

Cirkulära affärsmodeller

för lönsamma företag inom planetens gränser

JÄMTLAND BEYOND TOMORROW • 24 JANUARI 2024

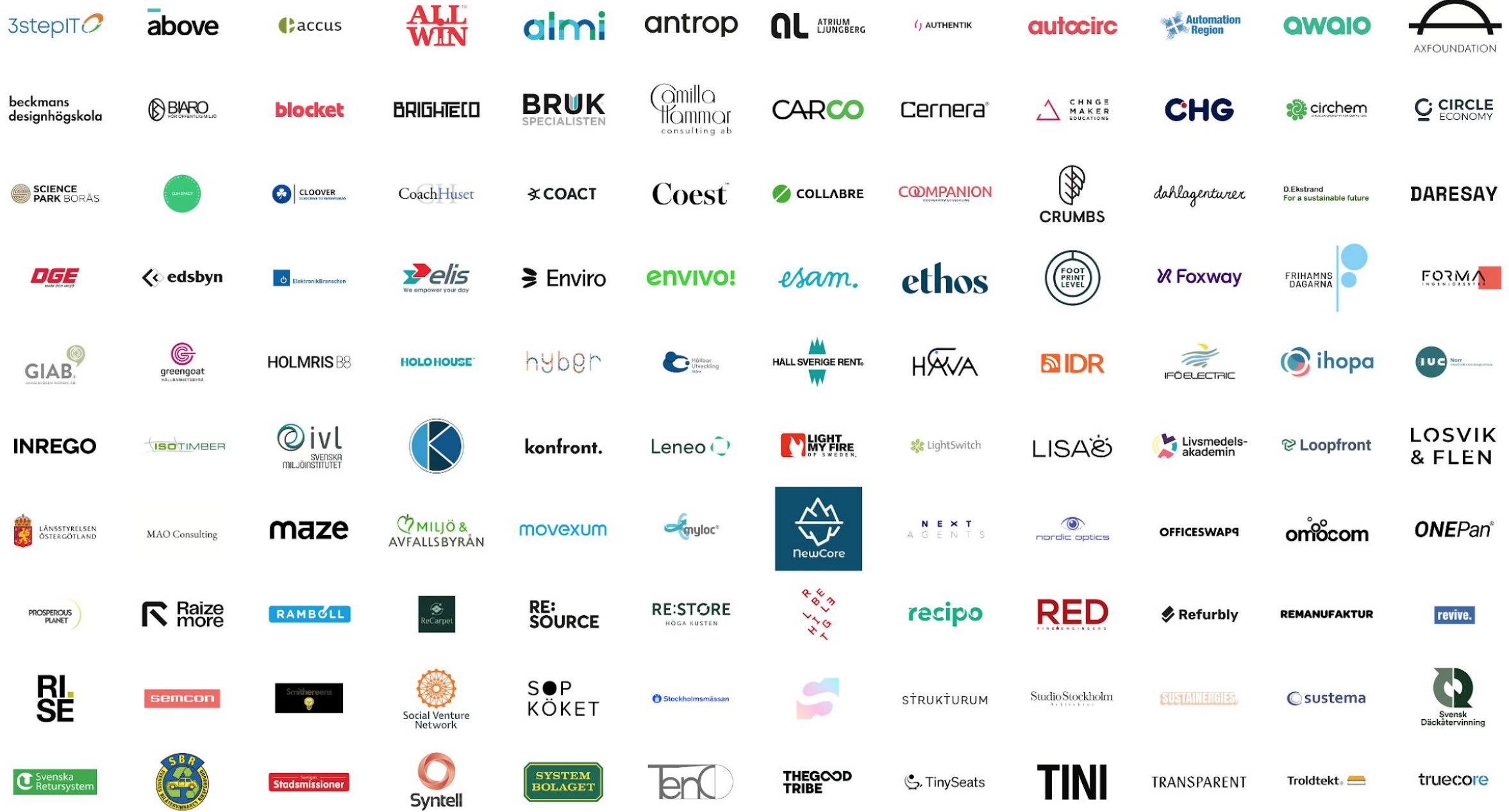


Credlenet

Accelererar cirkulär ekonomi genom
Kunskap • Nätverk • Opinion

Photo: Ema Persson - photema.se

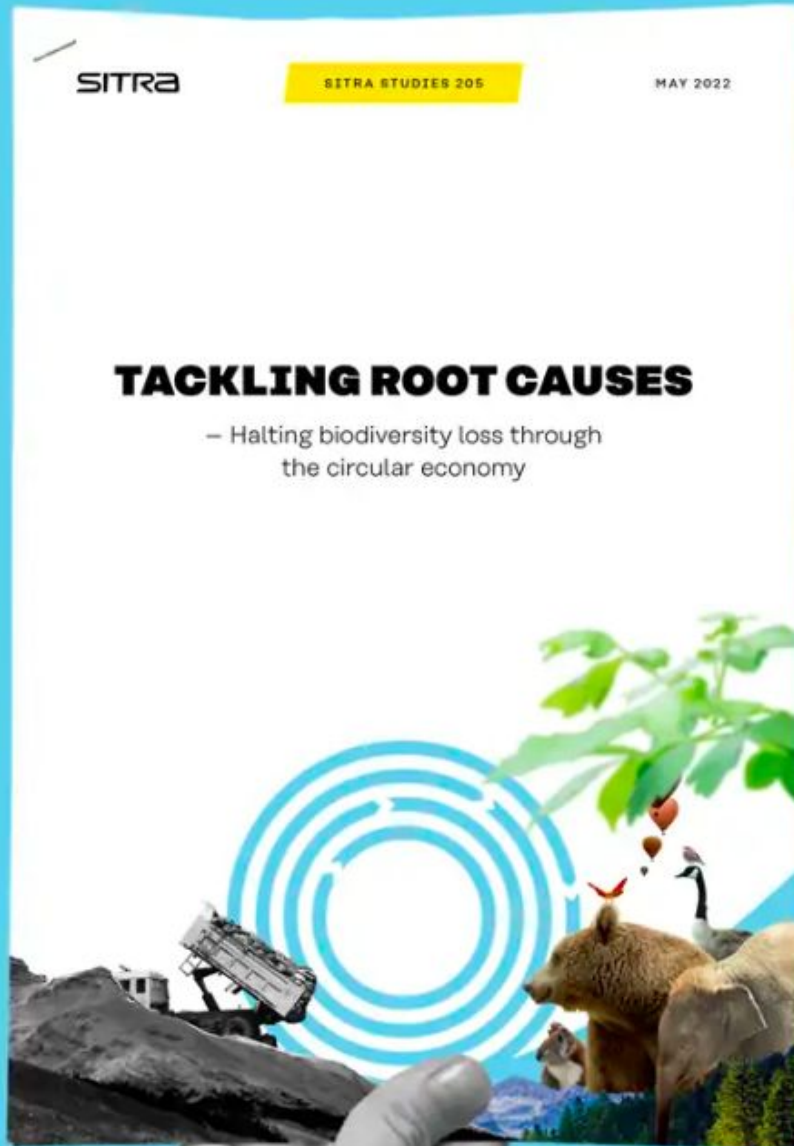
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Varför cirkulär ekonomi?



40–70% av de globala
koldioxidutsläppen kan minskas
genom cirkulär ekonomi



Cirkulär ekonomi kan förhindra artddöd



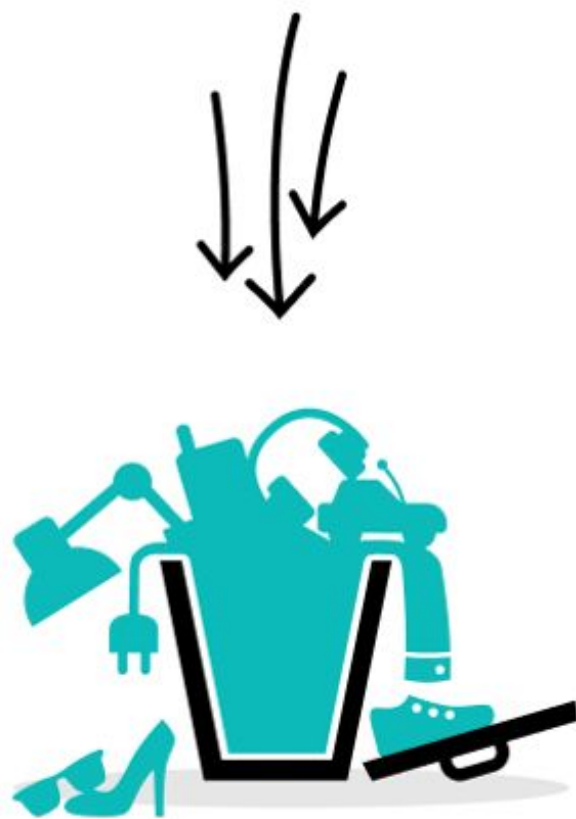
“It is important to understand that circularity isn’t just a fad – it is critical for humanity to survive.”

NANETTE BRAUN, Chief Communications Campaigns, United Nations

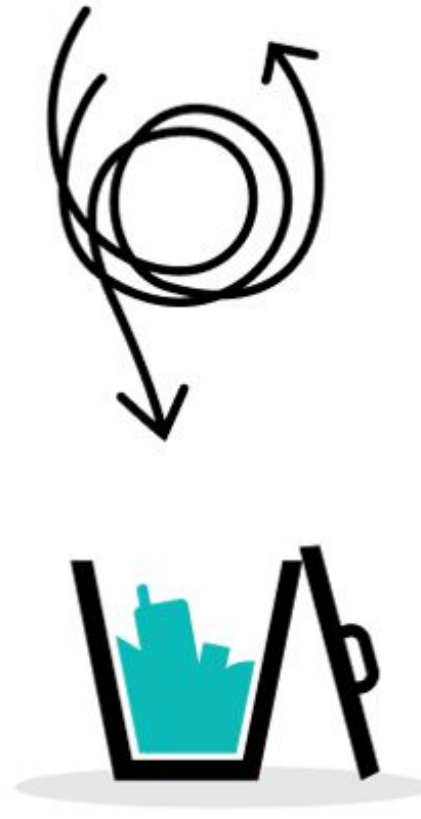
Källa: [UN expert says circular economy is “critical” for humanity’s survival | circularonline.co.uk](https://circularonline.co.uk)

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Vad är cirkulär ekonomi?



Linear



Recycling



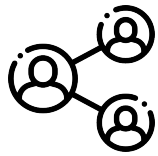
Circular



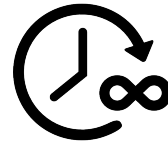
Circular economy can contribute to \$4.5 trillion by 2030 and as much as \$25 trillion by 2050.



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ANVÄND OFTA



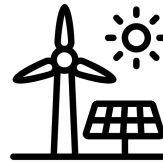
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CIRKULERA



GIFTFRIA MATERIAL



FÖRNYBAR ENERGI



ÅTERSKAPA NATUREN

Goda exempel

IKEA — Mål: 100% cirkulärt 2030



Patagonia — “Earth is our only shareholder”

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Patagonia's Founder Just Gave Away His \$3 Billion Company. Here's Why That's Not as Crazy as It Sounds He first considered an

IPO: 'What a disaster that would have been!' 

Foxway — Drivande i forskning och nätverk



We are Foxway

We enable
circular tech



Nornorm — Product-as-a-Service

NOR
NORM

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DiGITAL Prenumerer

Dansk-svenska möbelbolaget tar in 1,2 miljarder kronor

Nornorms cirkulära kontorsmöbler lockar kunder som Volvo, Electrolux och Netflix.
Nu plockar det dansk-svenska bolaget, som redan delägs av Ikea, in 1,2 miljarder kronor i en investeringsrunda ledd av riskkapitalbolaget Verdane.

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 **Marianne Agazzi** ✉
Text

byta hela tiden. Den cirkulära ekonomin kommer att ha en större inverkan på branscherna än internetrevolutionen”, säger Jonas Kjellberg.

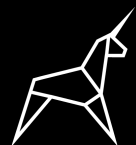
Outdoor Buddies — Rental-as-a-Service



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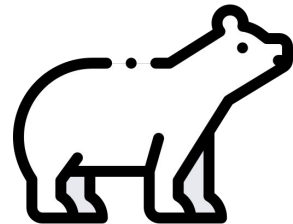
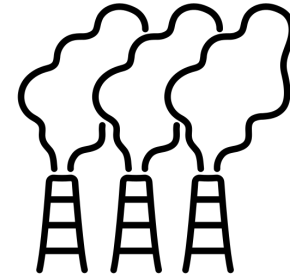
We help retailers integrate
secondhand selling in their existing
online marketplace

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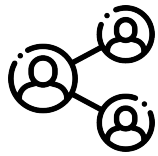
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Hur kommer vi igång?

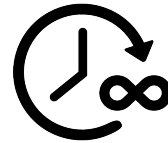
Förstå risker och möjligheter



Brainstorma idéer



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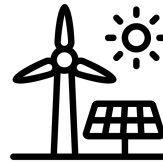
ANVÄND LÄNGE



CIRKULERA



GIFTFRIA MATERIAL



FÖRNYBAR ENERGI



ÅTERSKAPA NATUREN

Gör något!



Tack!

Sofia Sundström

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