



AÇÃO AMBIENTAL
2016

Palestra Magna
Douwe Jan Joustra – Implement Circular Economy (ICE)
Rio de Janeiro – Sistema FIRJAN

← **SEMINÁRIO FIRJAN DE AÇÃO AMBIENTAL**

**REPENSAR PRODUÇÃO,
DESCARTE
E CONSUMO.** →



AÇÃO AMBIENTAL
2016

← SEMINÁRIO FIRJAN DE AÇÃO AMBIENTAL

REPENSAR PRODUÇÃO,
DESCARTE
E CONSUMO. →

1º de Junho 14h às 18h Seminário "Economia Circular"

Keynote Speaker

- Douwe Jan Joustra – Implement Circular Economy (ICE-Amsterdam)

Painel "Economia Circular: Modelos de Negócios"

- Beatriz Luz – Exchange For Change Brasil
- Mayra Sallie – MIG Jeans
- Rodrigo Santiago – Michelin
- Leonardo Freitas – EcoLab

Painel "Economia Circular: Caminhos Possíveis"

- Marc Diaz de Las Heras – Sebrae/RJ – Programas Estratégicos
- Pedro Junqueira – Resiliência e Operações do Município do Rio de Janeiro
- Tomás de Lara – Sistema B Brasil



**Circular is
the new square?**

Douwwe Jan Joustra

I don't
get it...

SUSTAINABILITY

RECYCLING

GREEN ENERGY

PLASTIC SOUP

CLIMATE CHANGE

BIO-FUELS

ELECTRIC CARS

GREEN BUILDING

RESOURCE SCARCITY

CIRCULAR ECONOMY

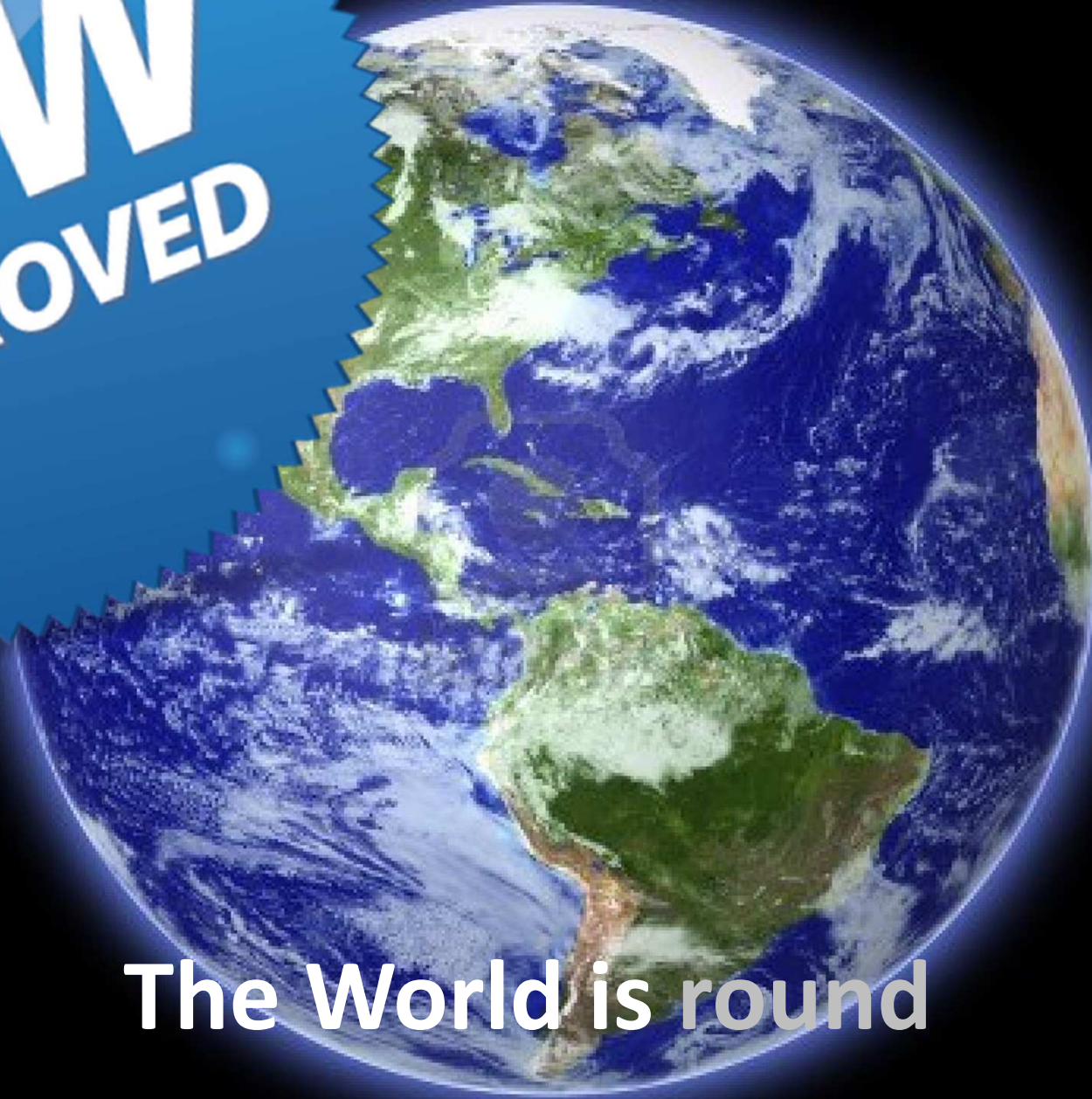
BUT, REALIZE YOURSELF

If you don't get it,
You're probably over 30....



The World is not flat

**NEW
& IMPROVED**



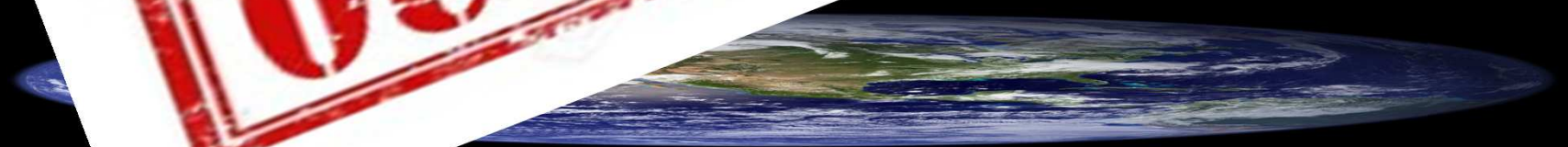
The World is round

Take

make

use

waste



The economy is not flat

**NEW
& IMPROVED**



The economy is round



DONT DRINK

Specialist in refurbishment.

NEW & IMPROVED



leapp

NIEUW



Jaar Garantie

Specialist in refurbishment

leapp

leapp

iPad.
Ideaal voor werk,
perfect voor op de bank.



Vanaf 495,-
199,-

49% besparing



**ROUND
IS
REAL**

LET'S (RE-)USE
RECOURCES,
MATERIALS,
ENERGY,
PEOPLE,
MONEY.

THIS MAKES SENSE!!

and..

**Money makes the
world go round!**

9.000x



THAT'S ALL, FOLKS



Brazil..

Recession!



Brazil..

Resources?



BENTO RODRIGUES, BRAZIL, Nov. 6, 2015

Brazil..

Re-think!

**Doing what
you do/did...
Is no solution!**



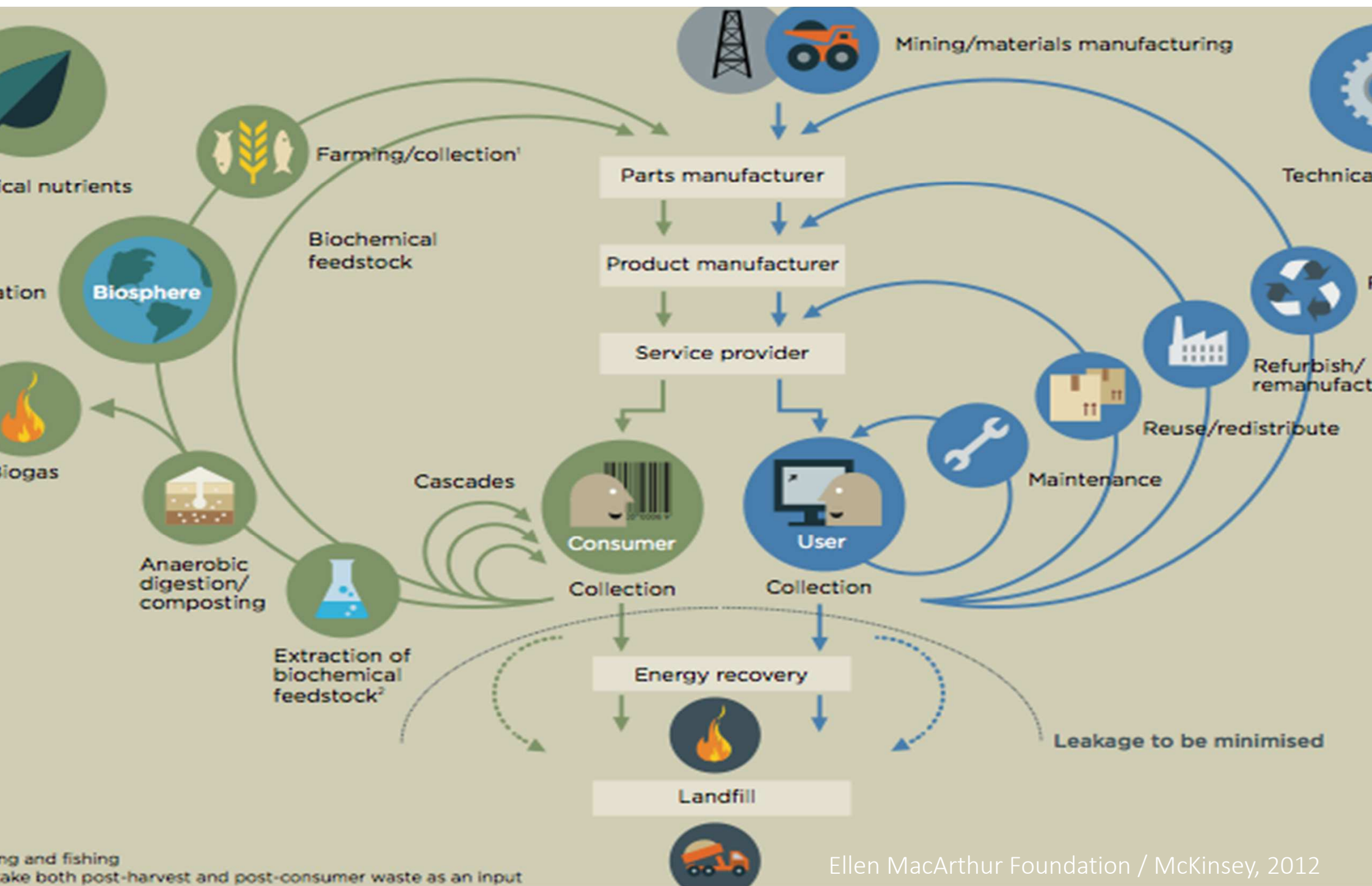
Economy =

INNOVATION!

Ci
is a



ny
s...



**Small
steps?**

**Giant
leaps!**

Energy..

Solar now

5 %

Unemployment

10.9%

So, think...

abundance!

Products..

Re-design!

Trending..
service!

Business..

Re-think!

The image shows the interior of a highly ornate Baroque church. The central focus is a large, gilded crucifix mounted on a tall, intricately carved column. The column is decorated with various figures and motifs. The ceiling is covered in colorful frescoes, and the walls are adorned with more carvings and paintings. The overall atmosphere is one of grandeur and religious devotion.

**Buildings as cultural
heritage**



**Building as a
resource warehouse**

SEATING AS A SERVICE



A wide-angle photograph of a modern airport terminal. The scene is filled with people walking through the concourse. On the left, there are shops, including one with a 'TOBACCO' sign and another with a 'FREE' sign. In the center, a large staircase with a glass railing leads to an upper level. The ceiling is high with recessed lighting and circular fixtures. The overall atmosphere is one of a busy, well-lit public space.

**LIGHT AS A SERVICE
PAY PER LUX'**

FLYING IS A SERVICE



DRIVING AS A SERVICE





XEROX AS A SERVICE

I do not need a drill.

I need a hole in the wall





PERFORMANCE BASED

**HOW TO
START?**

Sharing Marketplace for Business Equipment and Services

Most popular: car, meeting room, MRI, communication specialist, truck, aerial platform, designer

What are you looking for?

Location

25 km



Start Date

31

End Date

31

Advanced search?



Why FLOW2?

FLOW2 is the business-to-business Sharing Marketplace on which companies and institutions can share equipment, services, and the skills and knowledge of personnel.

Do you have something available? Rent it out, sell or lend it to other businesses and realize extra turnover. Are you just looking to use equipment, services or the knowledge of personnel at a lower cost? Then rent, borrow or buy from fellow organizations and save costs. [Read more](#).

Register for free

Add your offer

Add your request

On request
Thermopopers

On request
3D printen

On request
Niftylift

On request
Asset Managers
Nederland

On request
Ahlmann
Oud-Alblas, Nederland

On request
Betonmolen
Oldeholtspade, Nederland



Transport

Forklift & Driver

Excavator

Production Staff

Construction Workers

Canteen Services

Meeting Room

Financial Advisors

Gardener

Printing Facilities

Employees

Personal Assistant

STORAGE SPACE
FOR RENT

OFFICE
SPACE
for Rent

ENTRANCE

IT'S
TIME
TO
SHARE

ING SPACE
OR HIRE

PARKING SPACE
FOR HIRE

FOR HIRE

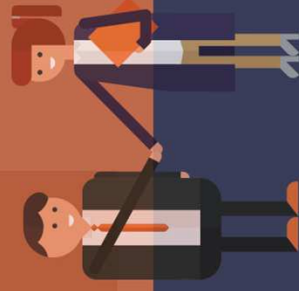
The B2B Sharing Marketplace

FLOW2
world's reset button 

www.flow2.com

HOW DOES IT WORK?

Watch our video and discover the world of FLOWW2.



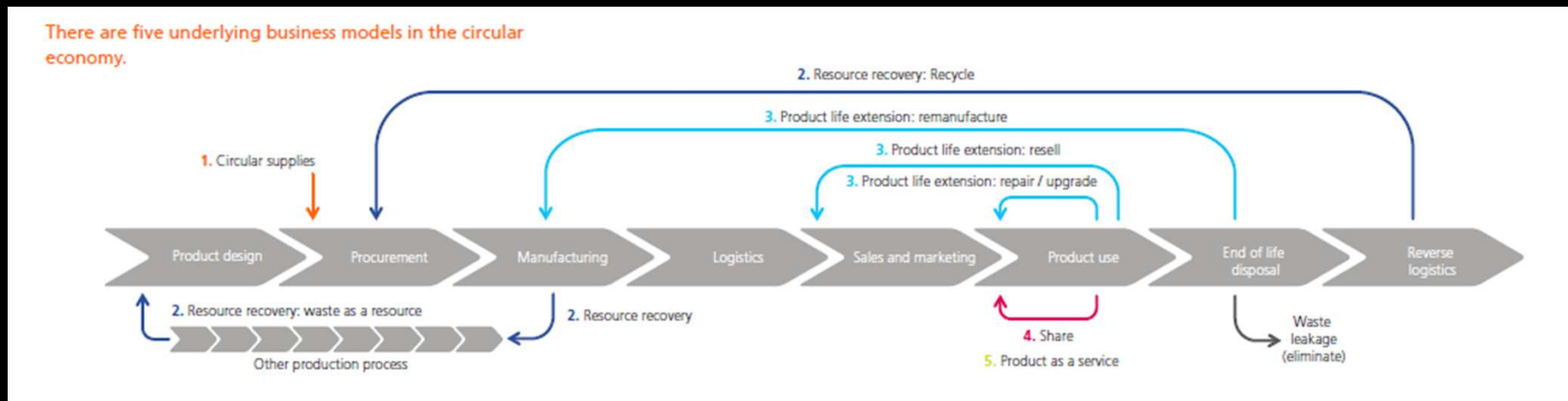
Still with me?

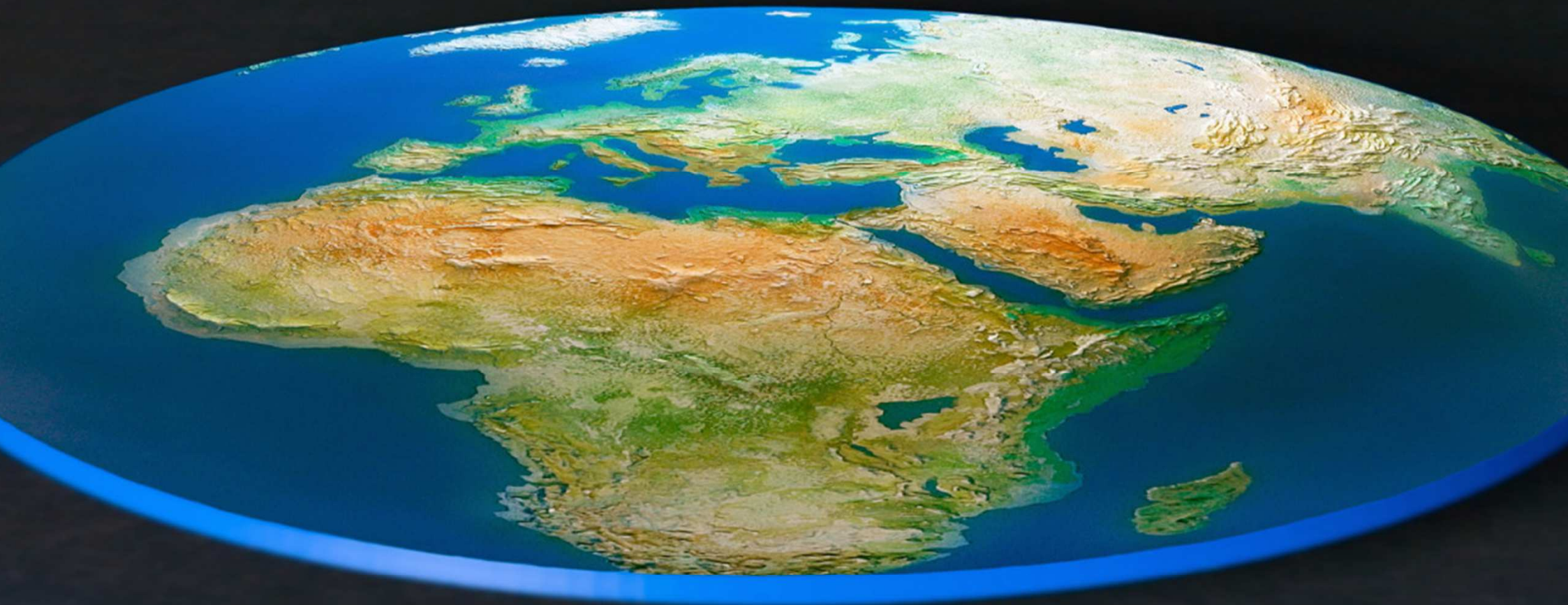
WHY CIRCULAR..

Company continuity
Autonomy

5 business models

- Circular resources
- Resource reuse
- Productive extension
- Sharing platforms
- Product as a Service





nonsense



sense

nonsense

VS

sense

Nonsense the product-focus

espoused by product managers or the venture capital community

sense:

User & service development!

invent a parallel process

Key:

identify performances

Needs & hidden needs

Create conditions:
Identify & publish

Economic perspectives



Ministerie van Economische Zaken



abobank



Planbureau voor de Leefomgeving

wateronet



Gemeente Amsterdam
Afvval Energie Bedrijf



alliander





Onderwerpen
in de
circulaire economie
een voorbeeld van
een voorbeeld van
een voorbeeld van

MVO

Key:

Supportive policy

Public procurement as gamechanger

Key:

Create BACE

Brazilian Accelerator CE



**NEDERLAND
CIRCULAIR!**



THE NETHERLANDS CIRCULAR HOTSPOT

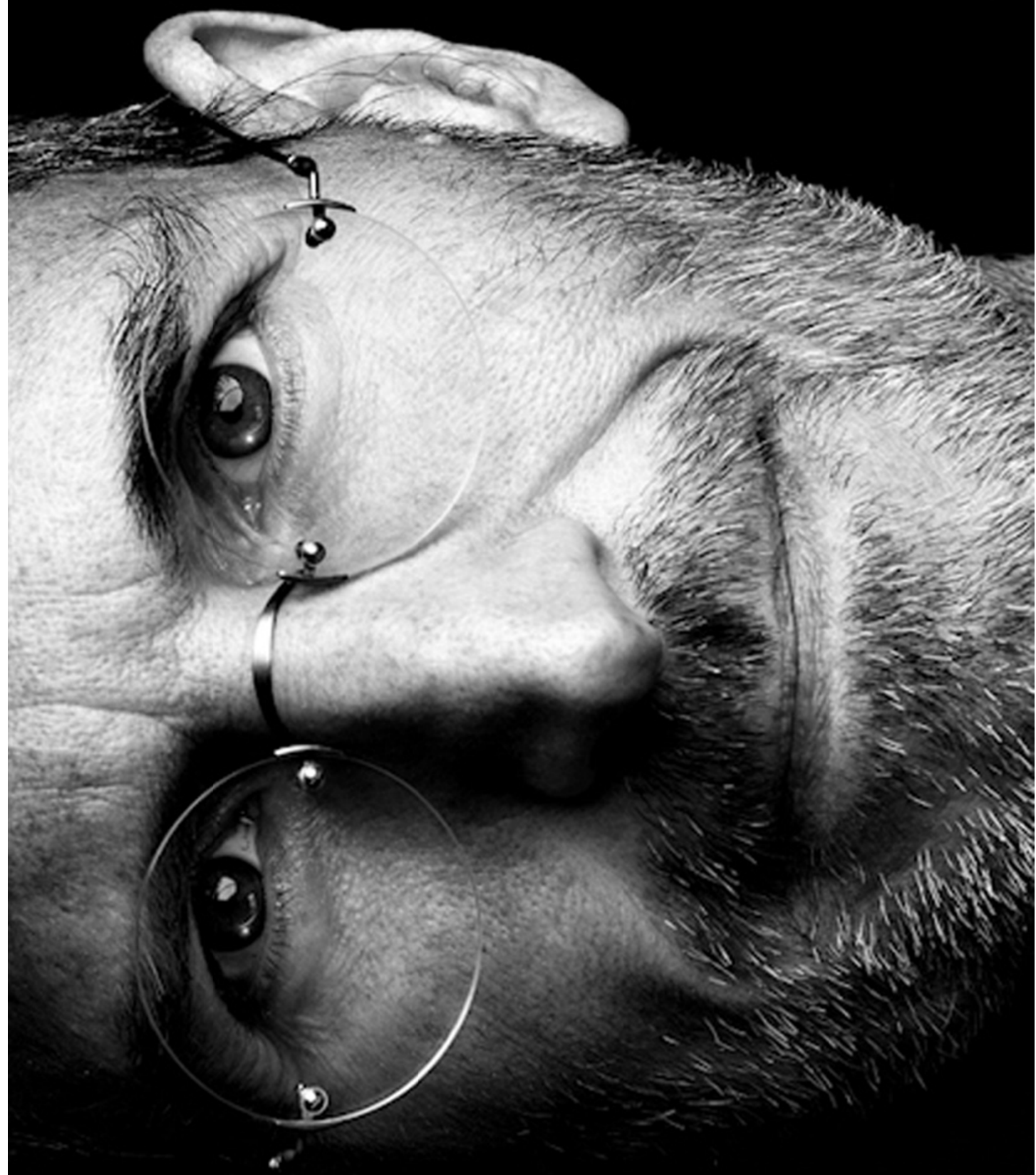


Still with me?

Trust:

the power of one

Think of your heroes, do as they did!







It is,

the scale up of you

And remember:

It were not the stagecoach owners

that

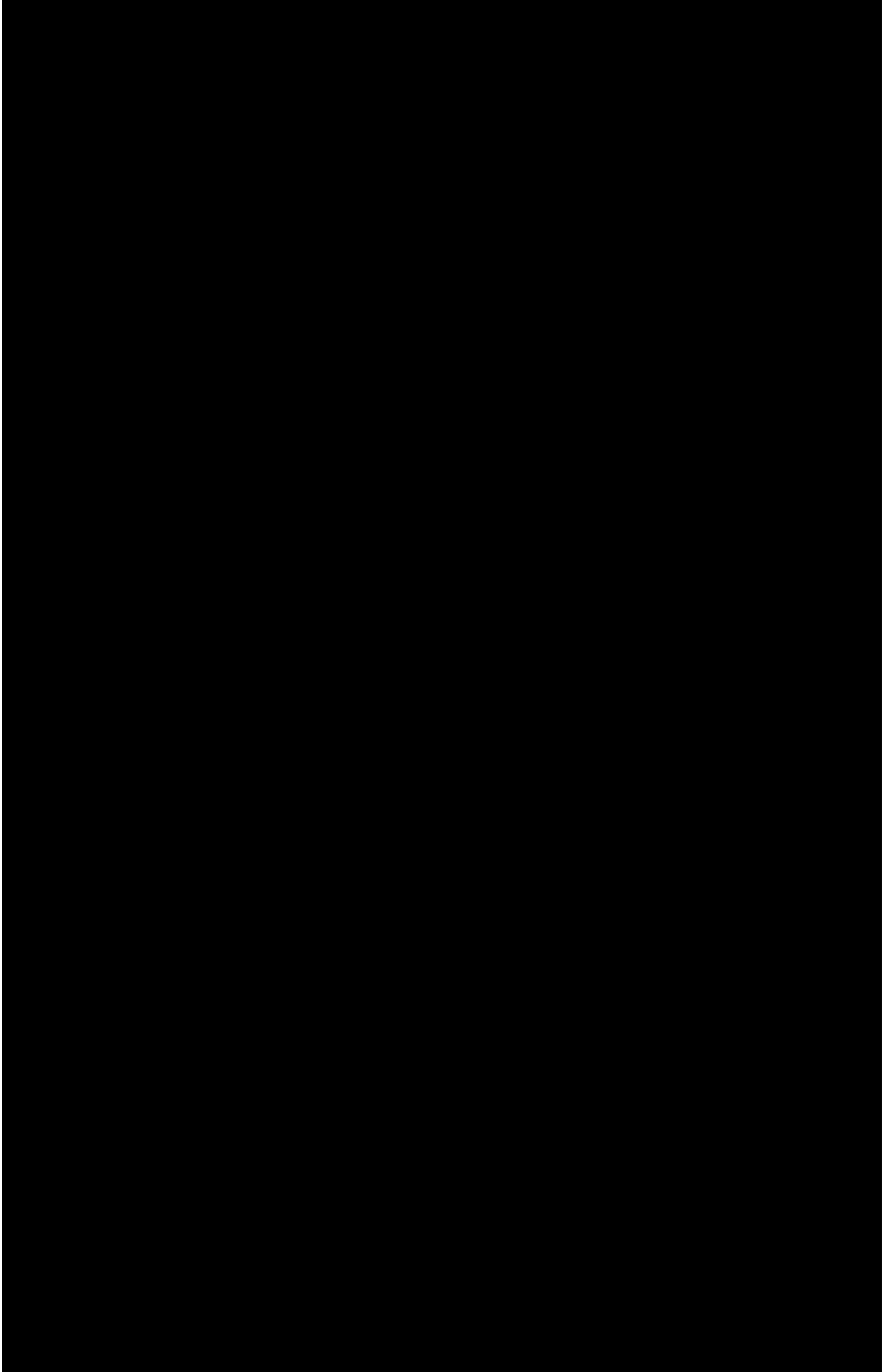
developed the railways...

Coach to the future

Make sense in business

Douwe Jan Joustra

ICE-Amsterdam



Still with me?

So, what can I do?

Ten tips

1

Be entrepreneurial

Keep on rethinking

2

Be as nature

Ecology

Entropy

Biomimicry

3

Be a 'provider'

Product-services

4



Deliver performance

Deliver what you really deliver

5

Learn/think cooperative

NDA becomes DA

6

be a copycat

Learn, learn, learn

7

Create conditions

*Be smart,
growth needs right conditions*

8

Create a strong design

Product, service and business(model)

9

Be efficiënt & effective

10

Be sharp as an eagle

Coach to the future

Make sense in business

Douwe Jan Joustra

ICE-Amsterdam