

**CIRCULARITY
ACCELERATION
TRAINING
4.0**

CAT4.0

**Interreg
Alpine Space
Circular4.0**



EUROPEAN UNION



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Gm - - Circular Business

Academy

www.circularbusiness.academy

Circular4.0 is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.

Marec 2022

What is Circularity Acceleration Training 4.0 (CAT4.0)

Circularity Acceleration Training course 4.0 (CAT4.0) is a pluri-modular training course designed for SMEs to be delivered primarily across the Alpine Space.

The CAT4.0 is designed to steer and facilitate the circular transformation, centred on the redesign of business models from linear to circular by the deployment and maturation of the use of digital technologies.

CAT4.0 was developed in the scope of the Circular 4.0 project. Circular4.0 is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.

Main focus of the acceleration training

Please, mind that the CAT4.0 course is developed around each participating firm's **pilot project**.

The key principle is: **Every firm is a story of its own.**

We aim to attune the programme delivery to the needs of the SMEs in their business environment (industry, region, country).

Circular opportunities, circular business model transformations

In this process we are looking for opportunities..!

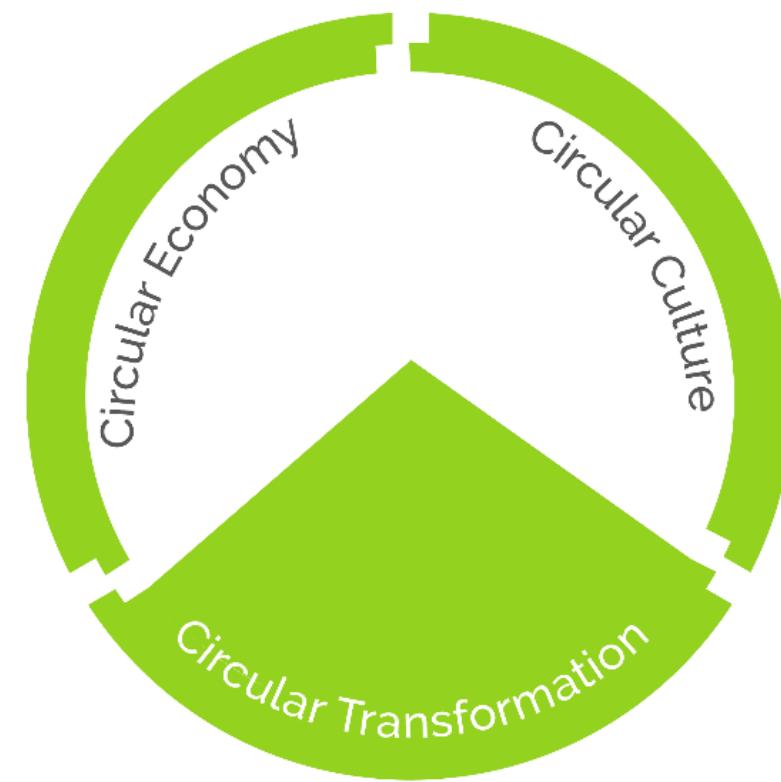
Circular opportunities for SMEs across the Alpine Space should lead their transformation processes instead of being viewed as a forced way-outs to reach some of the environment- or society-related Sustainable Development Goals (SDGs) at the expense of business viability of engaged firms or even economic criteria at large.

Please, mind: The adoption of circular principles is not “only” about resource efficiency.

Where do circular opportunities come from?

Circular opportunities for SMEs arise from complex changes in the business environment and in our societies at large: increasing scarcity of primary material and energy resources, their pricing volatility, climate-related risk mitigation, societal issues, such as aging population, global migrations, mitigation of social inequality of different kinds, lifetime learning, consumer power, redesign of regulatory framework away from “take-make-dispose logic and related linear circular models.

The Circular Triangle



The Circular Triangle depicting the three dimensions of the circular transition: Circular economy (systemic, policy-making and regulatory view), Circular transformation representing corporate challenges, and Circular Culture requiring a new platform of social values.

Course organisation

Language of the course: Slovenian, English.

Course delivery is organised in a hybrid mode, using On-line platform (**Talent LMS**) and Zoom for live sessions. The latter ones may be carried out also in a classroom, should the circumstances allow.

Participants of this CAT4.0 Course

- representatives of SMEs (actual beneficiaries)

Navigation through the course

Reference review and completion of the course Modules



Does your firm have a change project ready?

YES

1. Do the **Lean Canvas of the project.**
2. Evaluate benefits and risks (linear and circular)
3. Explain, how the project results can be exploited across the organisation for:
 - new (circular) business development
 - organisation's circular practices
4. **Present**

NO

1. **Examine your relevant area of opportunities**
2. Define the circular transformation focus
3. Evaluate benefits and risks (linear and circular)
4. Present project brief(s) of potential circular transformation project(s)
5. **Present**

If yes, is my project a game changer?

Questionnaire (1)

Does your organisation have an actively managed transformation process in place, composed by one or more projects?

What organisational competencies are in your view the most critical to embrace circular opportunities in your organisation?

- a. R&D: development and introduction of new technology (-ies) into the organisation's processes
- b. Setting up a top-down transformation programme
- c. Collecting and enacting bottom-up sustainable transformation initiatives
- d. Develop new partnerships and enter into new innovation networks
- e. Data gathering and analysis on the use of material and energy flows from users, suppliers and across the organisation's processes
- f. New ways of codifying knowledge
- g. Cultural transformation: users, buyers, suppliers and employees embed new behaviours and new ways of working
- h. Organisation re-redesign facilitating collaboration
- i. Investing in a break-through circularity project
- j. Acquiring new competencies through startup investing and M&A

Which model best describes the underlying idea of your project? (Circular design, Optimal use, Value recovery)

Is my project a game changer? Questionnaire (2)

Does your circularity project selected in the CAT4.0 course actually increase your organisation's circularity potential and/or commitment?

How does the project increase your organisation's circularity potential?

What is the project time frame?

How many people are allocated to the project?

How much did your organisation financially invest into the project (what is the project's budget)?

Does the project aim at:

- a. New products and/or services;
- b. Altered (more circular) way of uses of existing products or services;
- c. New customer/user groups?
- d. Increased efficiency of material flows?
- e. None of the above.

What organisational changes are needed to achieve more circularity in your organisation?

So, if no, where to start? - How to identify breakthrough opportunities and needs

Opportunities and challenges may be:

- Technology-driven – **digitalisation, Industry 4.0**
- Society- and value-driven
- Sustainability- and resilience-driven
- Market-driven (e. g.: deriving from buyers, users)
- Cost-driven (e. g.: volatility of supplies)
- Risk-driven
- Regulation- and compliance-driven

Key questions:

Are these factors disruptors, inhibitors or enablers?

What are our vision and our values in relation to an identified challenge?

What is our positioning?

- In the relevant competitive environment
- In a relevant (industrial) value chain

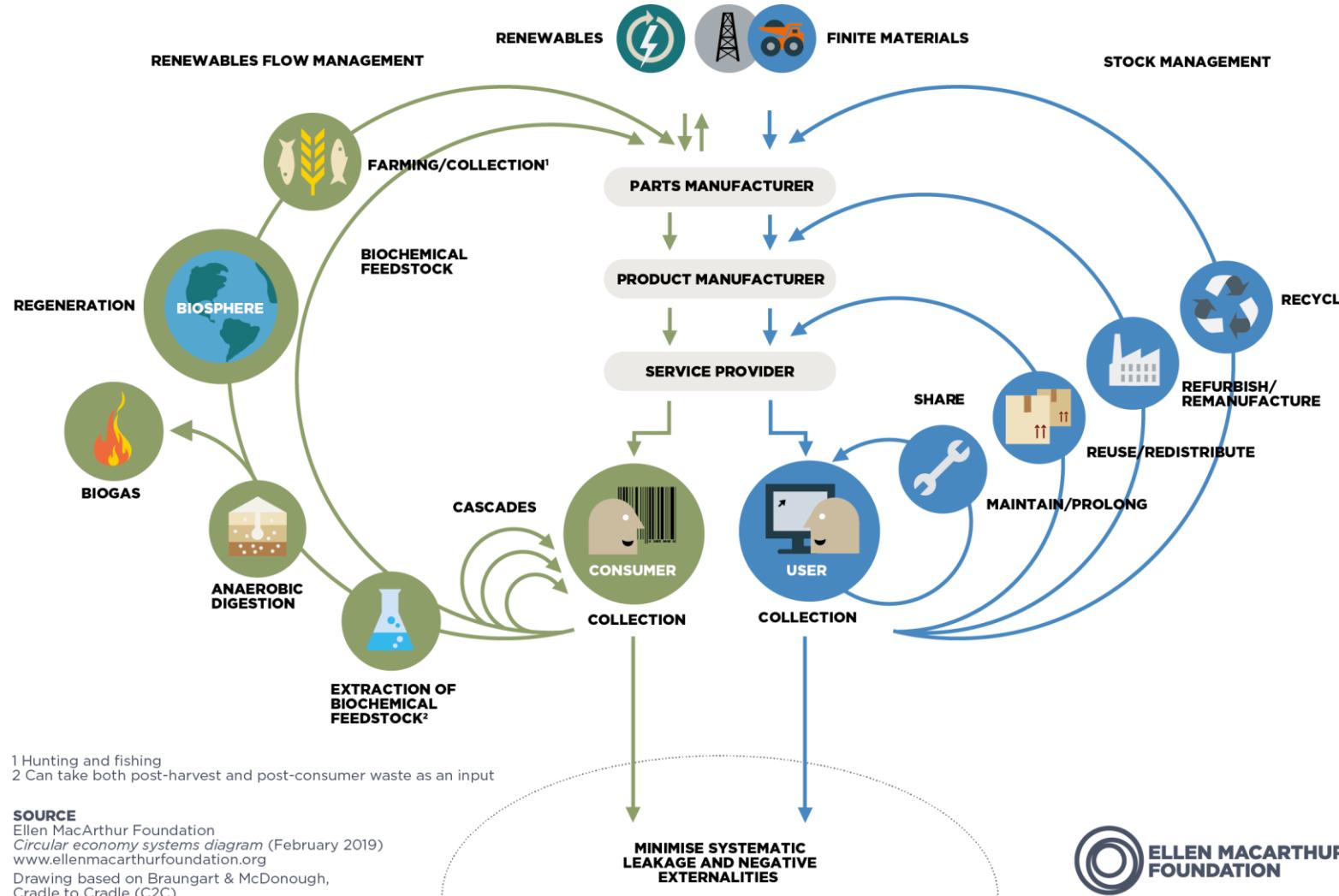
What are our resources?

What if we don't do anything?

AGENDA – 9. marec 2022

13.00	Uvodni pozdrav	Bojana Omersel-Weeks
13.05	Predstavitev predavateljev in svetovalcev in programa usposabljanja CAT 4.0	
13.20	Predstavitev udeležencev	
13.30	Uvod v krožno ekonomijo in krožne poslovne modele	Jurij Giacomelli, Circular Business Academy
14.00	Q&A	
14.10	Uvod v digitalno transformacijo	Rudi Panjtar, KCSTV
14.40	Q&A in premor	
15.00	Učna orodja in potek individualnega svetovanja	
16.00	Konec programa	

Sustainability, circularity and the circular economy



The butterfly diagram by Ellen MacArthur Foundation

Visualising the circular economy



Meje rasti

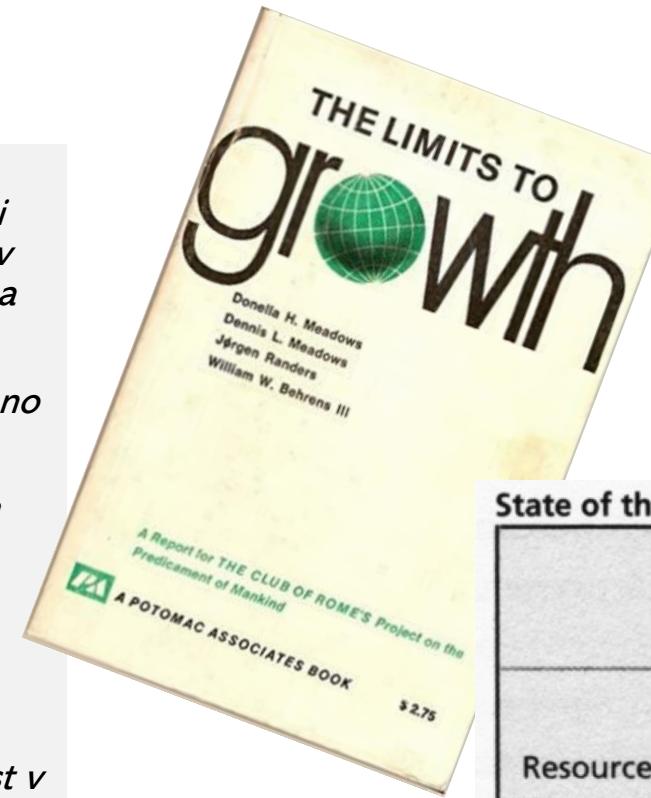
Planetarne omejitve terjajo temeljiti premislek o namenu poslovanja, z njim se spreminja poslovni modeli in prakse. Kdor želi biti poslovno uspešen v prihodnosti, išče rešitve v okviru načel trajnostnega razvoja in krožnega gospodarstva.

Uveljavljanje krožnih poslovnih modelov je povezano z repozicioniranjem podjetij v verigah vrednosti.

Nove tehnologije znižujejo transakcijske stroške in omogočajo ekonomičnost poslovanja na trajnejši način.

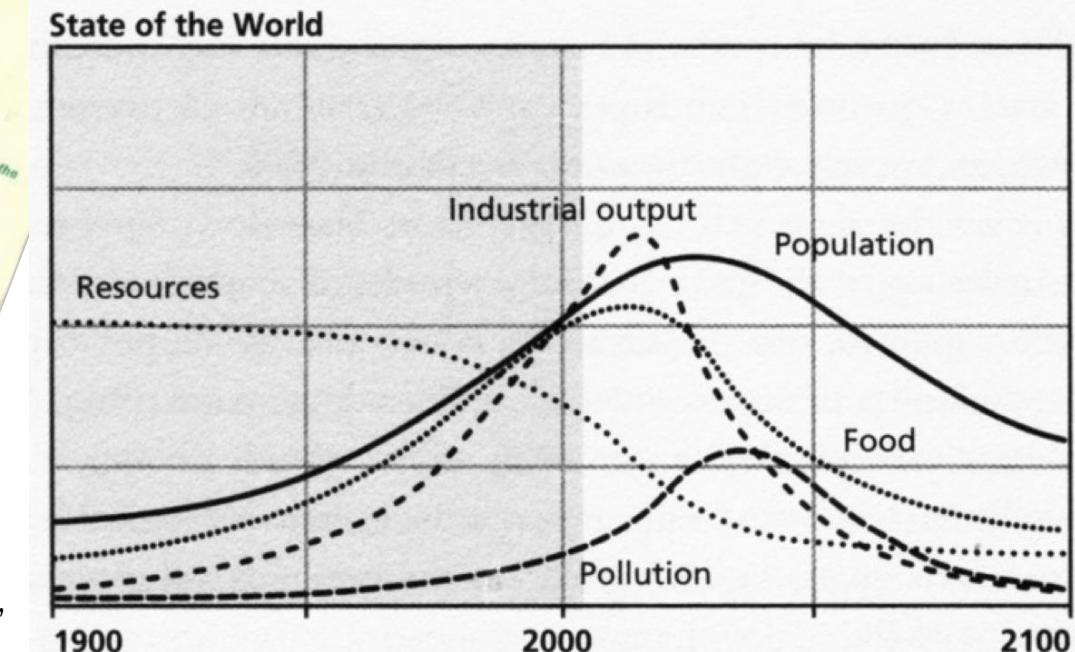
Sposobnost povečevanja snovne produktivnosti, obnavljanje virov in njihovo vračanje v nadaljnje proizvodne in potrošne cikluse postaja temeljna konkurenčna prednost. Aktivna krožna naravnost v nabavi zato prinaša nove priložnosti in omogoča, da se izognemo poslovnim tveganjem, tako linearnim kot krožnim.

Povzeto po: *The Limits to Growth* 1972,
<https://www.earth4all.life/>



Meadows, D., Meadows, D., Randers, J., Behrens III, W. (1972). *The Limits to Growth*.
A Report of the Club of Rome's Project on the
Predicament of Mankind.
Universe Books, New York,
1972.

Že več kot 50 let, od objave dela „Meje rasti“ Rimskega kluba in od svetovnega vrha v Stockholmu (1972) ignoriramo tveganje sistemskega kolapsa.



Zaznavanje točk preloma in neodzivnosti svetovne civilizacije na skupni, svetovni problem



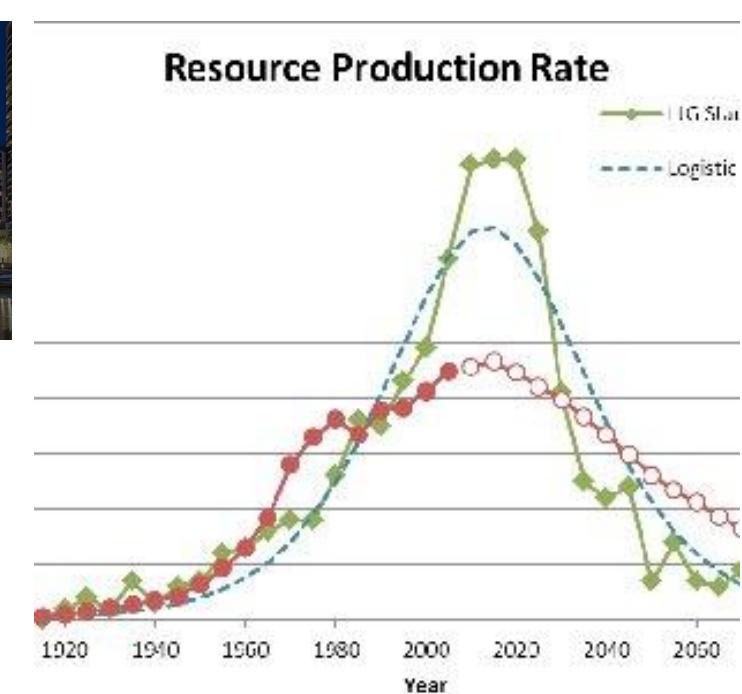
Melbourne Sustainable Society Institute je leta 2014 objavil rezultate ponovljene raziskave, ki potrjujejo napovedi Rimskega kluba.



Turner, Graham (2014): Is Global Collapse Imminent? An updated Comparison of the Limits to Growth with Historical Data.

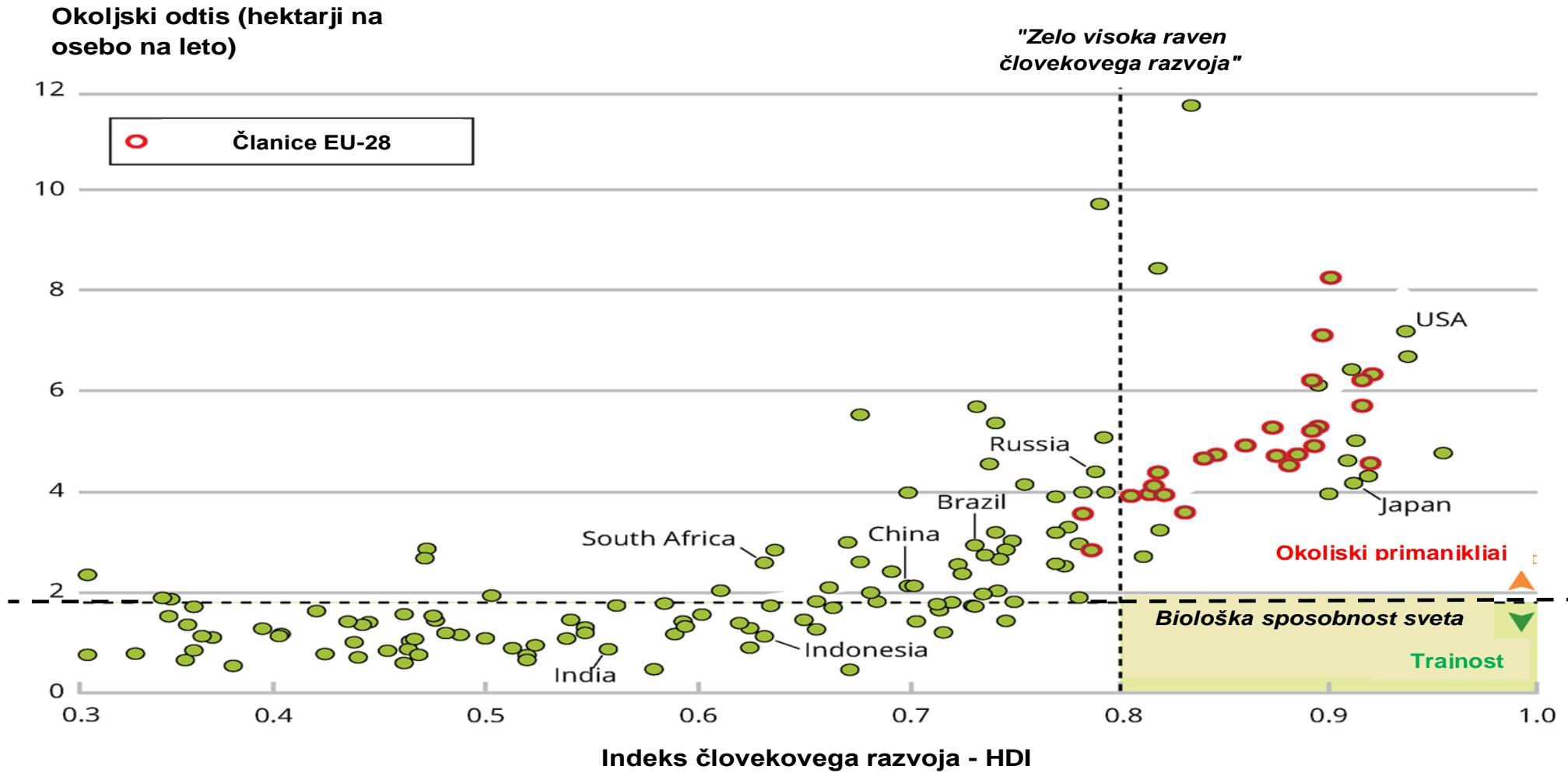
Melbourne Sustainable Society Institute,

The University of Melbourne Research Paper, No. 4, August 2014,
116-124.





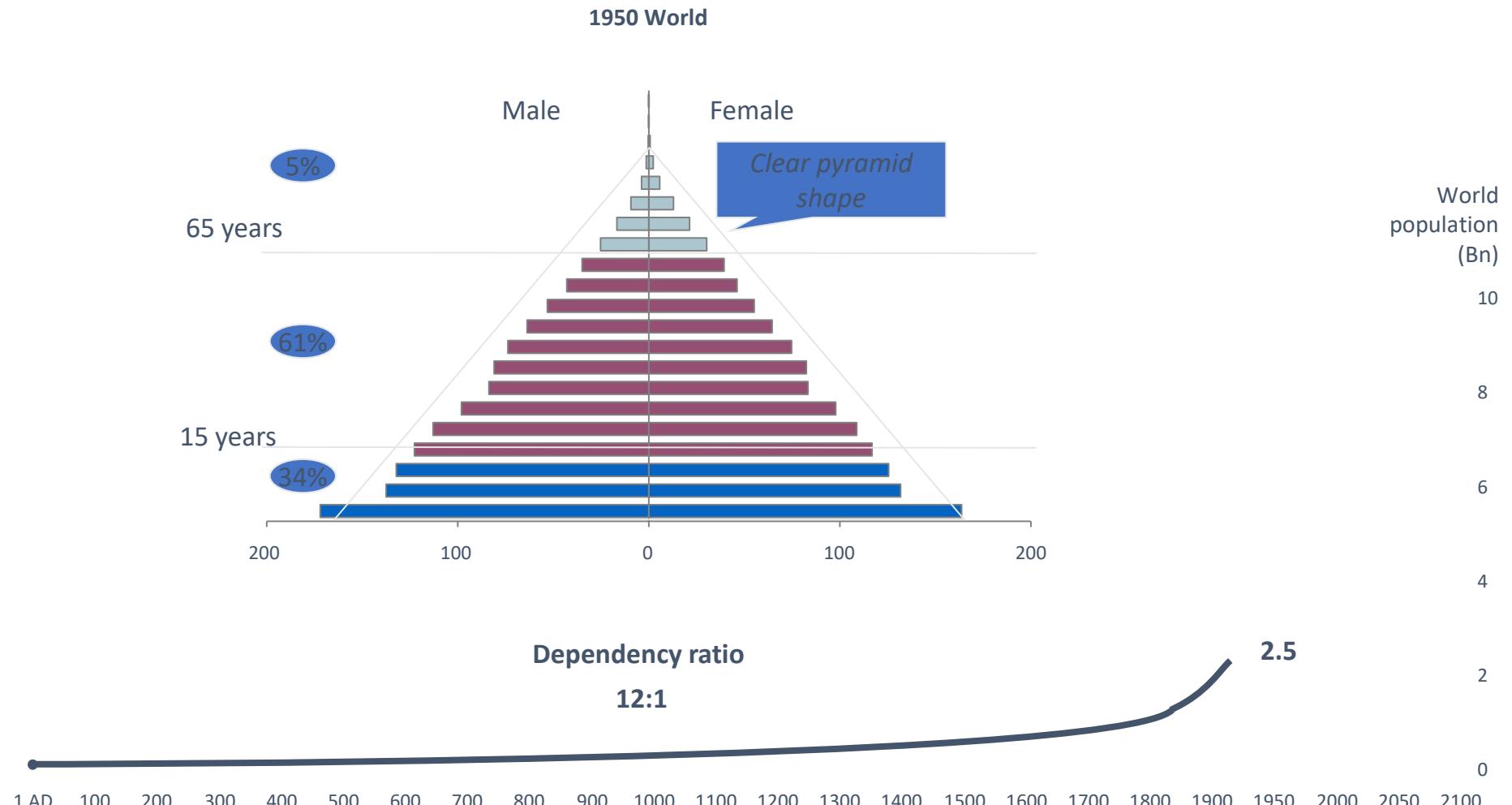
Človeštvo izven območja trajnostnega razvoja



Vir: Global Footprint Network, 2012; UNDP, 2014



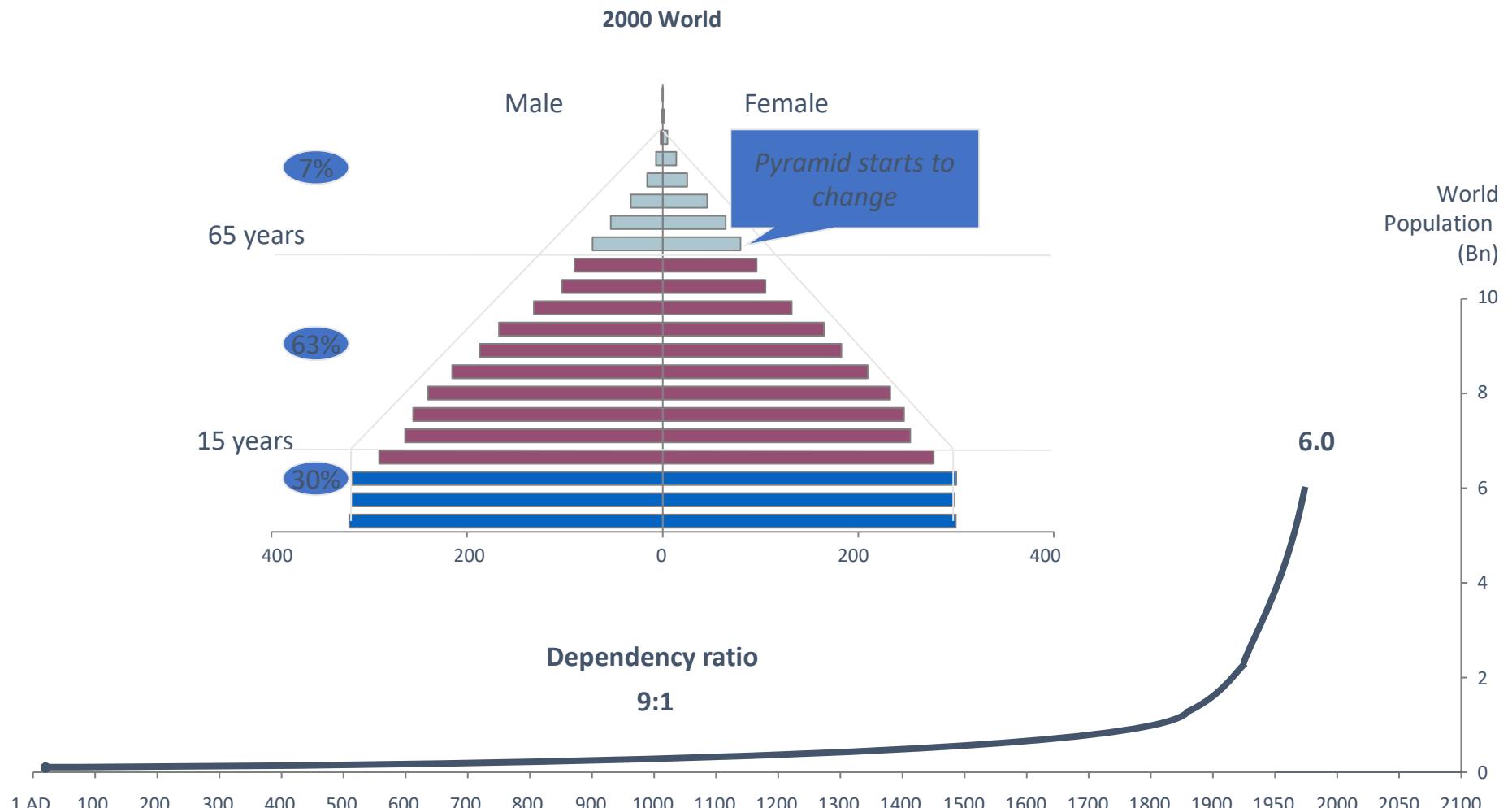
Staranje prebivalstva (I)



Source: UN 2008 Population Prospects, analisi BCG

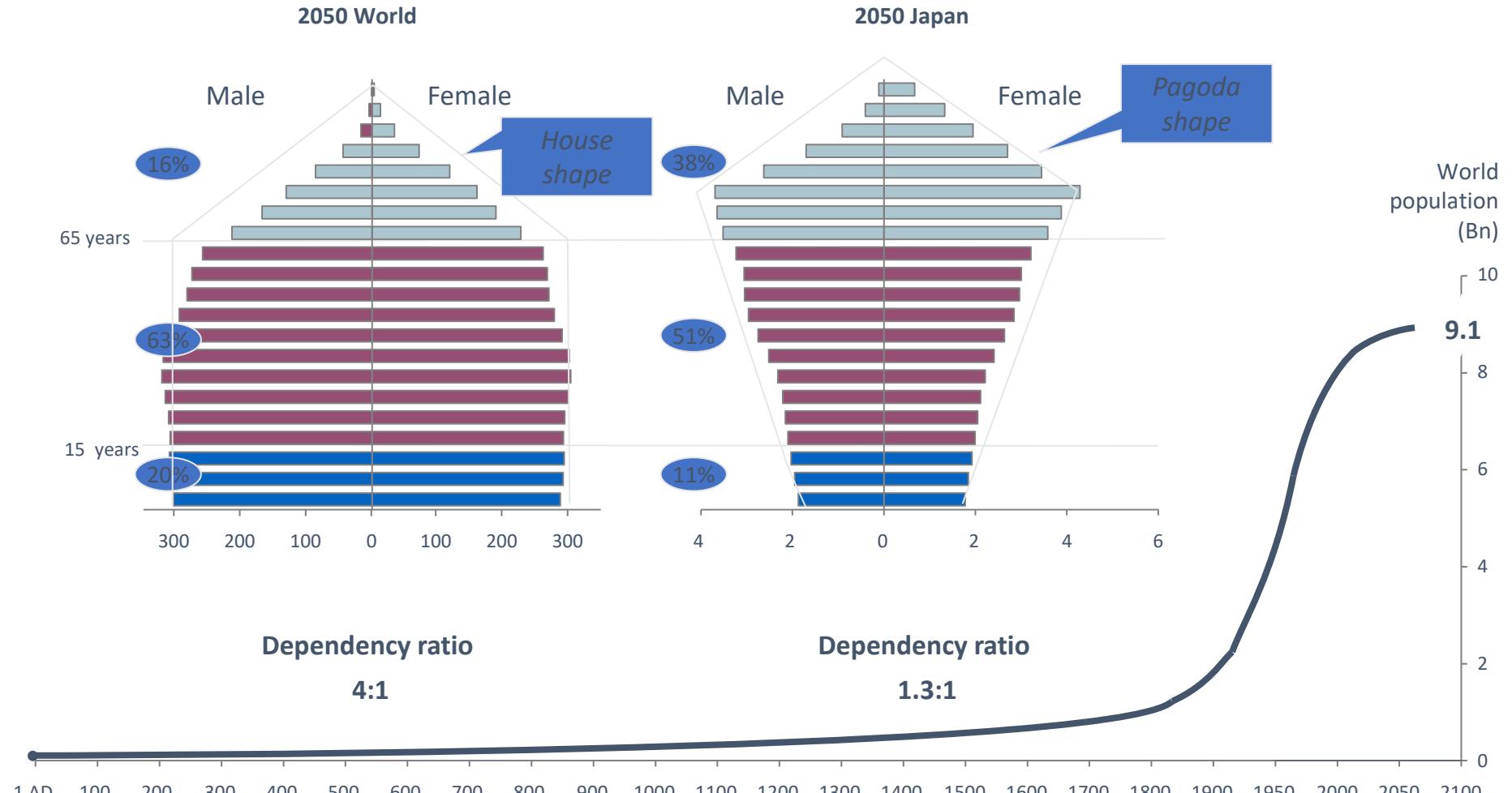


Staranje prebivalstva (II)





Staranje prebivalstva (III)



Fonte: UN 2008 Population Prospects, analisi BCG



Krise



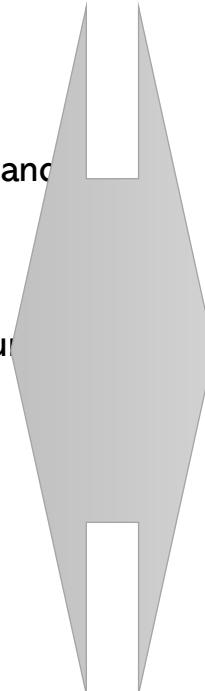
Some of the „tipping points“ look like that.

IPCC, pred Glasgowom...



Goals

1. Secure global net zero by mid-century and keep 1.5 degrees within reach
2. Adapt to protect communities and natural habitats
3. Mobilise finance
4. Work together to deliver



ipcc [Sixth Assessment Report](#) IPCC Home

What's the worst that could happen

„Three degrees of global warming is quite plausible and truly disastrous.“

„Rapid emission cuts can reduce the risks but not eliminate them.“

„BY THE STANDARDS of the 21st century as a whole, 2021 will almost certainly go down as a comparatively cool year. By the standards of the rest of human history its weather looks disconcertingly like hell.“

The Economist, July 24th 2021





Zakaj ima Greta Tunberg prav?

The New York
Times:

Greta Thunberg
Calls U.N. Climate
Summit a 'P.R.
Event'
Watch
The activist Greta
Thunberg
criticized world
leaders' climate
efforts, speaking
to the thousands
protesting in
Glasgow outside
the United
Nations summit.

*Images may be
subject to
copyright.*



**Še vedno preveč govorimo in ne inoviramo dovolj.
Ampak, kako?**

- Potrebujemo več inovativnosti na vseh ravneh: prebojne dosežke znanosti, nove tehnologije v gospodarstvu, nove družbene sheme in sisteme.**
- Potrebujemo premislek o vrednotah.**

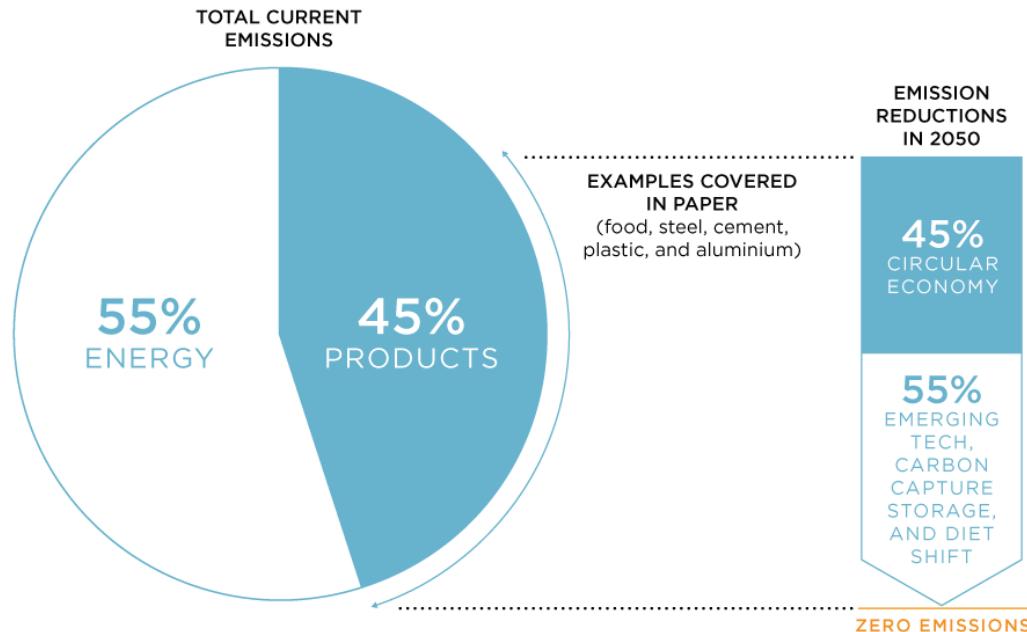
Modeli krožnega gospodarstva ponujajo jasno pot do doseganja naših skupnih podnebnih ciljev. spopadanje z emisijami, povezanimi s pridobivanjem, predelavo, proizvodnjo in odlaganjem blaga.

Zato si inovatorji prizadevajo razrešiti prav te izzive, medtem ko snovalci politik iščejo načine, kako z zakonodajo ter mehanizmi spodbud pomagati zapreti zanke dragocenih materialnih tokov.

Česa v Glasgowu nismo slišali dovolj glasno



COMPLETING THE PICTURE: TACKLING THE OVERLOOKED EMISSIONS



Underpinned by a transition towards renewable energy, a circular economy can help tackle the overlooked 45% of emissions by transforming the way goods are made and used.

Raziskave kažejo, da prehod na obnovljive vire energije naslavlja le 55% emisij; preostalih 45% prihaja iz proizvodnje avtomobilov, oblačil, hrane in izdelkov za vsakdan.

Za uspešen zeleni prehod je bistveno reševati **krizo virov**, materialni in energetskih, to pa terja prehod iz linearnega h krožnim gospodarskim in družbenim modelom.

Gre za prestop v novo paradigmo.





Podnebna kriza ali kriza virov?

1. Danes uporabljamo približno 1,6 zemlje; kar pomeni, da vsako leto porabimo približno 60 % več zemeljskih virov, kot jih lahko regenerira sam planet. Do leta 2050, s povečanim svetovnim prebivalstvom in posledičnim porastom porabe, bi lahko ta "preseganje" bilo 3- do 4-kratno.
2. Prevladujoči linearni sistem je odvisen od primarnega pridobivanja virov povzroča 53 % svetovnih emisij ogljika ter več kot 80 % izgube biotske raznovrstnosti, v skladu s študijo, ki jo je opravilo okolje ZN. V linearjem gospodarstvu pospešeno odlagamo med in ob koncu uporabe. Odvisnost od sistema ustvarjanja "odpadkov" postaja vse bolj nevzdržno, saj vse več ljudi vstopa v srednji razred in podjetja proizvajajo izdelke "hitre porabe":
3. Naši odpadki so izven nadzora. Danes svet proizvede več kot 2 milijardi ton trdnih odpadkov, ki naj bi do leta 2050 narasli na 3,4 milijarde ton. Po količini globalni odpadki vključujejo 44 % hrane in organskih snovi, 17 % papirja in 12 % plastike – vse to je dragoceno „blago“.
4. Odlagališča so še bolj smrtonosna, kot smo mislili. Zakaj? Zasedajo rodovitna pdoročja. In še: „Ko se smeti zložijo na kup, okolje brez kisika podpira bakterije, ki uspevajo v teh razmerah. Ko mikrobi razgrajujejo odpadke, sproščajo ogljikov dioksid in metan. Slednji je 84-krat močnejši od povzročitelja globalnega segrevanja kot ogljikov dioksid v prvih 20 letih po sproščanju.“ (Vir: Waste Dive)
5. Hrano zavračamo vsak dan, skoraj eno tretjino proizvodnje, čeprav so milijoni ljudi lačni. 22 % svetovnih emisij in 30 % porabe energije izvira iz živilskega sektorja. Živilski odpadki pa so še vedno najboljši izdelek, ki ga najdemo na odlagališčih.



Še vedno govorimo preveč in ne izkoriščamo priložnosti...



Ellen MacArthur

Krožno gospodarstvo v celoti odpravlja koncept odpadkov in uvaja premislek o tem, kako proizvajamo in porabljamo. V sistemu brez odpadkov možnosti, da dragocene vire spremojamo v odpadke, ni več.

Krožno gospodarstvo ustvarja gospodarske, družbene in okoljske zmage.

Z ohranjanjem materialnih virov v kroženju in uporabi krožni poslovni modeli ponujajo jasno pot k doseganju naših skupnih podnebnih ciljev in spopadanju z emisijami toplogrednih plinov, povezanih s pridobivanjem, predelavo, proizvodnjo in odlaganjem virov. Pri tem ti poslovni modeli ustvarjajo ekonomsko vrednost, krepijo lokalno odpornost in spodbujajo inovacije.

In dobra novica je, da podjetja, ki zasledujejo krožne poslovne modele, hitro pridobivajo moč.

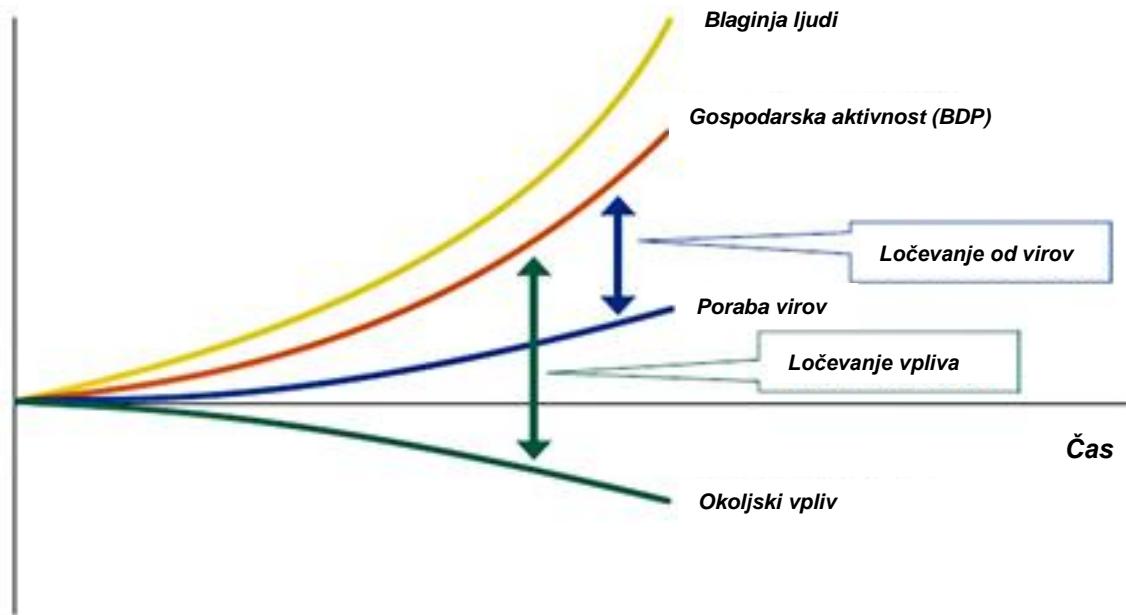


TED TALK:
<https://www.youtube.com/watch?v=o0lxHVXgLbc>





Dva vidika ločevanja rasti od porabe virov (decoupling)

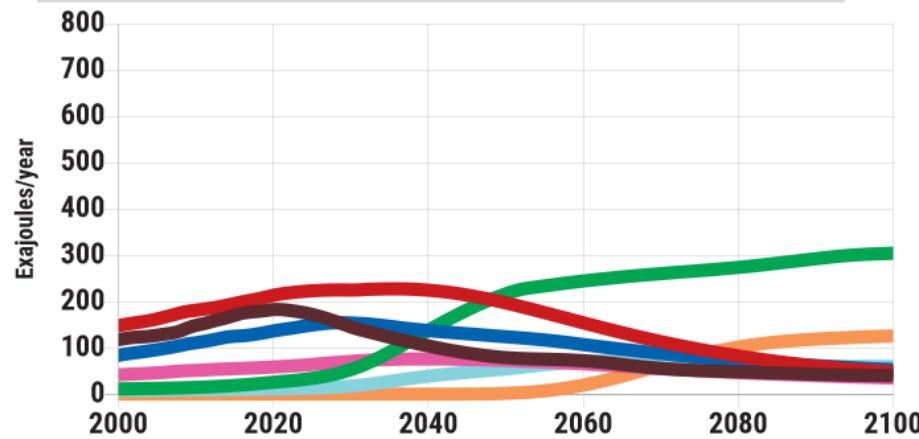


Vir: Decoupling Natural Resource Use and Environmental Impacts from Economic Growth, UNEP International Resource Panel Report, 2011

Ločevanje rasti od porabe naravnih virov (angl.: "decoupling") pomeni sposobnost gospodarstva, da raste brez sorazmernega povečanja porabe energije in virov (upoštevanje omejitev virov) ter pritiska na okolje (upoštevanje omejitev ponorov).

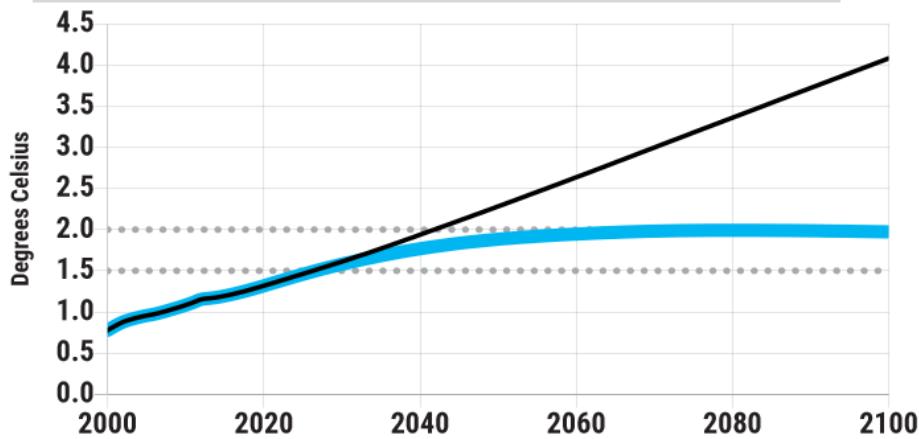
Gospodarstvo, ki deluje ločitveno, naj ne bi imelo negativnih posledic na rodovitnost ali biološko raznolikost, ne bi zmanjševalo zaloge naravnih virov, ne bi onesnaževalo ali celo zastrupljalo tal, voda in zraka.

▶ Global Sources of Primary Energy



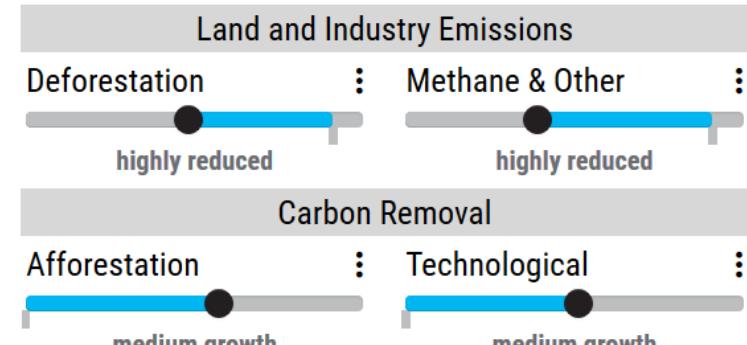
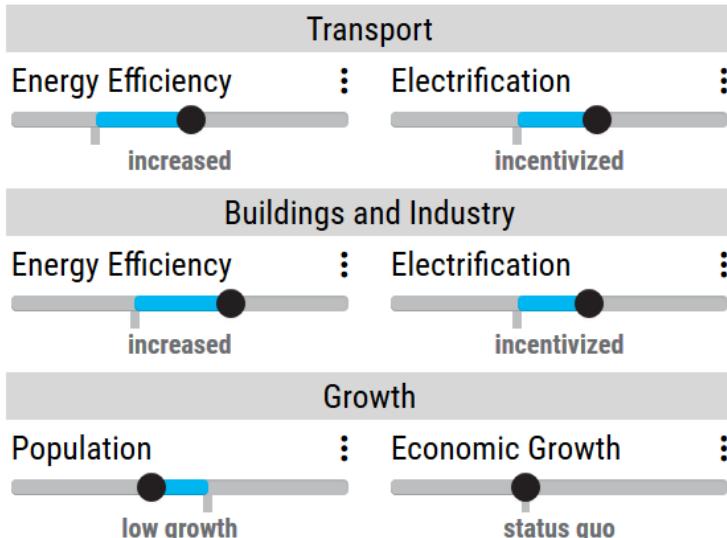
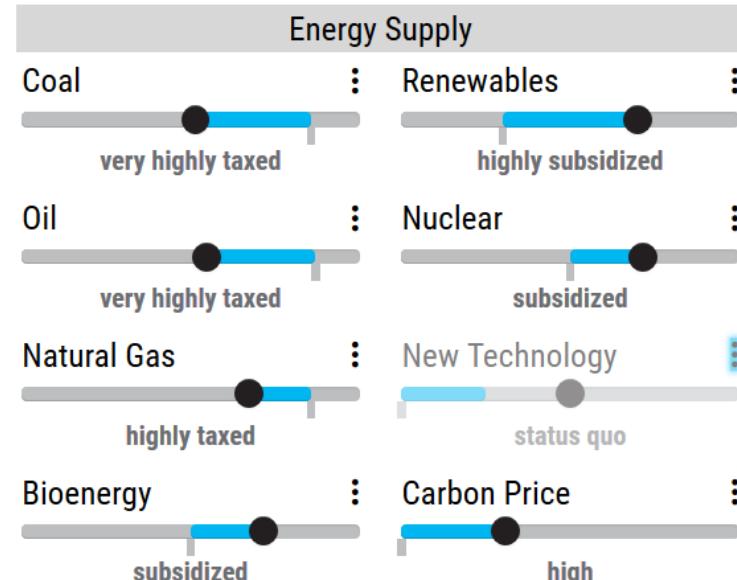
COAL OIL GAS RENEWABLES BIOENERGY NUCLEAR NEW TECH

▶ Temperature Change



+2.0°C
+3.5°F

Temperature Increase by 2100



CLIMATE
INTERACTIVE

MIT
MANAGEMENT
Sustainability Initiative



Pomen COP26: obris novega svetovnega dogovora

Europe's biggest economies ramp up pressure for deal to curb corporate tax abuse

France, Germany, Italy and Spain sign letter saying critical moment has been reached to strike a blow against tax avoidance

Opinion: let's make sure global agreement on tax happens

Richard Partington
Economics correspondent

@RJPartington
Fri 4 Jun 2021 14.16 BST



Chancellor of the Exchequer Rishi Sunak (centre) welcomes G7 finance ministers at a meeting in London. Photograph: Andy Rain/EPA

The EU's four biggest economies have raised the pressure for a landmark agreement to curb tax abuse by multinational companies to be reached at G7 meetings in London on Friday.

Sending a united message in a [letter in the Guardian](#), the finance ministers of France, Germany, Italy and Spain said a critical moment had been reached to strike a blow against tax avoidance as governments around the world attempt to rebuild from the Covid-19 pandemic.

Sending a united message in a [letter in the Guardian](#), the finance ministers of France, Germany, Italy and Spain said a critical moment had been reached to strike a blow against tax avoidance as governments around the world attempt to rebuild from the Covid-19 pandemic.

Two days of talks between G7 finance ministers in London are underway to reach a breakthrough agreement to raise more tax from companies such as Google, Facebook and Amazon and other global giants. An update is expected on Saturday at the conclusion of the meeting, which is also focused on the recovery from the pandemic, cutting carbon emissions and supporting low-income nations.

The heads of the EU's most powerful finance ministries wrote on Friday that agreement at the summit was within reach after years of false starts.

Advertisement

"For more than four years, France, [Germany](#), Italy and Spain have been working together to create an international tax system fit for the 21st century. It is a saga of many twists and turns. Now it's time to come to an agreement," they said.

A breakthrough in London would be key to paving the way for a wider deal between nations including China, India and Brazil at meetings taking place between the G20 in [Italy](#) next month, the ministers said, adding there was a need to re-establish an international consensus on major global issues.

"We therefore commit to defining a common position on a new international tax system at the G7 Finance Ministers meeting in London this Friday. We are confident it will create the momentum needed to reach a global agreement at the G20 in Venice in July."

Representing three of the seven ministers attending, the letter was signed by the French finance minister, Bruno Le Maire, Germany's Olaf Scholz, and Italy's Daniele Franco.

Sestanek finančnih ministrov G7 junija 2021



Trajnostna in zelena tranzicija v petih slikah

Koncept trajnosti in krožni prehod



25. septembra 2015 so članice OZN sprejele **cilje trajnostnega razvoja**, da bi izkoreninile revščino, zaščitile planet in zagotovile blaginjo za vse kot del t. i. nove trajnostne agende. Vsak cilj ima natančne merljive tarče za prihodnjih 15 let (do leta 2030).

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Kaj pomeni krožno gospodarstvo?



"Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design."

Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital."

Ellen MacArthur Foundation

Source: <https://www.ellenmacarthurfoundation.org/circular-economy>

Nova paradigma
omogoča vračanje virov v
nadaljnje proizvodno-
potrošne cikluse.

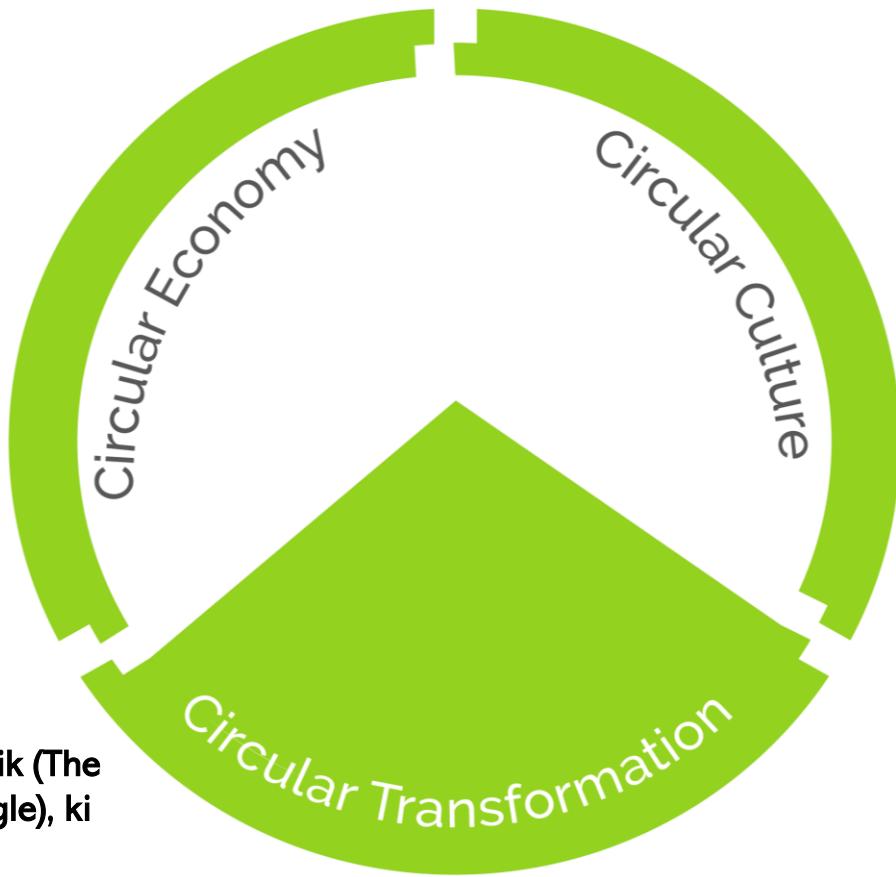
Priti tja, pomeni
inovirati, kot še
nikoli doslej.

Izziv je minimizirati
odpadek s samo
procesno zasnova.

Tak družbeno-ekonomski
sistem je inherentno
trajnosten.



Zakaj je težko preiti v drugačen družbeni in gospodarski sistem



Krožni trikotnik (The Circular Triangle), ki predstavlja tri razsežnosti krožnega prehoda

Krožni prehod je evolucijski, večrazsežnostni proces družbenih sprememb, ki temeljito spreminja razmere gospodarjenja vseh gospodarskih subjektov.

Vključuje gospodarsko (sistemska) preobrazbo, poslovno in družbeno (kulturno) preobrazbo.

Inovacije so nujne za uspešen krožni prehod. Utemeljene v trajnostni miselnosti.

Upoštevamo absolutno omejitev virov, kar terja premislek o poslovnom namenu, in konec rasti, kot jo poznamo: absolutne planetarne meje določajo možnosti za rast blaginje, kar ima prednost pred gospodarsko rastjo



Ključne civilizacijske predpostavke se spreminja



Kaj je naš skupni problem?

Preiti v krožno gospodarstvo pomeni proaktivno ustvarjanje pogojev za družbeni razvoj, ki izhajajo iz potrebe po sistemskem prehodu gospodarstva in družbe na svetovni ravni.



Od kod bežijo ti ljudje?

Ključne ekonomske predpostavke se spreminja:



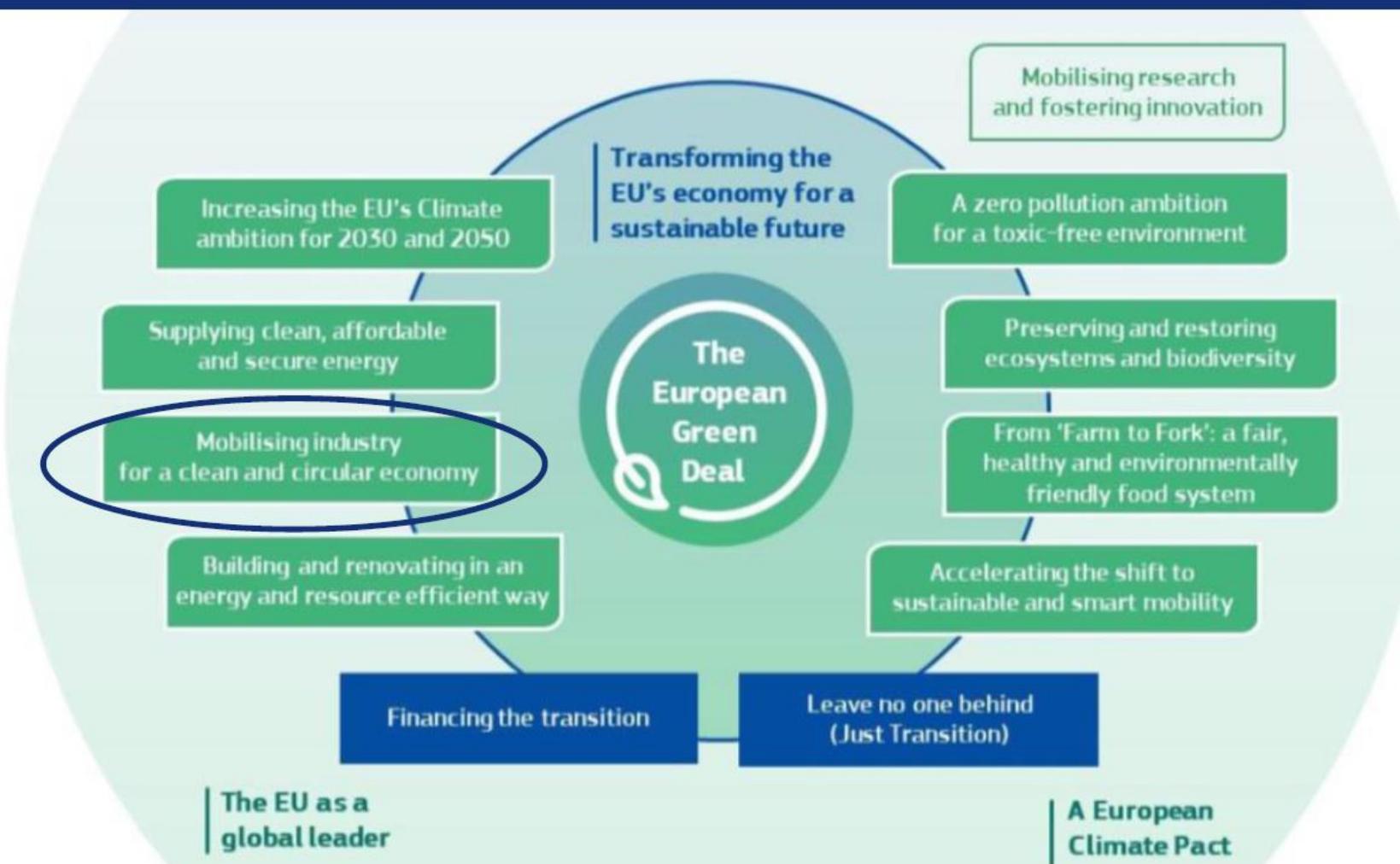
Komu pripada prihodnost?

- od omejene racionalnosti do transgeneracijske racionalnosti;
- od konkurence do sodelovanja na temelju kompetenc;
- od dobičkonosnosti kot končnega cilja poslovanja proti učinkovitosti uporabe virov, ki postaja temeljno merilo uspešnosti;
- od obnove demokracije nazaj k humanosti in spoštovanju človekovih pravic in, končno, k prepoznavanju pravic planeta (oziroma, naravnega okolja do obnove).

Od Evropskega zelenega dogovora k akciji



European Green Deal



POUDARKI

Ogljična (podnebna) nevtralnost do 2050

R&D, inovacije

Trajnostna mobilnost

Učinkovita raba virov in energije, prehod na trajnostne vire energije

Finančni okvir za financiranje zelenega prehoda

Pravični prehod

„EU Regulatory framework for action“



The „what“:

CE Action Plan 2020

- new industrial and innovation mindset



The „how“:

Update of the 2020 Industrial Strategy: towards a stronger Single Market for Europe's recovery

- digitalisation, „Industry 4.0“
- boosting resilience
- decreasing dependency



...

Akcijski načrt EU za krožno gospodarstvo in poslovne priložnosti

Nov **Akcijski načrt za krožno gospodarstvo „Za čistejšo in bolj konkurenčno Evropo“** poudarja, da EU ne more sama uresničiti ambicij Evropskega zelenega dogovora za podnebno nevtralno, z viri učinkovito in krožno gospodarstvo.

Akcijski načrt tudi potrjuje, da bo EU še naprej vodilna na poti v krožno gospodarstvo v svetu in bo uporabljala svoj vpliv, znanje in finančna sredstva za uresničevanje agende trajnostnega razvoja ZN do leta 2030 in njenih ciljev trajnostnega razvoja v EU in zunaj nje.

Krožne priložnosti izhajajo iz obsežnih sprememb v poslovнем okolju in v naši družbi: naraščajoče pomanjkanje primarnih materialnih in energetskih virov, njihova nestanovitnost cen, zmanjšanje podnebnega tveganja, družbena kohezija, staranje prebivalstva, globalne migracije, socialna neenakost, pa tudi vseživljenjsko učenje, vpliv potrošnikov in samo preoblikovanje regulativnega okvira stran od logike »make – take-use - dispose« in s tem povezani linearni krožni modeli.

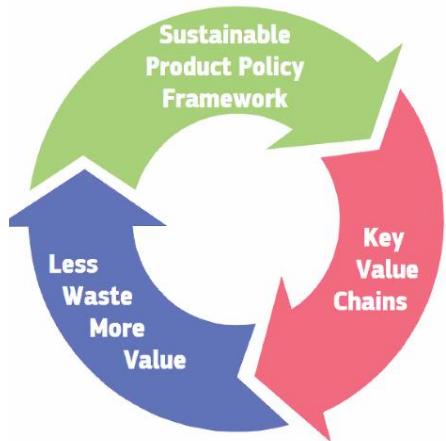
Na krožne priložnosti ne smemo gledati kot na prisilne izhode, ki nas vodijo k doseganju določenih okoljskih ali družbenih ciljev trajnostnega razvoja na račun poslovne uspešnosti vključenih podjetij ali celo ekonomskih merit na splošno.

Sprejetje krožnih načel ne pomeni samo "učinkovitosti virov" v "tehničnem" smislu. To je planetarni družbeni izliv.





Cilji Akcijskega načrta EU za krožno gospodarstvo



35 aktivnosti, usmerjenih k:

- snovanju trajnostnih in krožnih izdelkov (**circular design**)
- okrepitevi izbire potrošnikov
 - (varovanje potrošnikov, pravica do popravila, uveljavljanje merila ogljičnega odtisa organizacij in produktov)
- uveljavitvi krožnih načel v **nabavi javnega sektorja** (14% vseh nabav v EU; obveznost poročanja)
- zmanjševanju **obsega odpadkov**
 - (spodbujanje sekundarnega trga virov; 40% poslovnih stroškov so materialni stroški)
- Evropskemu voditeljstvu na področju trajnostnega in krožnega prehoda ter povečevanju konkurenčnosti gospodarstva (npr.: globalni dogovor za plastiko, ...)
- pravičnemu prehodu na ravni mest, regij in držav
 - (4 milijone delovnih mest v EU je povezanih s krožnim gospodarstvom, potencial za 700.000 več do leta 2030)

- Osredotočenje na 8 ključnih verig vrednosti:

- - elektronika in informacijske tehnologije
 - - baterije (akumulatorji) in vozila
 - - embalaža
 - - plastika
 - tekstil
 - - gradbeništvo
- (prek 50% vse ekstrakcije, 35% vseh odpadkov v EU)
- - hrana
 - - voda

CEAP Tracking Table:

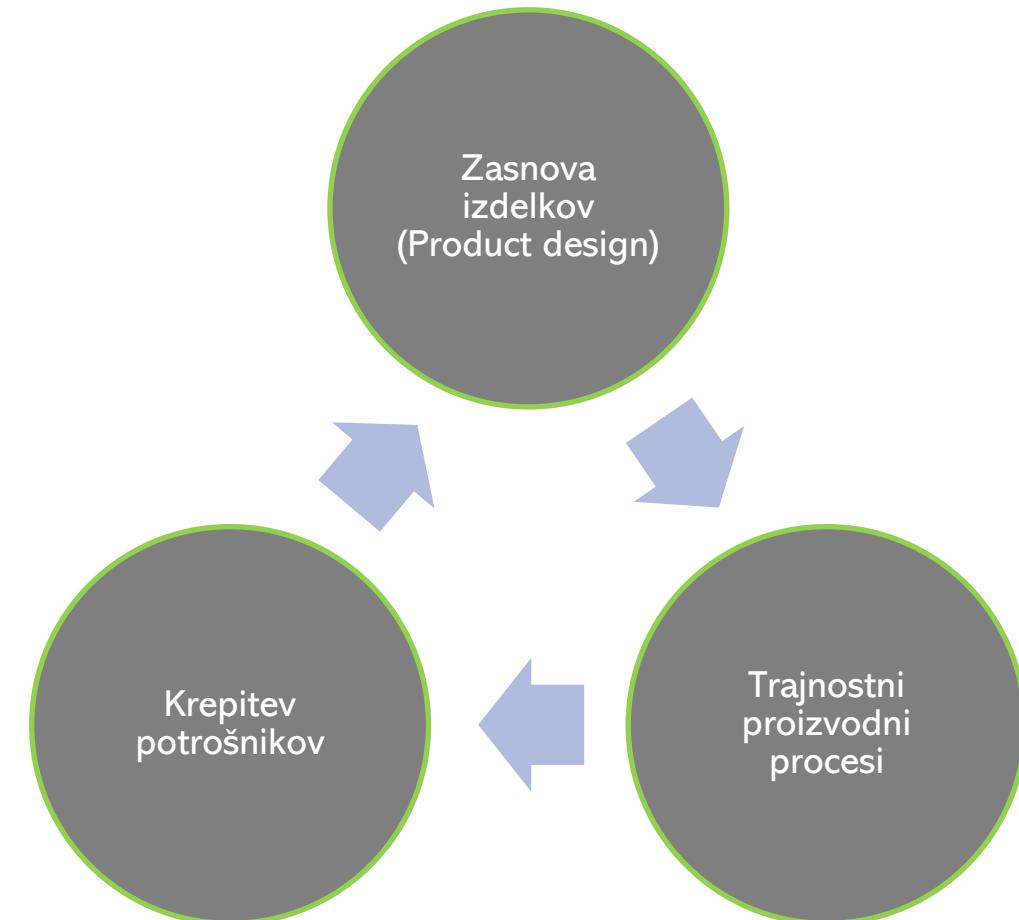
https://ec.europa.eu/environment/circular-economy/pdf/implementation_tracking_table.pdf

Okvir za politiko trajnostnih izdelkov (Sustainable Product Policy Framework)

Gre za celovit okvir, ki naslavlja izdelke na trgu EU in podpira trajnostne načine potrošnje, ki zmanjšujejo odpadke s krožno zasnovno izdelkov (daljša življenska doba, popravljivost, nadgradljivost, razgradljivost).

Pravni okvir bo spodbujal prehod na storitvene modele („product-as-a-service“), popravljivost, nadgradljivost, razgradljivost in digitalizacijo ter omejeval posamično uporabo, prezgodnjo pokvarljivost in škodljivost kemičnih substanc.

Uresničevanje tega pravnega okvira je osredotočeno na posamične verige vrednosti.



EU načrtuje uvedbo digitalnega izdelčnega potnega lista za spodbujanje krožnega gospodarstva

Evropska komisija namerava v začetku prihodnjega leta uvesti „digitalni potni list za izdelke”, ki bi vseboval informacije o sestavi blaga na evropskem trgu, da bi povečali njihove možnosti za ponovno uporabo in recikliranje.

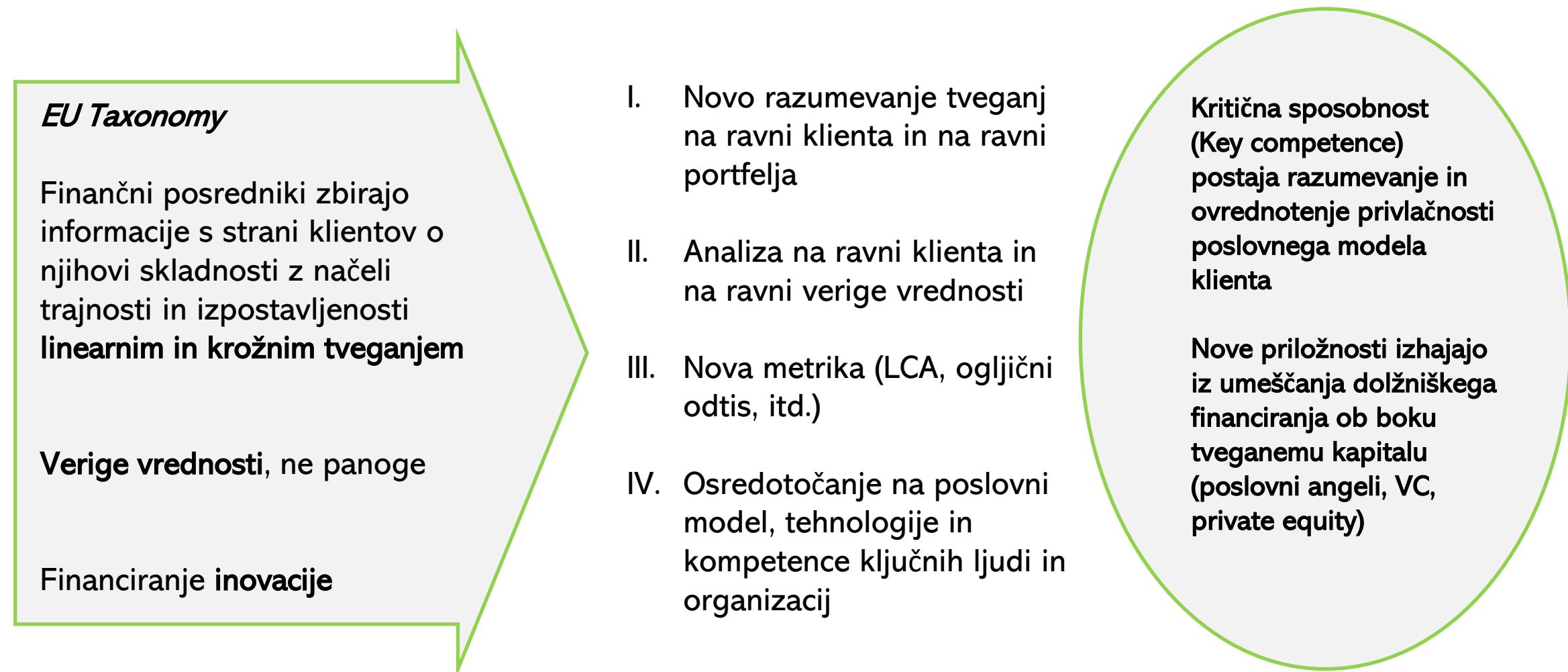
Z njim bo mogoče identificirati najpomembnejše informacije o sestavi vsakega izdelka, tako da ga lahko uporabniki v dobavni verigi ponovno uporabijo ali pravilno obdelajo v obratih za ravnanje z odpadki.

Evropa mora preiti na trajnostne, dolgotrajne izdelke in upočasnititi uporabo virov, ko tečejo skozi gospodarstvo. Pobuda za trajnostne izdelke, ki bo predvidena v začetku prihodnjega leta, bo velik pospešek k temu cilju.

Digitalni izdelčni potni list je del te pobude. Danes, ko se blago proizvaja, kupuje in prodaja, se podatki o sestavnih delih in možnosti recikliranja izgubijo. Potni list bo to obravnaval z izkoriščanjem podatkov v javno dobro. Ena sama sestavina lahko izniči celotno snovno vrednost nekega izdelka, zaradi česar postaneta ponovna uporaba ali recikliranje neizvedljiva.

Kaj pa finance? – EU Taxonomy

Pospešek trajnostnemu in krožnemu prehodu prinaša nepovratne posledice z vidika razumevanja klientov in identifikacije poslovnih priložnosti za investitorje in finančne posrednike (banke, zavarovalnice, sklade, ...).





Ocena linearnih in krožnih tveganj

Krožna tveganja	Linearna tveganja
Potrebna sprememba miselnosti v podjetju za to, da bi izdelke v uporabi prepoznali kot module (gradnike) ali materiale, ne pa odpadke	Odvisnost od primarnih virov - tveganje motenj in disruptije v nabavni verigi
Potrebna začetna investicija lahko kratkoročno povzroči tveganje znižanja pokritij (marže).	Izpostavljenost nihanju cen primarnih virov
Tveganje izgube ravnotežja med kratkoročnimi maržami in dolgoročno stabilnostjo poslovanja.	Tveganje zaostrovanja okoljske zakonodaje
Tveganje tržnega povpraševanja za izdelki: uporabniki in podjetja so navajeni na konvencionalne izdelke.	Rast prebivalstva in povečevanje finančnega premoženja
Odvisnost od sodelovanja vzdolž nabavne verige	Posledice podnebnih sprememb
Nepoznana preostala vrednost izdelkov zaradi preplitkega trga krožnih podjetij z modeli COM (upcycle, re-use, recycle, refurbish)	Povpraševanje za trajnostnimi, okolju prijaznimi izdelki
Tveganje učnika "lock-in" v nabavni verigi	Tveganje, da poslovna dejavnost postane odvečna zaradi navezanosti na linearni poslovni model (neuporabna sredstva)

V največji meri so povezana z vlogo v verigi vrednosti. To še zlasti velja za MSP (SME).

Kakšna je vloga finančnega sistema spodbujanju zelenega prehoda?

„EU Taxonomy“: Temelj evropskega voditeljstva na področju zelenega prehoda

In order to meet the EU's climate and energy targets for 2030 and reach the objectives of the European Green Deal, a common language and a clear definition of what is 'sustainable' is needed. This is why the action plan on financing sustainable growth called for the creation of a common classification system for sustainable economic activities, or an "EU taxonomy".

EU taxonomy is a classification system, establishing a list of environmentally sustainable economic activities. By providing appropriate definitions to companies, investors and policymakers on which economic activities can be considered environmentally sustainable, it is expected to create security for investors, protect private investors from greenwashing, help companies to plan the transition, mitigate market fragmentation and eventually help shift investments where they are most needed. An IT tool that will facilitate the use of the taxonomy - available in early 2021.

Platform on Sustainable Finance: an advisory body subject to the Commission's horizontal rules for expert groups, enabling dialogue and close cooperation among a wide range of stakeholders from the public and private sector - crucial to deliver on the aims of the EU Taxonomy Regulation. The platform assists the Commission in developing its sustainable finance policies, notably the further development of the EU taxonomy.

The [Taxonomy Regulation](#) was published in the Official Journal of the European Union on 22 June 2020 and entered into force on 12 July 2020. It establishes the framework for the EU taxonomy by setting out four overarching conditions that an economic activity has to meet in order to qualify as environmentally sustainable.

The Taxonomy Regulation establishes six environmental objectives:

- Climate change mitigation
- Climate change adaptation
- The sustainable use and protection of water and marine resources
- The transition to a circular economy
- Pollution prevention and control
- The protection and restoration of biodiversity and ecosystems

Challenge: increasingf the circularity of our business

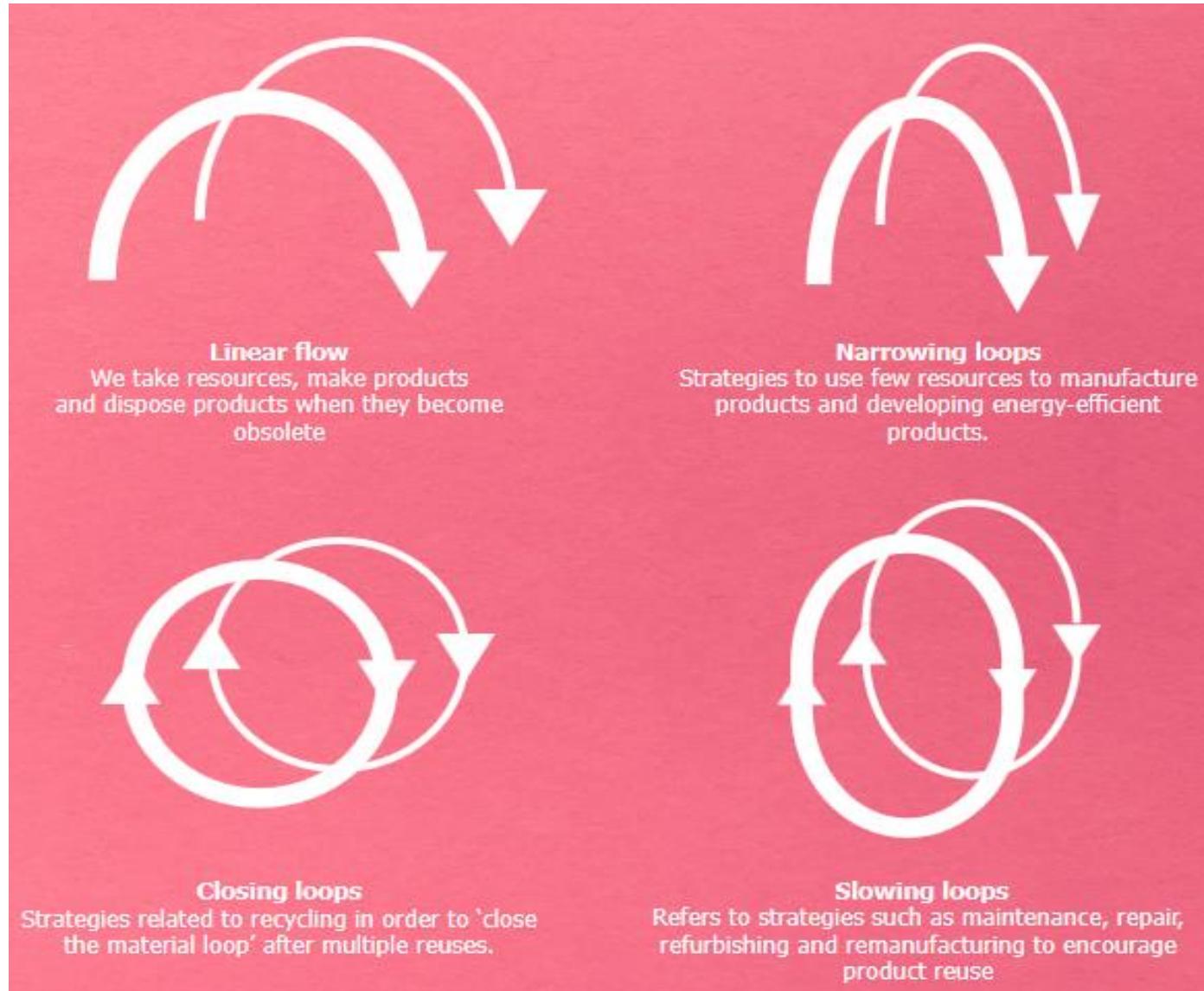
Are we looking for our opportunities at arrivals or are we at departures?

Kako do krožnega poslovnega modela?

Kickstarting Circular
Business Experimentation
From product ownership to
customer experience

Innoboost, TU Delft

http://media.wix.com/ugd/b93010_db7c3f76b024d3d9d5a0d2357c4aee3.pdf



Ključni izzivi krožne transformacije na ravni poslovnega modela

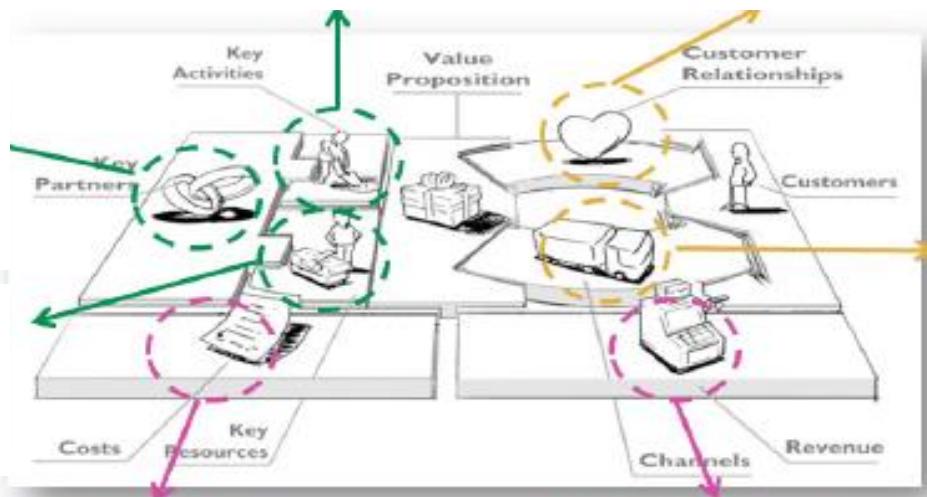
1. Sodelovanje vzdolž verige vrednosti modeli sodelovanja, dolgoročna partnerstva, simbioza?

2. Zahtevnejši izdelki, proizvedeni iz sekundarnih virov?

3. Dolgoročni odnosi? Je lastnik izdelkov posrednik?

4. Povratna logistika, ponovna (krožna) uporaba materialov?

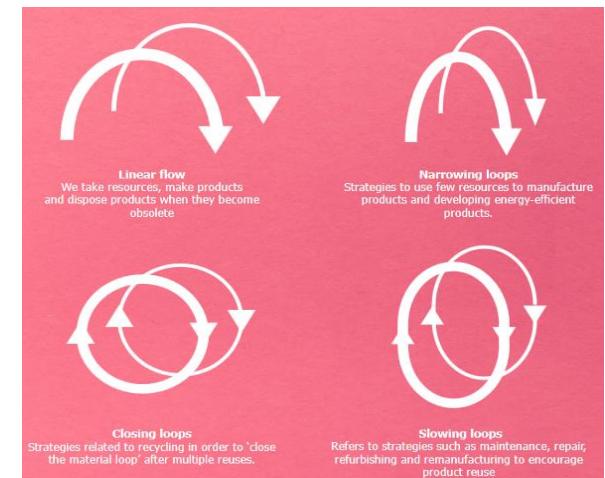
7. Upravljanje s sredstvi postane kritično. Kako poteka?



6. Spremembe v stroškovni strukturi in dejavnikih stroškov?

5. Plačevanje po uporabi? Leasing?

Pozor: ločitev lastništva od uporabe sredstev spreminja osredotočenost od collaterala (jamstev in zastavnih pravic) na sposobnost ustvarjanja denarnega toka.



Vir: Money makes the world go around, Wokring Group Finance, Ellen MacArthur Foundation, Marec 2016, str.: 41;

Kickstarting Circular Business Experimentation, From product ownership to customer experience, Innoboost, TU Delft

QuCAS Report



CIRCULAR
BUSINESS
ACADEMY

QuCAS Report

Company: Valtex

Country: Slovenia

Appraiser's name and surname: Niko Kumar

Circular Assessment Score

Circular business model potential: 40,2 out of 50

Commitment to the circular transformation: 37,5 out of 50

Total QuCAS : 77,7 out of 100

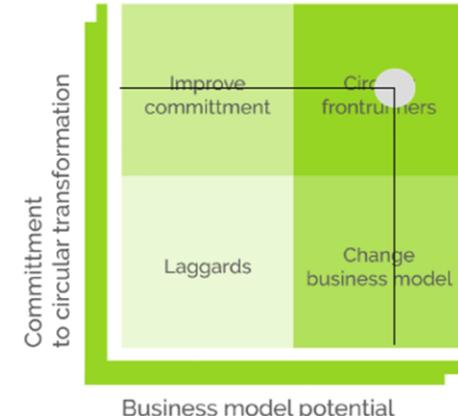
Your company is advanced in circular transformation.

Primer:

Valtex, d. o. o.

According to the QuCAS score it is characterised as a Circular Frontrunner. Your organisation's business model demonstrates high potential and at the same time there has been a significant commitment given to the accomplishment of the circular transformation objectives.

QuCAS Map



Comment

Your company's circular model potential and the organisation's commitment justify substantial focus and investment in the implementation of its circular business model and demonstrates low circular risk.

Thank you for your participation at the Quick Circular Assessment.

Yours sincerely,

Copyright: Gm 2020

All collected information is kept confidential and is used only for research and academic purposes. You are the only recipient of your company QuCAS Report.

In case you would like to provide us with any additional feedback or ask any more specific questions, please, do not hesitate to write an e-mail to: info@circularbusinessacademy.com.

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