

CBA

Imagining Ecocivilisation

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June 10, 2020





My journey in Sustainability / CE



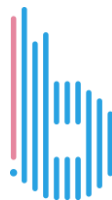
Industrial Engineering
and Management

1995



Venture in Renewable Energy

2009



Innoboost

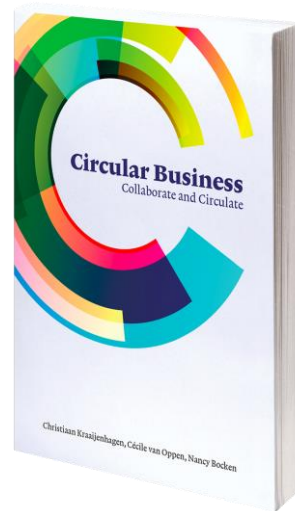
Creating profit to be proud of



2011




**CIRCULAR
BUSINESS
PROJECT**



2012 - 2016



2016 - today



||| We aim to leave
people and planet
better than we found
them

inno**b**oost

A decorative graphic on the left side of the slide consisting of four vertical bars of varying heights and colors (blue, white, white, white) and a small white dot.

**Creating profit to be
proud of
through circular /
sustainable business
innovation**



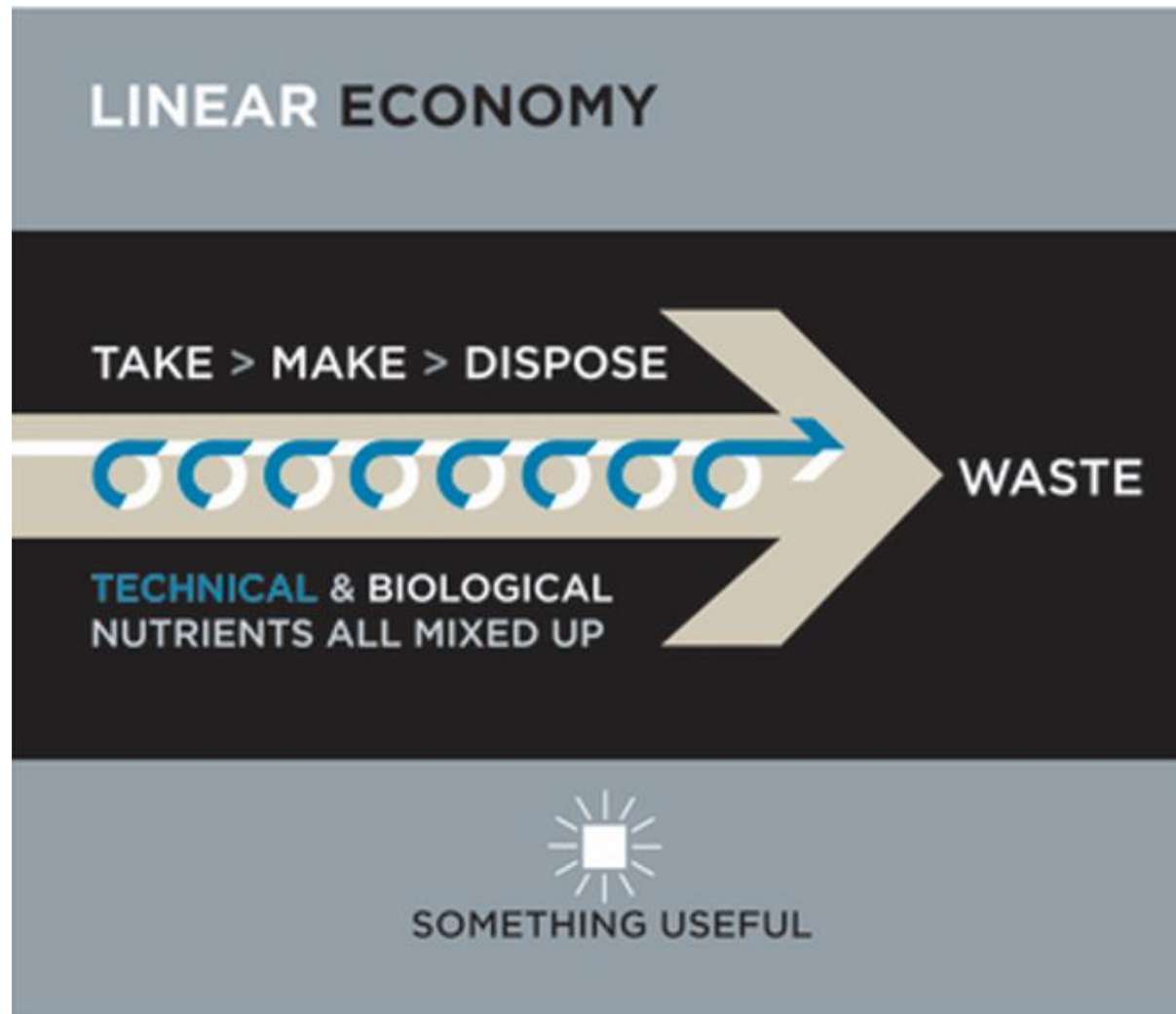
Circular Economy

An economy in which stakeholders *collaborate* in order to maximise the value of products and materials, and as such contribute to minimising the depletion of natural resources and *create positive societal and environmental impact*.



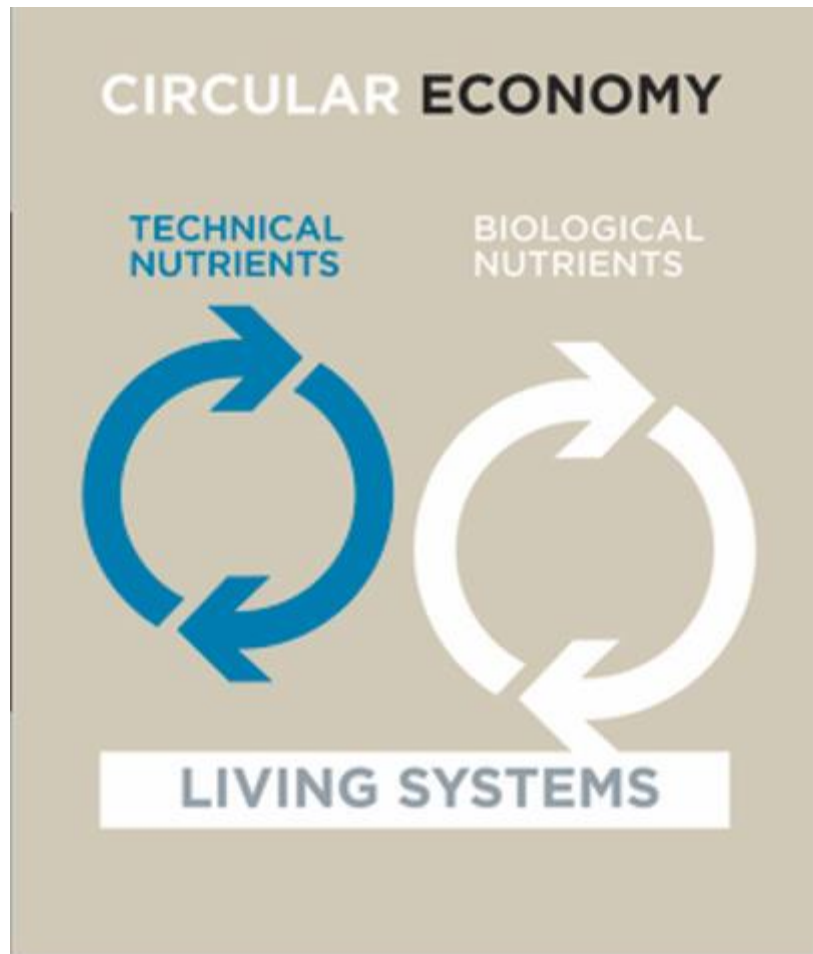


From





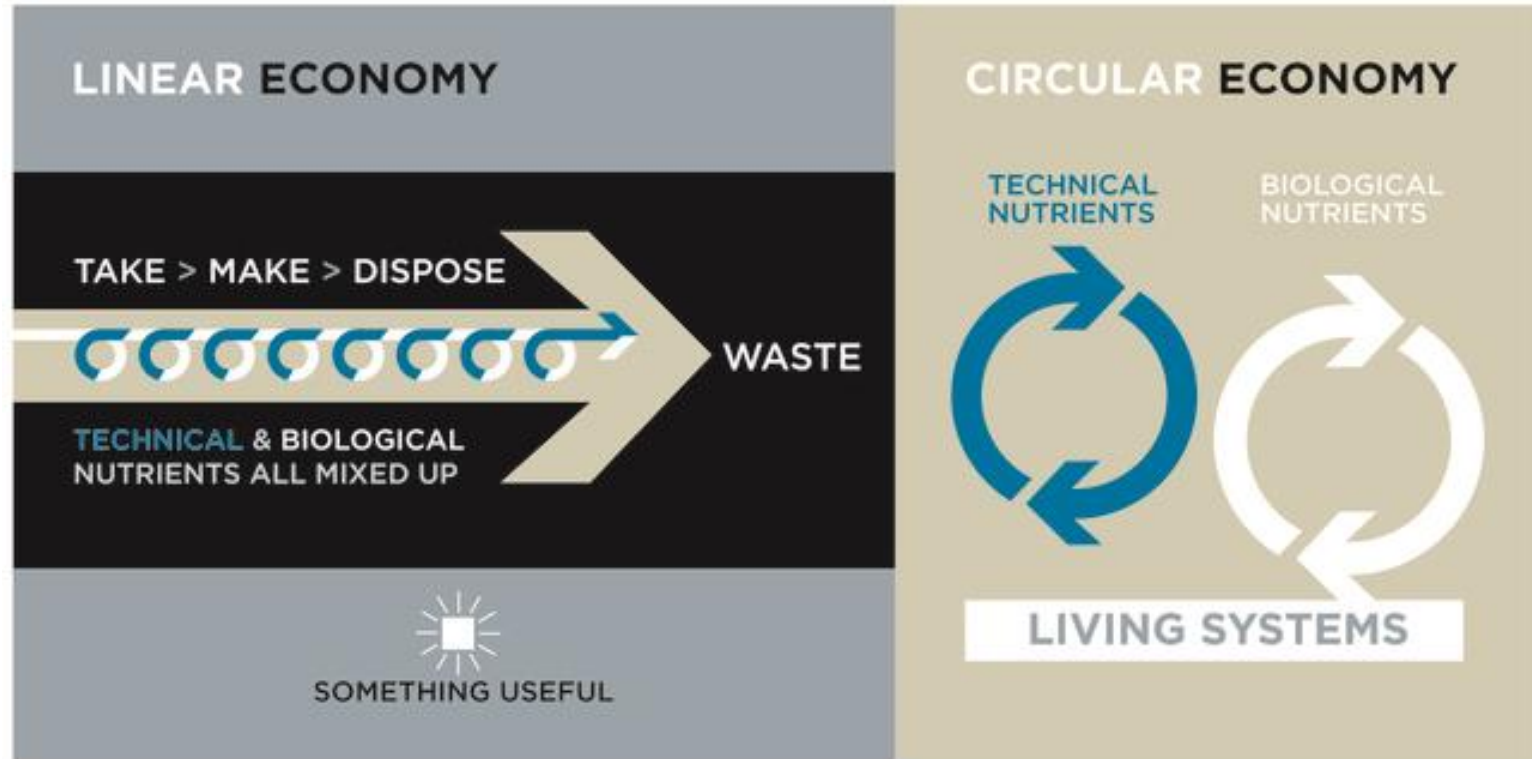
TO



AFTER W McDONOUGH AND M BRAUNGART



From a linear to a circular economy





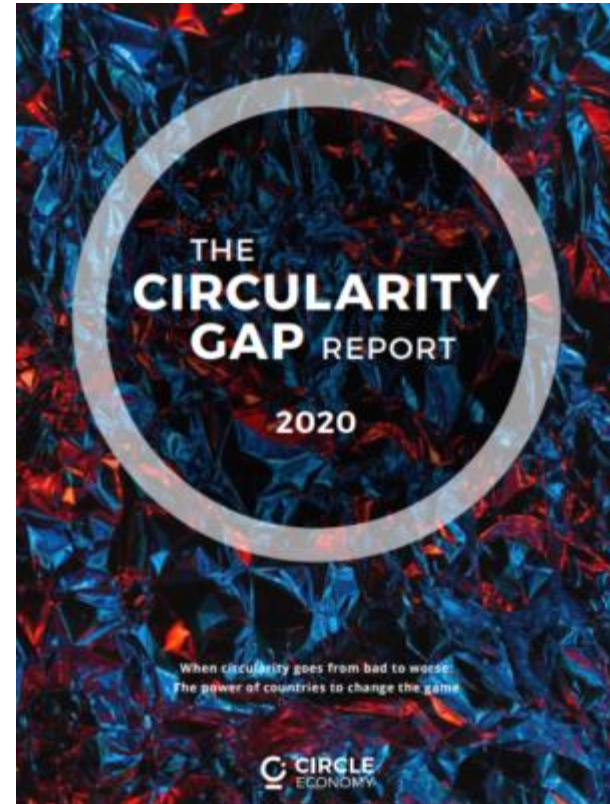
The world is now 8.6% circular

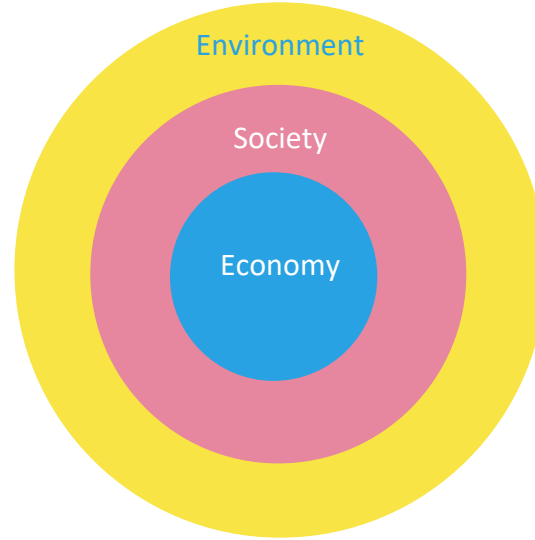
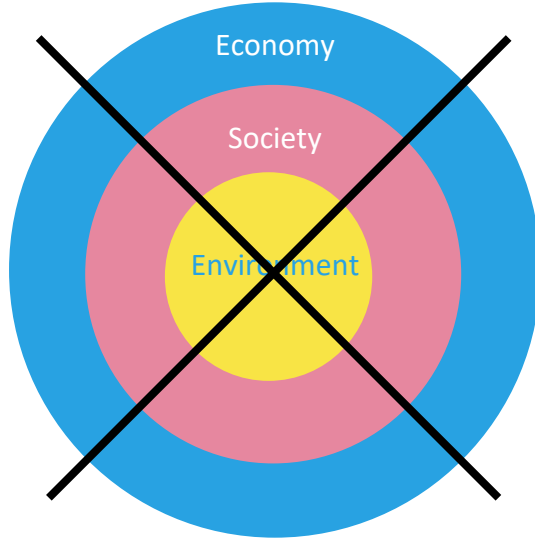
Our world is now only 8.6% circular. Of all the minerals, fossil fuels, metals and biomass that enter it each year just 8.6% are cycled back

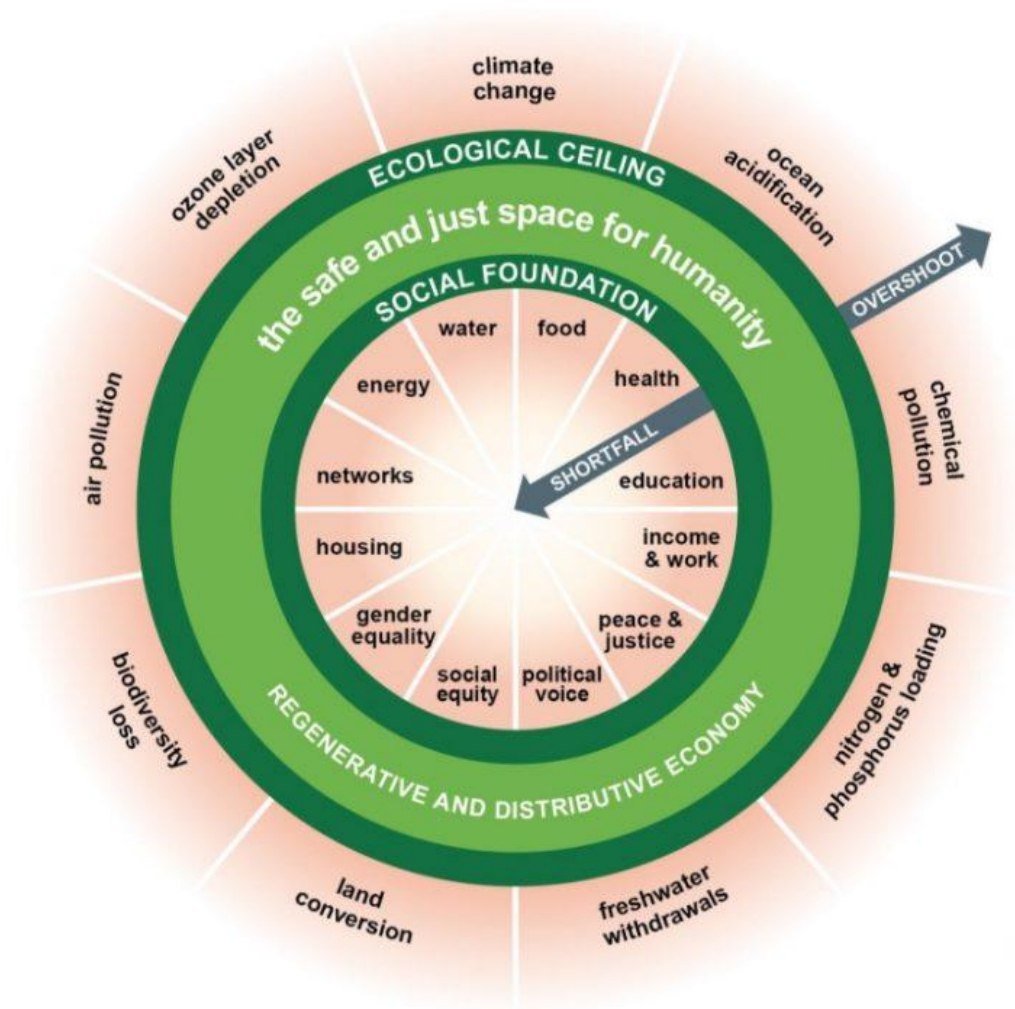
This has fallen from 9.1% in the two years since the annual report was first launched in 2018

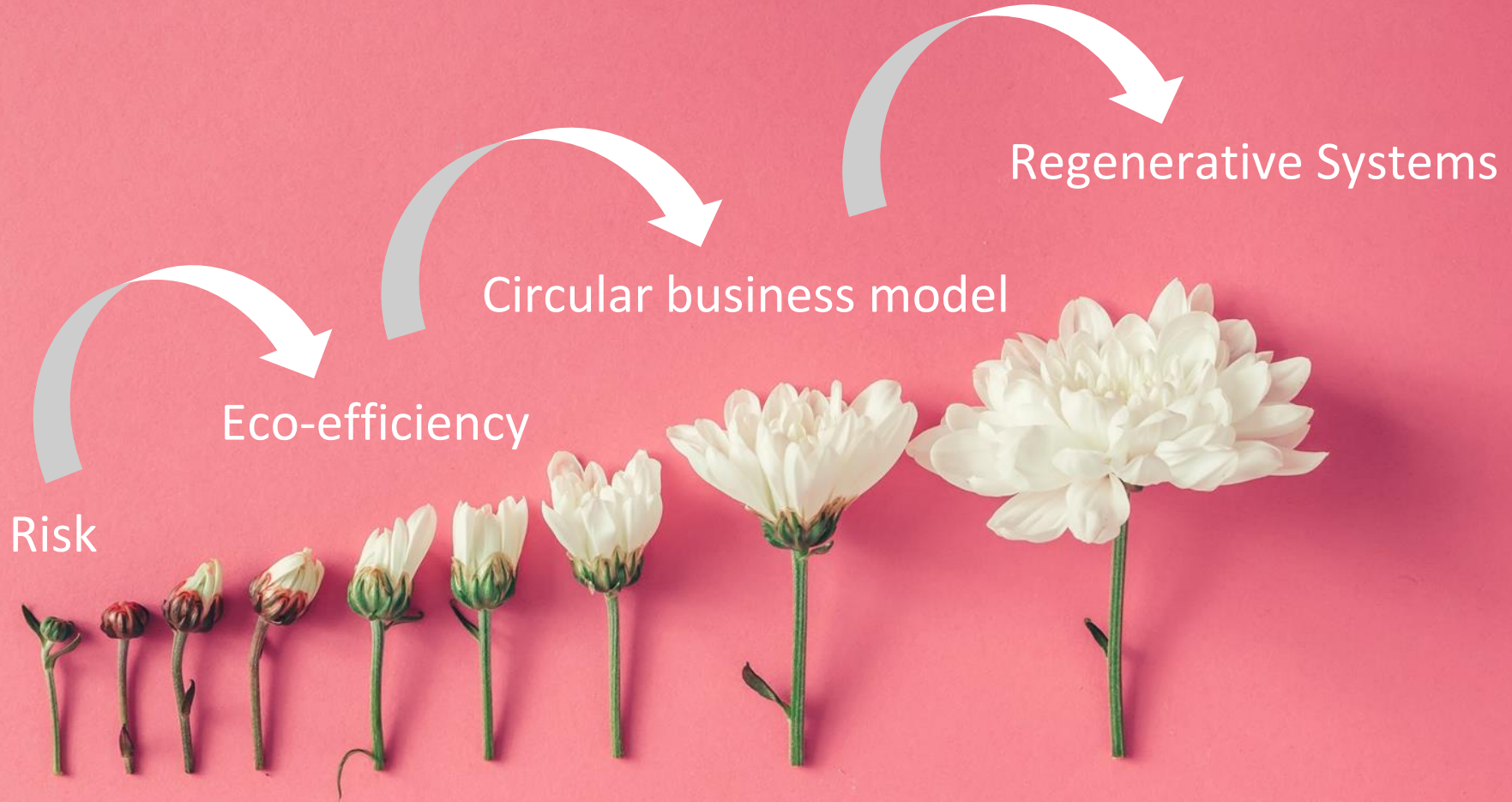
This means we must accelerate and scale together

Source: <https://www.circle-economy.com/>







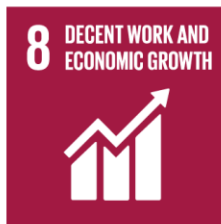


**Innovate for positive impact:
creating financial, societal and
environmental value.**

**Because that is how business can
be a force for good.**

THE GLOBAL GOALS

For Sustainable Development





What does this mean....

From...

Focus on Risk, Cost, Efficiency,
P&L, shareholder, stock-exchange
short term,..

I, ego, transactional relations,
competing, fragmented
initiatives, one region one
country,...

Internal organisation focus,
incremental innovation,
improvements on a single
product, process,...

To...

Social and Enviromental benefits, social capital,
biodiversity regeneration, non-financial
impact, SDGs, mid- & long term,....

Together, collaboration, Eco, equality,
diversity, transparency, joint responsibility, joint
values & purpose, trust, system thinking,
holistic approach, communities, EU, Global,...

Society / Ecology / Sustainability / Circular
Economy / Ecocivilisation as key driver for
innovation, multiple stakeholder value
creation, connected with eco-systems,
partnering,...



PHILIPS



BOSKA
HOLLAND

VEREIJKEN

bugaboo

evides
waterbedrijf

havensteder



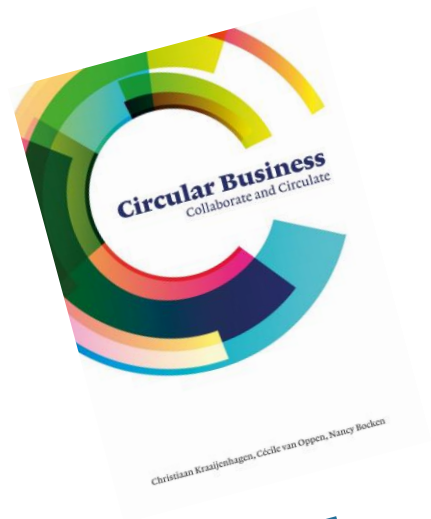
MUD JEANS



peerby

GRO
Green Recycled Organics





It all starts with your
leadership



A decorative graphic consisting of five vertical bars of varying heights. The first bar on the left is yellow, and the other four are white. They are arranged in a slightly staggered, rhythmic pattern.

5P model

(via www.menti.com)

||| You lead



Personal

What does Ecocivilisation mean for me?

||| You lead

Private

What could I do with my family and friends
to accelerate the journey towards
Ecocivilisation?

||| You lead

Professional

What could I contribute professionally to
accelerate the journey towards
Ecocivilisation?

||| You lead



How could I collaborate with (potential) partners to accelerate the journey towards Ecocivilisation?

||| You lead

Public / Society



In what ways our society will be different if we have achieved Ecocivilisation?

||| You lead

Planet / natural
environment



What would this mean for our planet,
natural environment if we have achieved
Ecocivilisation?

||| Which action / small step can I
take tomorrow to accelerate the
journey towards Ecocivilisation?





How....

Determine your North Star &
link to
Sustainable Development Goals (SDGs)

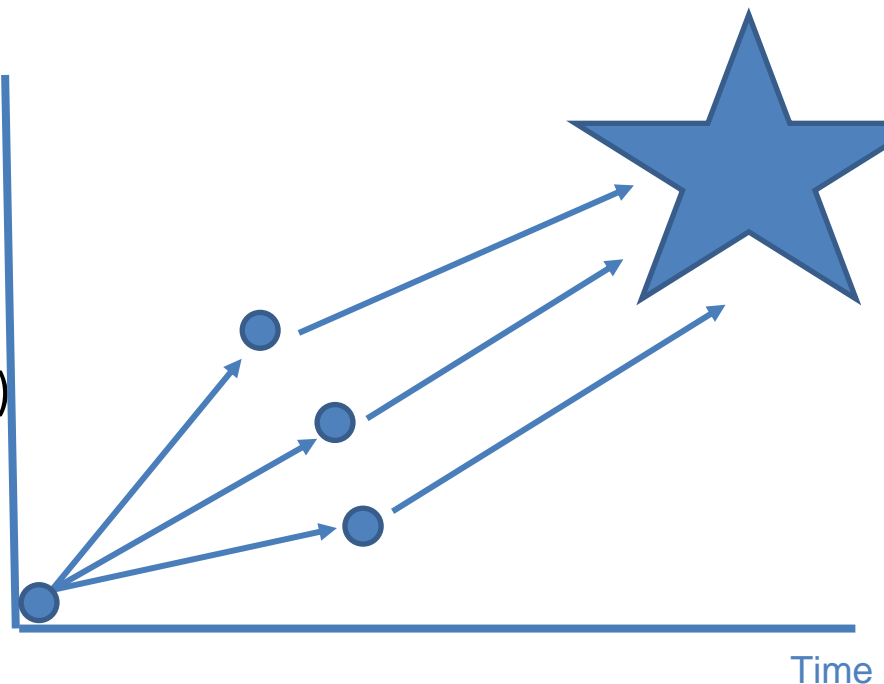
Start with the 5Ps

Create a Roadmap with scenarios

Start tomorrow with a first step, collaborate, experiment, learn,
measure (link to SDGs), improve, scale, etc.

Have fun!

Innovations



Time



||| Act now
Start experimenting,
learn, improve, scale
together.





Resources

www.innoboost.nl/tools

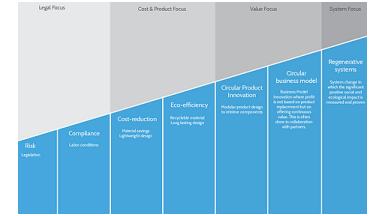
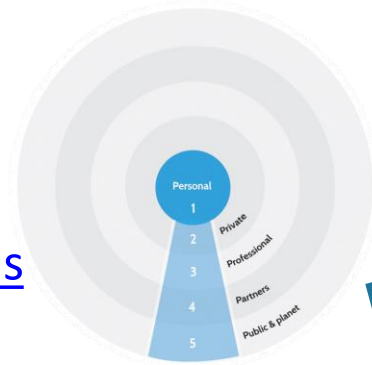
www.ellenmacarthurfoundation.org/

www.circle-economy.com/

www.nancybocken.com/

www.kateraworth.com/

www.un.org/sustainabledevelopment/sustainable-development-goals/



Questions?



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innob**o**ost