

WALK-IN SESSIE

21 maart 2024

CIRCULAR
STATE
OF THE
UNION

U Hasselt
Martelarenlaan 42, Hasselt

Go circular - De kracht van innovatie en experimenten in de transitie naar circulariteit



Jonas Burm

Director sustainable innovation bij Made

made.be



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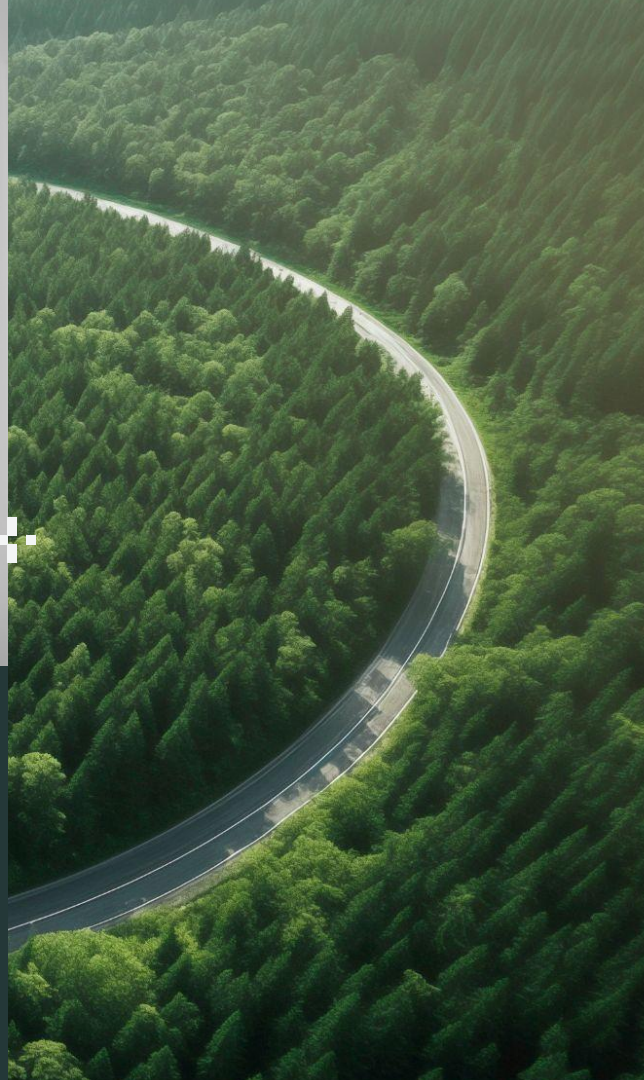
Hi 🙌

Achtergrond in product design,
met een passie voor innovatie en
duurzaamheid.

Product Development – **University of Antwerp**
Business sustainability Mgmt – **Cambridge University**

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www.made.be



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We define
design
+ deliver
what's *next*.

made.

Our team

75+ highly
experienced and
skilled *maders*.

Product design

Digital design


Digital development

Business model design

Consumer research

Pilots



An aerial photograph of a winding asphalt road that curves through a vast, dense forest of green trees. The road is dark and contrasts with the lighter green of the surrounding forest. The text is overlaid on the road, following its curve.

There's no shortage of
talking about great ideas,
but we need
more doing.

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So, how might we...

...turn circular concepts
into *successful innovations*
& *business models*?

Go circular

Businesses that embrace circularity are *winning the race.*

By 2030, executives expect 30% growth in revenue
from circular practices compared to 2021.*

Bain & company, November 2023

deceuninck

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Innovation mindset

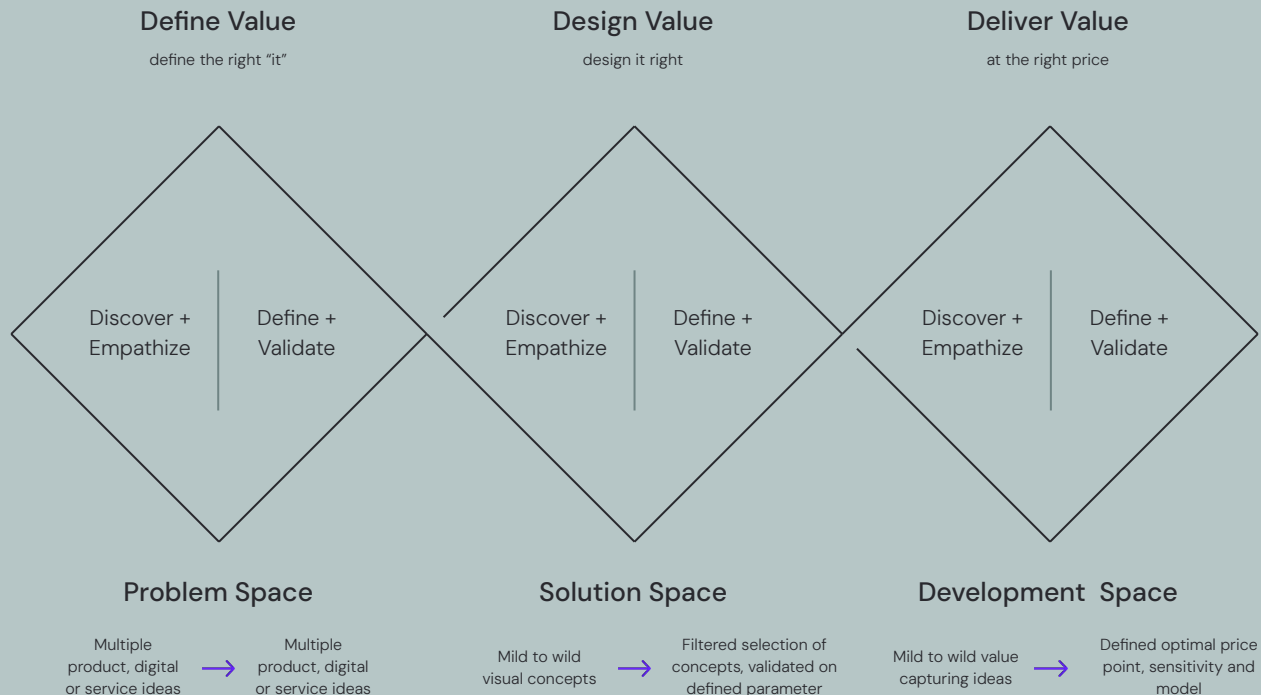
Integrating the needs of people, the possibilities of technology, and the requirements for business success *within planetary boundaries.*



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Design thinking

From challenge to validated and *successful innovation*





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Four tips to Go Circular



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Go circular

Go *challenge*
the status-quo

Go *together*
to disrupt the model

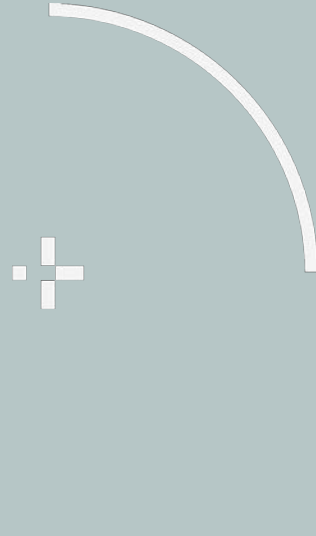
Go *experiment*
to fail fast & learn

Go *pioneer*
new business models

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Go circular

Go challenge
the status-quo.



Go challenge
the status-quo

Every challenge
starts with curiosity
and *how might we...?*



Go challenge
the status-quo

How might we define
our role in the circular
economy with our unique
strengths and assets?

Go challenge
the status-quo

What if we'd offer
a washing service for
reusable packaging
and more?

MIVAS

products custom our partners shopping cart

We clean your packaging

No matter of the size or material of your jars, we make sure to clean and optionally refill them!



Flexibility

For us it does not matter how big or small your jars are, all that matters is that they will be clean again! All jars will be fully cleaned, inspected and dried according to ISO XXX measures.

Labelling

We will fully adjust to your labels, we can offer a full removal and relabelling of your jars.



Refilling

As soon as the packaging is cleaned, we can optionally also refill it for you. Our current machines and expertise allow us to refill both liquid and solid contents from the food-, supplement- and household sector



MIVAS

products custom

Your one-stop shop for circular packaging

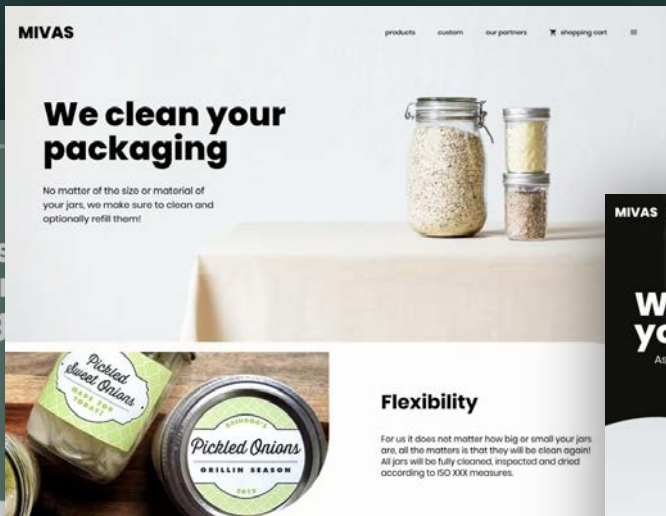
Standardised packaging, cleaning, labelling and refill, we do it all.

1 Sourcing Packaging

Whether you are looking for glass jars, reusable plastic packaging or just for various sizes, we will provide you with an option from our standard Mivas packaging product range!

2 Cleaning and Refilling

As soon as we know which kind of packaging to use, we can already start the process. We will make sure to clean and dry the packaging according to ISO XXX standards. After that, we will take care of any kind of refill you wish for!




MIVAS

products custom our partners shopping cart

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MIVAS

We clean your crates

As easy as that.



Full-service logistics

Don't worry about transportation, we arrange the pick-up of your dirty crates and will deliver the cleaned ones back to your premises!

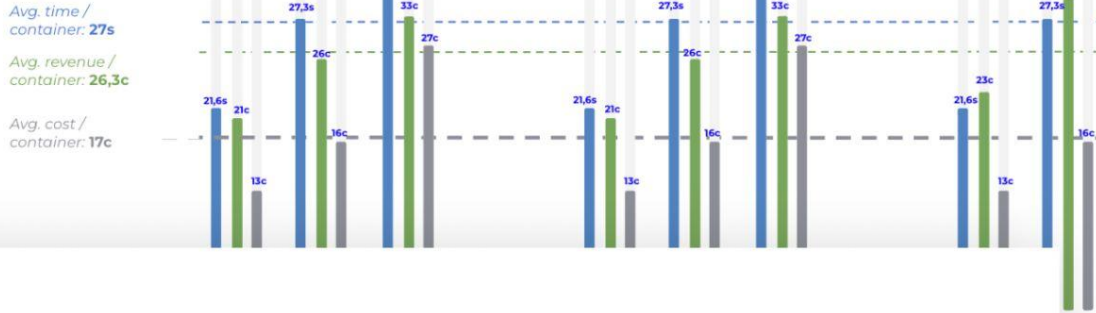
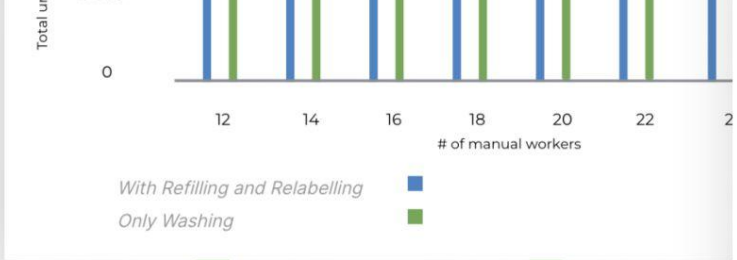
Craft size

We can either adjust our machines to the crates that you are already using, or you can use our flexible standard blue crates!

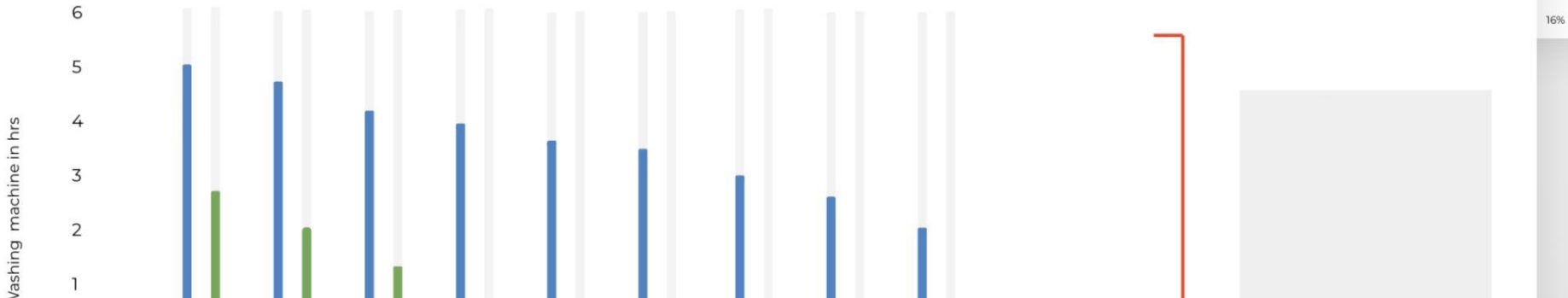
Cleaning

All crates will be thoroughly cleaned and dried according to ISO XXX standards. This way we can significantly reduce the cleaning time and make sure you get your crates back to use as quick as possible.

Why MIVAS Crates Service?



Washing Capacity Delta based on # of employees







Go challenge
the status-quo

Stay curious and make
'How might we...' your
default circularity mindset.

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Go circular

Go together
to disrupt the model

The text is centered on a light blue background. To the right of the text, there are two white curved lines that form a partial circle, and a white plus sign graphic is positioned between the two lines, partially overlapping the word 'model'.

Go together
to disrupt the model

It's hard to go
circular on your own,
so do it together.

Go together
to disrupt the model



Go together
to disrupt the model



Go together
to disrupt the model



Go together
to disrupt the model



What if...?

Go together
to disrupt the model



Go together
to disrupt the model

What if we would
work with Kringwinkel to
check the devices for
repairability?

Go together
to disrupt the model





BigCollect

Apportez-nous vos *vieux appareils*,
nous les recyclons*



* Avec l'aide de nos partenaires:



C'bebat



KRÉFEL
LES ÉLECTRONIQUES



Go together
to disrupt the model

3 stores
test

+100
devices

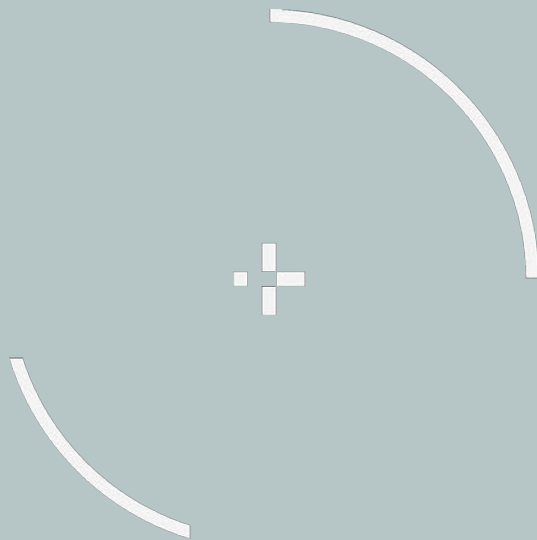
+30%
repaired



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Go circular

Go digital
or go home.



Go digital
or go home

A digital layer will
enable circular
models to *scale*.

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Go circular

Go experiment
to fail fast & learn

The text is centered on a light blue background. To the right of the text, there are two white curved lines that form a partial circle, one above and one below the text. A small white crosshair graphic is positioned to the right of the word 'learn'.

Go experiment
to fail fast

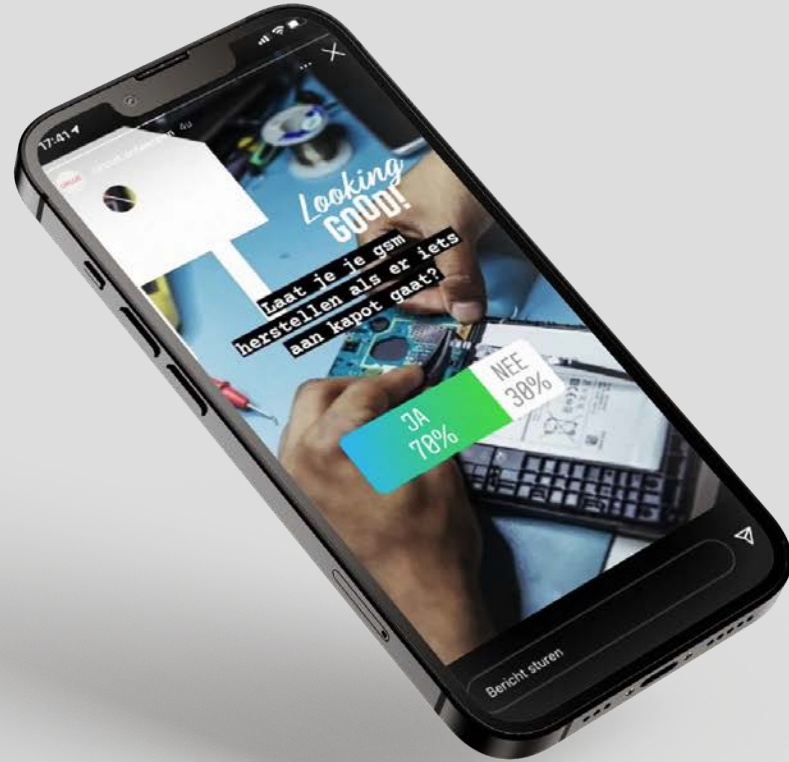
Think *pilots.*
Think *experiments*
Think *prototypes*



*What if we
would offer our
repair as a service?*



How might our clients react to this new offering?



Let's experiment
how we bring this
to market!



Save Pennies By Saving Plastic // FREE delivery on L35 orders // Send to a friend // View in a browser

ecover
DIRECT

SAVE PENNIES BY SAVING PLASTIC ♻️

Cleaner Clothes | Sparkling Dishes | Kitchen & Bathroom | Refills | Zero

SAVING PENNIES BY SAVING PLASTIC

WE NEED YOU

Yep, that's exactly what we're saying. Save 20% off Ecover Multi-Action Spray by simply reusing a trigger from a spray bottle you already own. That same trigger you were most likely going to recycle.

Use code: **ECOVERSAVE20** at checkout

Because our mantra is always REUSE before RECYCLE. BUT WE NEED YOUR HELP.

We're testing the water to see whether you would be up for reusing your trigger sprays. Maybe we stop selling triggers altogether. Hmmm.

So instead of buying a Multi-Action Spray with a trigger spray, buy this refill version instead and tell us whether we should make this a thing.

Multi-Action Spray Refill
Save Plastic
Re-Use Your Trigger

Shop here >>

Let's experiment
how we bring this
to market!



ecover_uk 22min. ... X

**LAST YEAR WE ASKED
YOU IF YOU'D REUSE
YOUR SPRAY NOZZLES**

**YOU ANSWERED WITH A
RESOUNDING 'HELL YES'**

TRIGGER

**YOU KNOW THESE
TRIGGERS? IF YOU
HAD THE OPTION,
WOULD YOU CLEAN
THESE AND RE-USE
WITH DIFFERENT
ECOVER PRODUCTS
TO SAVE ON
PLASTIC?**

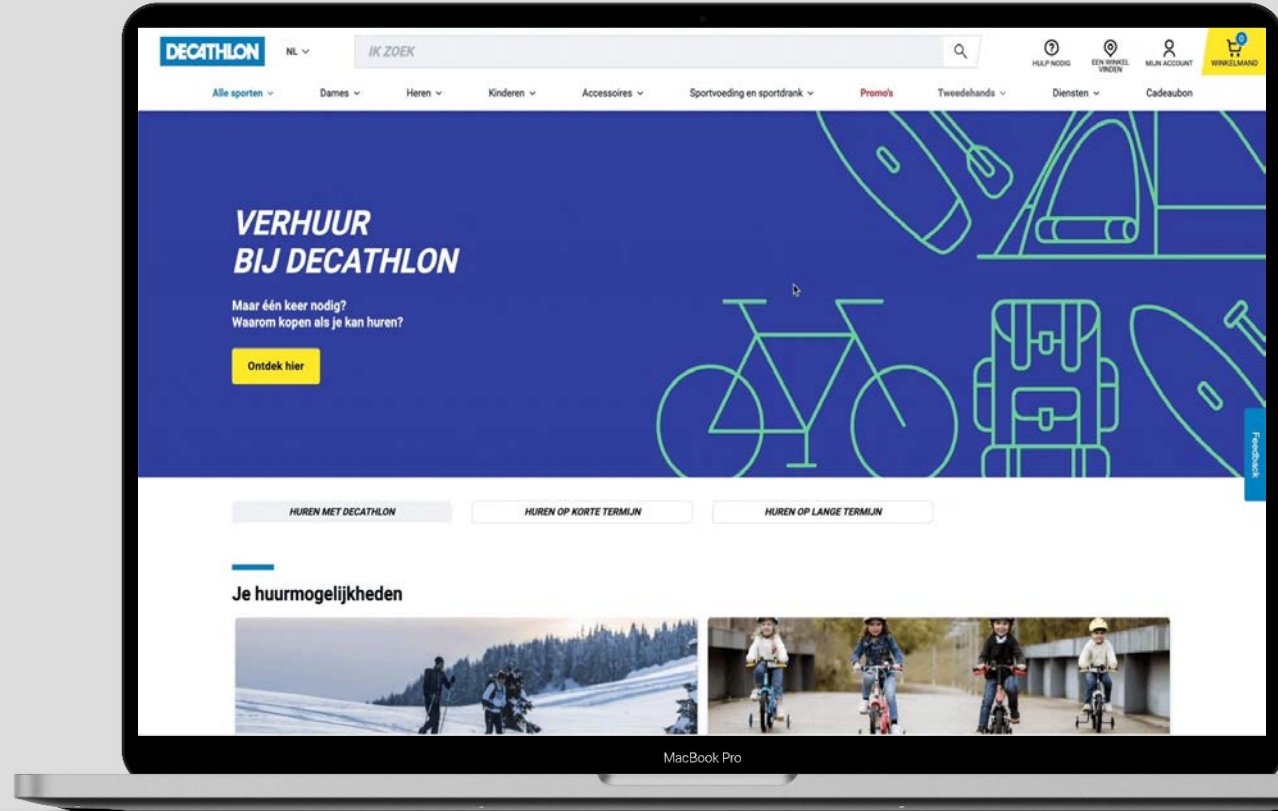
HELL YES 96% NO WAY 4%

A hand holding a blue trigger spray head. A poll overlay is visible, showing 'HELL YES 96%' and 'NO WAY 4%'. The background shows a white spray bottle with the Ecover logo and 'Window & Glass Cleaner' text.

*What if we
would rent & repair
sporting goods?*



*What if we
would rent & repair
sporting goods?*



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Circular experiment *canvas*



Accelerate your transition to the circular economy with the Circular Experiment Canvas. This tool helps you to prepare experiments by framing the key challenges to solve, the riskiest assumptions and what to measure.

Name of your experiment

Circular challenges

What challenges do you want to solve?

Tip: Write them down as an "How might we..." question

Assumptions

What are the riskiest assumptions you want to validate?

Maximal circularity

Focus on closing the loop

Tip: Map out the different phases and define which ones can be included in the experiment directly or indirectly



Describe the experiment set-up

What does your experiment look like?

Tip: Make it visual with a sketch or a schematic overview

Definition of success

When is the experiment a success?

What are your desired outcomes?

How will you measure them?

Resources

What do you need to make this work?

Partners

Who do you need to partner with?

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Go circular

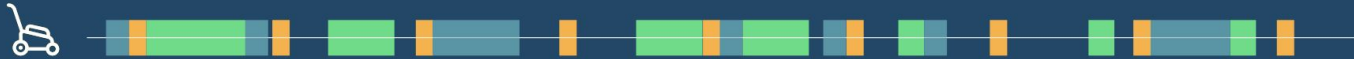
Go pioneer
new business models

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Klassiek lineair systeem:



Delen / huren / lenen:



1 x
ontginnen,
produceren,
distribueren

1 x
(centraal)
aankopen

1 x
stockeren

1 x
onderhouden

1 x
afdanken
voor
recyclage/
hergebruik

optimaal
gebruik
tijdens
leven

WAAROM EEN GREEN DEAL HUREN EN DELEN?

FEIT 1

Gedeeld gebruik leidt tot optimaal materiaalgebruik en dus **economische en ecologische winsten**

FEIT 2

De **huurmarkt groeit** in andere Europese landen veel sterker dan in (nochtans verstedelijkt!) België

FEIT 3

Digitalisering verlaagt de transactiekosten voor lenen en delen enorm: **window of opportunity**

FEIT 4

Huren en delen leidt tot **lokale en sociale jobcreatie** en stimuleert een **herstel-economie**

FEIT 5

Een huur- en deelstrategie maakt ons potentieel **minder afhankelijk** van buitenlandse **import**

55 KG

CO₂-besparing bij
huur ipv. koop
stofzuiger

3 TOT 5%

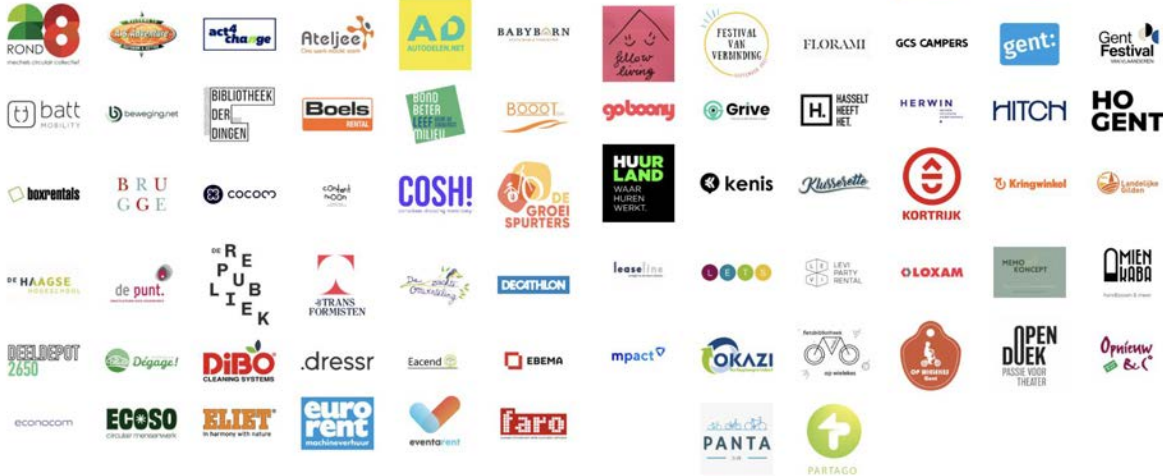
van capaciteit
goederen wordt
gebruikt

**+3,9% EU
vs +2,7% BE**

groei huurmarkt
2018-2019

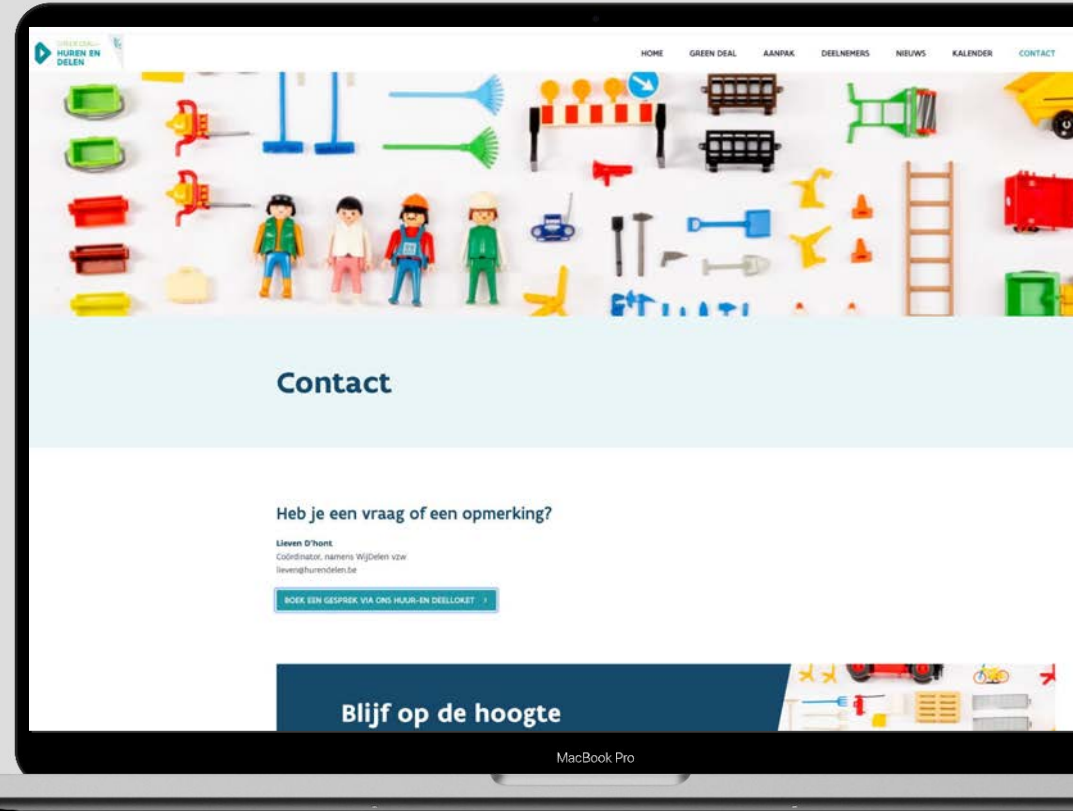
€ 5000

waarde aan
apparaten die stof
vergaren bij een
gemiddeld gezin



*Ready to explore
sharing and renting
models?*

hurendelen.be/contact



Assumption mapping:

Lijst alle assumpties op volgens de 3 lenzen op. Hoe risicovol en hoe gemakkelijk zijn de assumpties te valideren?

Concept voorstel: Beschrijf het concept, idee, experiment en opzet ervan.		Hypothese(s) - - -	High risk Hoog risico voor het succes van het project, maar moeilijk te testen → Hoge prio, meer onderzoek	Hoog risico voor het succes van het project, maar gemakkelijk te testen → Hoge prio
DESIRABILITY: - - -	FEASIBILITY: - - -	VIABILITY: - - -	Difficult to validate	Easy to validate

■ Made | Workshop Material

Top 5 Challenges

Write your top 5 challenges below and explain

Challenge #1	Waarom deze uitdaging?	In een ideaal scenario zouden we...
Challenge #2	Waarom deze uitdaging?	
Challenge #3	Waarom deze uitdaging?	
Challenge #4	Waarom deze uitdaging?	
Challenge #5	Waarom deze uitdaging?	

Name: _____
 Company: _____

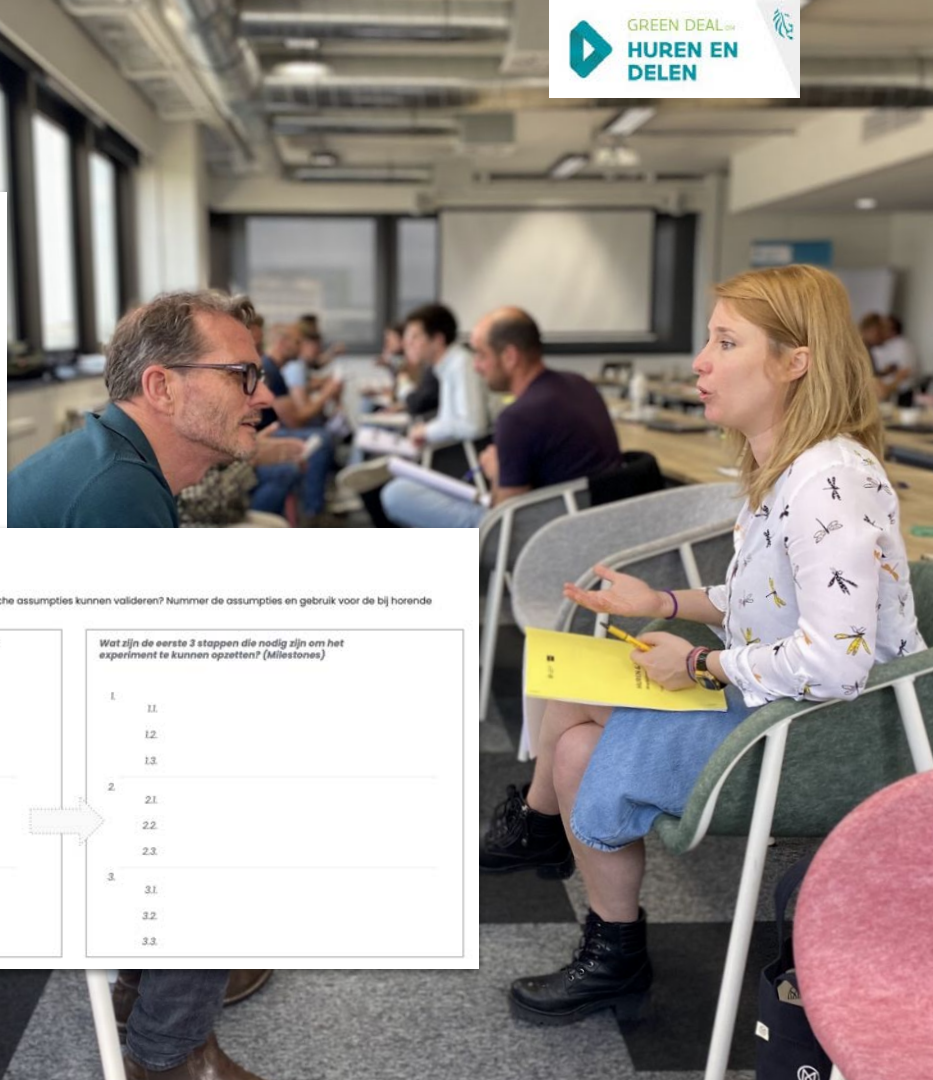
Laag risico voor het succes van het project, maar gemakkelijk te testen → Plannen

■ Made | Huren & delen WS 4

Experiment card pt. 02

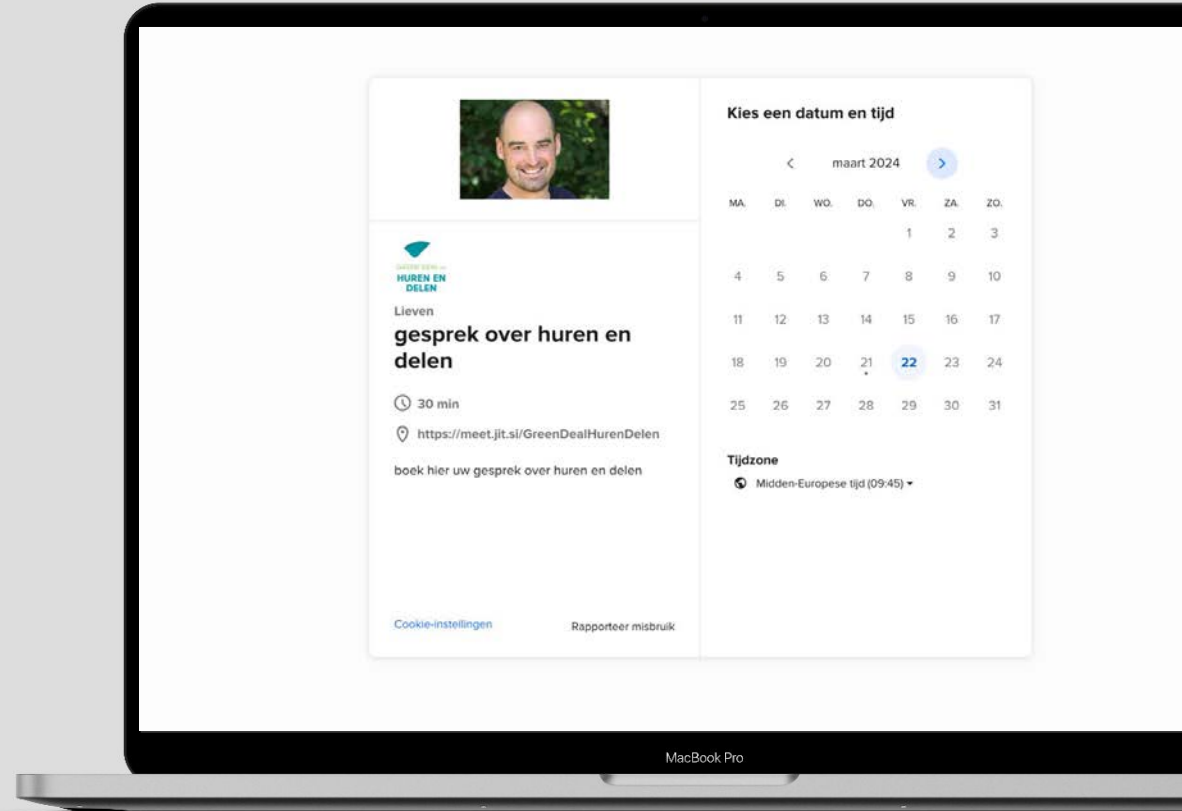
Welke experimenten kunnen we opzetten die onze meest kritische assumpties kunnen valideren? Nummer de assumpties en gebruik voor de bij horende experimenten dezelfde nummering.

Wanneer is het experiment succesvol? Hoe ga ik dat meten? (volg nummering van pt1)	Wat zijn de eerste 3 stappen die nodig zijn om het experiment te kunnen opzetten? (Milestones)
1. _____ _____ _____	I. _____ II. _____ I2. _____ I3. _____
2. _____ _____ _____	2. _____ 2.1. _____ 2.2. _____ 2.3. _____
3. _____ _____ _____	3. _____ 3.1. _____ 3.2. _____ 3.3. _____



*Ready to explore
sharing and renting
models?*

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Four tips to **Go Circular**

Go challenge the status-quo
Go together to disrupt the model
Go experiment to fail fast & learn
Go pioneer new business models



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Let's Go Circular

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