



GETTING TO THE CIRCULAR ECONOMY

**3 Strategies to Meet Human Needs
Within the Planetary Boundaries**



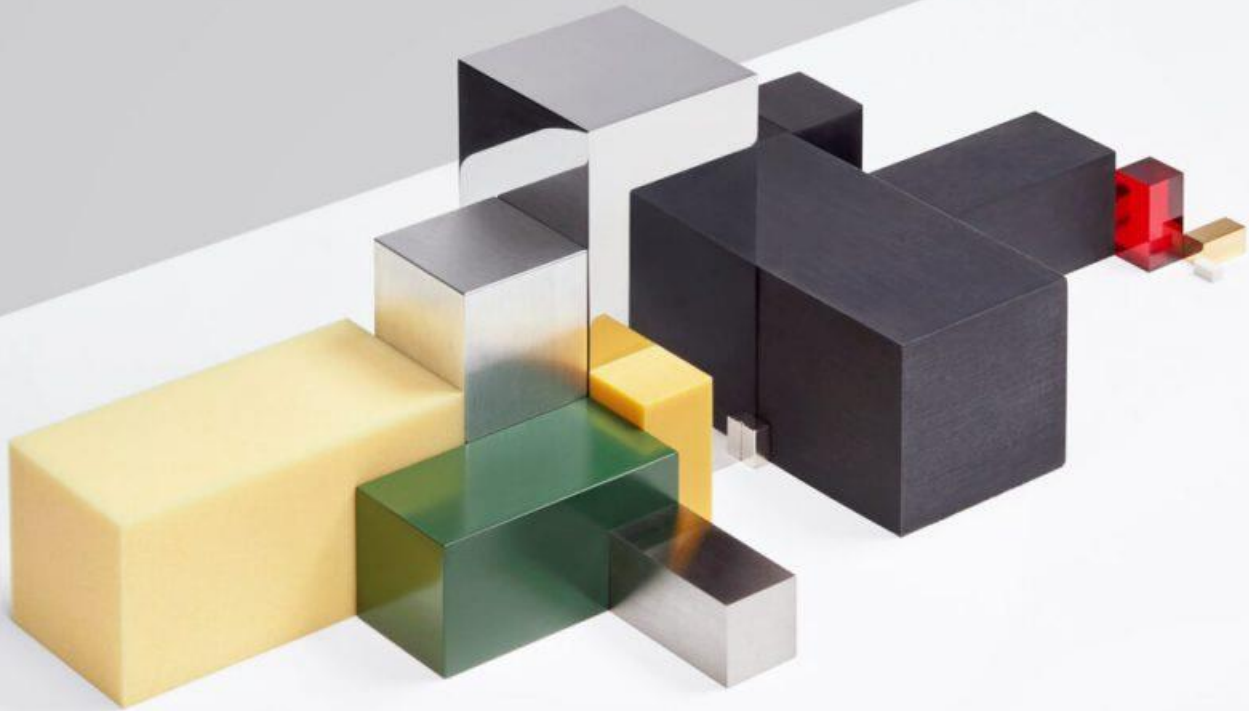
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Norwegian Circular Economy Conference

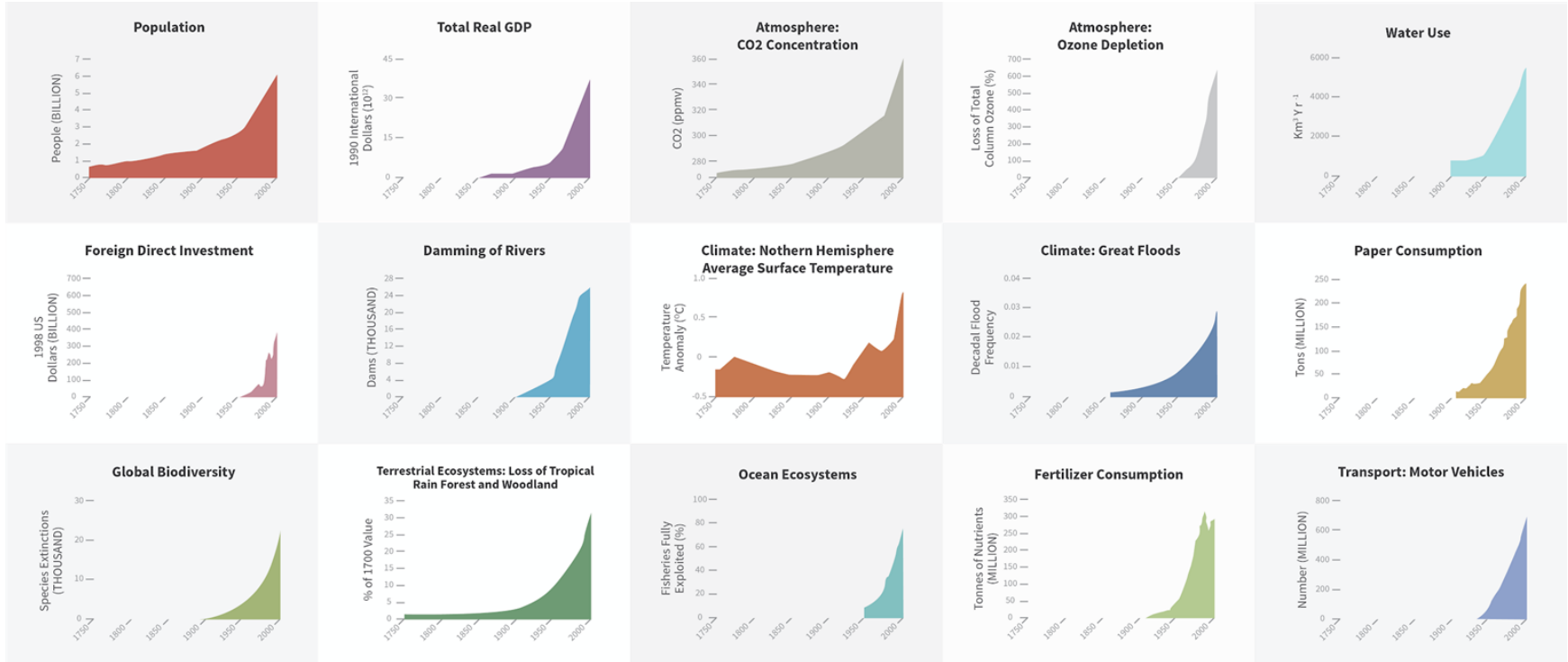
03-09-2020

A material world...



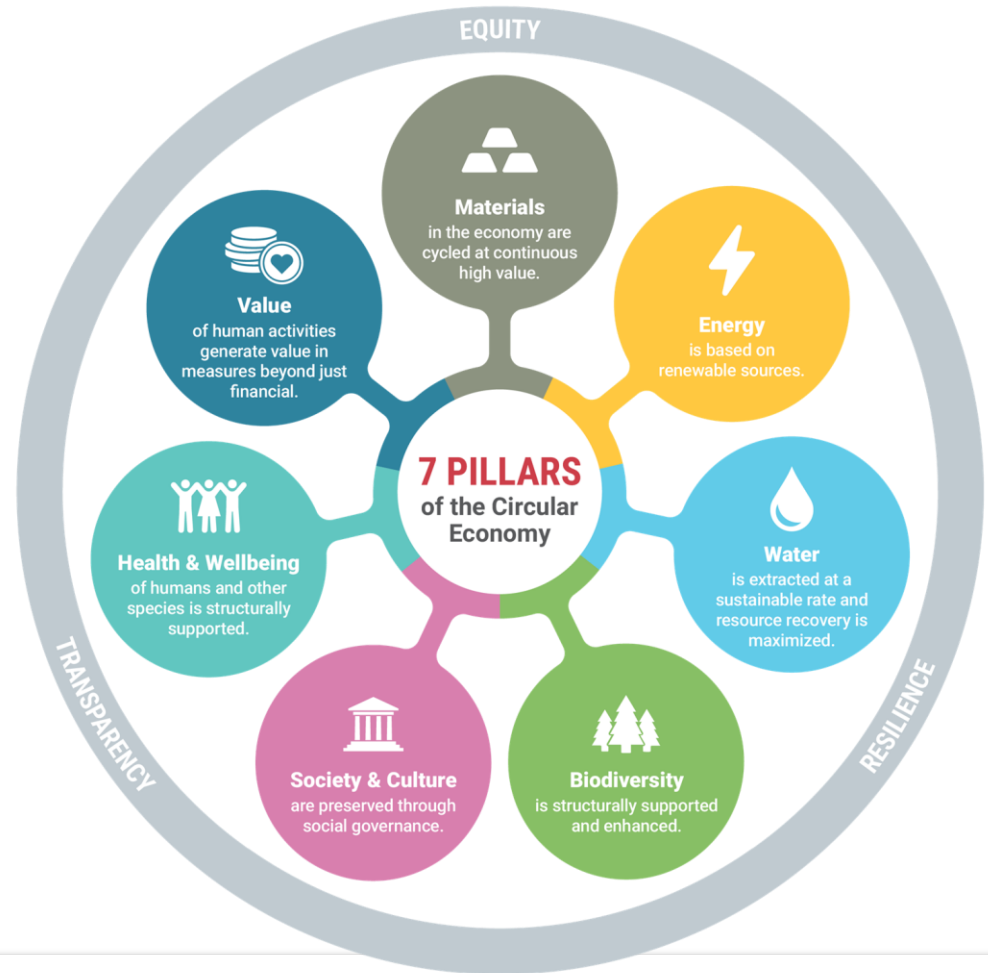
Source: Studio DRIFT

... leads to exponential impacts

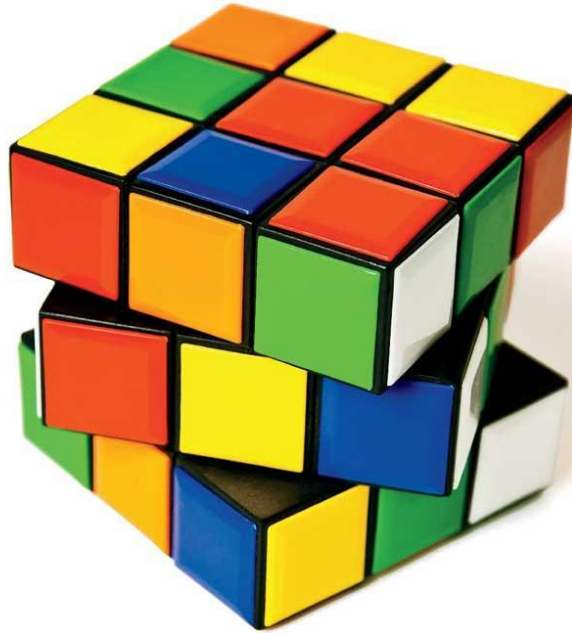


A holistic approach to the Circular Economy

The circular economy is a new economic model for addressing human needs and fairly distributing resources without undermining the functioning of the biosphere or crossing any planetary boundaries.



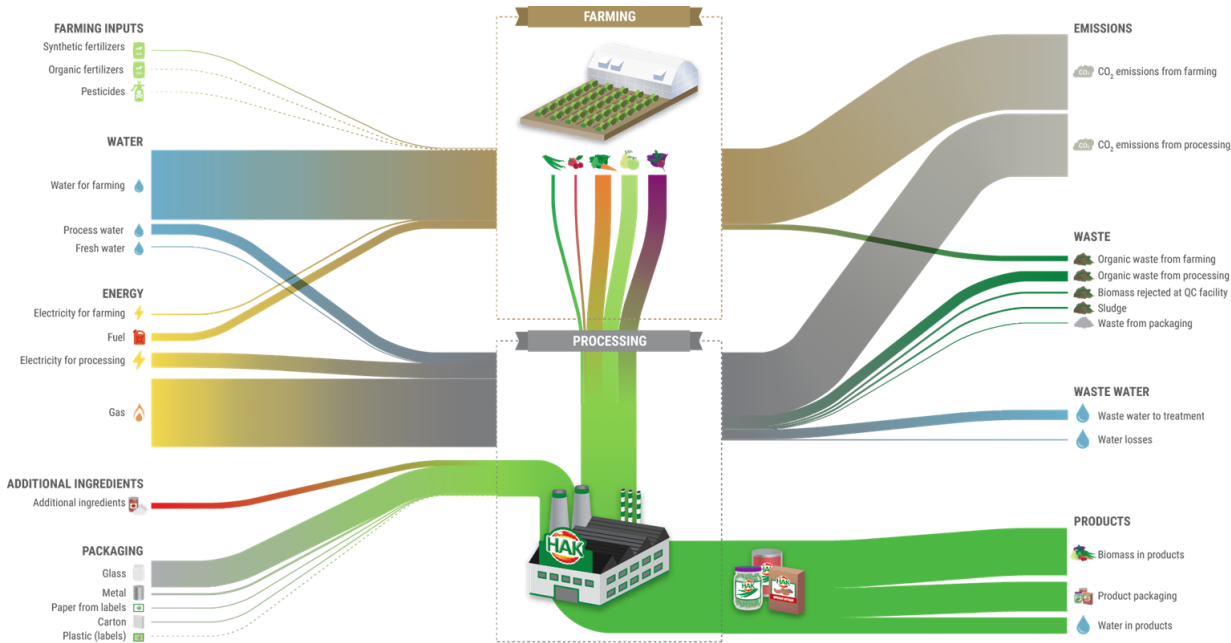
We need to design systemic solutions that solve all sides of this puzzle



1. Prioritize Hotspots

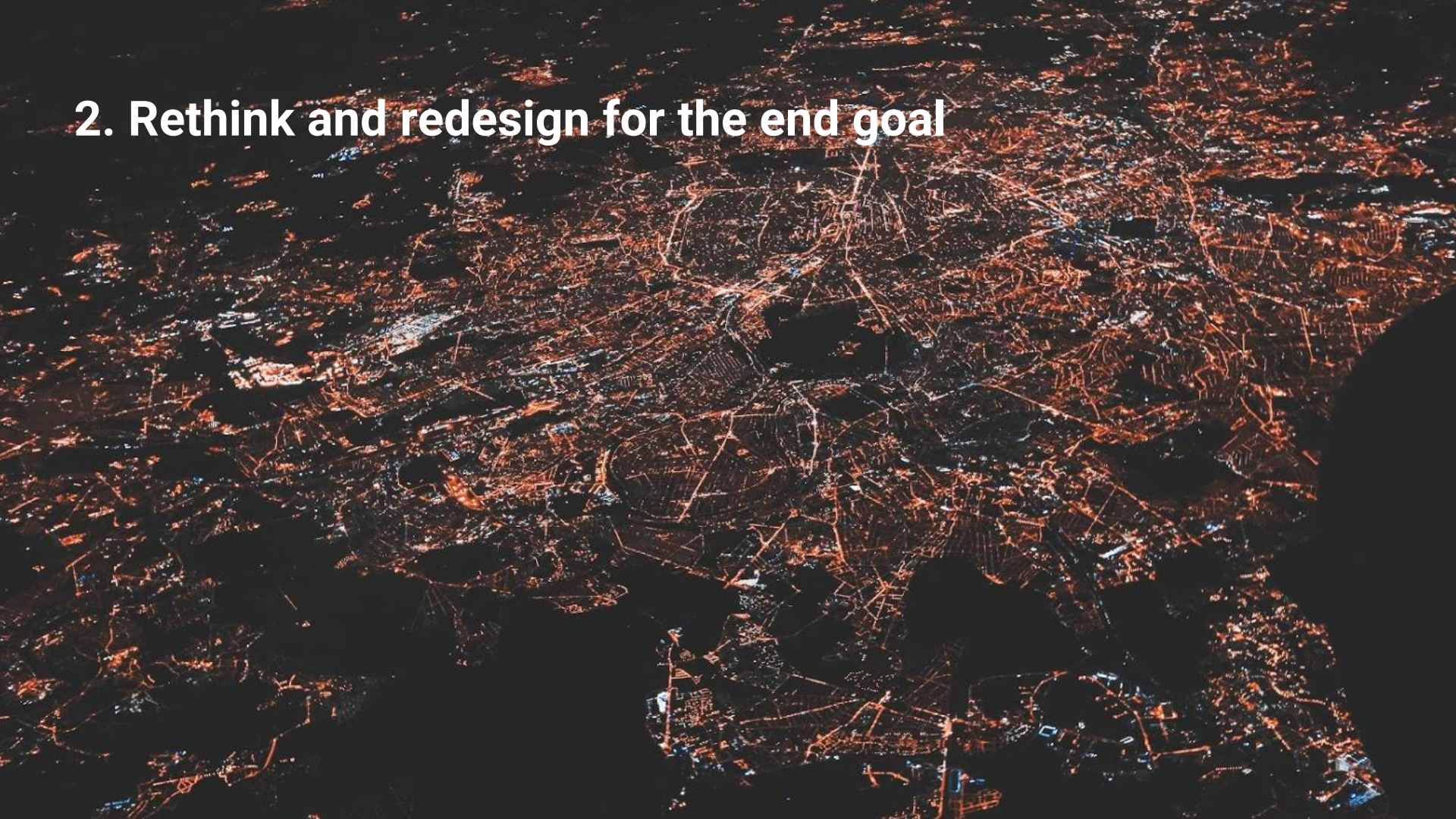


Identify hotspots via a Material Flow Analysis

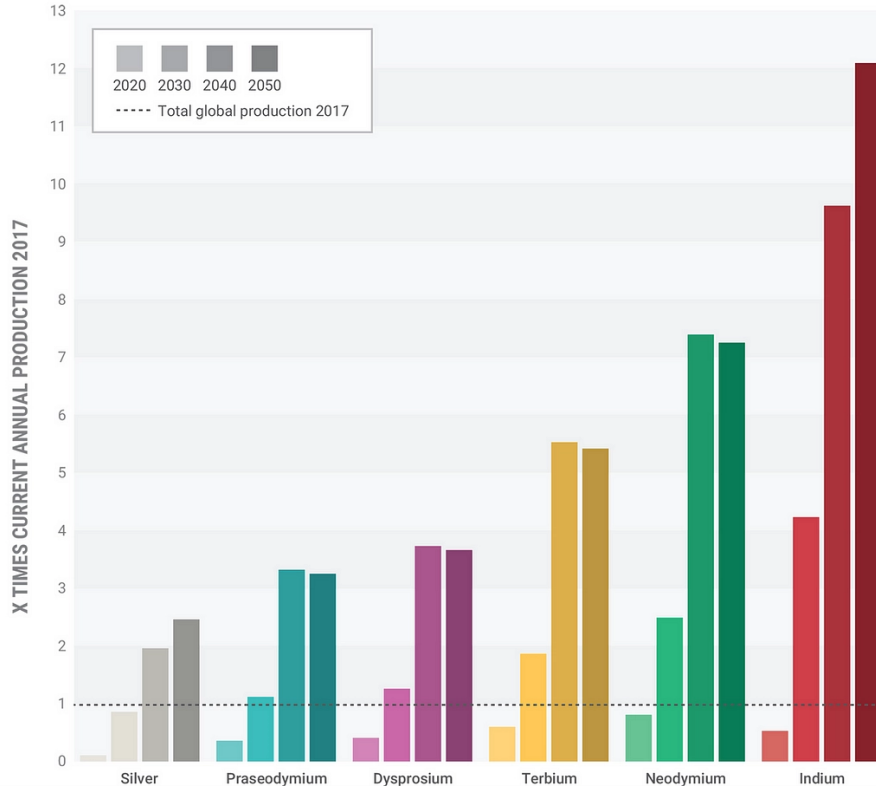


- To make sufficient progress in the coming years, we need to prioritize where we can have biggest impact first.
- Having insights in your material flows helps to identify where you could have most impact.

2. Rethink and redesign for the end goal



The energy transition will require a vast amount of resources



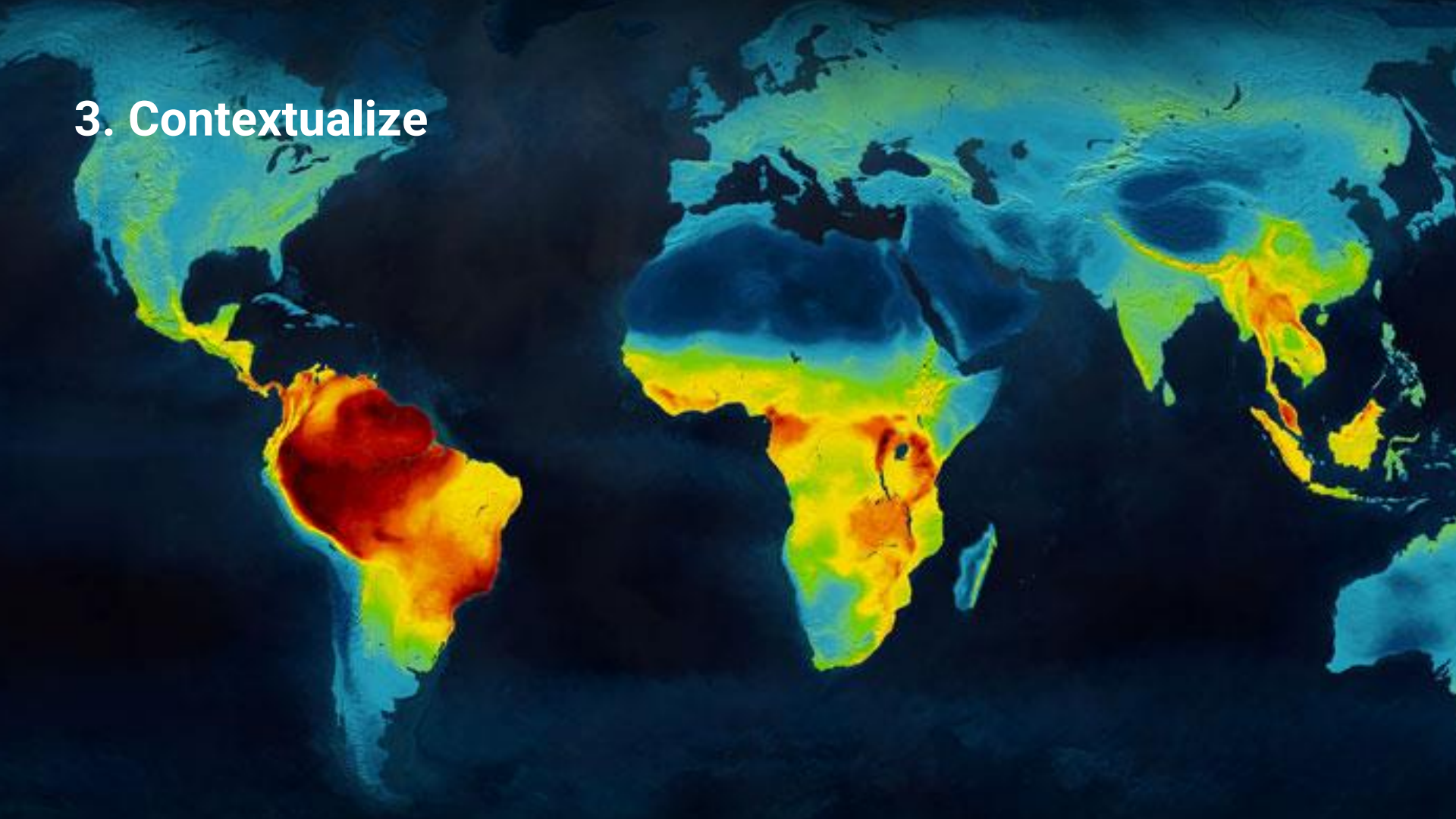
- Clean transportation policy is focused on rolling out private electric vehicles.
- This will require vast amounts of new resources including critical metals such as Cobalt, Lithium and Neodymium.
- Enhanced innovation will only lead to gradual improvements

Rethink how people can get from A to B

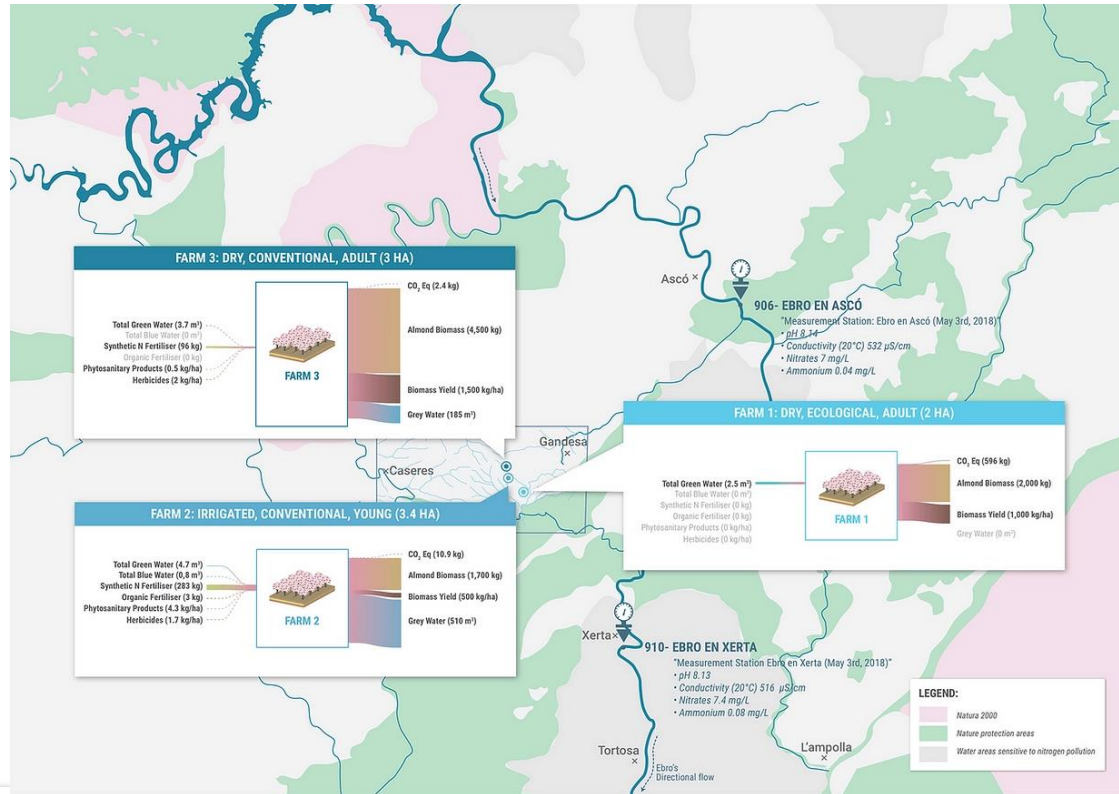


- Most effective strategy is to **Rethink** how to get people from A to B and invest in the new technology that we have today such as car sharing, self-driving vehicles, and public transport.
- This not only goes for transport, but for many other products.
- What is the function they provide?

3. Contextualize



Contextualize where and how you produce or source



- The consequences of our material extraction and production system are very dependent on the context.
- We could greatly reduce our impact on the environment if we produce on **suitable locations**.
- We're working with Alpro to strategize on water and nitrogen flows on a local level.



Any questions?



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