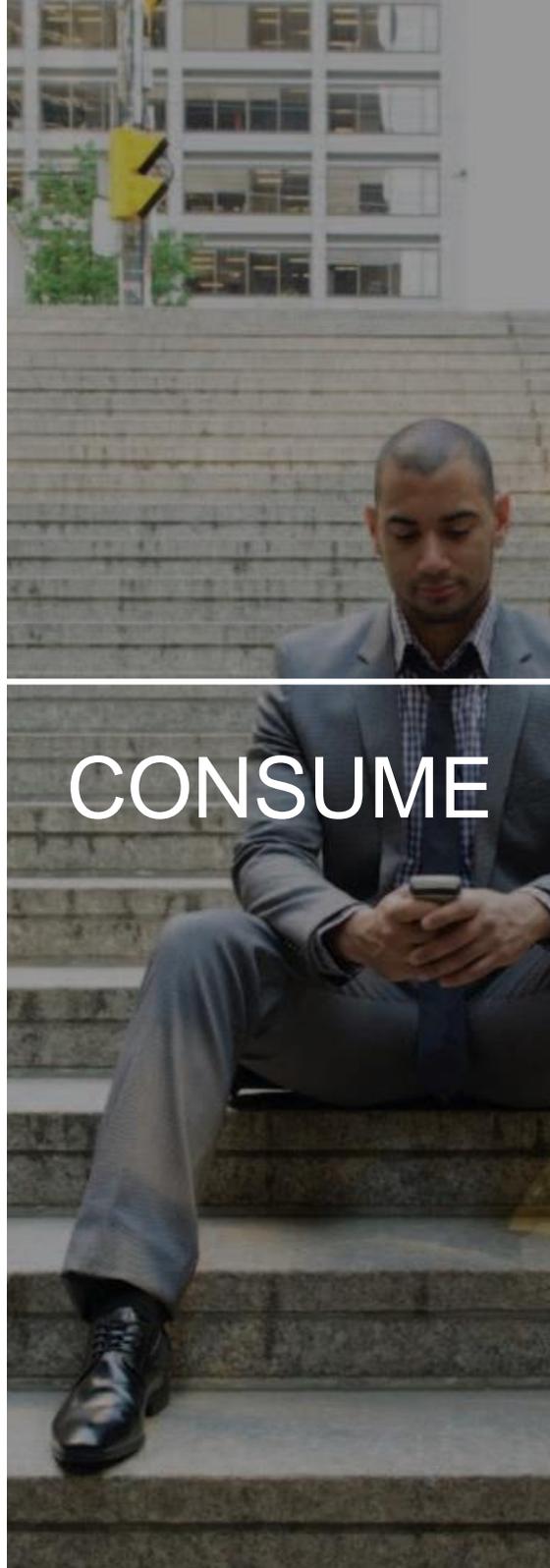
NUESTRA RELACIÓN CON EL  
CAPITAL NATURAL



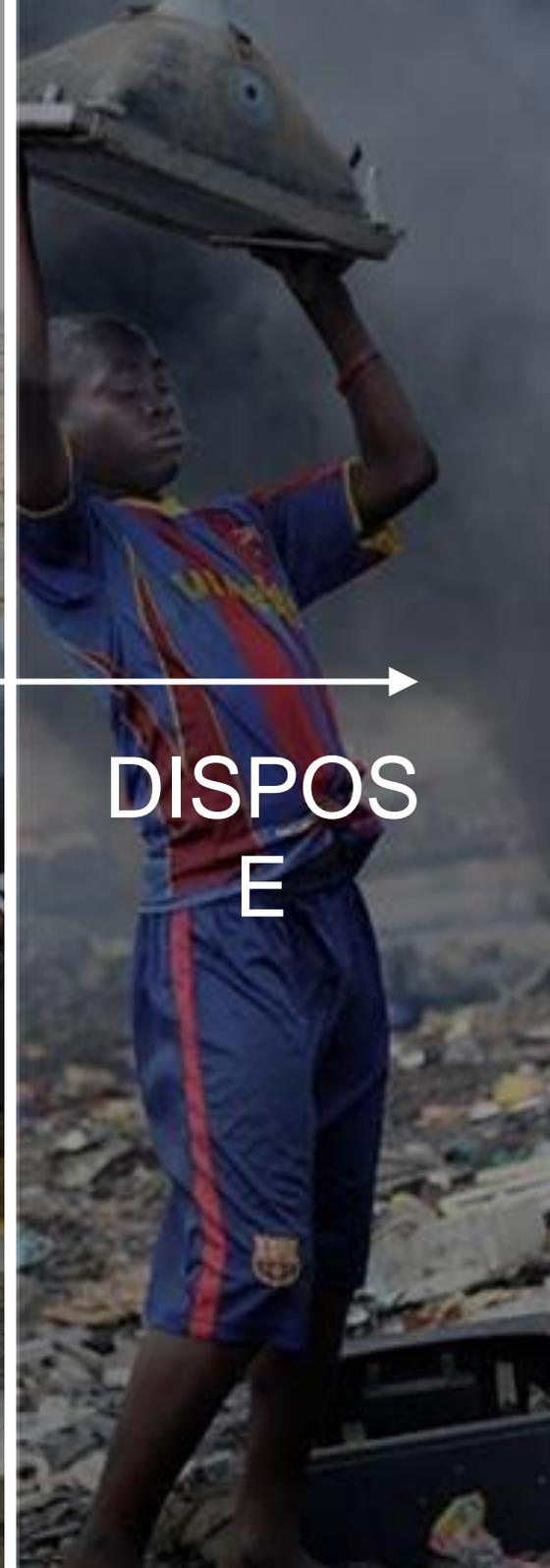
TAK  
E



MAK  
E



CONSUME



DISPOS  
E



**PÉRDIDA  
ECOSERVICIOS**

**DE**



# ¿CUÁNTO LES QUEDAN?

FIGURE 10 Supplies of key resources are limited, while recycling rates for many remain low

Many resources are forecasted to run out within a relatively short period...

Remaining years until depletion of known reserves (based on current rate of extraction)

5-50 years

50-100 years

100-500 years

1																	He
H																	He
1.0079																	
3	4											5	6	7	8	9	10
Li	Be											B	C	N	O	F	Ne
6.941	9.0122											12.011	14.007	16.000	18.998	20.180	
11	12											13	14	15	16	17	18
Na	Mg											Al	Si	P	S	Cl	Ar
22.990	24.305											26.985	28.0874	32.065	35.453	39.948	
19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
K	Ca	Sc	Ti	V	Cr	Mn	Fe	Co	Ni	Cu	Zn	Ga	Ge	As	Se	Br	Kr
39.098	40.078	44.956	47.867	50.942	51.996	54.938	55.845	58.933	58.693	63.546	65.38	69.723	72.64	74.921	78.96	79.904	83.796
37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
Rb	Sr	Y	Zr	Nb	Mo	Tc	Ru	Rh	Pd	Ag	Cd	In	Sn	Sb	Te	I	Xe
85.468	87.62	88.906	91.224	92.905	95.96	[98]	101.07	102.91	106.42	107.87	112.41	114.82	118.71	121.76	127.60	126.90	131.29
55	56	57	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86
Cs	Ba	La*	Hf	Ta	W	Re	Os	Ir	Pt	Au	Hg	Tl	Pb	Bi	Po	At	Rn
132.91	137.33	138.9055	178.49	180.96	183.84	186.21	190.23	192.22	195.08	196.97	200.59	204.38	207.2	208.98	[209]	[210]	[222]
87	88	89	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118
Fr	Ra	Ac†	Rf	Db	Sg	Bh	Hs	Mt	Ds	Rg	Uub	Uut	Uuq	Uup	Lv	Uus	Uuo
[223]	[226]	[227]	[261]	[262]	[263]	[264]	[265]	[266]	[267]	[268]	[269]	[270]	[271]	[272]	[273]	[274]	[275]
Lanthanides *																	
58	59	60	61	62	63	64	65	66	67	68	69	70	71				
Ce	Pr	Nd	Pm	Sm	Eu	Gd	Tb	Dy	Ho	Er	Tm	Yb	Lu				
140.12	140.91	144.24	[145]	150.36	151.96	157.25	158.93	162.50	164.93	167.26	168.93	173.05	174.97				
Actinides †																	
90	91	92	93	94	95	96	97	98	99	100	101	102	103				
Th	Pa	U	Np	Pu	Am	Cm	Bk	Cf	Es	Fm	Md	No	Lr				
232.04	231.04	238.03	[237]	[244]	[243]	[247]	[247]	[251]	[252]	[257]	[258]	[259]	[262]				

# ¿QUÉ HACEMOS CON ELLOS?

...while only few materials are recycled at scale

Current rates of recycling



1 H 1.0079																	He
3 Li 6.941	4 Be 9.0122											5 B 10.811	6 C 12.011	7 N 14.007	8 O 15.999	9 F 18.998	10 Ne 20.180
11 Na 22.990	12 Mg 24.305											13 Al 26.982	14 Si 28.086	15 P 30.974	16 S 32.065	17 Cl 35.453	18 Ar 39.948
19 K 39.098	20 Ca 40.078	21 Sc 44.956	22 Ti 47.867	23 V 50.942	24 Cr 51.996	25 Mn 54.938	26 Fe 55.845	27 Co 58.933	28 Ni 58.693	29 Cu 63.546	30 Zn 65.38	31 Ga 69.723	32 Ge 72.64	33 As 74.922	34 Se 78.96	35 Br 79.904	36 Kr 83.796
37 Rb 85.468	38 Sr 87.62	39 Y 88.906	40 Zr 91.224	41 Nb 92.906	42 Mo 95.96	43 Tc [98]	44 Ru 101.07	45 Rh 102.91	46 Pd 106.42	47 Ag 107.87	48 Cd 112.41	49 In 114.82	50 Sn 118.71	51 Sb 121.76	52 Te 127.60	53 I 126.90	54 Xe 131.29
55 Cs 132.91	56 Ba 137.33	57 La† 138.905	72 Hf 178.49	73 Ta 180.95	74 W 183.84	75 Re 186.21	76 Os 190.23	77 Ir 192.22	78 Pt 195.08	79 Au 196.97	80 Hg 200.59	81 Tl 204.38	82 Pb 207.2	83 Bi 208.98	84 Po [209]	85 At [210]	86 Rn [222]
87 Fr [223]	88 Ra [226]	89 Ac† [227]	104 Rf [261]	105 Db [262]	106 Sg [263]	107 Bh [264]	108 Hs [265]	109 Mt [266]	110 Ds [271]	111 Rg [272]	112 Uub [285]	113 Uut [286]	114 Uuq [288]	115 Uup [289]	116 Lv [293]	117 Uus [294]	118 Uuo [294]

Lanthanides *	58 Ce 140.12	59 Pr 140.91	60 Nd 144.24	61 Pm [145]	62 Sm 150.36	63 Eu 151.96	64 Gd 157.25	65 Tb 158.93	66 Dy 162.50	67 Ho 164.93	68 Er 167.26	69 Tm 168.93	70 Yb 173.05	71 Lu 174.97
Actinides †	90 Th 232.04	91 Pa 231.04	92 U 238.03	93 Np [237]	94 Pu [244]	95 Am [243]	96 Cm [247]	97 Bk [247]	98 Cf [251]	99 Es [252]	100 Fm [257]	101 Md [258]	102 No [259]	103 Lr [262]



PÉRDIDA EN  
CALIDAD Y CANTIDAD  
= COSTE

O MEJOR DICHO  
= ECOCOSTES



¿PERO SI NUNCA HA SIDO TAN  
BARATO MANDAR DESDE  
CHINA?

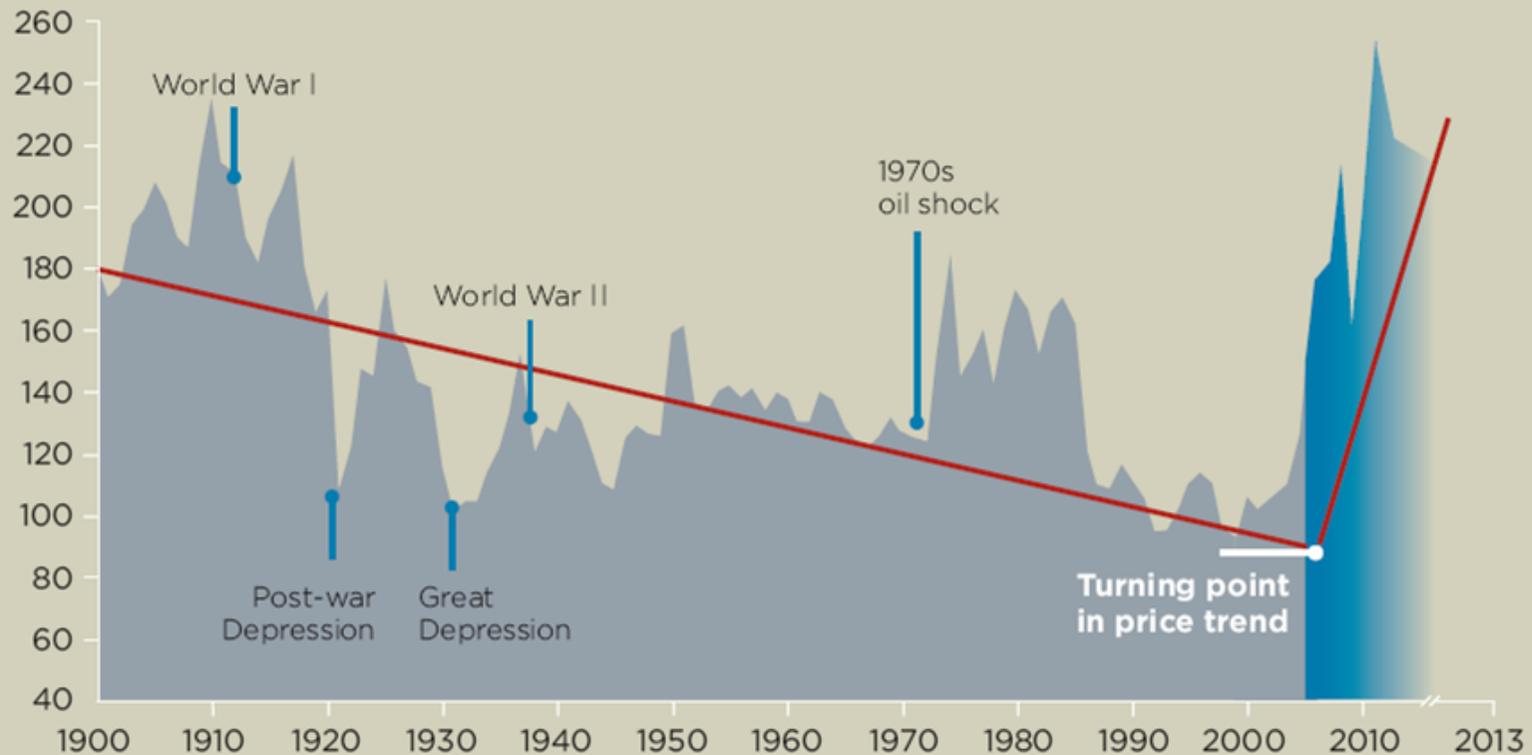
cit.

# PRECIO DE LAS COMMODITIES

FIGURE 1

**Sharp price increases in commodities since 2000 have erased all the real price declines of the 20th century**

McKinsey Commodity Price Index<sup>1</sup> Index: 100 = years 1999-2001<sup>2</sup>



<sup>1</sup> Based on the arithmetic average of four commodity sub-indices: food, non-food agricultural items, metals, and energy.

<sup>2</sup> Data for 2013 are calculated based on the average of the first three months of 2013.

SOURCE: Grilli and Yang; Pfaffenzeller; World Bank; International Monetary Fund; Organisation for Economic Cooperation and Development (OECD) statistics; Food and Agriculture Organisation of the United Nations (FAO); UN Comtrade; Ellen MacArthur Foundation; McKinsey Global Institute analysis

FIGURE 26 Overview of selected products—prices and costs in linear production

CRÉDITOS:  
FOUNDATION

ELLEN

MCARTHUR

# ¿CUÁNTO DEPENDEMOS DE LOS MATERIALES?

	Mobile phone <sup>1</sup>		Smartphone <sup>1</sup>		Light commercial vehicle <sup>1</sup>		Washing machine <sup>1</sup>	
	USD	Percent	USD	Percent	USD	Percent	USD	Percent
<b>Price<sup>2</sup></b>	36	100%	400	100%	41,400	100%	970	100%
<b>Input costs<sup>3</sup></b>	27	75%	228	57%	39,730	96%	832	86%
<b>Material</b>	16	44%	128	32%	22,760	55%	437	44%
<b>Labour</b>	2	6%	29	7%	4,140	10%	223	23%
<b>Energy</b>	2	6%	2	1%	680	2%	18	2%
<b>Other<sup>4</sup></b>	7	19%	69	17%	12,150	29%	155	16%

<sup>1</sup> Data is a standardised composite blend of 3 to 7 products

<sup>2</sup> Excluding VAT and retail margin

<sup>3</sup> Costs in final production; energy and labour costs in upstream activities partially embedded in material

<sup>4</sup> Other includes SG&A; also includes R&D costs for light commercial vehicles

SOURCE: Credit Suisse, 'Smartphone report', broker report, August 2009; Bloomberg financial data; Pranshu Singhal, Integrated product policy pilot project, stage I final report: life cycle environmental issues of mobile phones, Nokia report, April 2005; Ina Rüdener et al., Eco-Efficiency Analysis of Washing Machines, Öko-Institut working paper, November 2005; Ellen MacArthur Foundation circular economy team

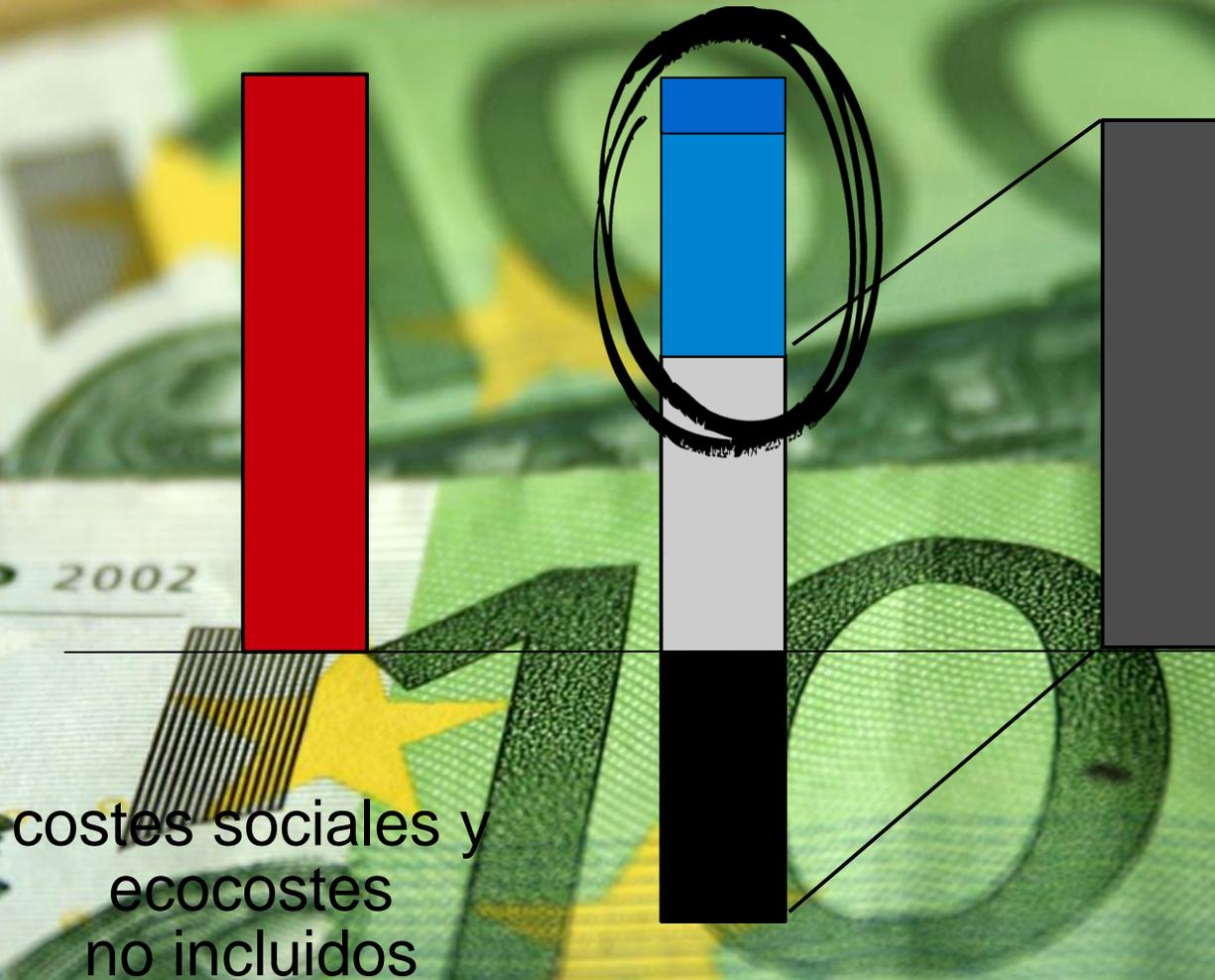
accepted the deal, brokered by UN  
envoy Kofi Annan... calls for a  
political solution...  
came as bullet...  
area of Leb...  
seen at the...  
Assad visite...  
where hund...  
loyalist force...



**INDONESIA:** A protester aims a nokia at riot police in Jakarta yesterday during the latest in a week-long string of protests across the country against plans to raise fuel prices.

# EXTERNALIZACIÓ

<sup>N</sup>  
precio                      coste actual                      coste real

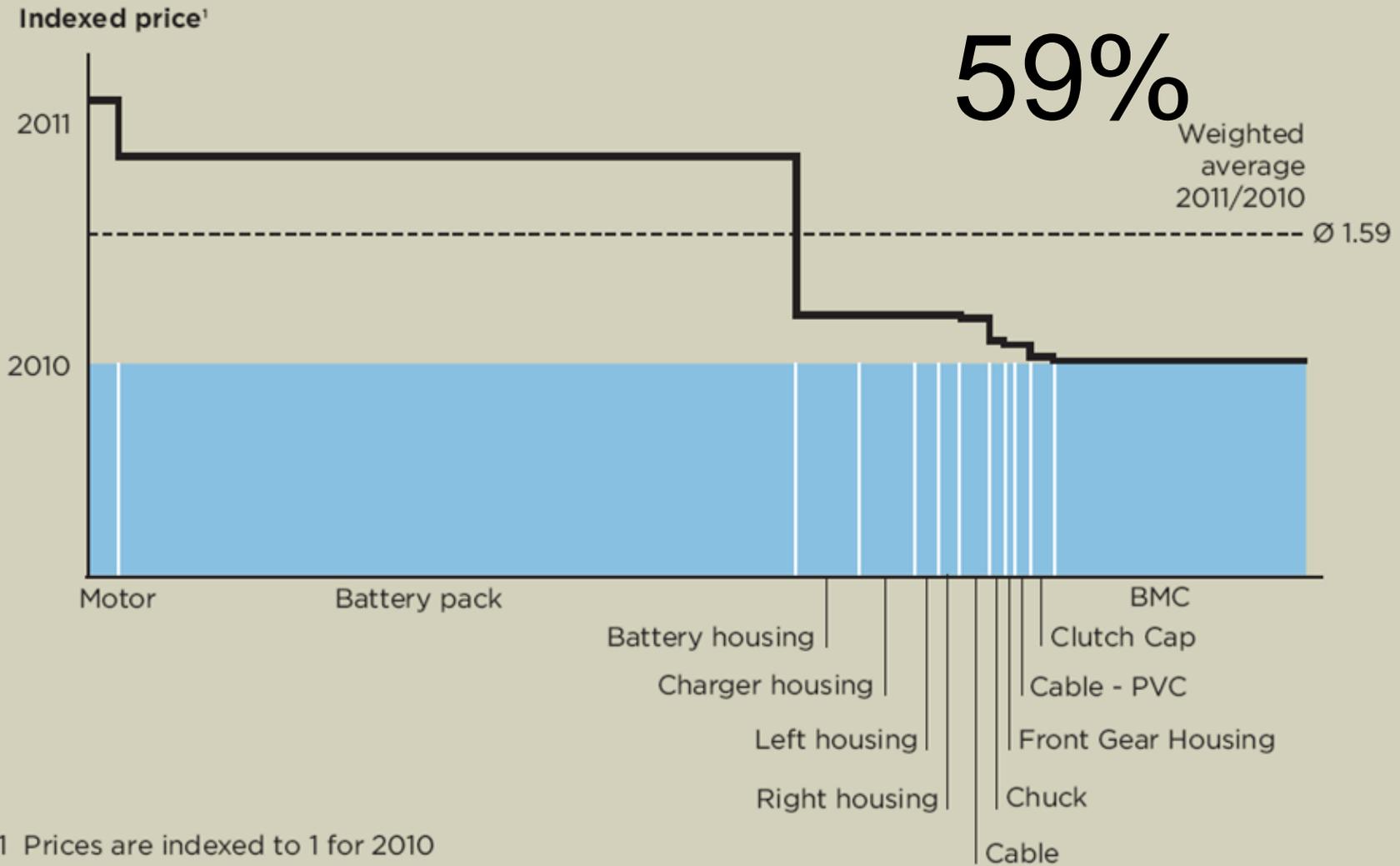




**UNA PRESIÓN  
CRECIENTE EN TÉRMINOS DE COSTES  
RELACIONADOS CON ENERGÍA Y RECURSOS**

**HABLAMOS 2020..2030**

FIGURE 8  
**The price went up for most components of the 14.4V drill drive between 2010 and 2011**



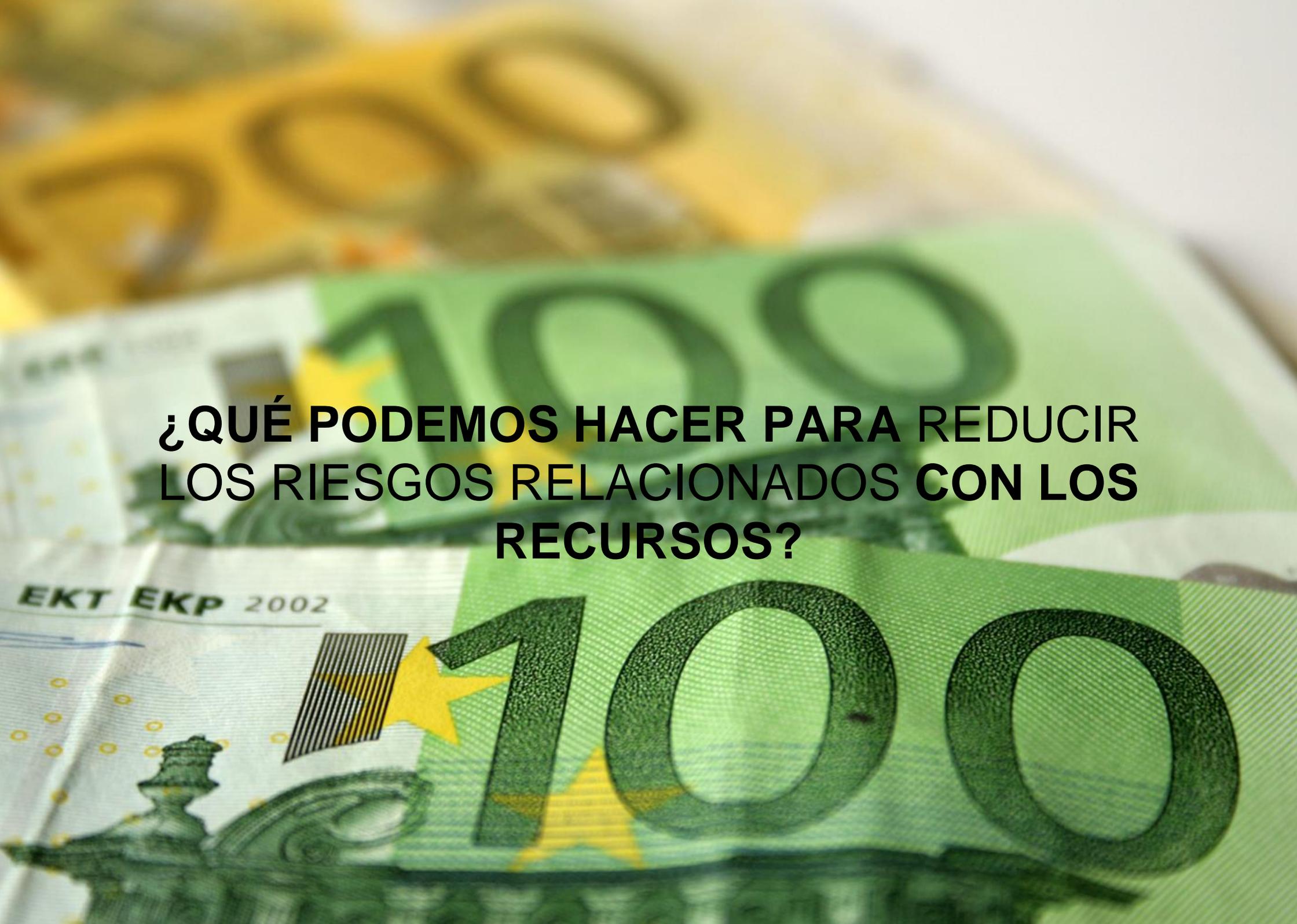
1 Prices are indexed to 1 for 2010

Components shown represent 95% of the material costs

SOURCE: B&Q/Kingfisher 14.4V power drill component price data



**NOS SALVARÁ LA  
TECNOLOGÍA?**



**¿QUÉ PODEMOS HACER PARA REDUCIR  
LOS RIESGOS RELACIONADOS CON LOS  
RECURSOS?**

EKT EKP 2002



**INCLUIR PRINCIPIOS  
REGENERATIVO EN LA FASE DE  
CONCEPCIÓN DE PRODUCTOS,  
SERVICIOS Y NEGOCIOS**

WHAT?



TE REFIERES A..

..DISEÑO  
SOSTENIBLE?





# EXAMPLE

a real example

99% recyclable  
37% recycled  
disassemblable in  
15'  
no toxics

cert. c2c gold  
[hermanmiller.com](http://hermanmiller.com)



 **HermanMiller**

# HACIA INCLUSIVOS

# NUEVOS

# ENFOQUES

**DISEÑO  
SOSTENIBLE**

ecodiseño  
criterios  
ambientales

social design  
criterios  
sociales

funcionalid  
ad

estética

ergonomía

**Producto  
/  
Servicio**

calidad

costes

manu-  
factu-  
rabilidad

seguridad



OMG! ¿CÓMO?

A cartoon Earth with a face and arms, standing on a grey shadow, surrounded by a green recycling symbol. The Earth has large eyes and a smiling mouth. The recycling symbol is a green triangle with three arrows forming a circle. The Earth is holding small green plants in its arms.

DEJANDO EL ENFOQUE  
CLÁSICO DE LA SOSTENIBILIDAD

recicla

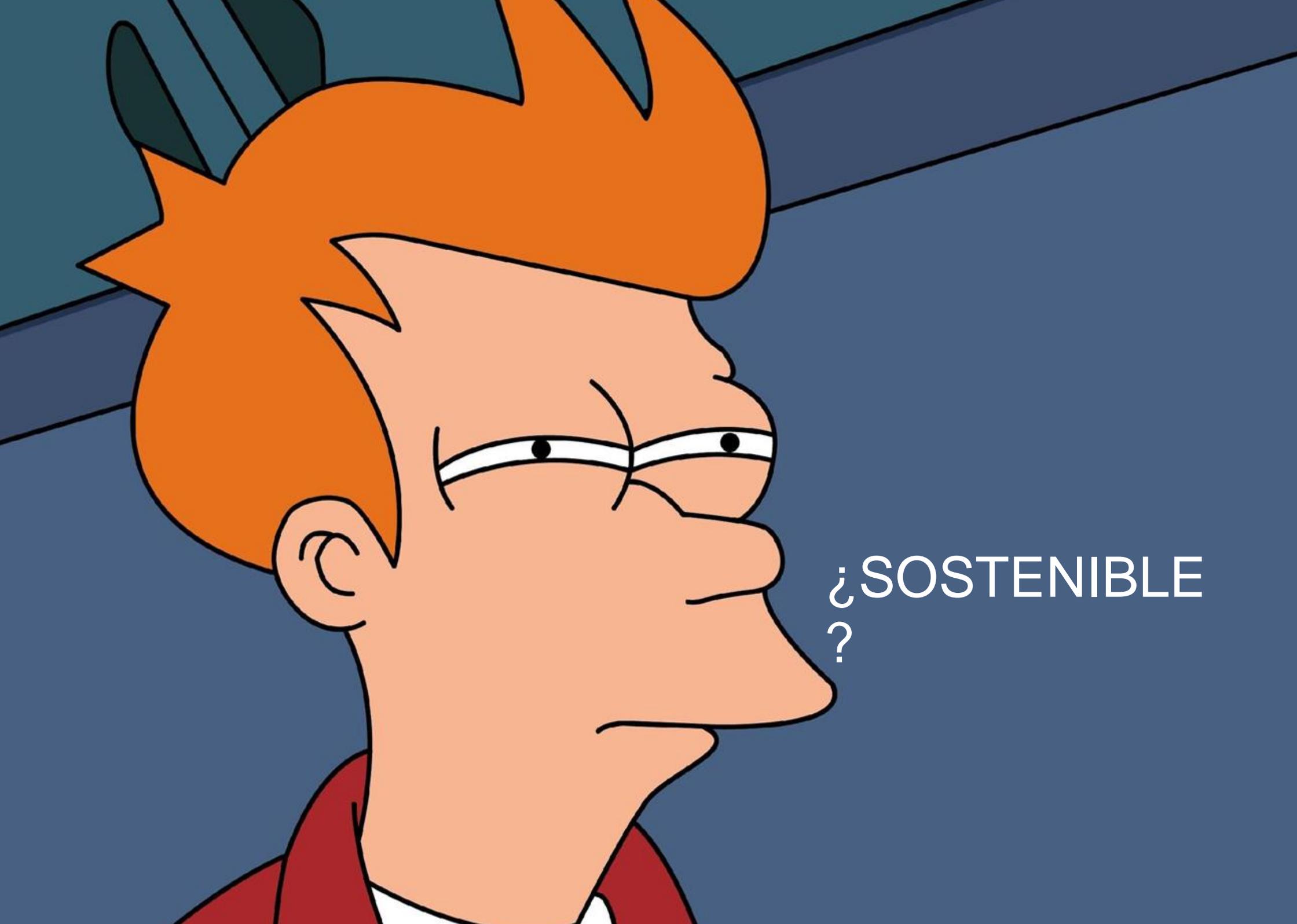


¿SENTIDO DE CULPA?



A soccer player in a blue long-sleeved shirt is holding up a blue and red striped FC Barcelona jersey in front of a large, cheering crowd. The player is seen from the side, with his arms raised, holding the jersey by the top corners. The crowd in the background is dense and appears to be celebrating. The text "VICTORIAS ÉPICAS" is overlaid in the center of the image.

VICTORIAS  
ÉPICAS



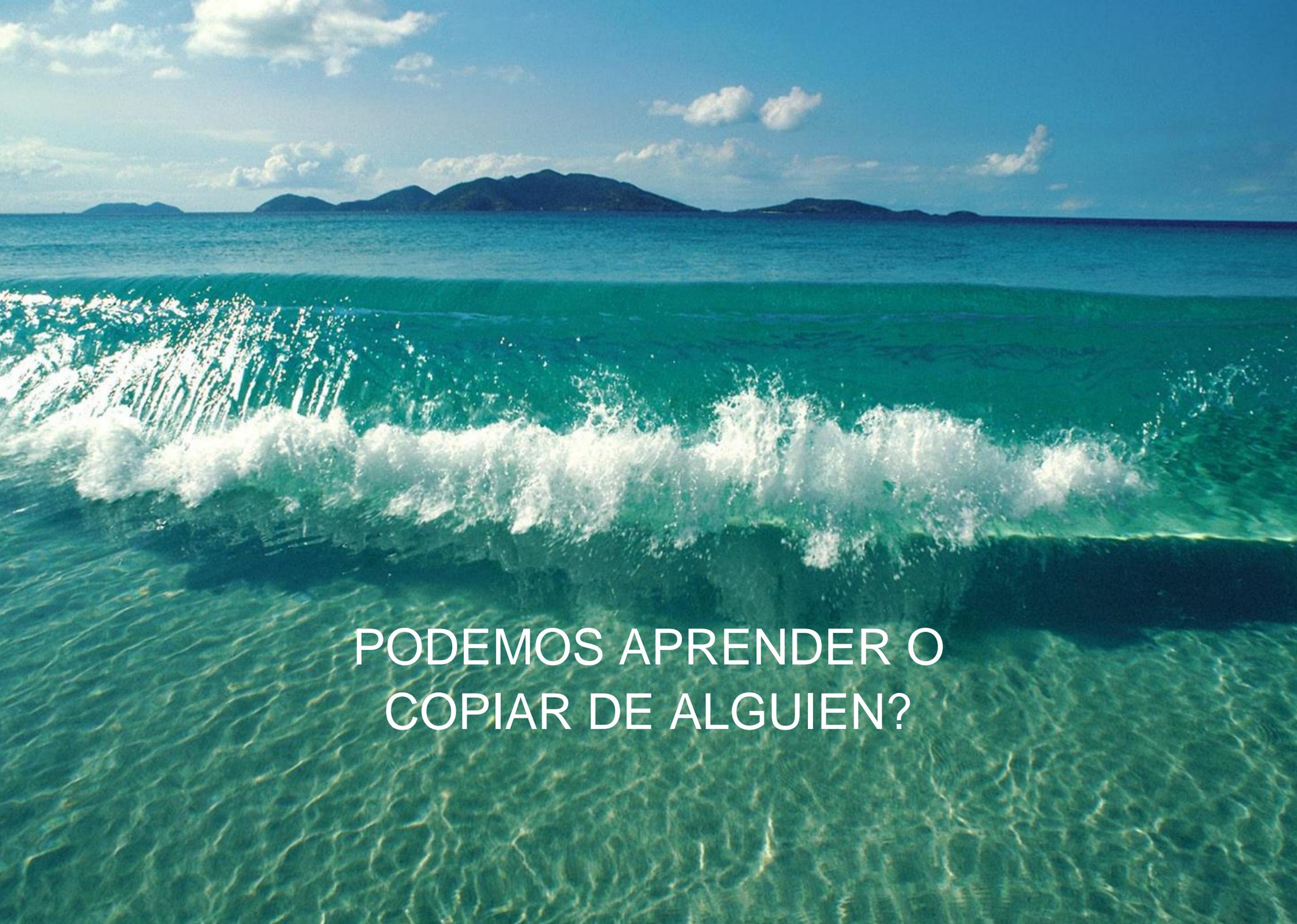
¿SOSTENIBLE  
?



¿SOSTENIBLE?  
?

A close-up photograph of a field of white flowers, possibly chrysanthemums, with a bright sun flare in the upper left corner. The background is a soft, out-of-focus green and yellow, suggesting a field of similar flowers. The text is overlaid in the center-left area.

~~SOSTENIBILIDAD~~...PROSPERIDAD!  
D!



PODEMOS APRENDER O  
COPIAR DE ALGUIEN?



INSPIRACIÓN



BIOMIMÉTICA

A photograph of a dense forest with many tall, thin trees and lush green undergrowth. The text is overlaid in the center of the image.

**EL MÁS  
EVOLUCIONADO  
DPTO DE I+D+i  
QUE EXISTA**

A photograph of a desert landscape with several camels. In the foreground, a brown camel sits on the ground, looking towards the camera. In the middle ground, another camel sits, and two more stand near a blue trough. One camel is drinking from the trough. The background shows rolling sand dunes under a clear sky, with a few trees and palm trees on the left.

¿ESTÁN EN LA  
NATURALEZA  
LAS SOLUCIONES?



**MISMOS  
PROBLEMAS**



LOTUS

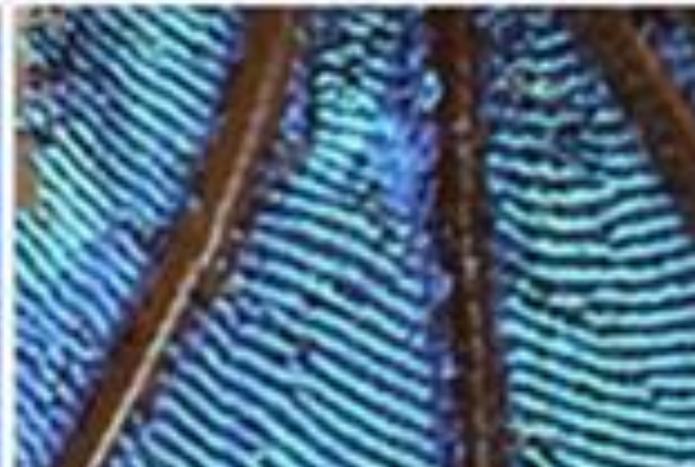
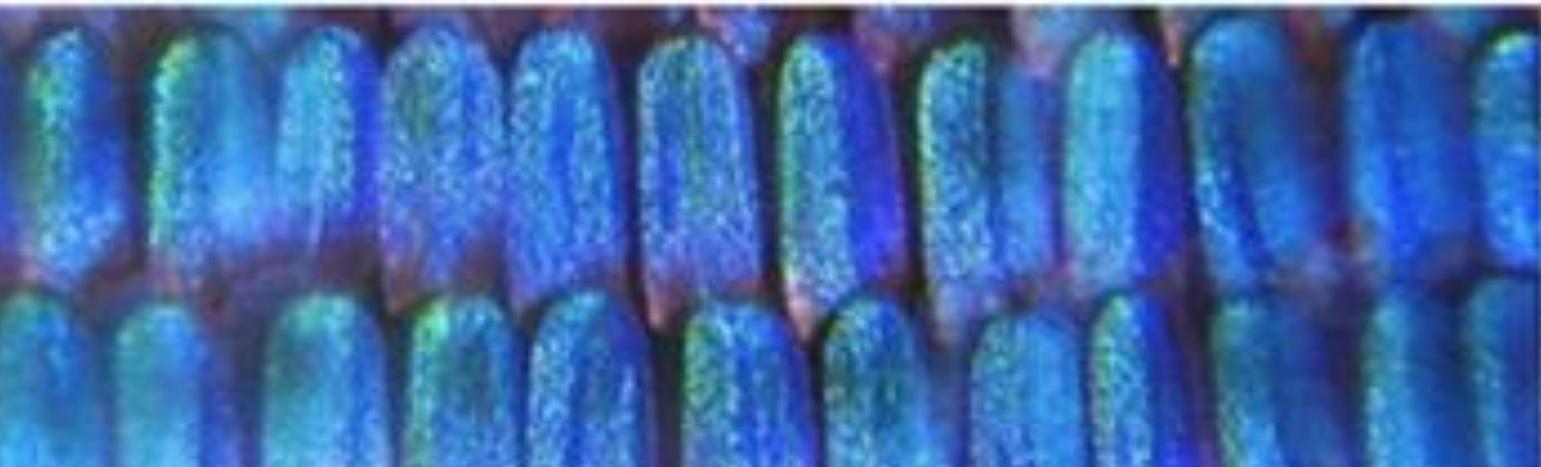


MARTÍN  
PESCADOR



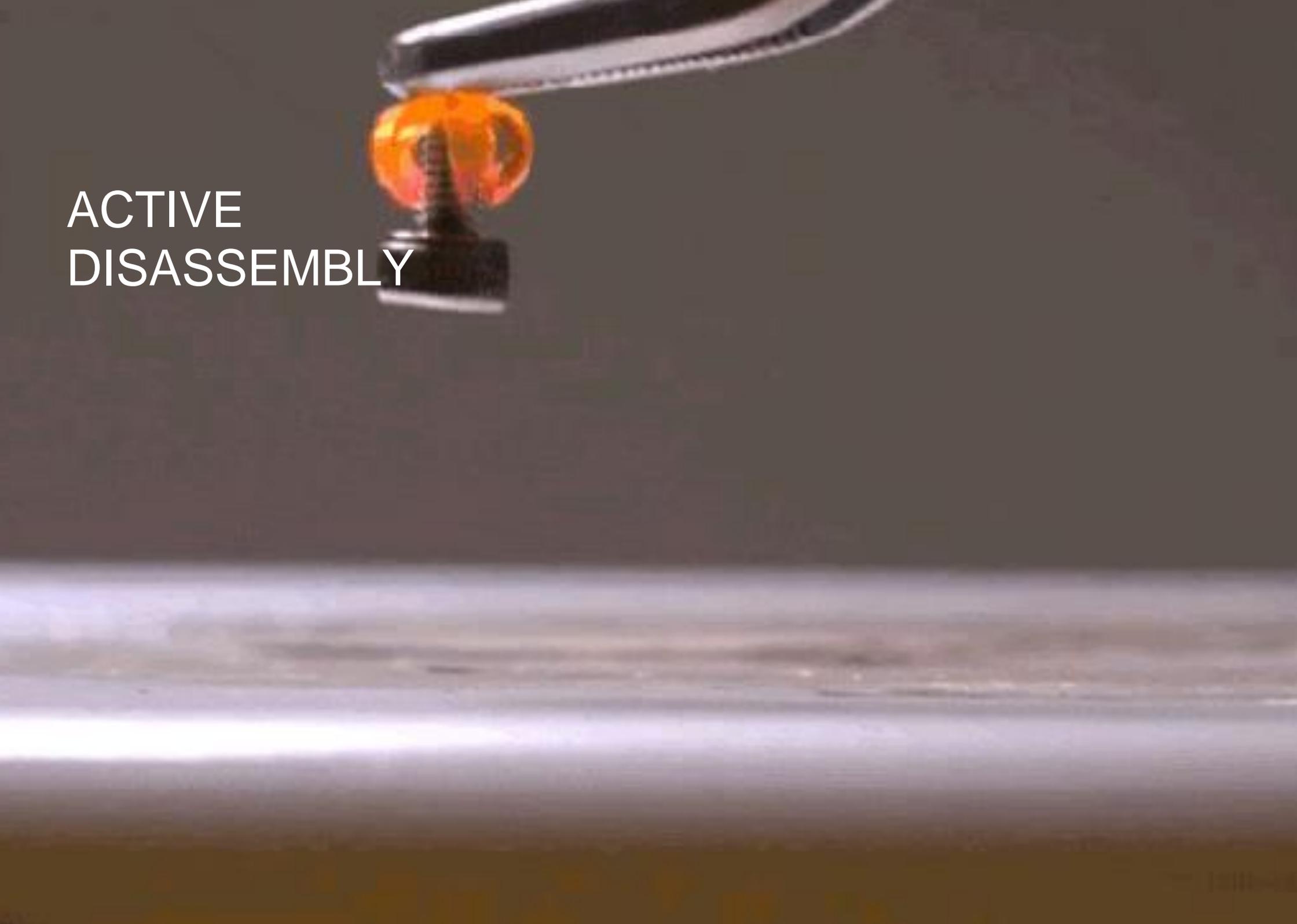
# ESCARABAJO DE LA NAMIBIA





A close-up photograph of a large pile of cooked clams, known as 'mejillones'. The clams are dark brown and glistening, indicating they are moist and likely steamed or sautéed. They are piled together, filling most of the frame. In the lower right quadrant, there is a small, irregular mound of light-colored, textured crumbs, possibly breadcrumbs or a breadcrumb-based sauce. The background is dark, making the clams stand out.

MEJILLONES



ACTIVE  
DISASSEMBLY

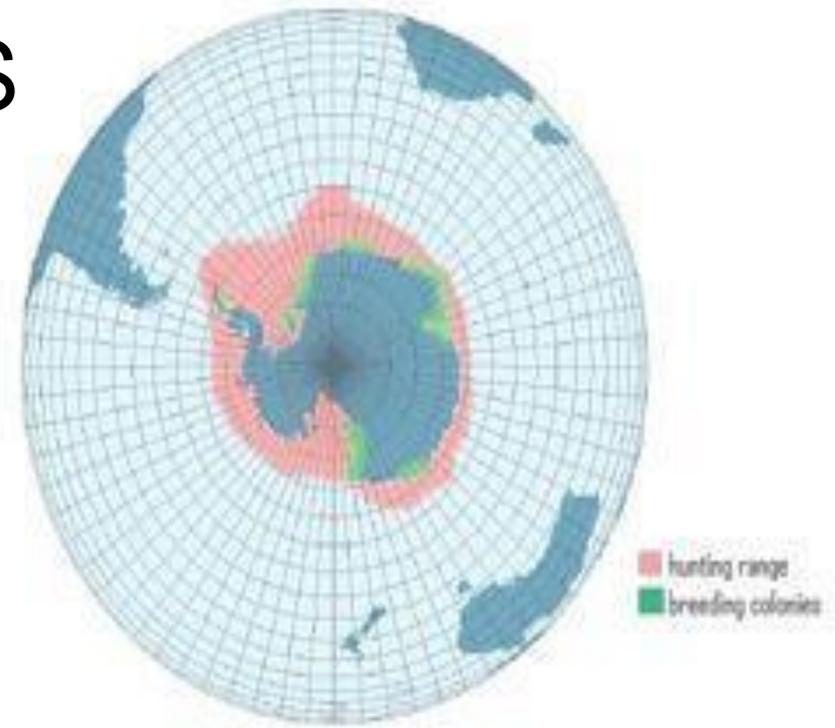
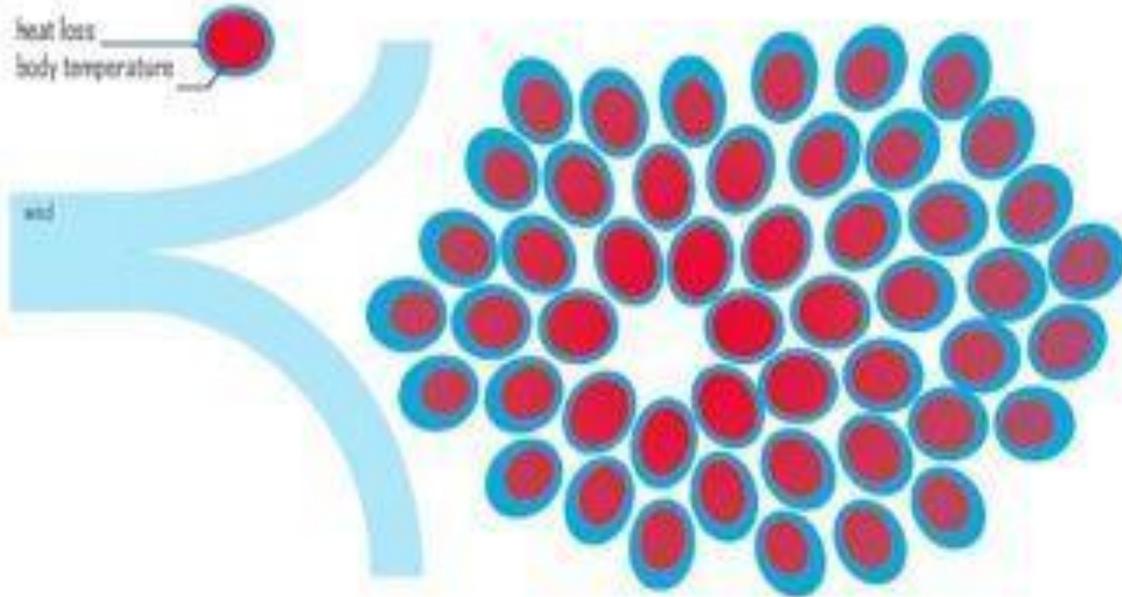


# THERMAL REGULATION SYSTEM of EMPEROR PENGUINS

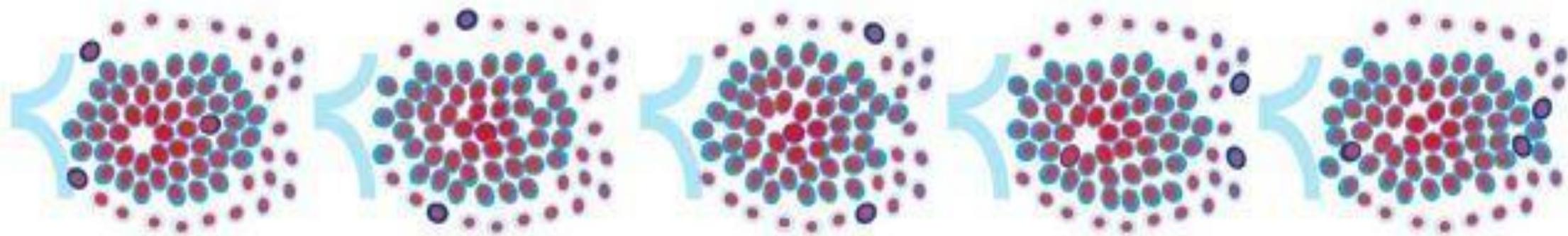
GEOGRAPHIC LOCATION

MACRO SCALE: TURTLE FORMATION

## PENGUINS



movement of penguins and change of the turtle formation



tracking of a penguin's movement around the turtle formation



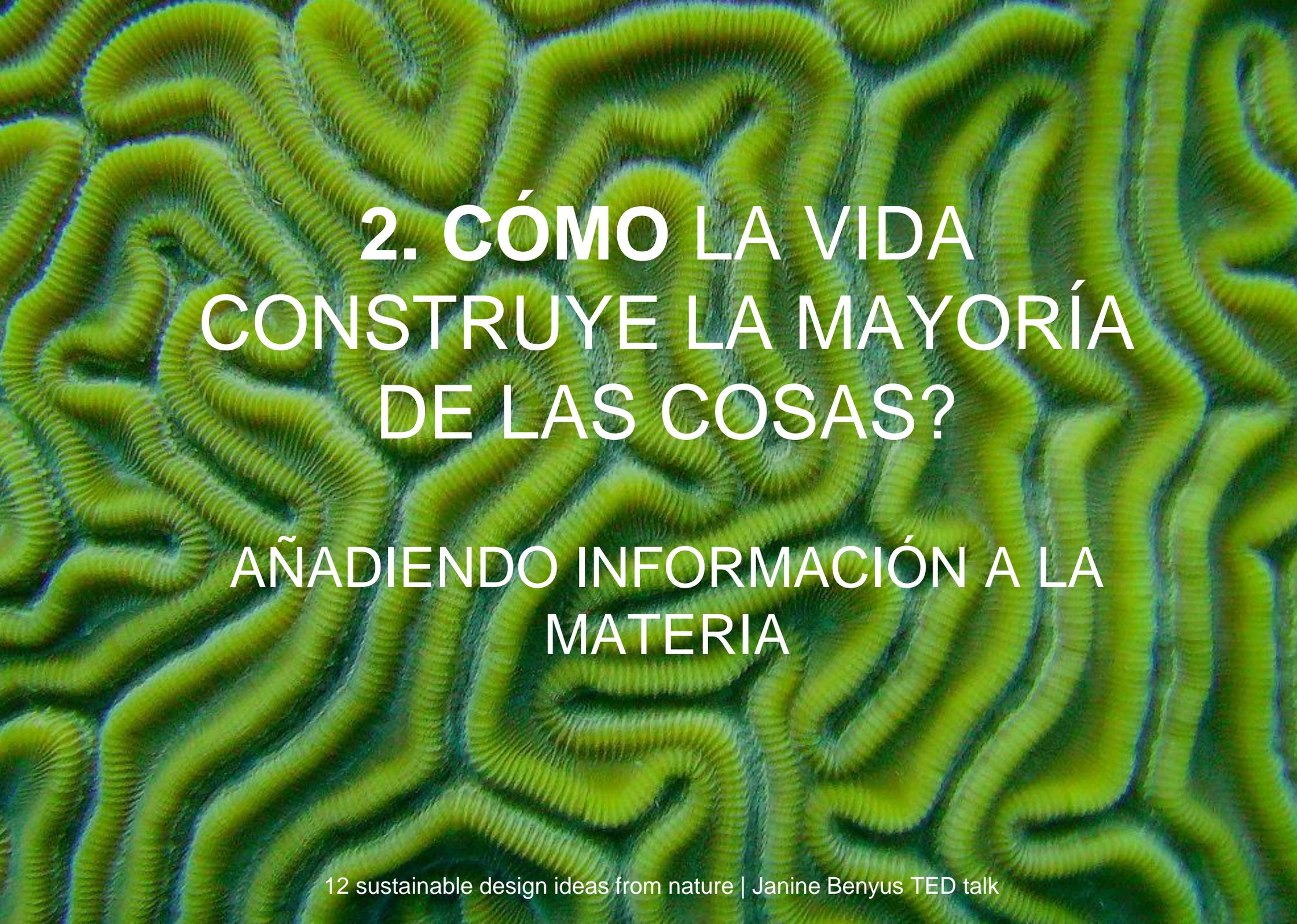
A close-up, top-down view of a sliced kiwi fruit. The image shows a radial pattern of dark, oval-shaped seeds arranged in concentric circles around a central, lighter-colored core. The kiwi flesh is a vibrant green color. The text "PRINCIPIOS BIOINSPIRADOS" is overlaid in the center of the image.

# PRINCIPIOS BIOINSPIRADOS



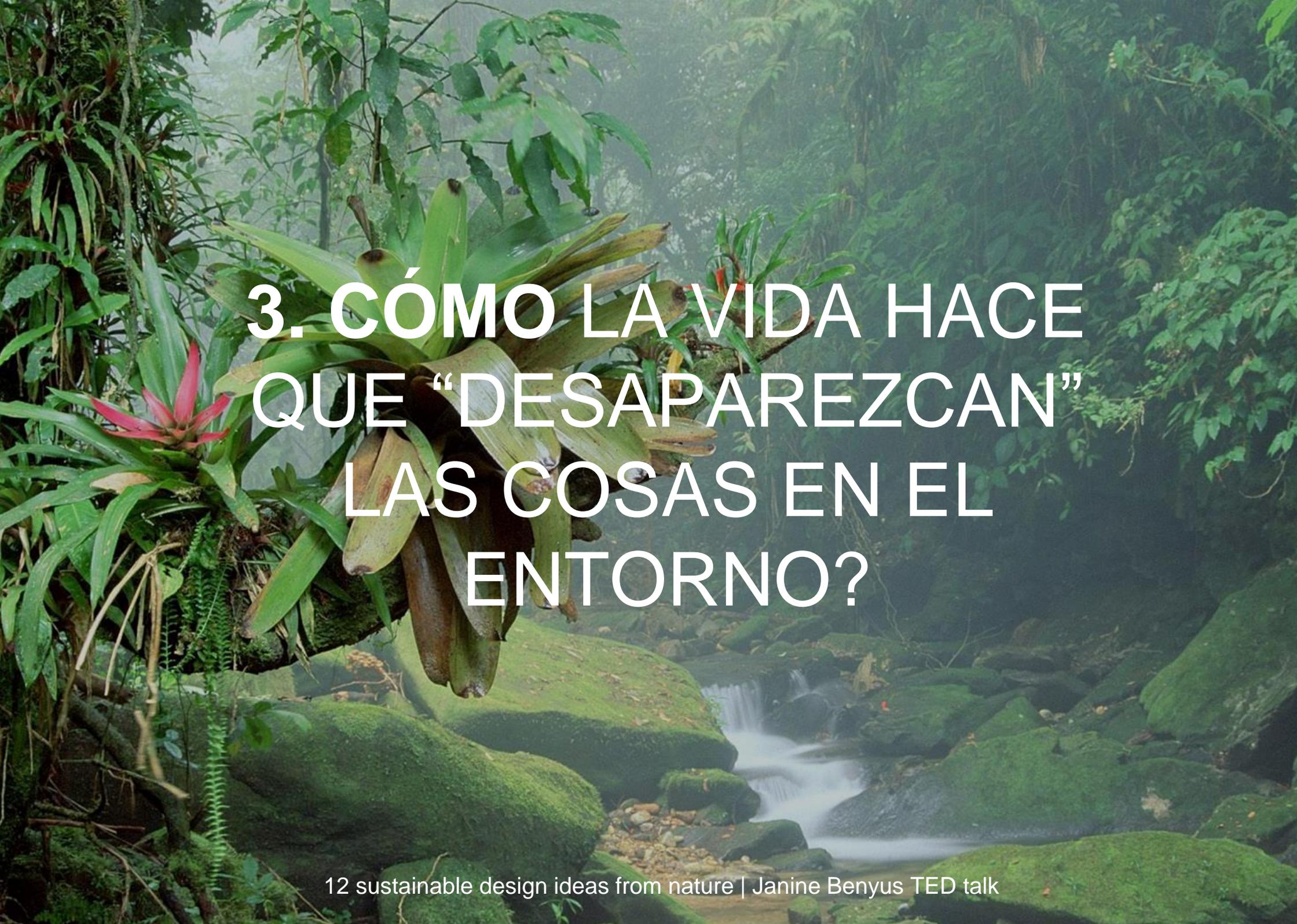
# 1. CÓMO LA VIDA “FABRICA” LAS COSAS?

SIN CALENTAR, GOLPEAR O  
TRATAR



## 2. CÓMO LA VIDA CONSTRUYE LA MAYORÍA DE LAS COSAS?

AÑADIENDO INFORMACIÓN A LA  
MATERIA

A lush tropical forest scene with a waterfall and moss-covered rocks. The foreground is dominated by large, moss-covered boulders. In the middle ground, a small waterfall cascades over rocks. The background is a dense, misty forest with various green plants and trees. The overall atmosphere is serene and natural.

# 3. CÓMO LA VIDA HACE QUE “DESAPAREZCAN” LAS COSAS EN EL ENTORNO?



# CICLOS CERRADOS

A large landfill of trash with a bulldozer in the background under a blue sky with clouds. The foreground is filled with a dense layer of discarded plastic, paper, and other debris. In the middle ground, a large yellow bulldozer is visible, partially obscured by the trash. The sky is bright blue with scattered white clouds.

RESIDUO =  
NUTRIENTE\*

A wide-angle photograph of a massive landfill. The foreground and middle ground are filled with a dense, colorful sea of discarded waste, including plastic bags, cardboard boxes, and other debris. In the background, a large yellow bulldozer is visible, partially obscured by the trash. The sky is a vibrant blue, filled with scattered white clouds. The overall scene conveys a sense of environmental impact and waste management.

**\*NUTRIENTE?**

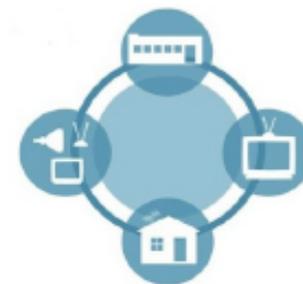


# METABOLISMO BIOLÓGICO





METABOLISMO TÉCNICO





¿RE-CICLAJE?

# LINEAR ECONOMY

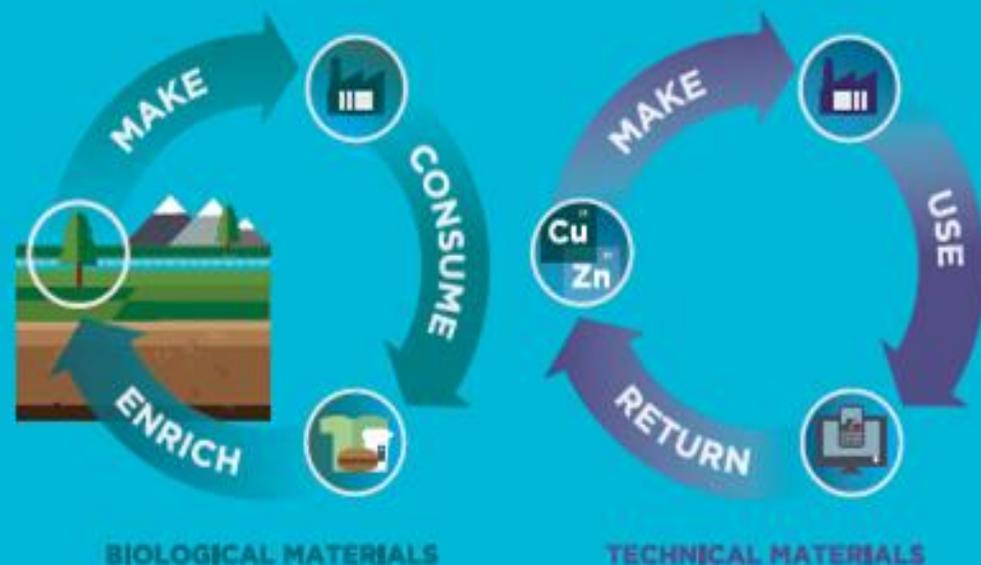


TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

© 2018 W. PATTISON & CO. W. PATTISON

# CIRCULAR ECONOMY



ENERGY FROM RENEWABLE SOURCES

PRINCIPLES OF A CIRCULAR ECONOMY

WASTE = FOOD  
DIVERSITY = STRENGTH  
ENERGY = RENEWABLES  
PRICE = REAL COST

BIOLOGICAL MATERIALS SAFELY ENRICH NATURAL SYSTEMS



TECHNICAL MATERIALS DO NOT COMPOST, THE PRODUCTS ARE MADE TO BE MADE AGAIN





# EXAMPLE

a real example

99% recyclable

37% recycled

disassemblable in

15'

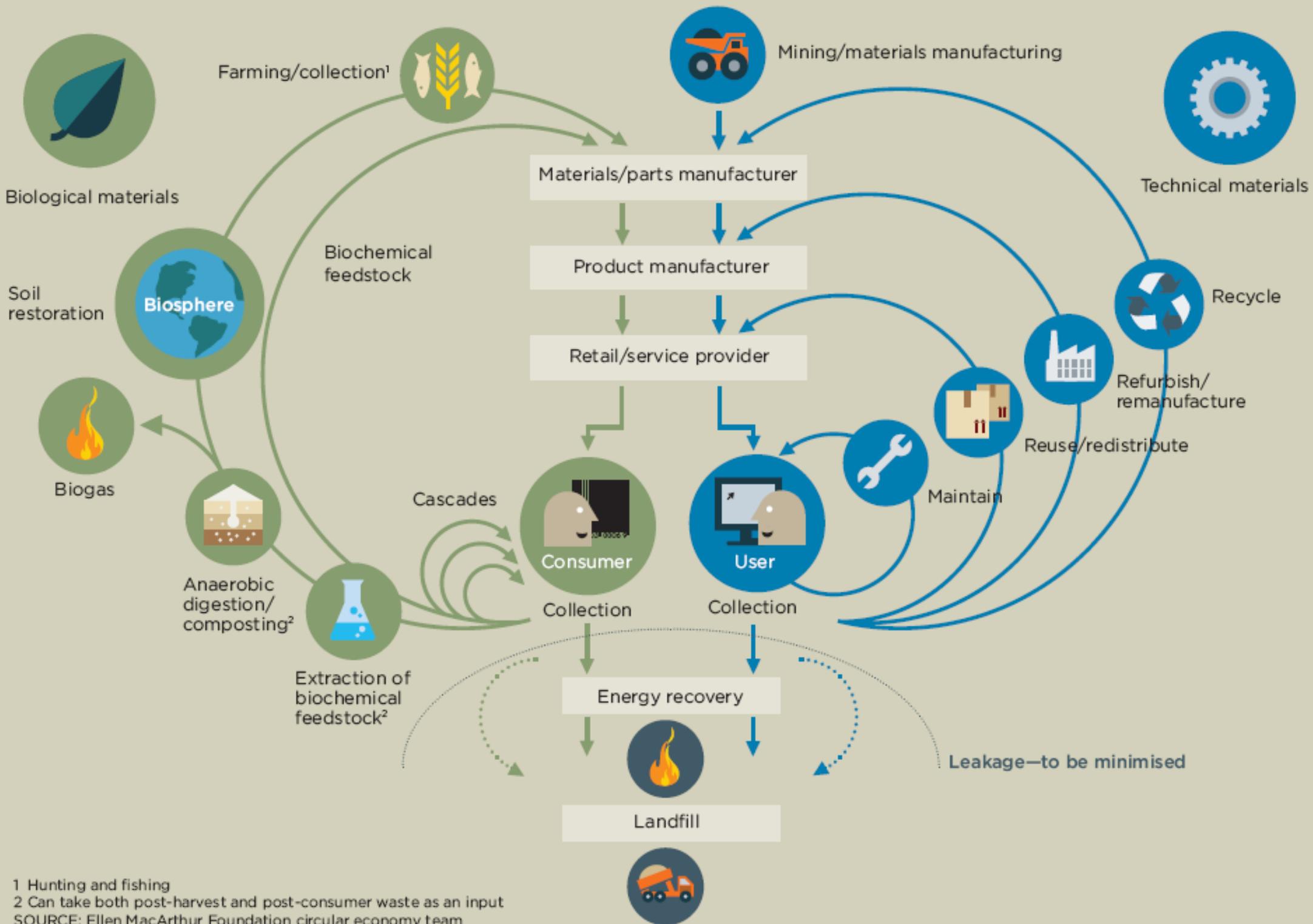
no toxics

cert. c2c gold

[hermanmiller.com](http://hermanmiller.com)



 **HermanMiller**



1 Hunting and fishing

2 Can take both post-harvest and post-consumer waste as an input

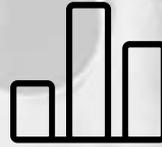
SOURCE: Ellen MacArthur Foundation circular economy team

A black and white photograph of a man in a suit and sunglasses, holding a glowing sword. The text "¿CÓMO LA LLEVAMOS A LA PRÁCTICA?" is overlaid on the image.

**¿CÓMO LA LLEVAMOS A LA PRÁCTICA?**



**ENTENDER Y  
REPIENSAR  
EL SISTEMA  
LINEAL**



**MEJOR  
SOLUCIONES  
QUE LAS  
ACTUALES**



**GENERAR VALOR  
REAL PARA EL  
MERCADO Y LA  
SOCIEDAD**



**PROTOTIPAR Y  
APRENDER**



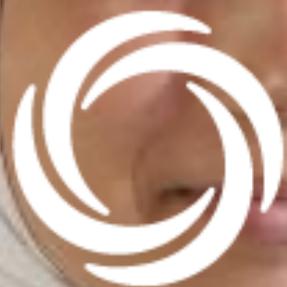
**VIABILIDAD  
ECONÓMICA**



¡HOY!  
**20%**  
¡DESCUENTO!

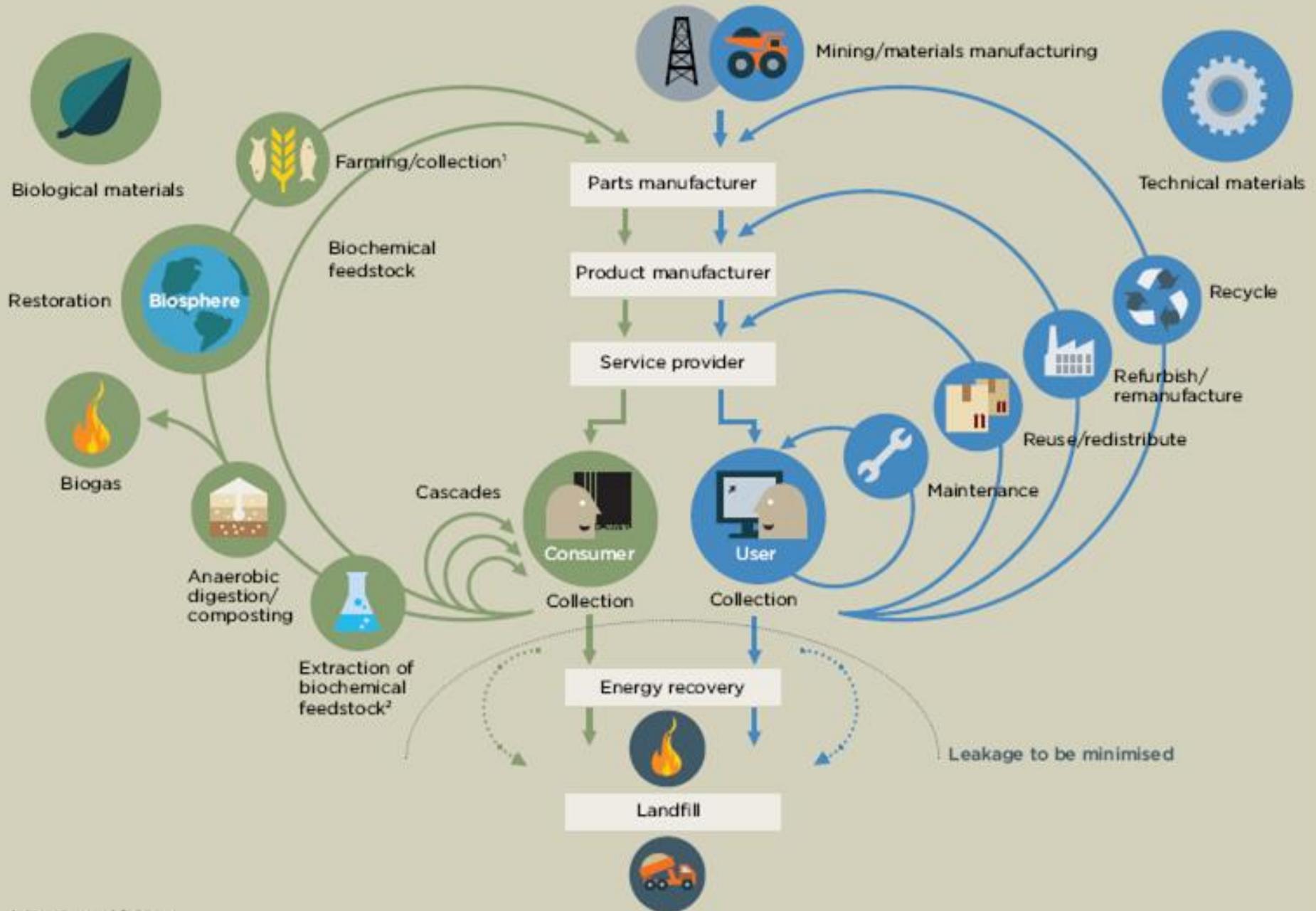


Project  
the European Union



switchmed

# ECONOMÍA CIRCULAR



1 Hunting and fishing

2 Can take both post-harvest and post-consumer waste as an input

SOURCE: Ellen MacArthur Foundation - Adapted from the Cradle to Cradle Design Protocol by Braungart & McDonough



**DISEÑO  
CIRCULAR**

## Used to fade the fabric

Intensity of the laser can be controlled and adjusted. This enables us to create a variety of wash patterns with different authentic or artistic looks.

# JEANOLOGIA

[WWW.JEANOLOGIA.COM](http://WWW.JEANOLOGIA.COM)

## Customized wash pattern





**FLUX**

[WWW.FLUXFURNITURE.COM](http://WWW.FLUXFURNITURE.COM)



<http://www.ctechinnovation.com/funded-projects/wear2-microwave-textile-disassembly/>



**flush**

Put poop  
where it belongs

or



**compost**

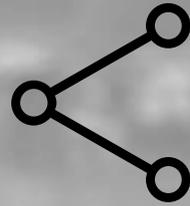
Turn inserts (wet ones only)  
into compost

or



**toss**

When you can't  
flush or compost



**USO MAXIMIZADO y  
COMPARTIDO DE  
RECURSOS**



# Average car occupancy comparison

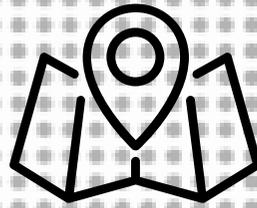
1.7  
People



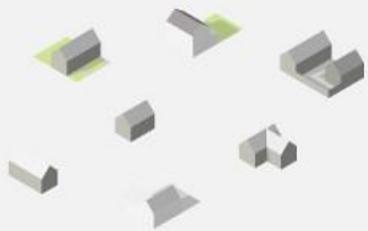
2.8  
People



Average car occupancy is 1.6 in the UK, 1.7 in Italy & Spain, and 1.8 in France. BlaBlaCar occupancy is 2.8, that's **157% more passengers**.



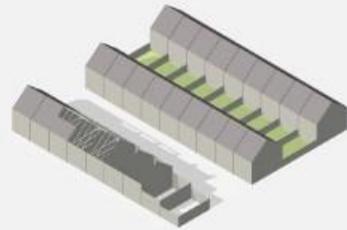
**PRODUCCIÓN-CONSUMO  
ONDEMAND  
A “kmCASICERO”**



## Pre

Manual  
Distributed

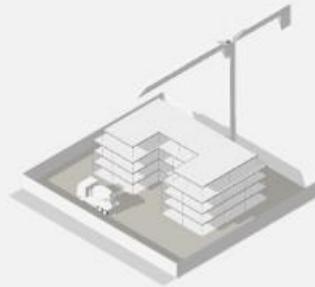
On-demand / direct



## 1st

Manual  
Centralised

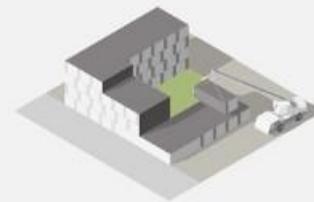
Speculative



## 2nd

Mechanical  
Centralised

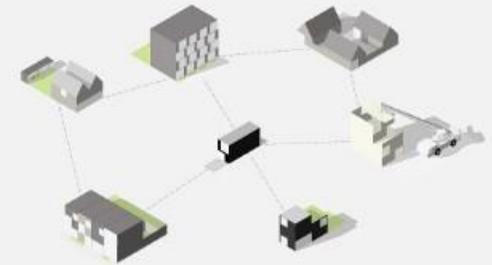
Speculative



## 3rd

Digital  
Centralised

Speculative



## 4th

Digital  
Distributed

On-demand / direct



**b-pet**  
bottle pet filament

www.bpetfilament.com - info@bpetfilament.com

**b-pet**  
bottle pet filament

www.bpetfilament.com - info@bpetfilament.com

**100%**  
made from  
recycled  
PET bottles

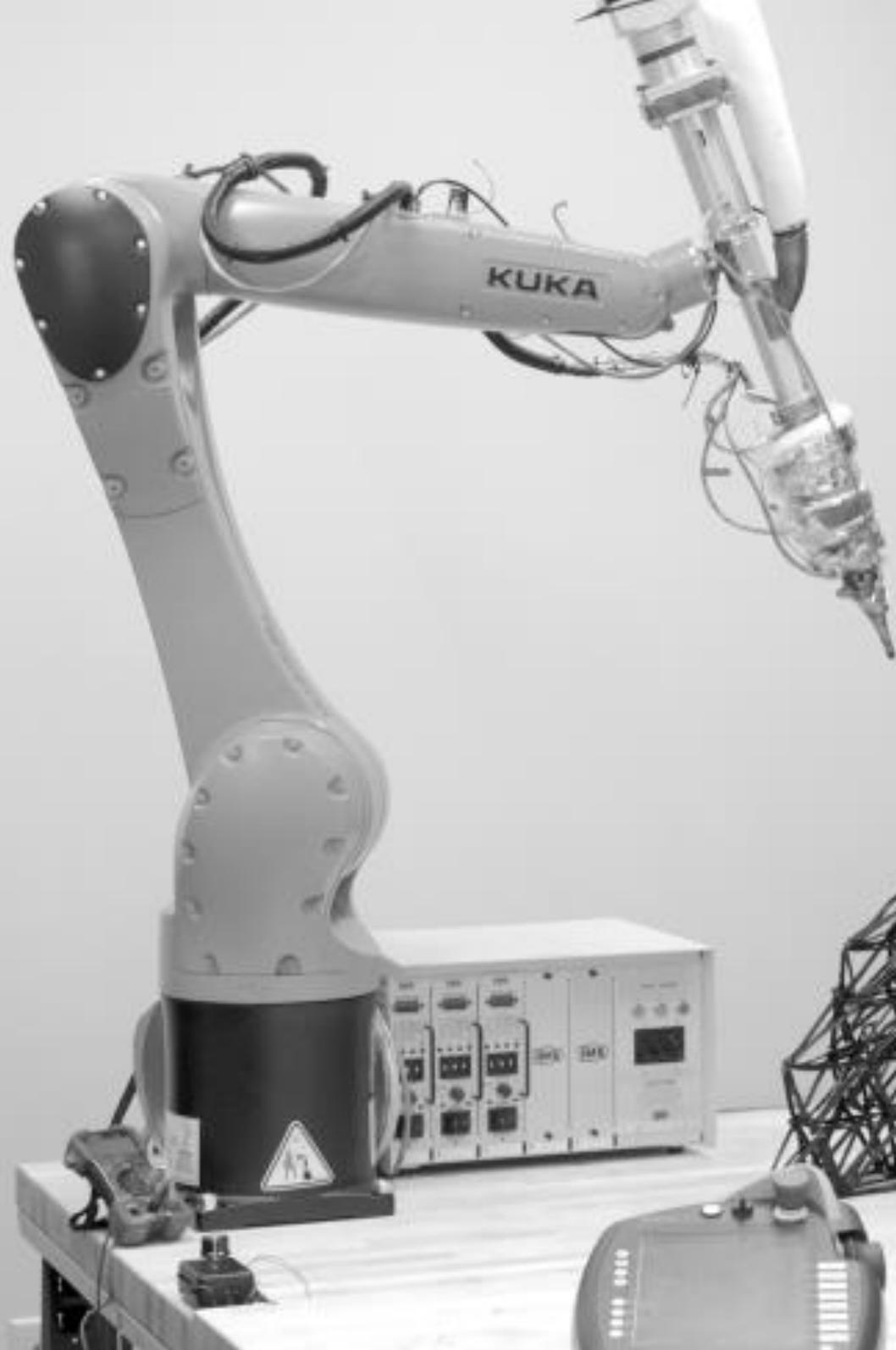
0.3mm)  
om - @bpetfilament

**100%**  
made from  
recycled  
PET bottles

www.bpetfilament.com - info@bpetfilament.com

**100%**  
made from  
recycled  
PET bottles

www.bpetfilament.com - info@bpetfilament.com





# GREEN FABLAB VALLDAURA



# TOAST

BREWED WITH BREAD

MEET TOAST

OUR BREAD

OUR BEER

BUY TOAST



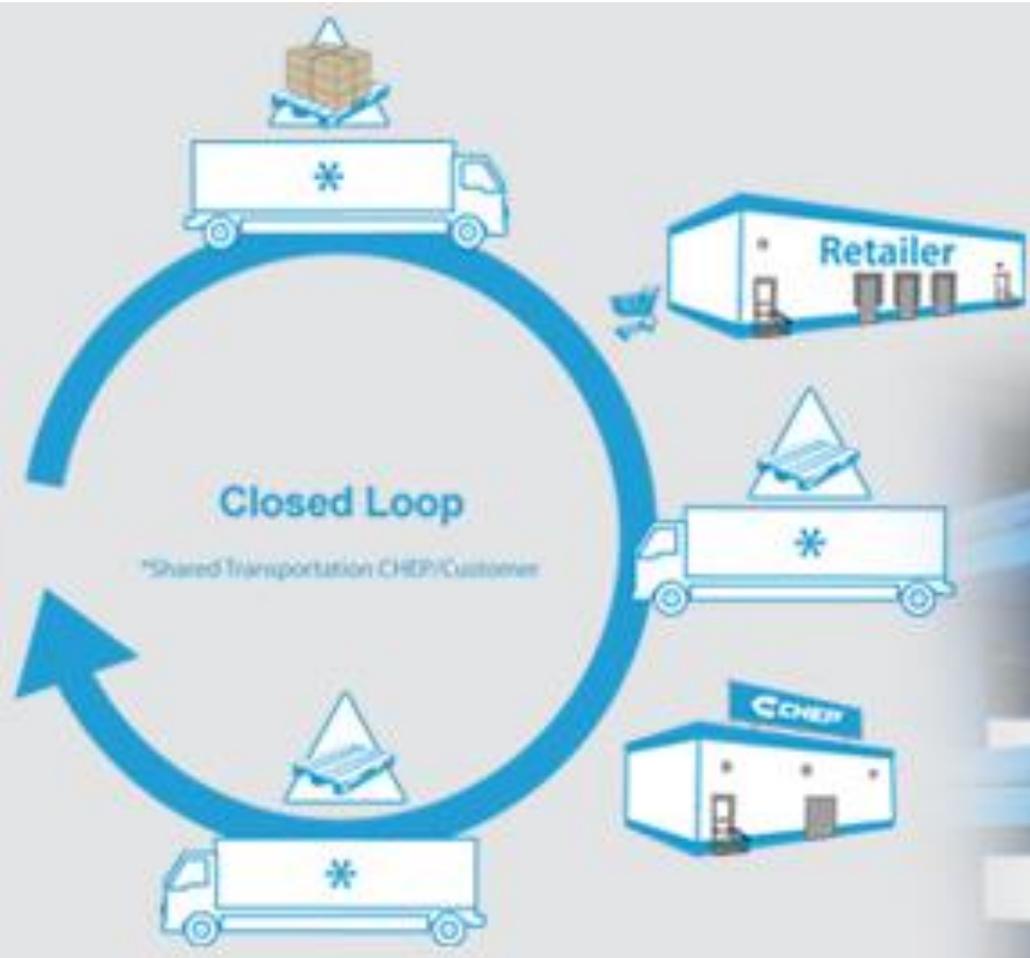
CERVEZA DE “PAN” <http://www.toastale.com/>



**CADENA DE VALOR CIRCULAR  
(COCREACIÓN Y COLABORACIÓN  
MULTINIVEL)**



Manufacturer



VALID THRU ▶ MONTH/YEAR  
12/2020



UNDER INTERNATIONAL LAW · WTO



# RAW MATERIAL PASSPORT

OWNER: COMPANY LTD.

WTO Nr. 0403200390390319- TR

PRODUCT NR · 1e34 56f78 9w76 UR54

COMPOSITION:

70% COPPER · 9439034943

12% IRON · 2332023'230

5% ALUMINIUM · 23230203302

3% PE · 03010101200

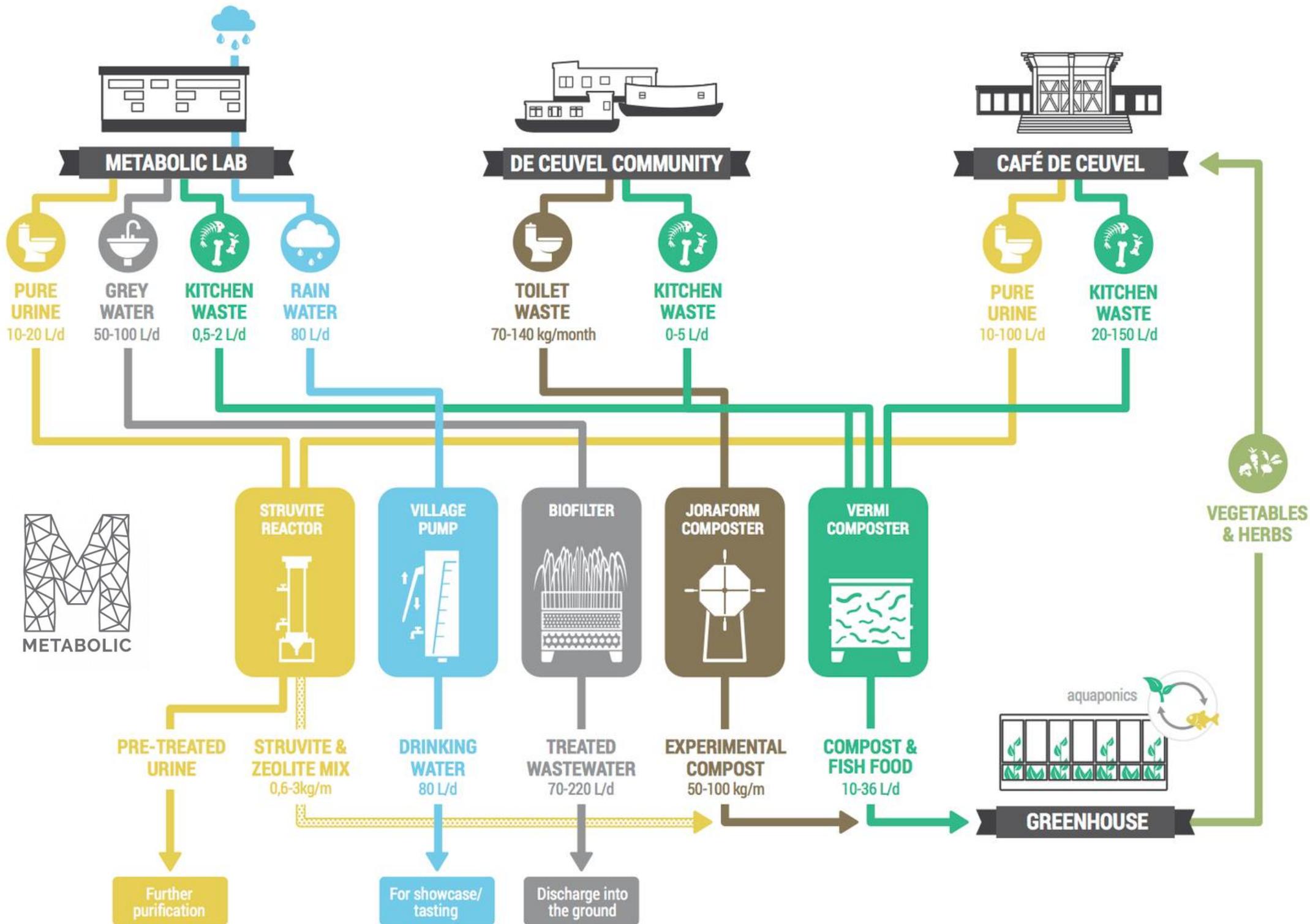
1% GLASS · 9430342393

10% OTHER · 939344340040



Republic of Turkey  
Türkiye Cumhuriyeti





EDSPEED - VESPA HEADSET  
, PE



DISEÑO EN ABIERTO Y PARA LA  
DURABILIDAD  
MAKERS + FIXERS

WWW.IFIXIT.COM



**The free repair guides for  
everything, written by**

[Find a Repair Guide](#)

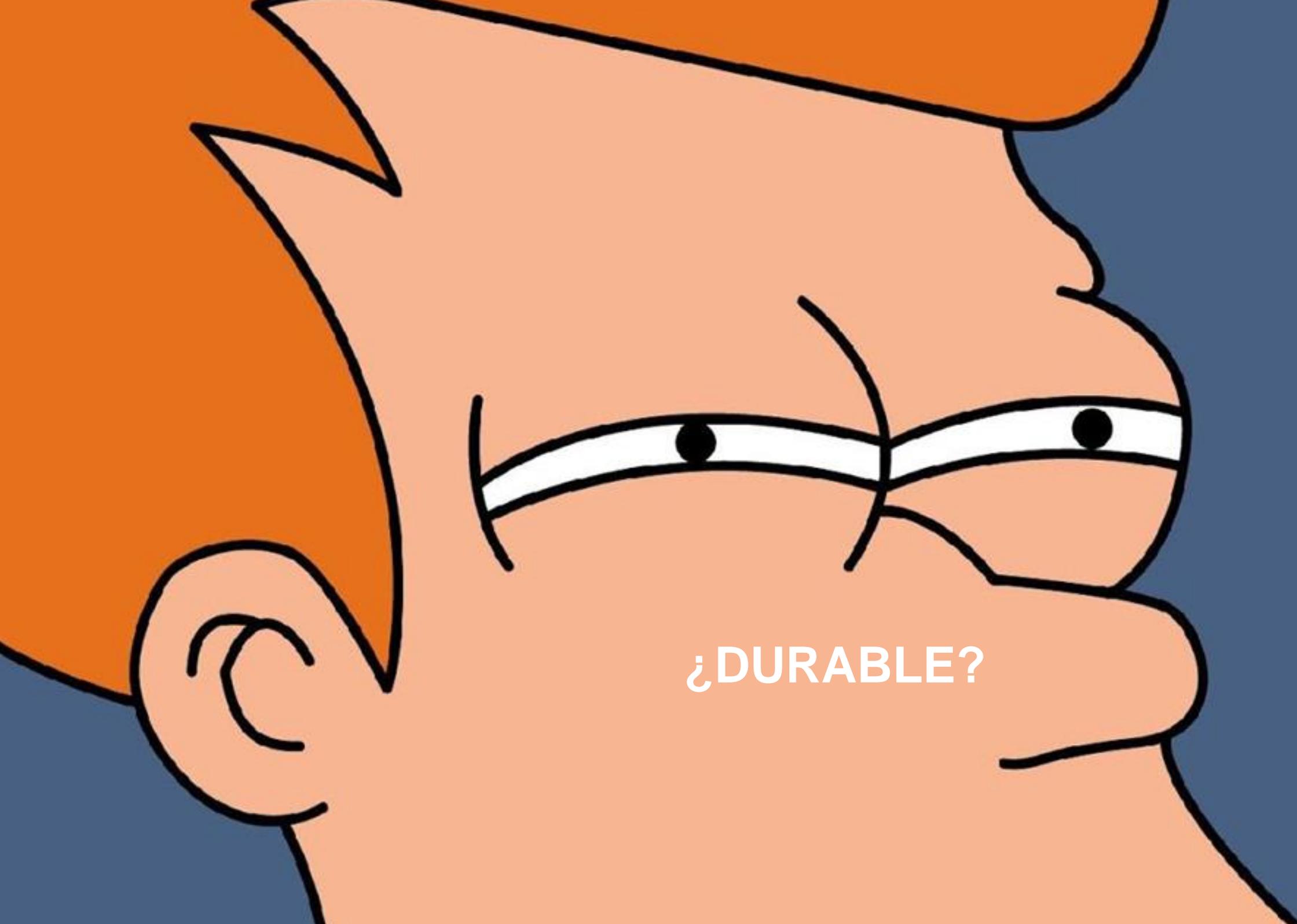
[Shop Parts & Tools](#)

We took apart the all-new OnePlus One smartphone!

[Check It Out >](#)



¿REPARABLE  
?



¿DURABLE?



# Patadas Voladoras®

Tus muletas ecológicas



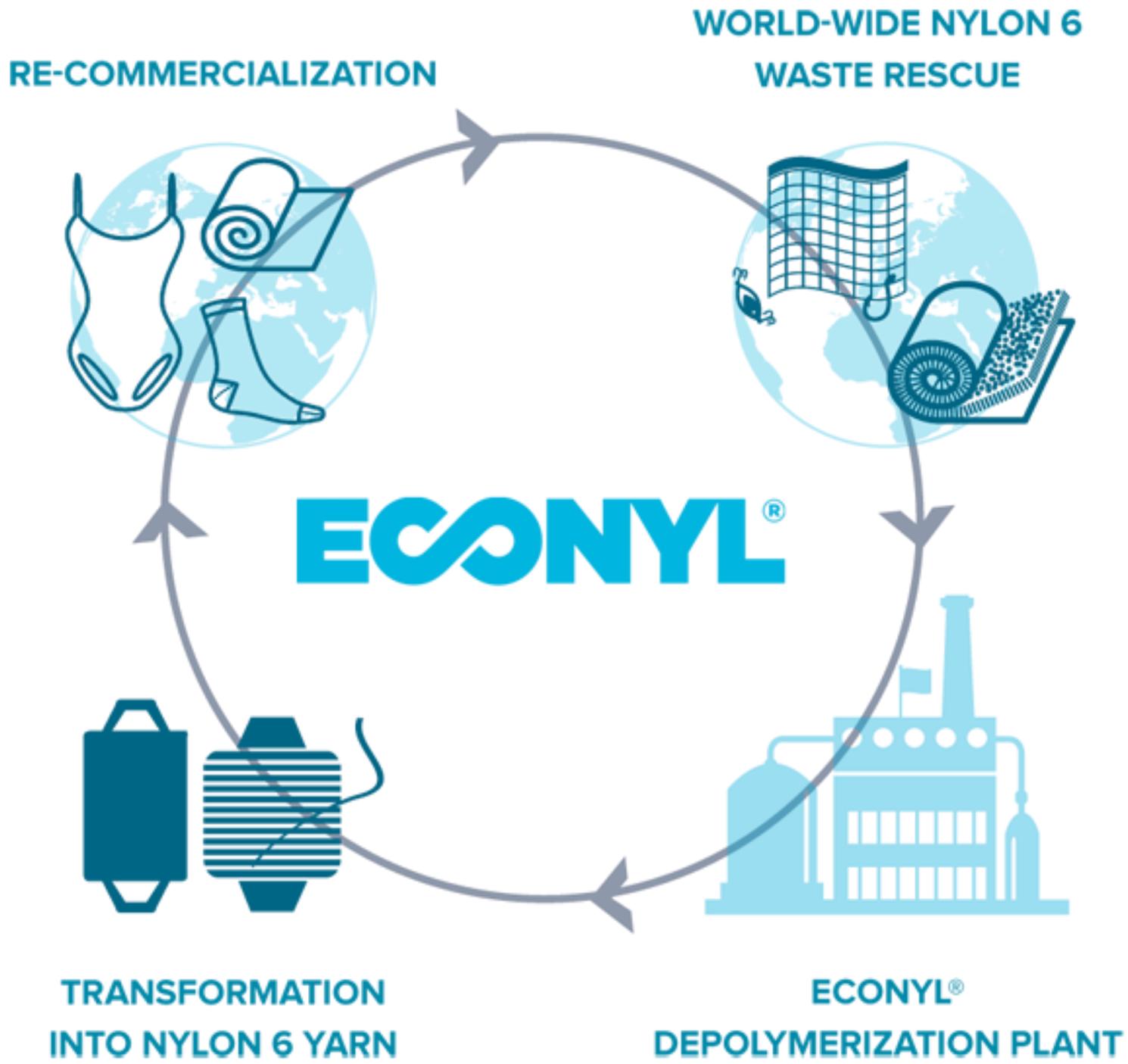
# MODELO DE NEGOCIO DE LA EMPRESA

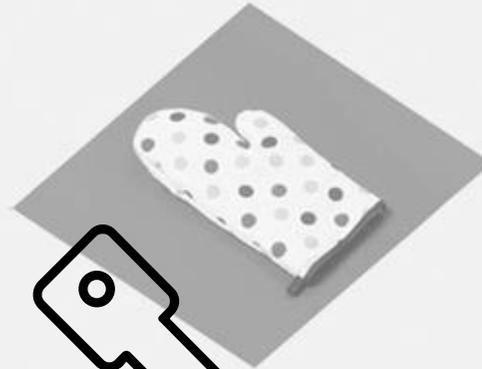
producto  
/ servicio

sociedad y medio  
ambiente



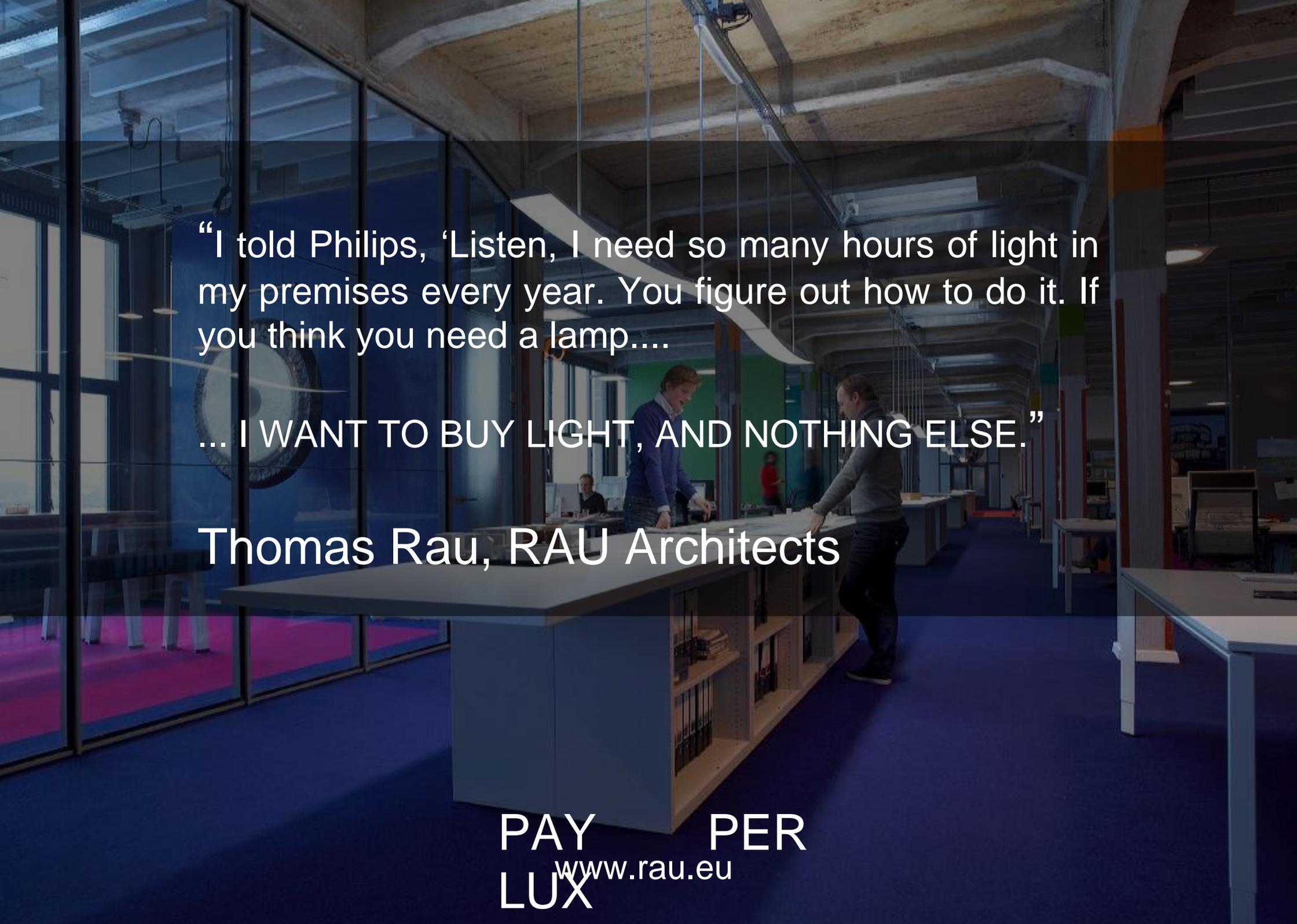






**DE PROPIEDAD A ACCESO/USO  
(SERVITIZACIÓN)**





“I told Philips, ‘Listen, I need so many hours of light in my premises every year. You figure out how to do it. If you think you need a lamp....

... I WANT TO BUY LIGHT, AND NOTHING ELSE.”

Thomas Rau, RAU Architects

PAY PER  
LUX [www.rau.eu](http://www.rau.eu)



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keep them  
still like them?

they're yours now. take them  
with you wherever you go

switch them  
ready for a new pair?

€10  
pay 'switching' fee  
(1st month, one time)

↓

send us your old jeans  
and receive the new ones

↓

€ 7,50  
monthly fee  
(for 12 months)

send back  
done wearing?

return the jeans and get  
a € 10 voucher to use  
at any point of time



MUD JEANS



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# LAS ESTRATEGIAS DE DISEÑO E INNOVACIÓN CIRCULAR

RENOVABILIDAD



SUPERCICLABILIDAD



COMPARTICIÓN



SERVITIZACIÓN



REPARABILIDAD



ACTUALIZABILIDAD



MANTENIMIENTO



REUTILIZACIÓN



REACONDICIONADO



VALOR EN CASCADA





# S1 - RENOVABILIDAD (FUENTES DE ENERGÍA / MATERIALES)

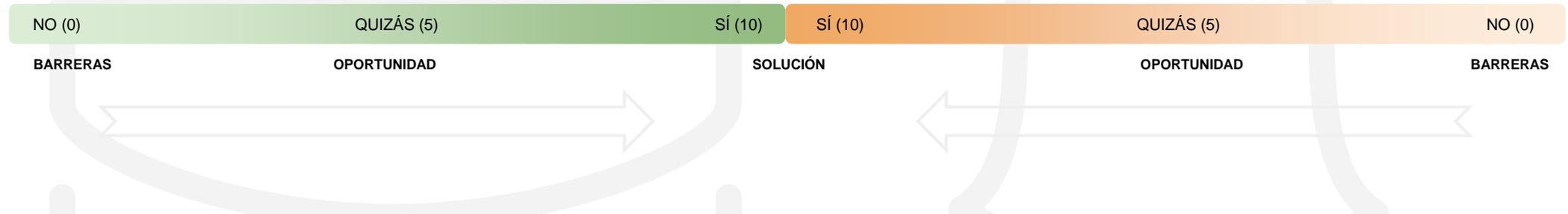
VIABILIDAD **TÉCNICA** >> 100% RENOVABLES

**PRESTACIÓN FUNCIONAL / EMOCIONAL** DEL USUARIO



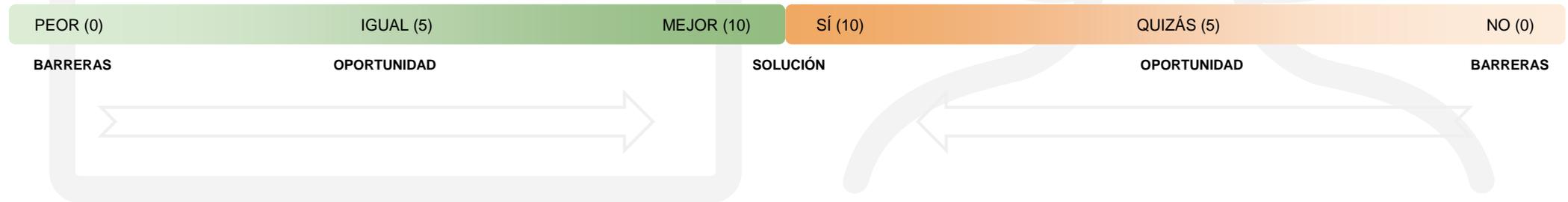
VIABILIDAD **ECONÓMICA / FINANCIERA** >> 100% RENOVABLES

**AHORRO ECONÓMICO / VALOR AÑADIDO PERCIBIDO**



POSICIONAMIENTO DE **MARCA / REPUTACIÓN**

**ACEPTACIÓN SOCIAL / RÁPIDA ADOPCIÓN (NORMALIZACIÓN)**



**INNOVACIÓN EN EL MERCADO / NUEVO NICHO**

**EXPERIENCIA DE USUARIO**



# OPORTUNIDADES



## Recovery & Recycling

Alternative waste management, digital innovation in waste handling, closed loop systems, innovative business models around waste re-use.



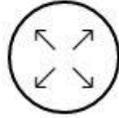
## Spaces & Construction

Internet of things, community building, connected buildings, smart cities, resourceful construction, new materials.



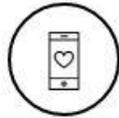
## Energy

Smart energy, circular infrastructure, innovative storage, smart grid, innovations in water management.



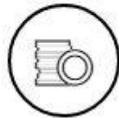
## Logistics & Transportation

Circular infrastructure, last mile logistics, integrated logistics, public transportation, route optimization, fleet management.



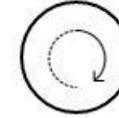
## Technology

Software & hardware innovations, digital transformation, IoT, small & big data, open source.



## Finance

Circular Finance for investors, foundations, Family Offices and banks, P2P, Fintech, community financing.



## Textile

Smart sourcing, local or sustainable supply chains, traceability, wearable technology, closed loop systems, upcycling, sharing economy, performance design, cradle to cradle.



## Food

Waste free business models, sustainable supply chains, healthy sourcing, local production.



## Retail

Packaging, distribution systems, waste reduction, consumer involvement.

МЕХИМКА

МОЛОДЕЖИ



198777

# INTELLIGENT ASSETS (IoT)



UBICACIÓN



CONDICIÓN



DISPONIBILIDAD

на Луна...



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About us

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# CÓDIGO ABIERTO & FABRICACIÓN DIGITAL



DISEÑO OPEN SOURCE



PRODUCCIÓN  
PEQUEÑA ESCALA



REPARACIÓN Y  
RECONDICIONADO

ДОСТИЖЕНИЯ НАУКИ —  
ПРОИЗВОДСТВО



<http://aquapioneers.io/>

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BIOMATERIALES



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TEXTILE FROM CITRUS PRODUCTS



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НА СЛУЖБУ ТЕХНИЧЕ  
РЕКОНСТРУКЦИИ СОЦИАЛ  
ПРОМ

# BLOCKCHAIN



INCORRUPTIBILIDAD



TRAZABILIDAD  
SUPPLY CHAIN



TRANSPARENCIA

HOME

OUR STORY

TEA

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VIDEO

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**EN FIN..**

**1 . HAY QUE PASAR DE LINEAL A CIRCULAR**

**2 . BIOINSPIRACIÓN PARA NEGOCIOS  
RESILIENTES**

**3 . VISIÓN HOLÍSTICA Y ATREVIDA**

**4 . NECESITAMOS CREAR MECANISMOS  
ECONÓMICOS VIRTUOSOS**

**5 . BELLEZA, PROSPERIDAD Y CREATIVIDAD**

A large, multi-masted sailing ship, possibly a galleon, is shown from a distance on a blue sea under a cloudy sky. The ship has several masts and complex rigging. The text is overlaid on the left side of the image.

..ENTONCES..  
..ZARPAMOS o QUÉ?



Siiiiiii!

“

**NO DESCUBRIRÁS NUEVAS  
TIERRAS, HASTA QUE NO ESTÉS  
DISPUESTO A PERDER LA VISTA DE  
LA COSTA POR UN LARGO PERÍODO  
DE TIEMPO**

”

A.  
GIDÉ



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