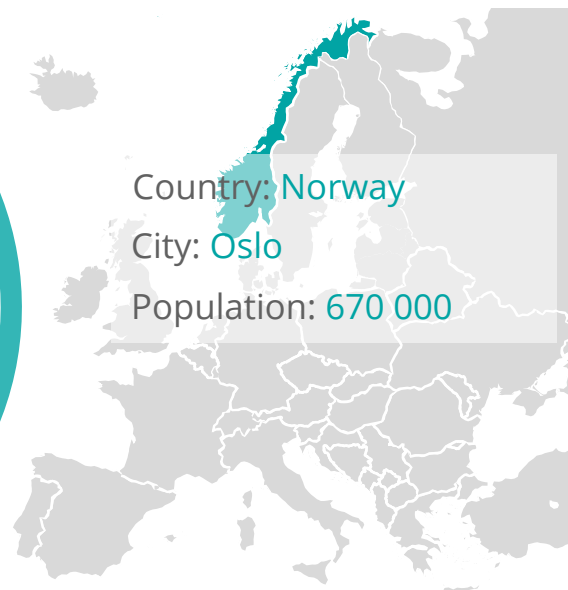


# Case: A strategy that facilitate 100% recyclable material management



## Description

Oslo Vognselskap (OVS) is an asset management company that handles rolling stocks such as trams and subways for the municipality of Oslo. In the process of strategy renewal, OVS found great opportunities to move to a circular business model and set the goal to become 100% recyclable within material purchases. As OVS's strategy serve as their guiding principles on how to ensure sustainable and rational long-term governance.

Their strategy encompass a wide range of short- and long-term measures. To ensure fulfilment of the ambitions the focus is set around; pre-usage, usage and post-usage activities. A success criteria is that all parts of their supply chain needs to be aligned around the same collective goal. All practitioners should actively enforce and collaborate with other ties besides the focal firm and consider ones repercussions in a sustainable manner.

## Takeaways & challenges

- 1 Knowledge is key. To enable the company to truly adapt a circular business model it was essential to develop a greater understanding and competence around the concept.
- 2 Cooperation with different stakeholders is success criteria. This includes the wider supply chain in developing and achieve the goal of 100% recyclable material management. This has given increased motivation, a stronger sense of ownership, and greater collaboration between the actors.
- 3 Circular economy is profitable. Clearly, there are cost savings connected to prolonging the life of the materials and thereby reducing the need for new purchases. In addition, when the materials are recycled rather than put to disposal economic values are retained.

## Actions and cooperation's initiated by Oslo Vognselskap

### ALIGN YOUR COMPANY

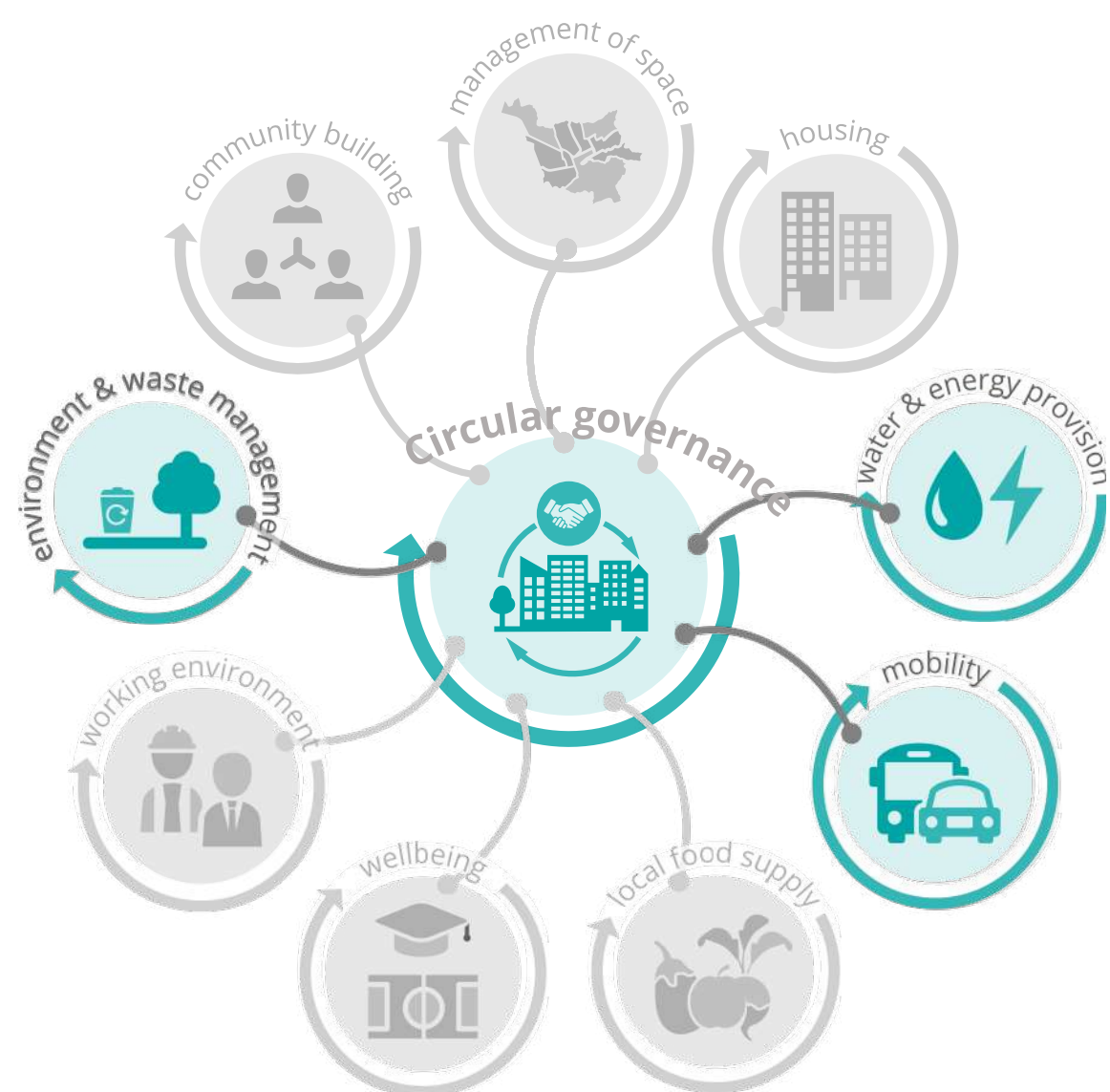
- 1 **Create common long term ambition** - To ensure that the measures are met the company will continuously and cooperated develop competence on circular economy and always strive to manage their materials in a sustainable manner.
- 2 **Set up cooperation between departments** – Create synergies between different departments, they all have to contribute collectively towards the common goal of 100% recyclability and responsible asset management.
- 3 **Act circular** – The strategy and the principles behind circular economy acts as the company`s guidance towards how to achieve 100% recyclability. All activities conducted by the company has to be aligned with the overall goal.
- 4 **Get insights in your resources** – The company will map and monitor the usage, scope and source of their material resources. All stages where resources connected to assets are utilized has to be validated based on principles behind circular economy – the 9 R`s.

### STIMULATE THE WIDER SUPPLY CHAIN

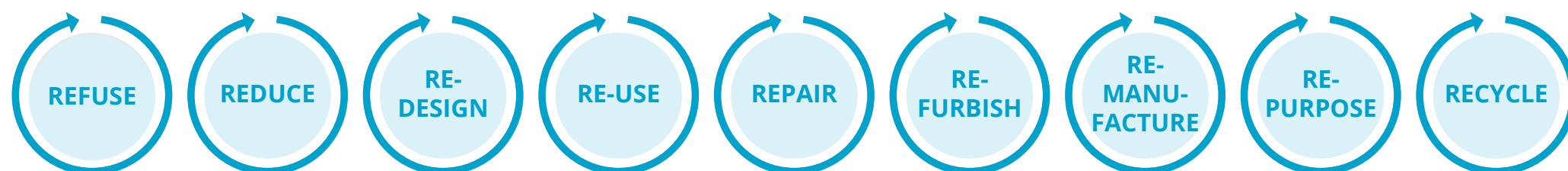
- 5 **Promote sharing & functional economy** - The practitioners in the whole supply chain has to consider their repercussions and should actively enforce and collaborate with other ties to reach the same collective goal.
- 6 **Raise awareness and coach external ties** - To enable the whole supply chain to truly adapt the reasoning behind circular economy all practitioners in the chain has to develop a common understanding and competence around the concept and it`s effects.
- 7 Support bottom up initiatives

### STIMULATE INNOVATION & FURTHER DEVELOPMENT

- 8 Stimulate local symbioses
- 9 **Create incentives to attract circular business** – Facilitate for competence improvements, research, new innovative solutions and further development
- 10 **Communicate success stories** – Create and communicate positive feedback to internal and external stakeholders on the benefits both for the environment and profitability. The goal is to motivates, educate and demonstrate the benefits towards such a transition.



### GENERAL AND TECHNICAL NUTRIENTS – The 9 R`s



### BIOLOGICAL NUTRIENTS

