


Embrace

Redefining our purpose

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November 30 , 20 20



A large, detailed dandelion seed head is positioned on the left side of the image. It features a brown, textured base with numerous white, feathery seeds radiating outwards. Some seeds are in sharp focus, while others are blurred, creating a sense of depth. The background is a solid, vibrant blue.

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

inno**b**oost

A single dandelion seed with a white, feathery parachute is shown in the bottom right corner, floating upwards. It is slightly out of focus compared to the main seed head on the left.



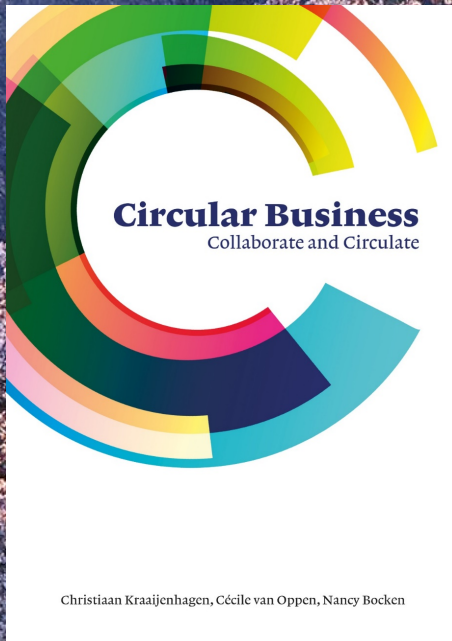


III

Let's put **planet and people**' at the heart of innovation and create profit to be proud of

That's how businesses can be a force for good









# Circular Economy

An economy in which stakeholders ~~collaborate~~ *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*



# PHILIPS



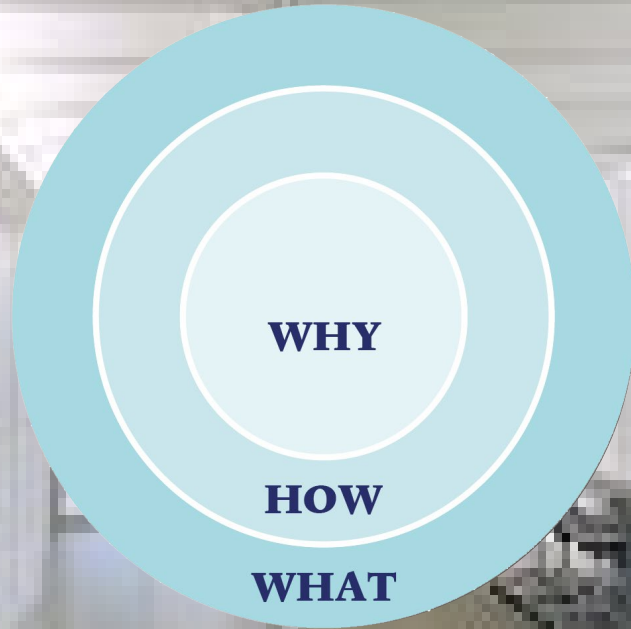
MUD JEANS





# Why does your business need a Purpose?









Some ideas are bigger than others, and the Master Idea - your company's purpose - is the biggest.

- Joey Reiman

Throughout history, people have desired meaning as much as money. Companies are now feeling that same desire and business is bringing it on.

It is not just to create value but to add value to people's lives.

The principles of defining your Purpose:

1. the Master Idea is timeless
2. the Master idea teaches
3. the Master idea fulfills
4. the Master idea is a battle cry / a rally to collective ambition
5. the Master idea is based on ethos / values
6. the Master idea is transformative
7. the Maste idea inspires
8. the Master idea is born from conviction
9. the Master idea tells a story



# Patagonia is in the business to save our home planet

[Shop](#)[Activism](#)[Sports](#)[Stories](#)

## Build the best product

Our criteria for the best product rests on function, repairability, and, foremost, durability. Among the most direct ways we can limit ecological impacts is with goods that last for generations or can be recycled so the materials in them remain in use. Making the best product matters for saving the planet.

## Cause no unnecessary harm

We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. But we recognize that this is not enough. We seek not only to do less harm, but more good.

## Use business to protect nature

The challenges we face as a society require leadership. Once we identify a problem, we act. We embrace risk and act to protect and restore the stability, integrity and beauty of the web of life.

## Not bound by convention

Our success—and much of the fun—lies in developing new ways to do things.

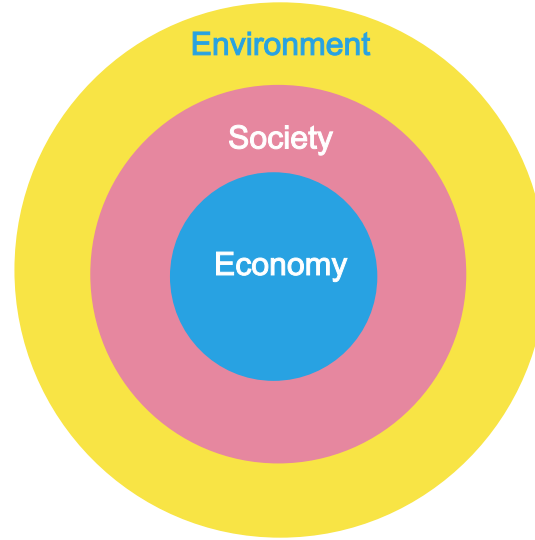
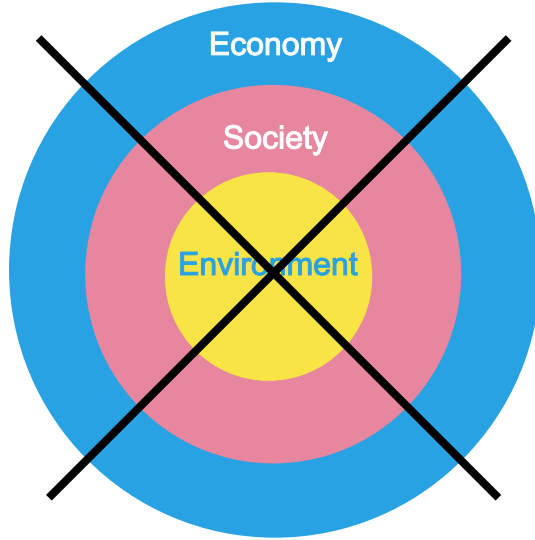
A net economic  
Benefit of **€1.8  
trillion by 2030**

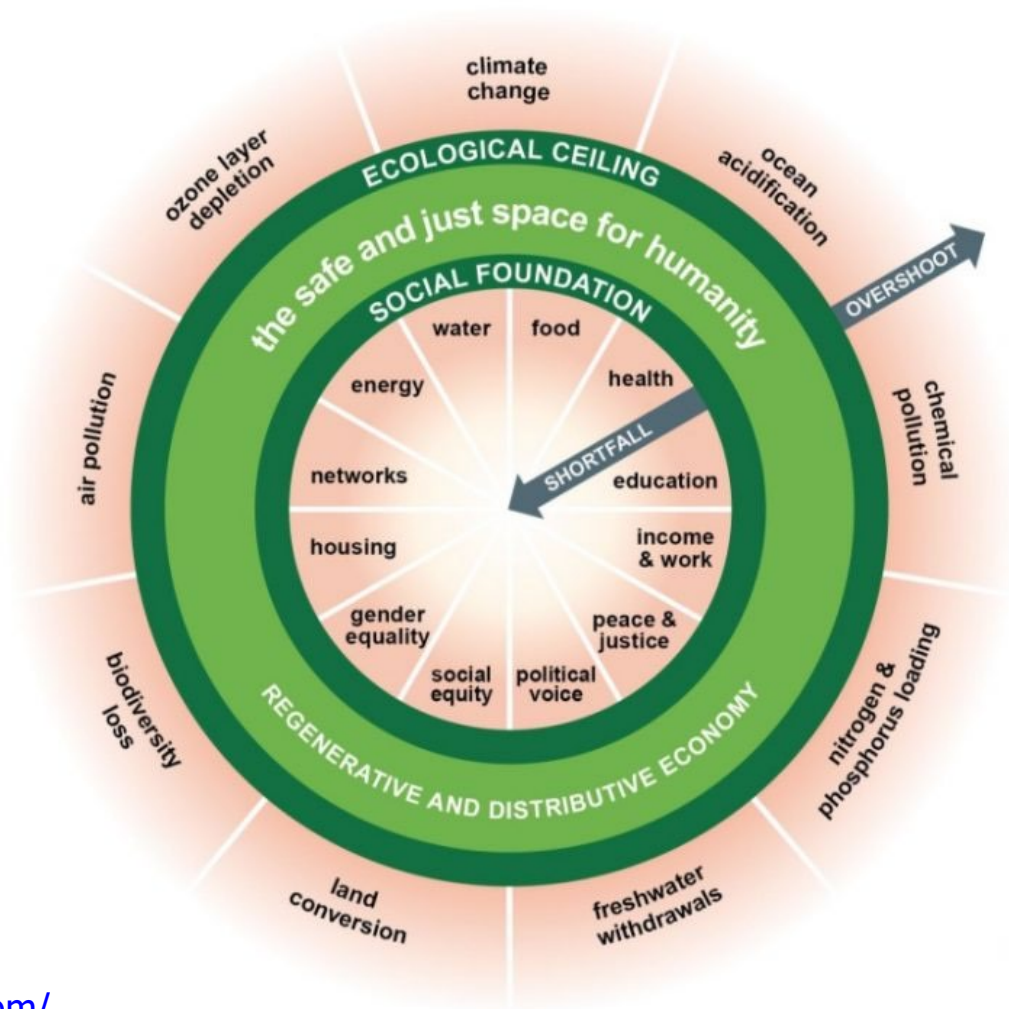
**Volatile prices**



From **1.8 billion** in 2009  
to **4.9 Billion** in 2030









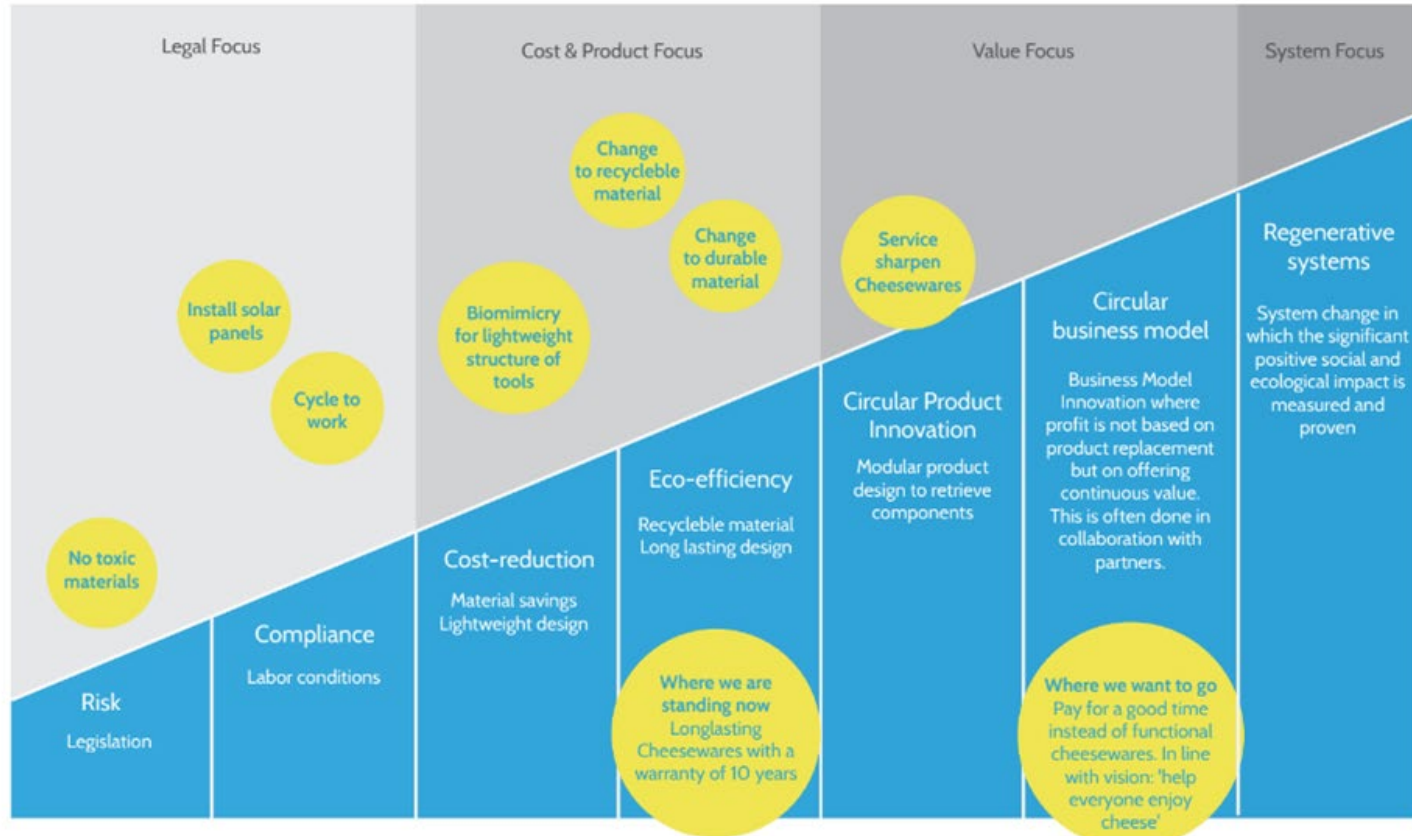
# THE GLOBAL GOALS

For Sustainable Development



**THE GLOBAL GOALS**  
For Sustainable Development

# III What do you want to achieve?



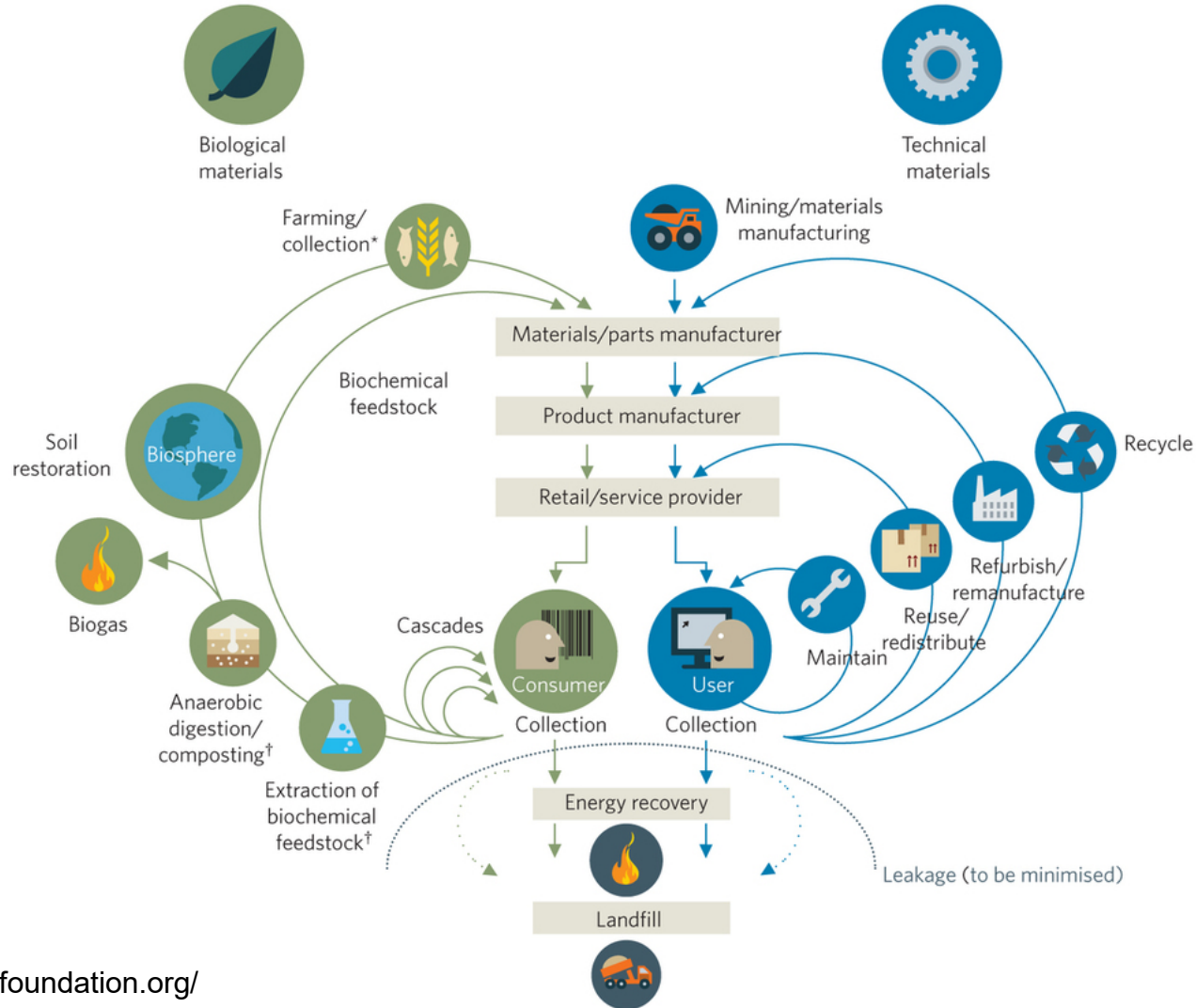


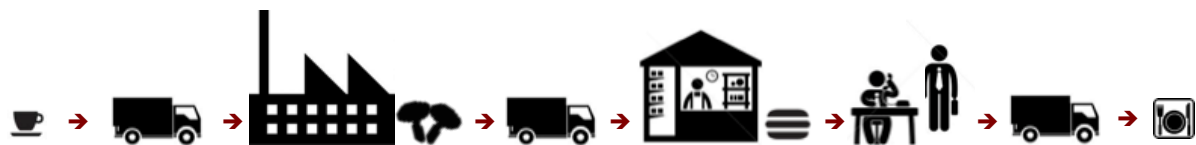
1. Begin with the end in mind
2. Move backwards from the vision to the present
3. Move step by step towards the vision

# What if...

- Making optimal use of waste streams
- We don't use pesticides anymore
- Soil life is optimally nourished using a resourceful combination of good quality animal-based fertilizer, preferably composted manure and crop remnants
- Could collaborate to close the loop together
- We could get a different relation with consumers
- Create value for multiple stakeholders including the natural environment and society that would create profit to be proud of









# Circular agriculture

## CROPS

Only 30% of the crops are suitable for human consumption. We can use the other parts and **residual flows** from agriculture and the food industry to produce **animal feed**.

## CATTLE

Cattle and sheep can consume grass and herbs in pastures that are unsuitable for growing food, such as the peat **grasslands** in the Netherlands.

## MANURE

Manure is also a valuable source of organic material that **replenishes the soil** and completes the circular agrofood system.

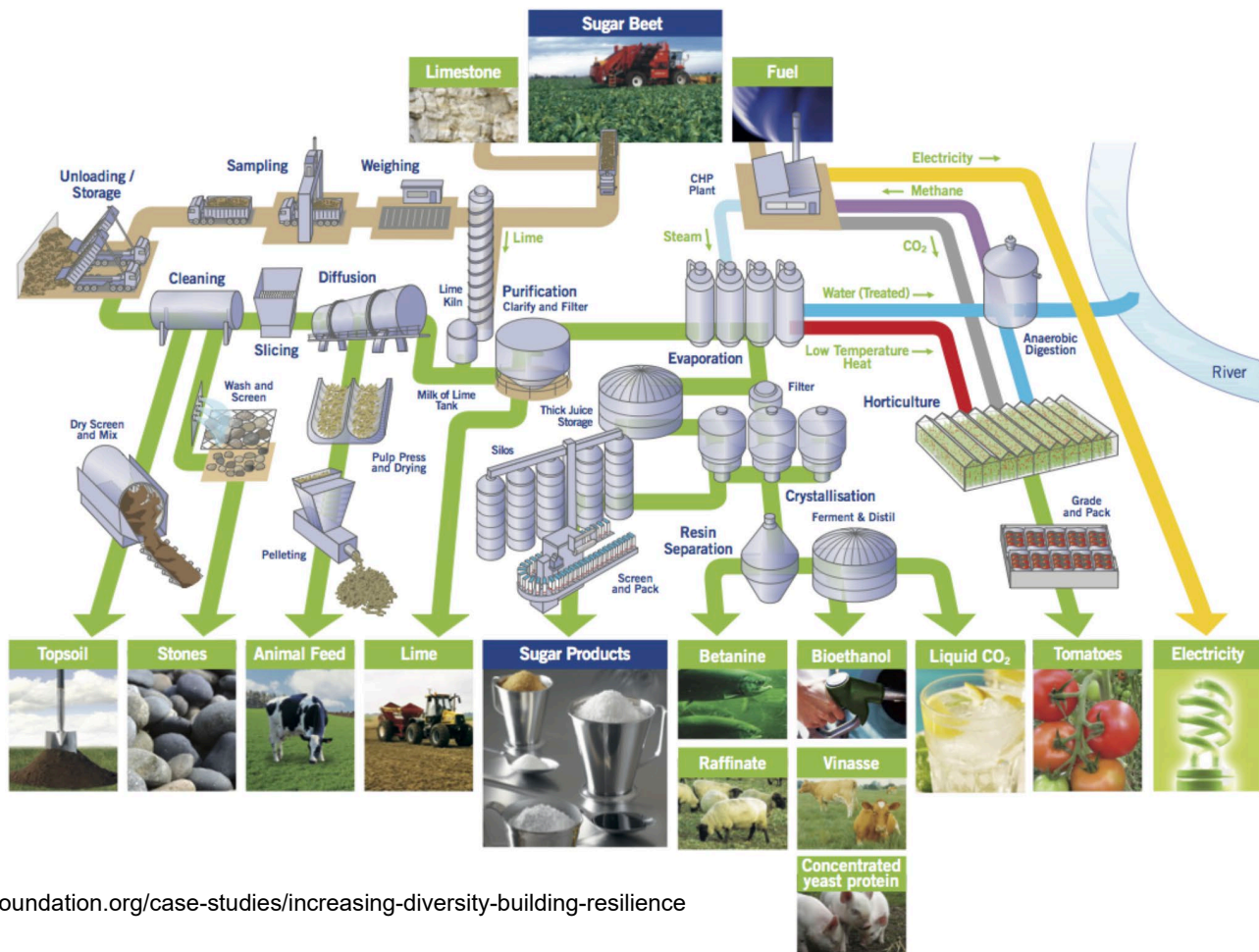
## LAND

Manure from the animals contributes to a fertile healthy soil and **improves crop yields**.













**Evaluate and learn  
between every step**



# ||| How to realize business transformation?





Ever tried  
Ever failed  
No matter  
Try again  
Fail again  
Fail better

- Becket



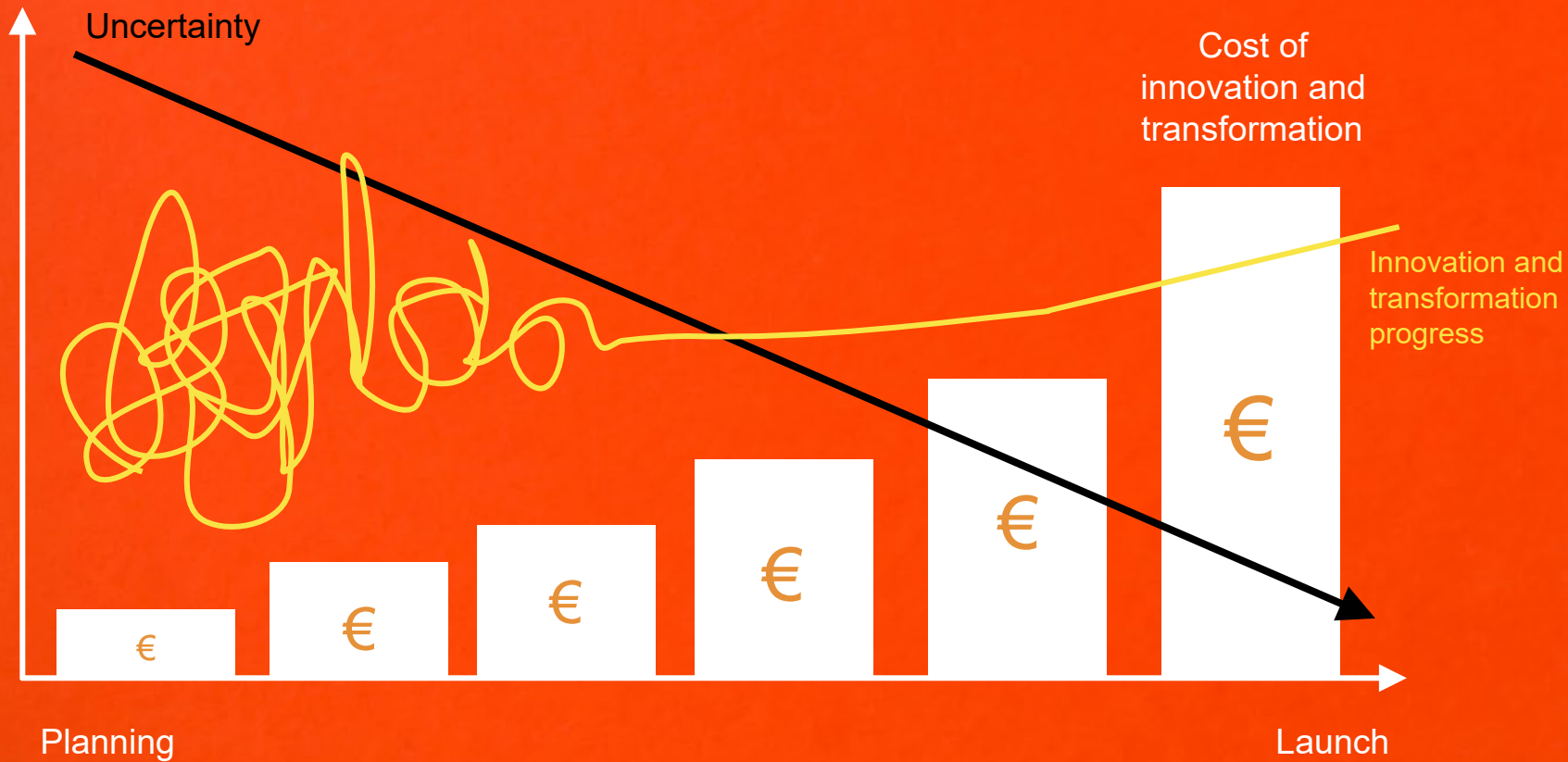
Think big,  
start small.

||| Experiment= Low risk and investment



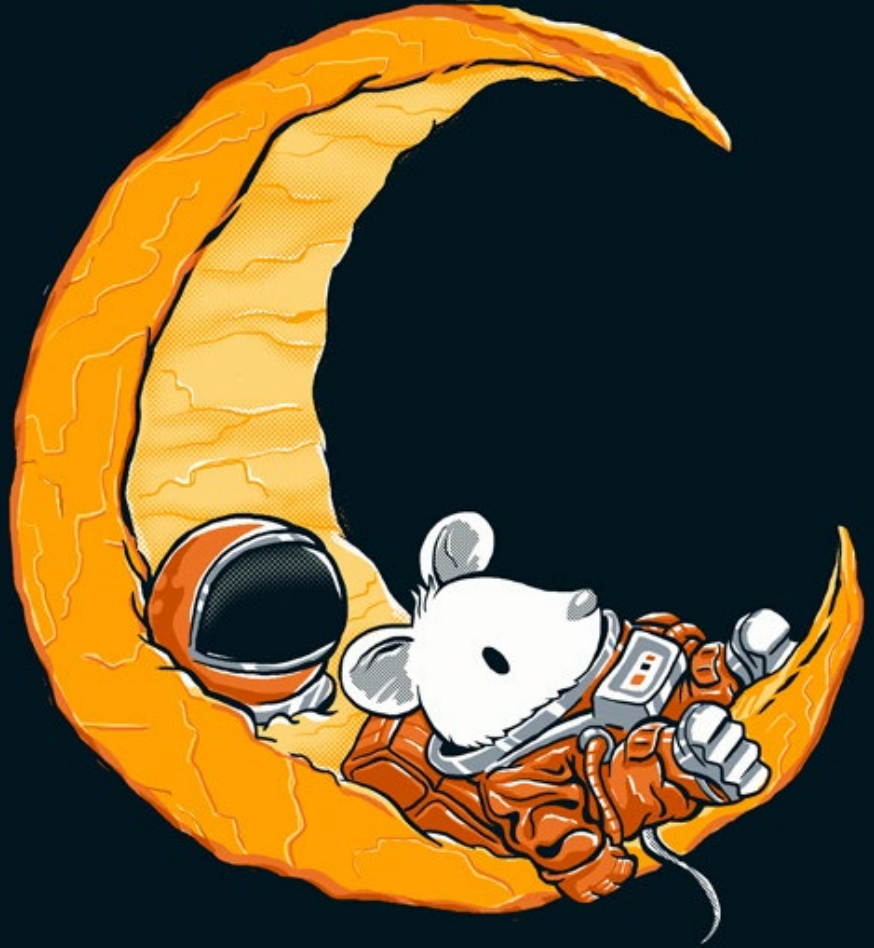
'Try only for one month. Let's do it'





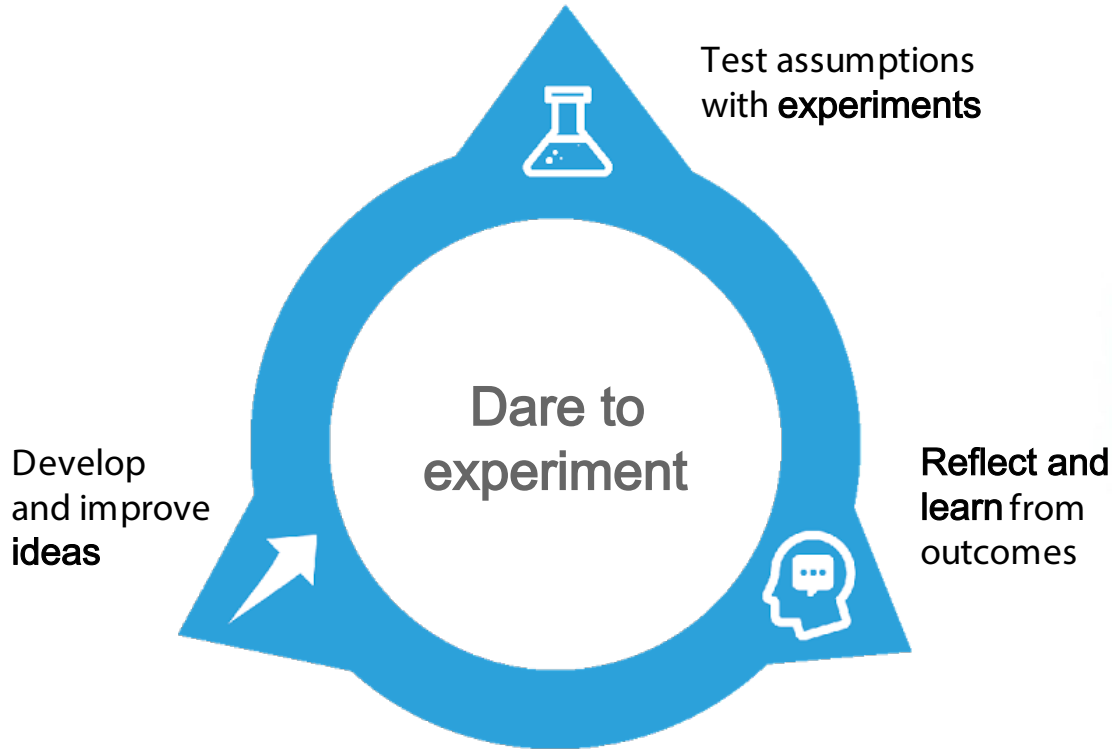
## ||| Assumption

Everybody knows  
the moon is made  
of cheese





# III A learning approach





# LEASE A JEANS

Monthly fee: €7,50

[LEARN MORE](#)



**Mud Jeans**  
How can we make  
leasing more  
attractive to  
customers above  
owning jeans?







# Experiment Card



**Lease-A-Jeans**

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Can we make a sustainable lifestyle fun again and again?



**Infinite Fun**



[www.mudjeans.eu](http://www.mudjeans.eu)

[Learn More](#)


Be the first to like this.



## A: Want to show sustainability can be fun

**Lease-A-Jeans**  
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Can we make a sustainable lifestyle fun again and again?





**Infinite Fun**  
[www.mudjeans.eu](http://www.mudjeans.eu)

[Learn More](#)


Be the first to like this.

 Like  Comment  Share

## B: Subscription to community with lifestyle tips

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We have to become more sustainable, can we help each other?



**Join our movement**  
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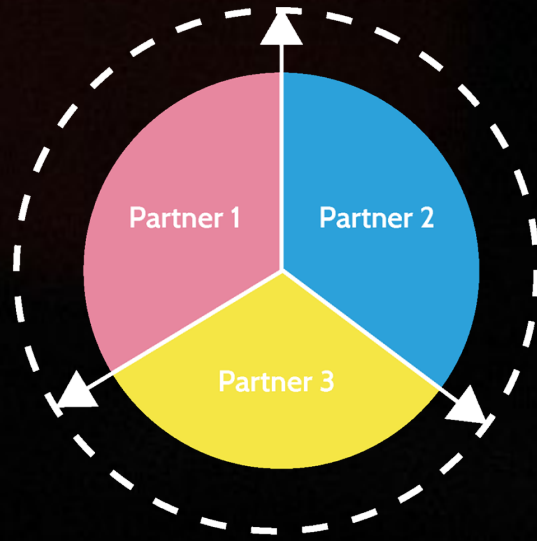
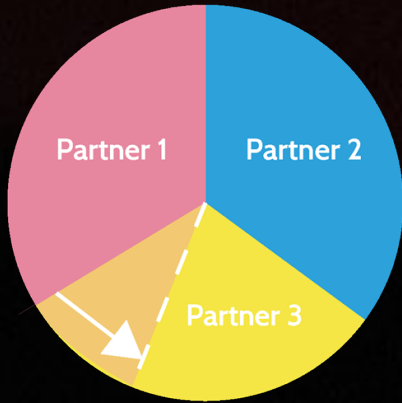


# Collaboration is essential to create successful circular economy initiatives

Collaboration with customers

Collaboration with partners in the value chain

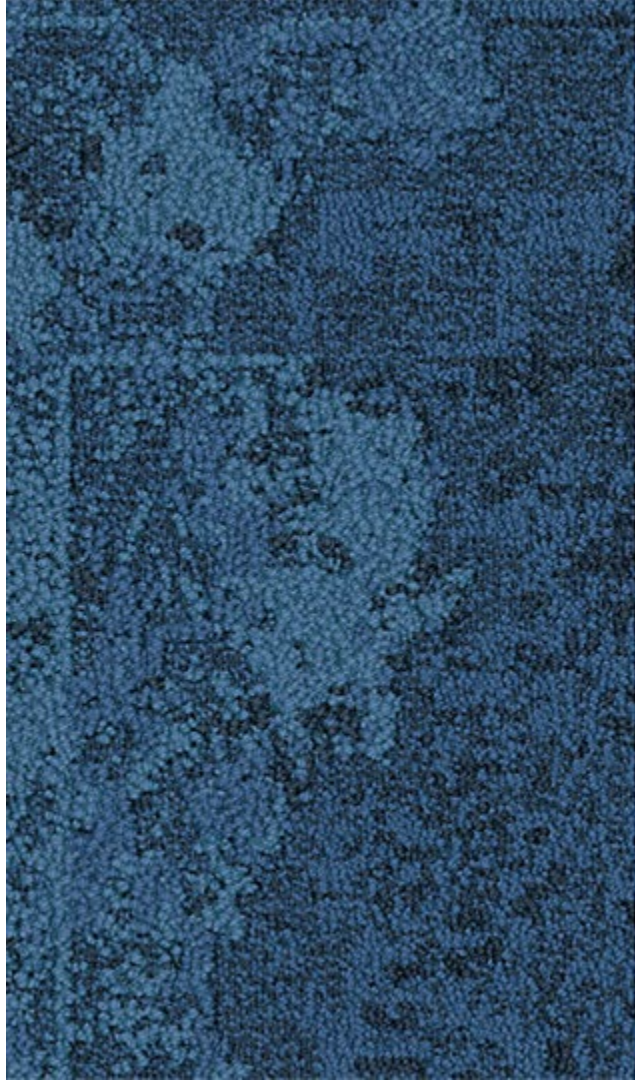
# How do we get to a circular business together?



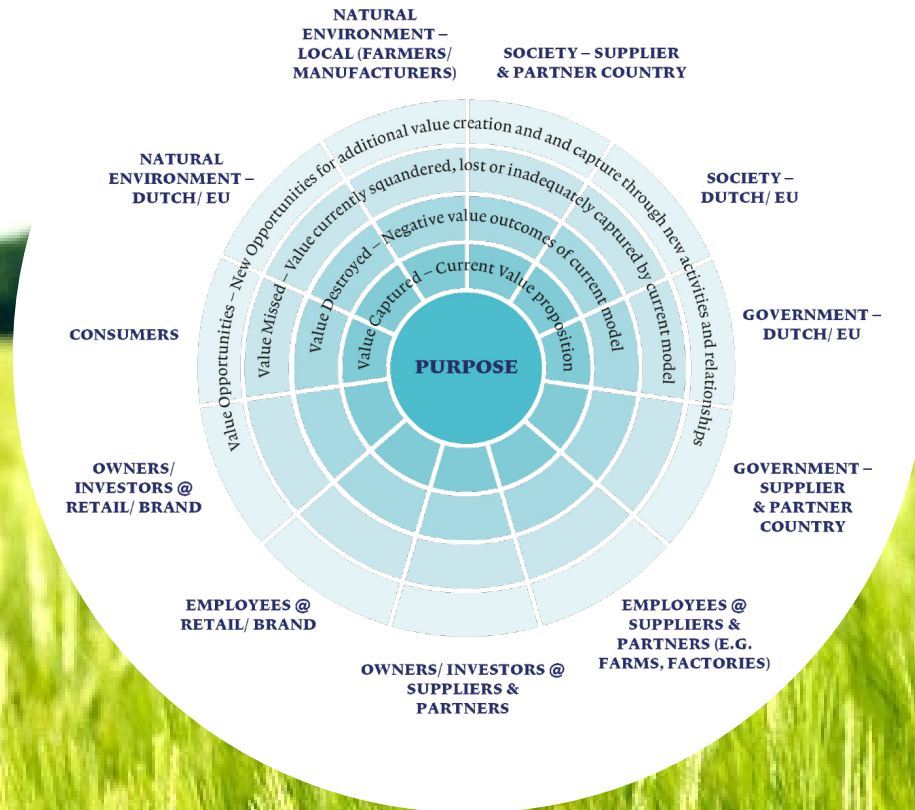


# Partnerships and experiments on the construction site



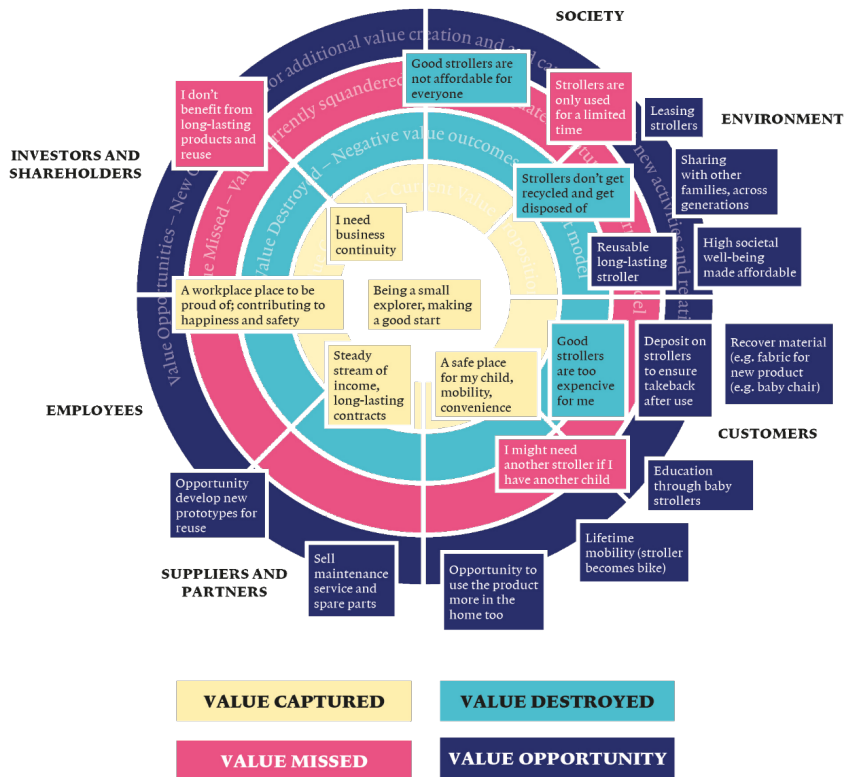
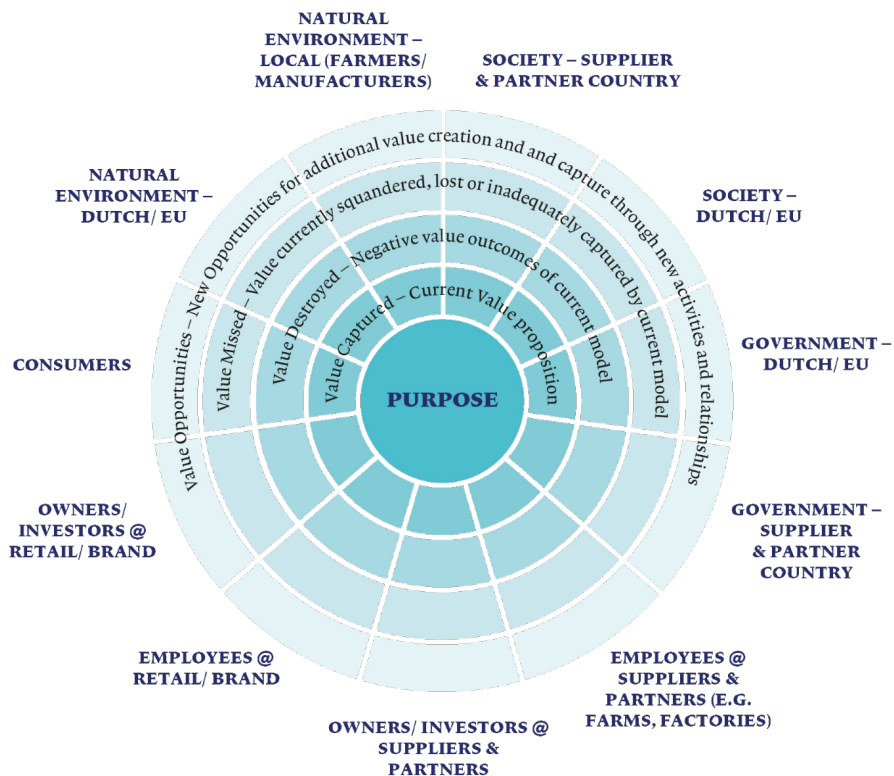


## VALUE MAPPING





## VALUE MAPPING



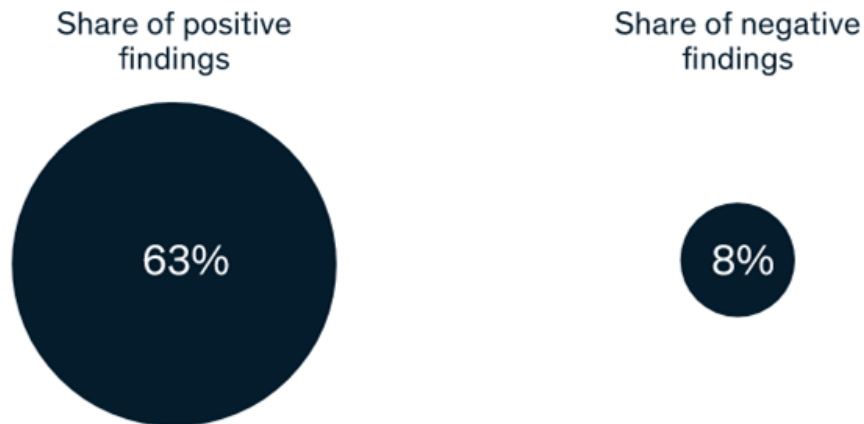
||| Satisfy financial  
stakeholders on  
short vs long term?



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## Paying attention to environmental, social, and governance (ESG) concerns does not compromise returns—rather, the opposite.

Results of >2,000 studies on the impact of ESG propositions on equity returns



Source: Gunnar Friede et al., "ESG and financial performance: Aggregated evidence from more than 2000 empirical studies," *Journal of Sustainable Finance & Investment*, October 2015, Volume 5, Number 4, pp. 210–33; Deutsche Asset & Wealth Management Investment; McKinsey analysis



**A strong environmental, social, and governance (ESG) proposition links to value creation in five essential ways.**

	<b>Strong ESG proposition</b> (examples)	<b>Weak ESG proposition</b> (examples)
Top-line growth	<p>Attract B2B and B2C customers with more sustainable products</p> <p>Achieve better access to resources through stronger community and government relations</p>	<p>Lose customers through poor sustainability practices (eg, human rights, supply chain) or a perception of unsustainable/unsafe products</p> <p>Lose access to resources (including from operational shutdowns) as a result of poor community and labor relations</p>
Cost reductions	<p>Lower energy consumption</p> <p>Reduce water intake</p>	<p>Generate unnecessary waste and pay correspondingly higher waste-disposal costs</p> <p>Expend more in packaging costs</p>
Regulatory and legal interventions	<p>Achieve greater strategic freedom through deregulation</p> <p>Earn subsidies and government support</p>	<p>Suffer restrictions on advertising and point of sale</p> <p>Incur fines, penalties, and enforcement actions</p>
Productivity uplift	<p>Boost employee motivation</p> <p>Attract talent through greater social credibility</p>	<p>Deal with "social stigma," which restricts talent pool</p> <p>Lose talent as a result of weak purpose</p>
Investment and asset optimization	<p>Enhance investment returns by better allocating capital for the long term (eg, more sustainable plant and equipment)</p> <p>Avoid investments that may not pay off because of longer-term environmental issues</p>	<p>Suffer stranded assets as a result of premature write-downs</p> <p>Fall behind competitors that have invested to be less "energy hungry"</p>



A person in a dark suit and black shoes stands on a wooden pier extending into a blue sea under a bright sky with scattered clouds and birds. The person holds a large, transparent, triangular sheet that they are pulling away from the pier. The sheet reveals a different scene behind it: a sky with more clouds and birds, and a distant cityscape on the horizon. The pier and sea are visible through the transparent sheet, creating a layered effect.

Steer beyond short  
term financials...



Circular business starts with a  
Purpose and your leadership



||| You lead



Personal

What does Circular Economy mean for me?

||| You lead



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

||| You lead

Professional

What could I contribute professionally to  
accelerate the journey towards Circular  
Economy?



||| You lead

Partners



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

||| You lead

Public / Society

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

||| You lead

Planet / natural  
environment



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

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







# How...

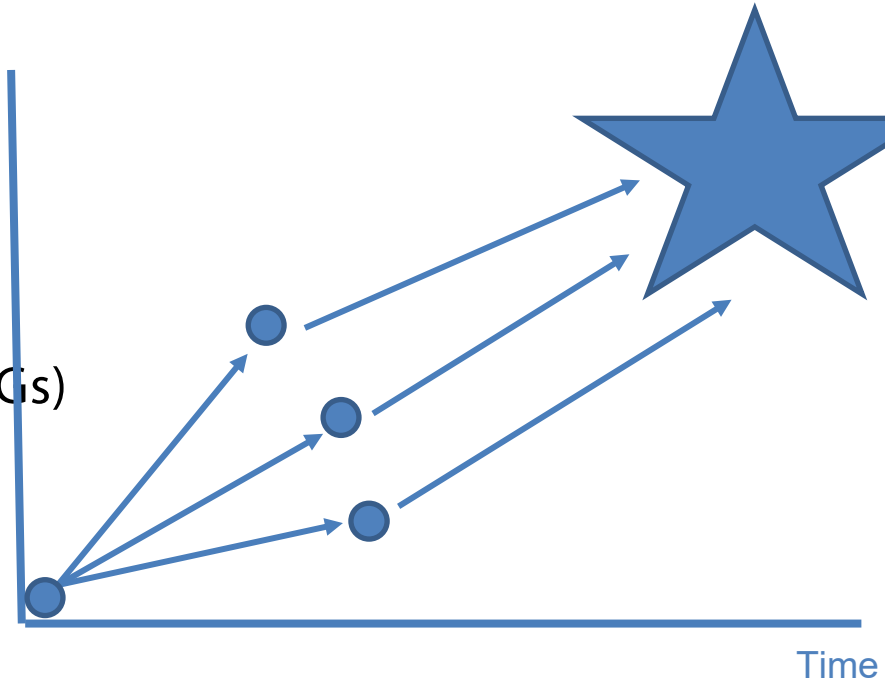
Determine your North Star &  
link to  
Sustainable Development Goals (SDGs)

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.

Innovations  
/  
New  
business



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





# Resources

[www.innoboost.nl/tools](http://www.innoboost.nl/tools)

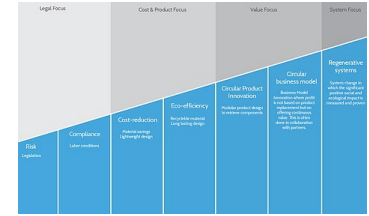
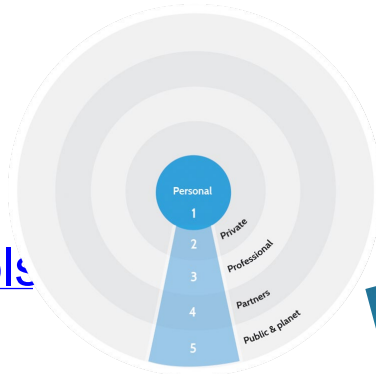
[www.ellenmacarthurfoundation.org/](http://www.ellenmacarthurfoundation.org/)

[www.circle-economy.com/](http://www.circle-economy.com/)

[www.nancybocken.com/](http://www.nancybocken.com/)

[www.kateraworth.com/](http://www.kateraworth.com/)

[www.un.org/sustainabledevelopment/sustainable-development-goals/](http://www.un.org/sustainabledevelopment/sustainable-development-goals/)



# Questions?

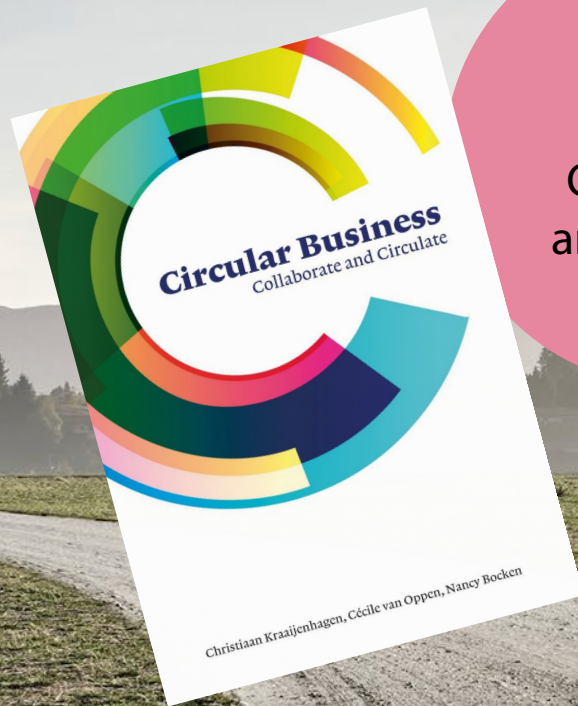


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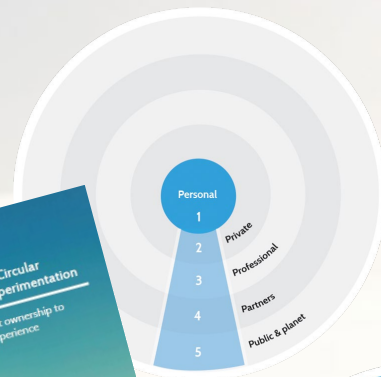
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# ||| It's about you

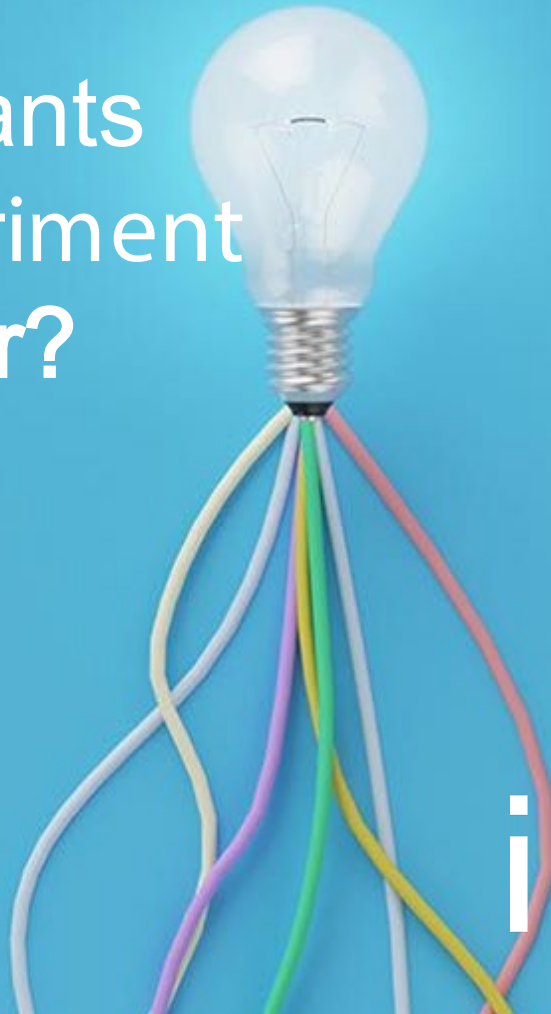


Circular  
Business -  
Collaborate  
and Circulate



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||| Who wants  
to experiment  
together?



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