



Accelerating the transition to a circular economy in the Nordics



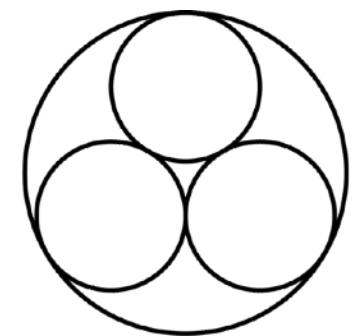
Welcome

by Einar K. Holthe, Natural State

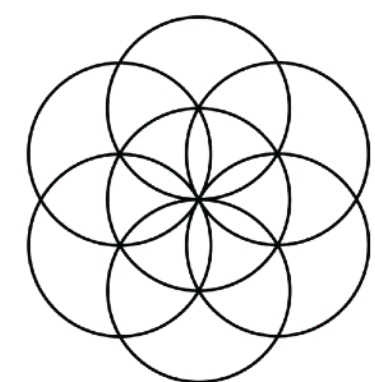


Einar K. Holthe

- Managing Partner Nordic Circular Hotspot
- Founder and development strategist of Natural State
- 20+ years of experience in development strategy, value creation and identity building
- Previous CEO of Stockfleths AS
- Founder of Fuglen (Oslo, Tokyo)
- Founder of Norwegian Icons
- Market idealist: "within a few years sustainability over time will replace growth as a market driver in the world!"



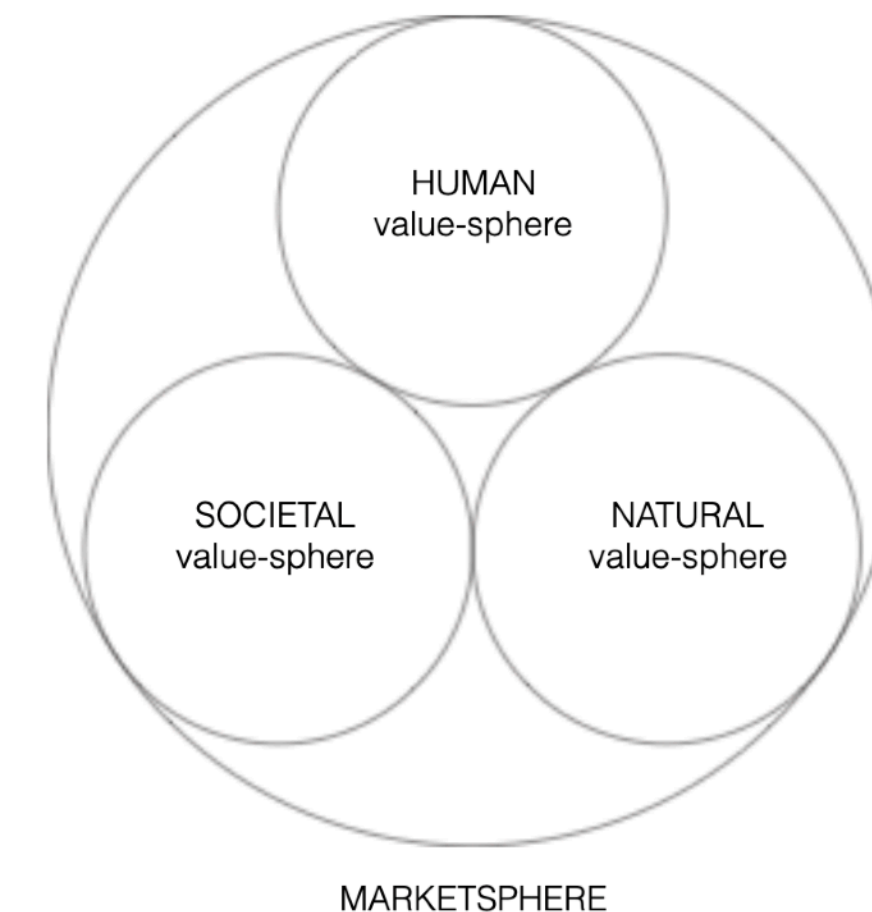
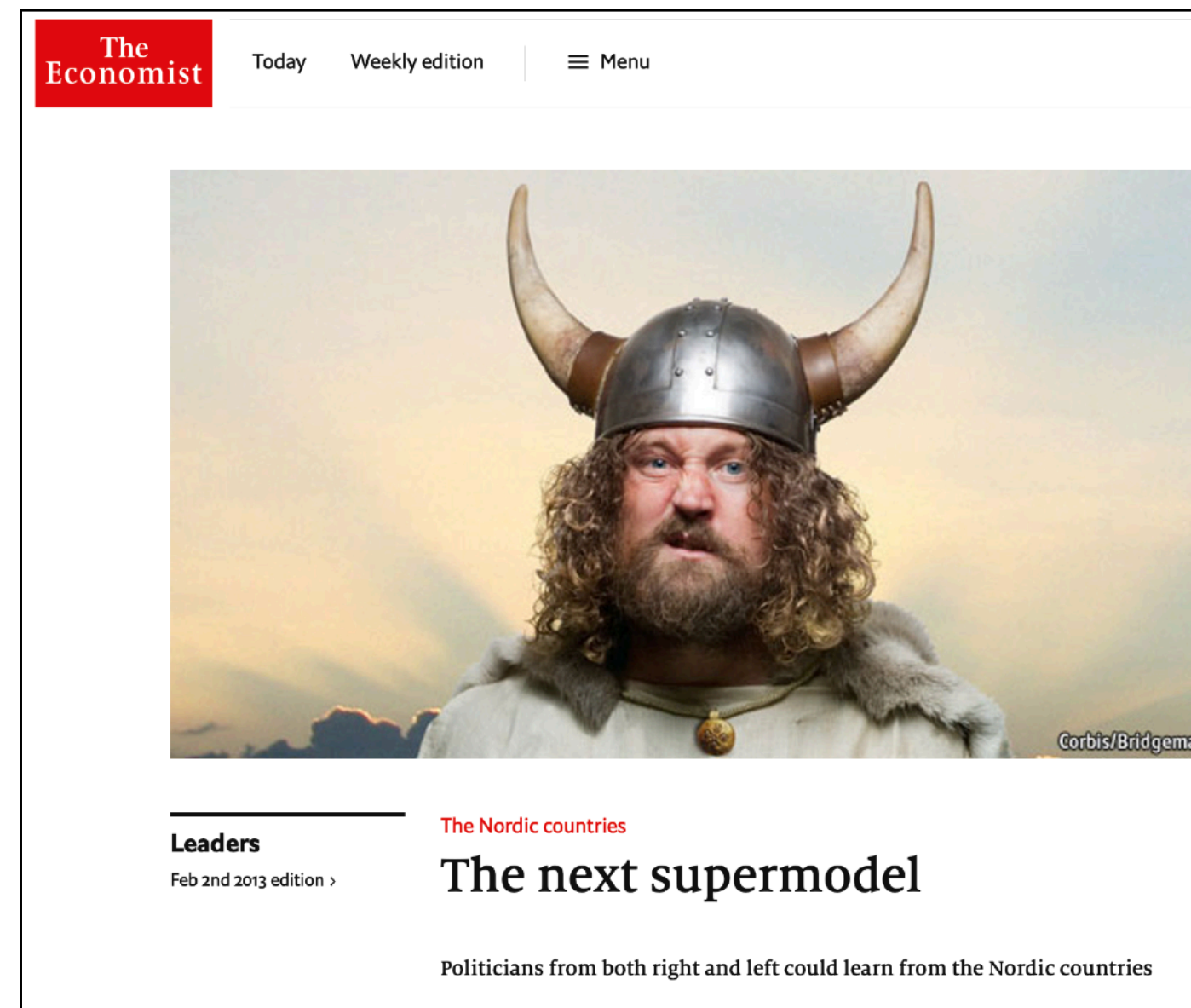
NATURAL STATE



CIRCULARITIES

New Economic Super Models

by Einar K. Holthe, Natural State



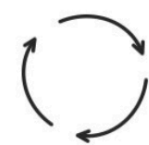
“Nature becomes the new economic super model”





New Sustainability Economies

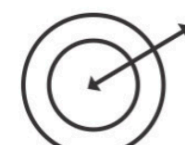
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CIRCULAR
ECONOMY



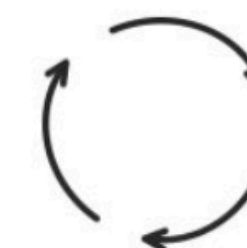
SHARING
ECONOMY



DOUGHNUT
ECONOMY



URBAN
ECONOMY



CIRCULAR
ECONOMY



ECO
ECONOMY



CARBON
ECONOMY



TRANSPARENCY
TRADE



DIGITAL
ECONOMY



DIRECT
TRADE



SDG
ECONOMY



DEGROWTH
ECONOMY



RETHINK
ECONOMICS

Collaboration ability is replacing
competition force as a driver

Circularity is key for sustainability



The Nordic Circular Hotspot

Knowledge sharing ○ Matchmaking ○ Collaboration

The Nordic Circular Hotspot is your leading resource and collaborative learning hub on the circular economy in the Nordics. Our mission is to accelerate the transition to an inclusive, resource-efficient, regenerative and circular market in the Nordic region.

Through propelling collaboration, knowledge sharing and investments in circular economy solutions, we aim to create circular change for the long run, securing a holistic, sustainable and regenerative Nordic market for the 2020s and beyond.



Cradlenet



CIRCULAR





The Nordic Circular Hotspot

Knowledge sharing ○ Matchmaking ○ Collaboration

Our mission is to contribute in a meaningful way to:

- **Reinvent** how the Nordics design, produce and market products;
- **Rethink** how the Nordics use and consume goods and services;
- **Redefine** growth in the Nordics and what is possible through reuse, reduction, repairing, regeneration and, most importantly, systems change.

The Nordic Circular Hotspot was initiated in 2019 and is at present run by eleven Managing Partners from four Nordic countries, plus The Netherlands. The projects is currently in its Phase 2 (Active Development Strategy), co-funded by Nordic Innovation.



Dr. Evalena Blomqvist
RISE (SWE)



Dr. Katherine Whalen
RISE (SWE)



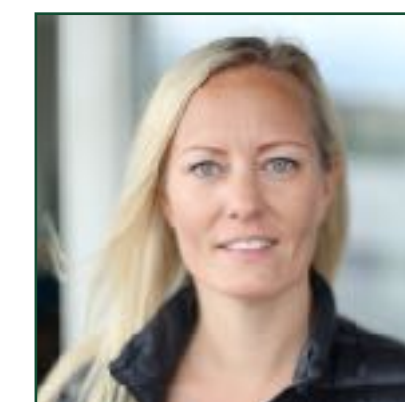
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