



AÇÃO AMBIENTAL
2016

Painel "Economia Circular: Modelos de Negócios"
Beatriz Luz – Exchange For Change Brasil
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



Economia Circular

Novos modelos de negócio e oportunidades

Beatriz Luz

1 Junho 2016



AÇÃO AMBIENTAL
2016

AGENDA



- **E4CB: a plataforma e a parceria com a Holanda**
- **Economia Circular: por quê e como?**
- **Novos modelos de negócio**
- **Oportunidades e conclusão**

Exchange 4 Change Brasil



1a Plataforma de troca de conhecimento global visando ***influenciar a transição para a Economia Circular*** como fator impulsionador de **inovações tecnológicas, novas oportunidades de negócio e criação de valor.**



Exchange 4 Change Brasil



FORMATO

Troca de conhecimento
Advocacy e treinamento
Curadoria e Projetos

COLABORADORES GLOBAIS:



CAMPANHA GLOBAL:

Aprovado como parceiro Brasileiro



#SPORT4CLIMATE

www.e4cb.com.br



[econcircularbr](https://twitter.com/econcircularbr)



[economiacircularbr](https://www.youtube.com/economiacircularbr)

Exchange 4 Change Brasil

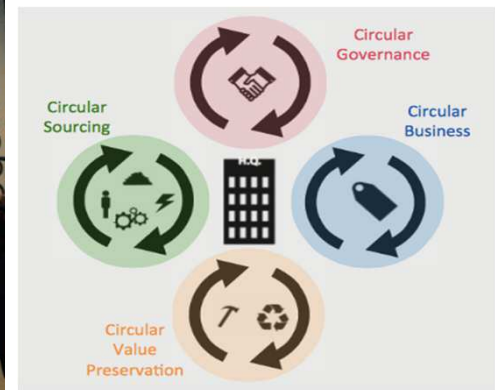


Missão Holanda - Brasil

3 dias, 20 países, 140 participantes



CIRCULARITY ASSESSMENT TOOL



“When you compare Circular Economy with all other sustainability thinking, it is more **focused on the core business** of the companies, it is about creating a business model that makes you **future proof**”

A transição



O comprometimento do governo.

Colaboração e capacitação.

Economia Circular não é só reciclagem.

Novos modelos de negócio = performance

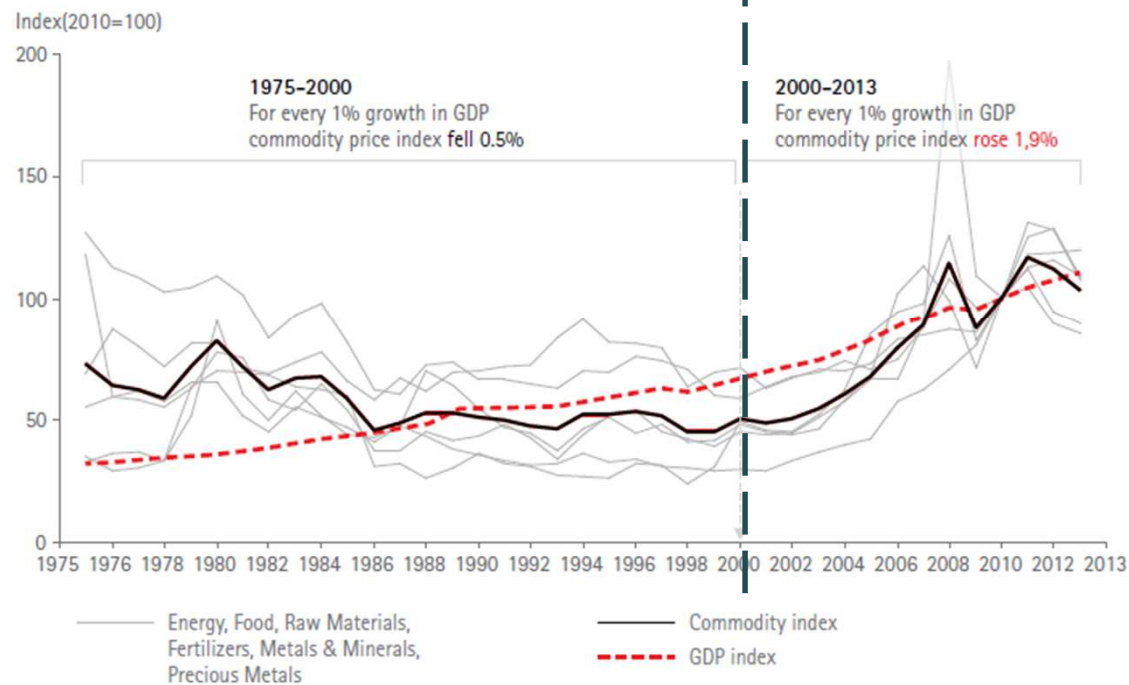
8 passos para a circularidade



Por que Economia Circular ?

Por que Economia Circular ?

Commodity price & GDP index 1975-2013



**Custo crescente para
materiais, energia,
água e solo**



**Volatilidade extrema
nos mercados de
commodity**

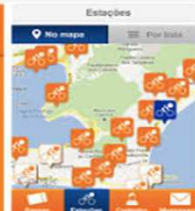
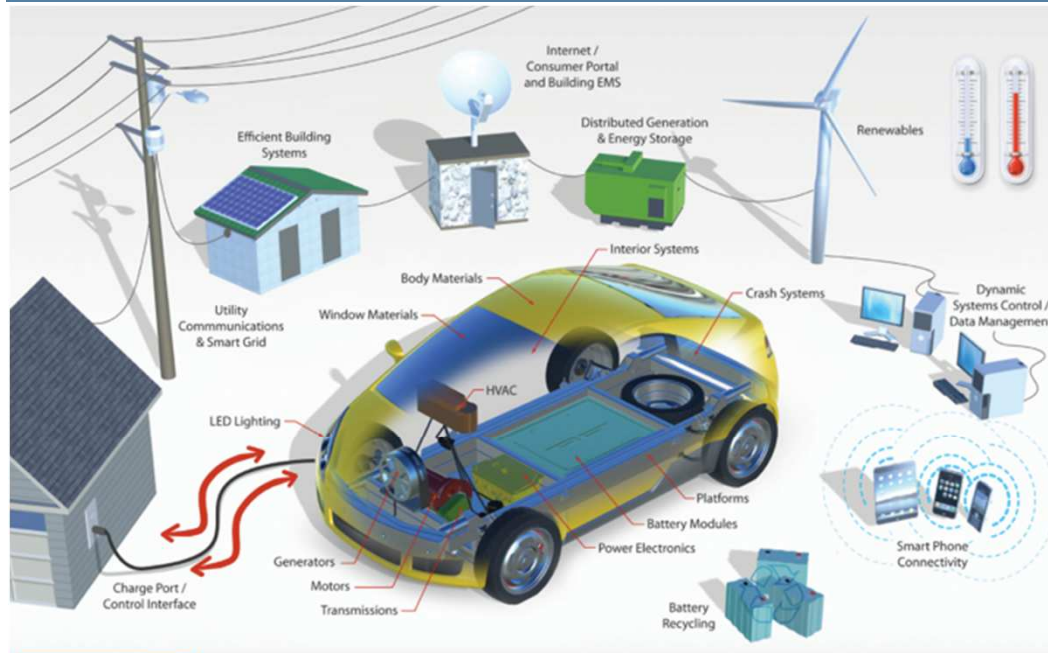


**Problemas no
suprimento de
materiais - Risco
social e econômico**

Sociedade Conectada



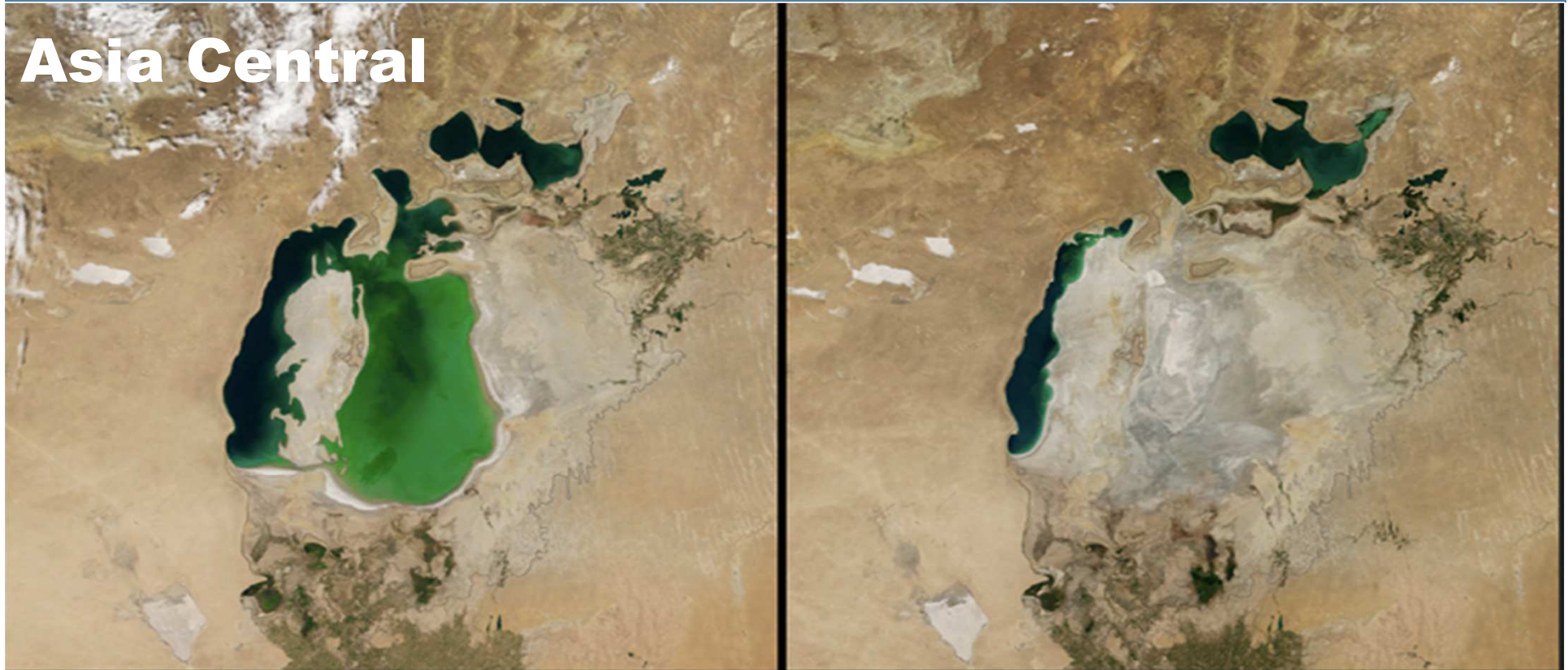
Cidades inteligentes



Mudanças Climáticas



Asia Central



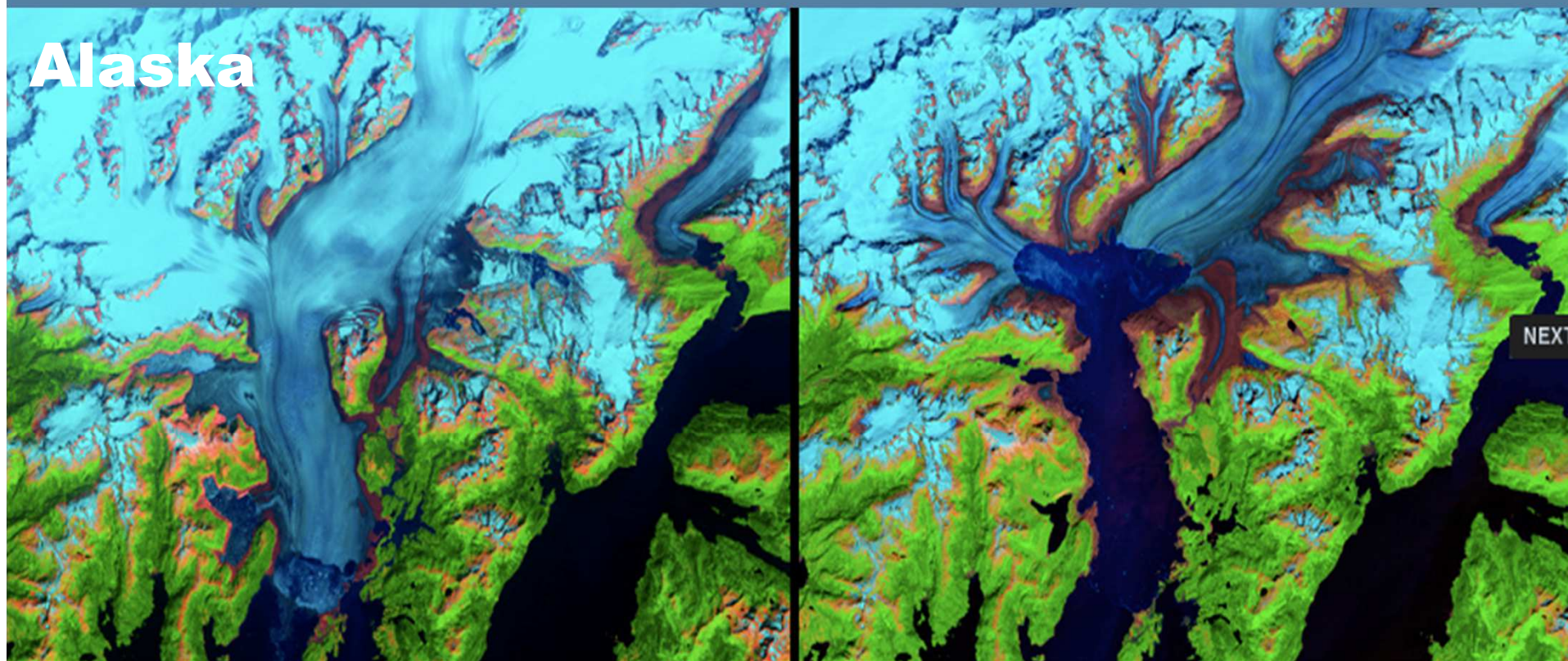
August 25, 2000

August 19, 2014

Mudanças Climáticas



Alaska



July 28, 1986

July 2, 2014

Mudanças Climáticas



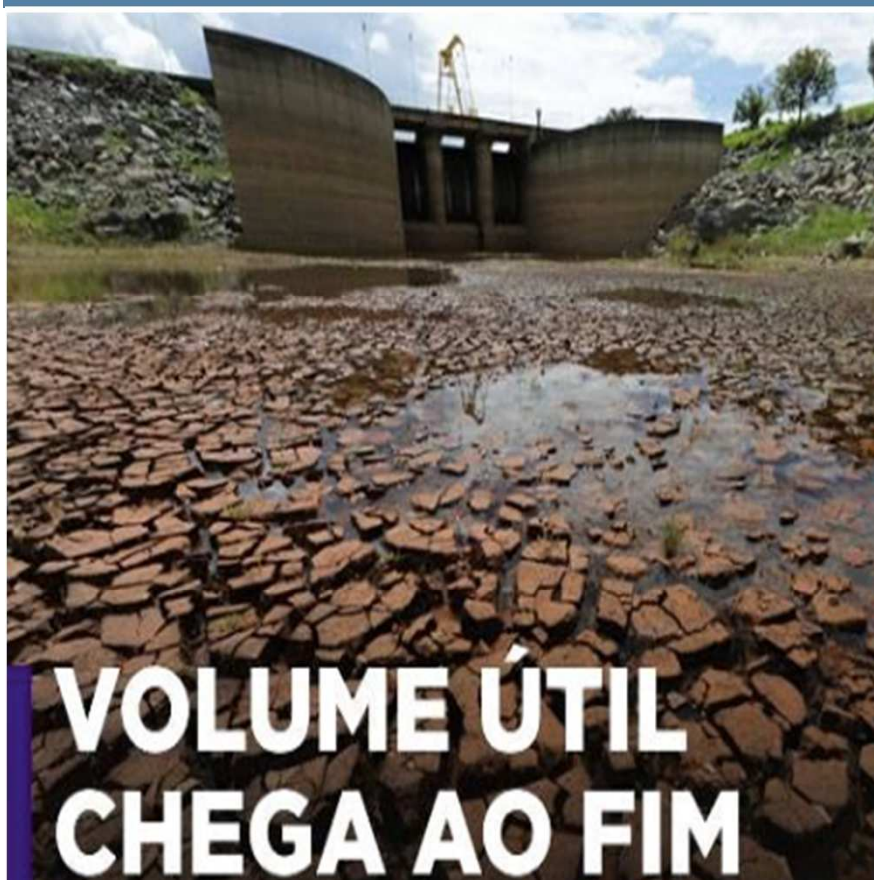
México, Cancun



February 5, 1979

January 24, 2009

Recursos e desastres ambientais



7 days of garbage



Photographer Gregg Segal

Lixo nas cidades - Brasil



Mission Ocean



Global Ocean
Commission



“Our ocean is in decline, habitat destruction, biodiversity loss, overfishing, plastic pollution, climate change and ocean acidification are pushing the ocean system to the point of collapse”

**MISSION
OCEAN**

**From Decline
to Recovery
A Rescue
Package for the
Global Ocean**

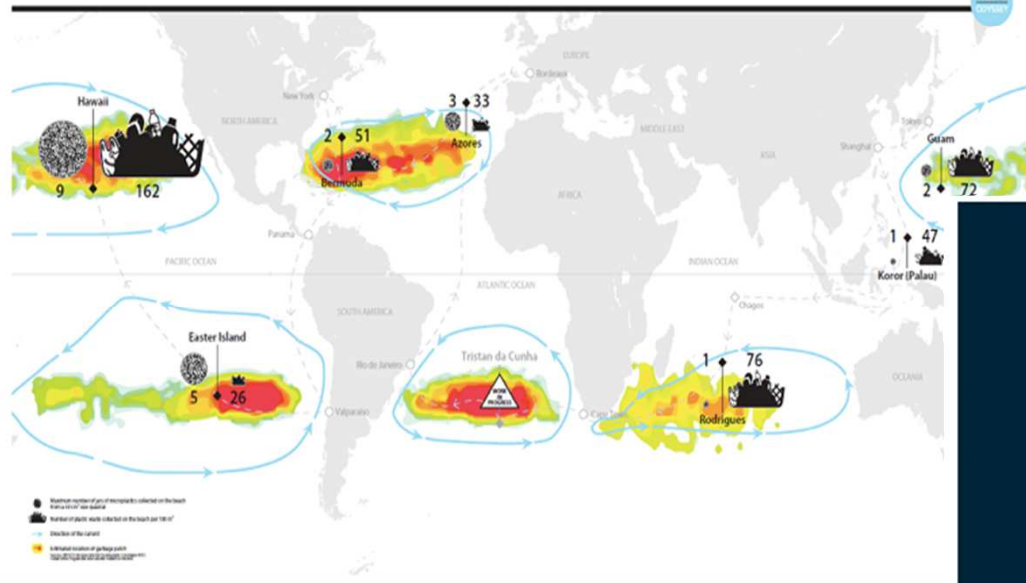
**The Future of Our Ocean
Next steps and
priorities**

Report 2016

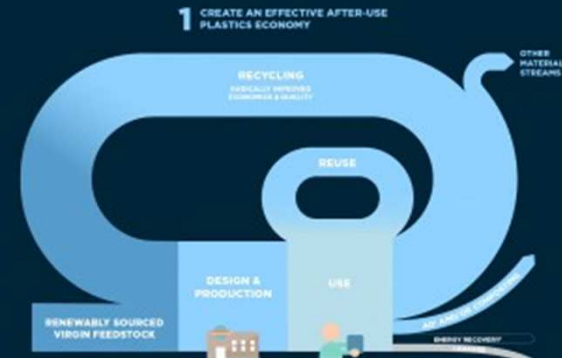
Race for Water + EllenMacArthur Foundation



RACE FOR WATER FOUNDATION: Plastic Pollution in the World



THE NEW PLASTICS ECONOMY



- 1 CREATE AN EFFECTIVE AFTER-USE PLASTICS ECONOMY
- 2 DRASTICALLY REDUCE THE LEAKAGE OF PLASTICS INTO NATURAL SYSTEMS & OTHER NEGATIVE EXTERNALITIES
- 3 DECOUPLE PLASTICS FROM FOSSIL FEEDSTOCKS

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 1. The Ellen MacArthur Foundation is a registered charity in the UK and a public benefit corporation in the US.
 2. The role of energy recovery in the New Plastics Economy needs to be further investigated. Source: Impact House/Elle MacArthur Foundation.

O que fazer ?

**REPENSAR O
PROCESSO PRODUTIVO**

**REVER
VALORES**

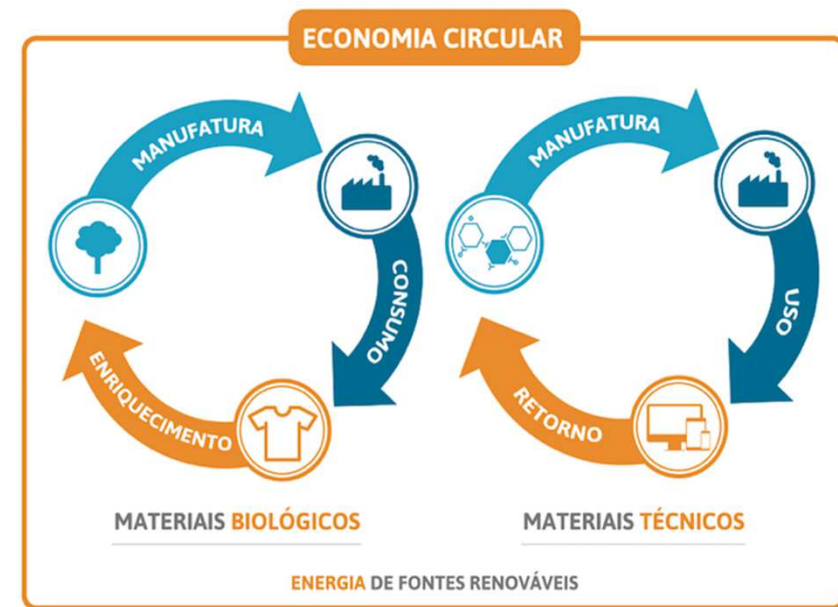
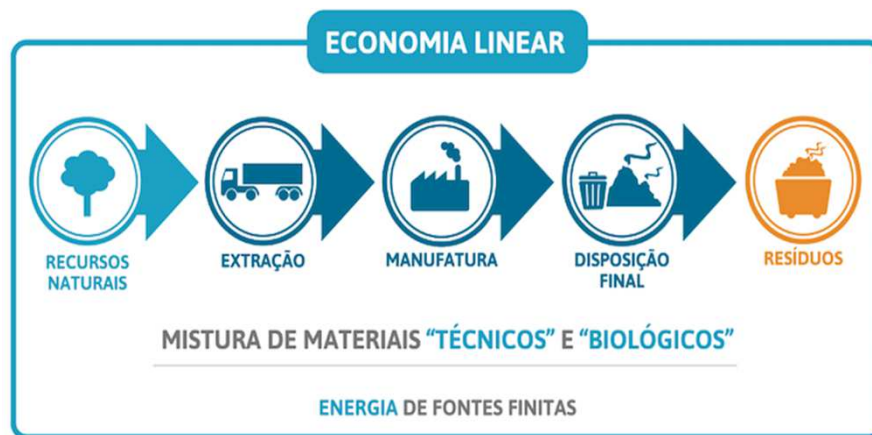
**REDEFINIR
PRODUTOS E
CONSUMO**



Repensar o processo produtivo



De linear PARA circular



Ref: Livro **Gestão Empresarial para a Sustentabilidade em tempos de Mudanças Climática**, Editora Manole, 2014-2015
Capítulo **Gestão de Ciclo de Vida como diferencial competitivo para as empresas**, Beatriz Luz e Claudia Echevengua

Rever valores

Novos modelos de negócio



Redefinir produtos e serviços

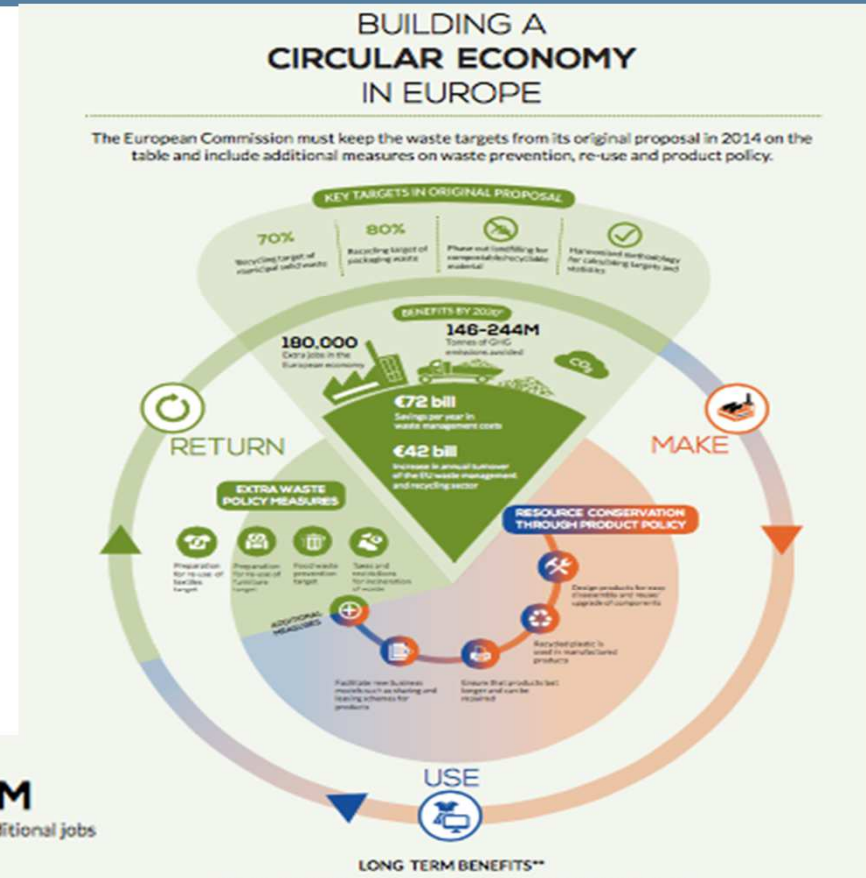
Circular Economy Package



METAS PARA AUMENTO DA RECICLAGEM VALORIZAÇÃO DE RESÍDUOS

USO DE MATERIAL RECICLADO

- RE-DESIGN DE PRODUTOS
- DESIGN OUT WASTE
- RENOVÁVEIS
- REMANUFATURA
- COMPARTILHAMENTO
- PRODUTO COMO SERVIÇO



2-4%
Drop in the EU's total annual GHG emissions



€600 bill
In savings



2M
Additional jobs

Benefícios



CE can generate **US\$ 500 million in material cost savings** and **prevent 100 million tonnes of waste** globally within five years



A more circular Scottish economy could **reduce territorial emissions by 11 million tonnes CO2e per year by 2050** compared to BAU, while providing continued economic growth.



Annual monetary savings of **EUR 7.3 billion from reducing demand on natural resources** and the significant reduction of environmental burdens are some of the benefits identified by the Netherlands of pursuing a circular economy.



MEPs stress that improving resource use could lead to substantial net savings for EU businesses, public authorities and consumers, **estimated at EUR 600 billion, or 8% of annual turnover**, while also **reducing total annual GHG by 2 to 4 %**. They emphasise that a 30% increase in resource productivity by 2030 could boost GDP by nearly 1% and **create 2 million additional sustainable jobs**.



Better and closer relationship with consumers



Competitive advantage to industries



Increase jobs and generate new markets



Reduced risk and costs on raw materials supply



Potential for innovation



Minimise climate change



Better quality of life

Oportunidades para a indústria



Qualidade do produto =
valor da marca

Mercado de re-uso =
segundo mercado

Proximidade do cliente
+ colaboração

Produtos como
serviços (PSS)

Linguagem + cultura



Conflito
Risco
Custo



Colaboração
Transparência
Conhecimento



ECONOMIA CIRCULAR



Uma nova visão de crescimento, com novos modelos de negócios, novos materiais e produtos.

É necessário repensar a forma de produzir, consumir e se relacionar.

Metodologia de transformação



1st pilar: EDUCATION

The first stage of transformation is about knowledge.
One must gain knowledge to change, grow and develop.



CONNECTING PEOPLE

NEC - UFRJ – Núcleo de
Economia Circular da UFRJ
(Junho 2016 a Junho 2017)

2nd pilar: IMPLEMENTATION

Knowledge without practice is only good for the reader.
Concepts must be adapted to the Brazilian scenario, culture and
priorities through tailor-made projects.



CREATING VALUE

OSCE Days
Brasil – IED
Rio, Firjan e
ABEDESIGN
10 e 11 Junho
2016

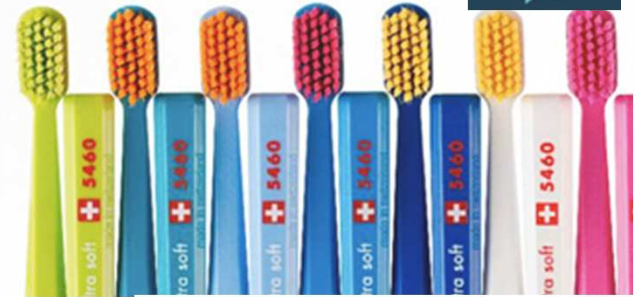
3rd pilar: DEMONSTRATION

Everybody likes examples and good examples inspire.



CIRCULAR THINKING

Resíduos como matéria prima – performance + design



RECMAN
BRASIL

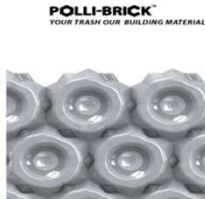
RESOURCING THE WORLD



Inovação disruptiva & desenvolvimento de produtos



CHINA



POLLI-BRICK
YOUR TRASH OUR BUILDING MATERIAL

100% POST-CONSUMER PRODUCT
CARBON NEUTRAL
AIR INSULATED CURTAIN WALL SYSTEM
BUILDING INTEGRATED
PHOTOVOLTAIC SYSTEM
MANUFACTURED ON-SITE



COSTA RICA



DESIGN

AGUA Costa Rica believes in the
of new product development, and
innovative design that generates
the high quality products in the
beverage and portable industries,
products certified designed to
be used in a responsible manner
and our
commitment.



HOLANDA

Fairphone 2

Ethical, open and built to last



Visão de negócio + colaboração



CYCOLOY™ RESIN

CYCOLOY™ post consumer recycled (PCR) resin portfolio comprises polycarbonate/acrylonitrilebutadiene-styrene (PC/ABS) resins containing 30 – 50 percent open-loop PCR PC from water bottles, CDs and other sources. Both flame-retardant (FR) and non-FR grades are available, which are intended for electronics applications such as laptop, power adapter and cell phone housings.



Mining giant Teck built its business by mining zinc and, more recently, coal, but what most people don't know about the company is that it also has a "greener" side to it because it is now one of the larger "recyclers" of lead in Canada as well.

Teck



QCP developed Polypropylene and Polyethylene compounds together with Brand Owners and converters based on market needs. For the production of these compounds we are using post consumer plastics waste to improve the sustainability footprint of our products. In this way we are able to help customers to deliver more sustainable packaging or products.



O que fazer?



Conclusão



A economia circular será uma agenda transformadora dos negócios.

Problema como oportunidades. Produtos como serviços. Consumidores como usuários

Oportunidade para redução de custo e risco e ganho de diferencial competitivo.

Sobrevivência do negócio e redução de impacto ambiental: FUTURE PROOF

Novos mecanismos financeiros, modelos de negócio e geração de emprego.

“The focus from trying to be better THAN someone shifts to being better WITH someone”

Obrigada!

Beatriz Luz



NEC - Núcleo de Economia Circular <https://www.linkedin.com/groups/8528012>

OSCE Days Rio https://www.sympla.com.br/osce-days-brasil-2016_69449

www.e4cb.com.br



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