

"we are already **seeing the consequences** of 1 degree Celsius of global warming through more extreme weather, rising sea levels and diminishing Arctic sea ice"

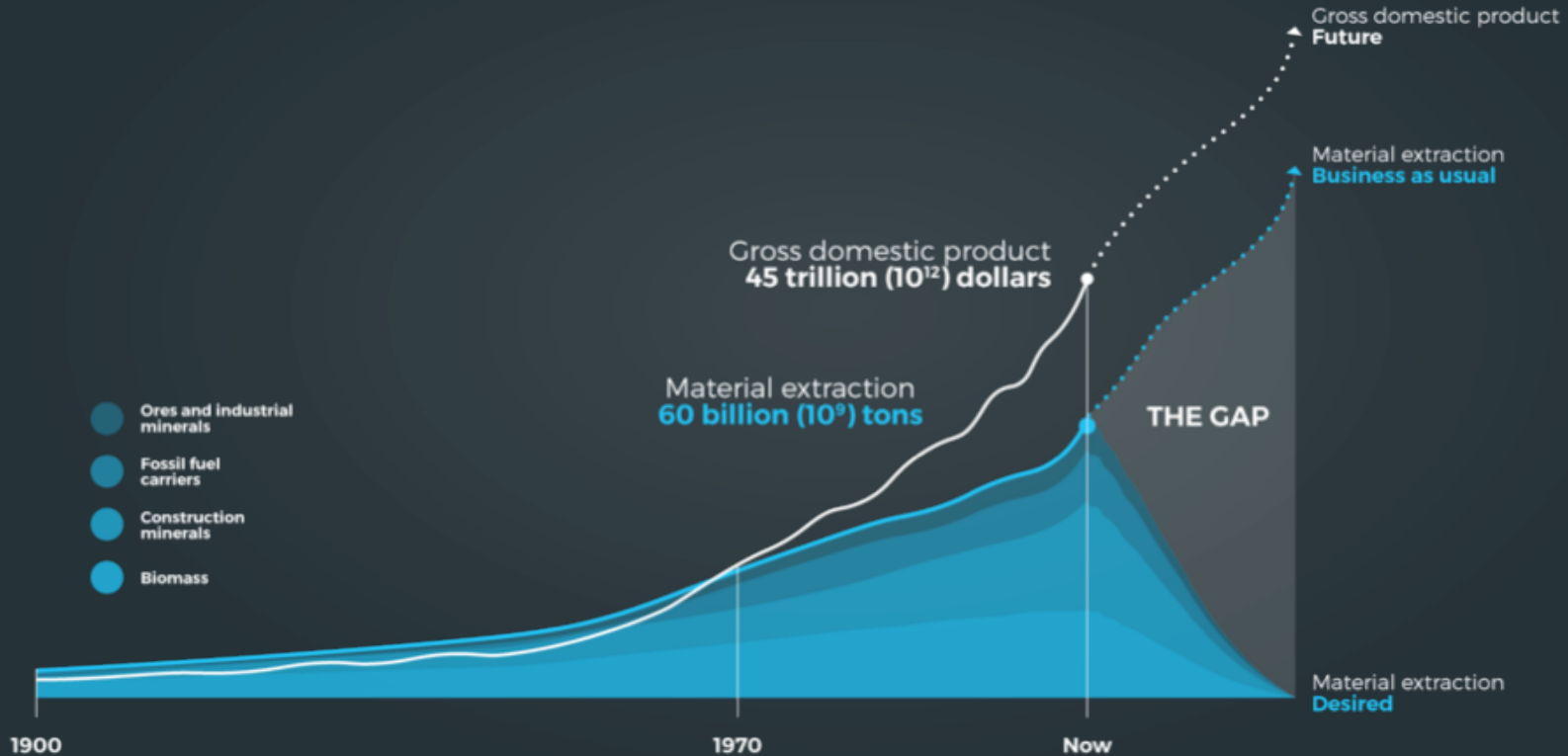
"...it is POSSIBLE to keep the increase in global average temperatures to within 1.5 degrees Celsius of pre-industrial times. But for that, the world would need to bring down its greenhouse gas to about half of its 2010 levels by 2030 and "

“means....**rapid and far-reaching transitions** in energy, land, urban and infrastructure (including transport and buildings), and **industrial systems**”

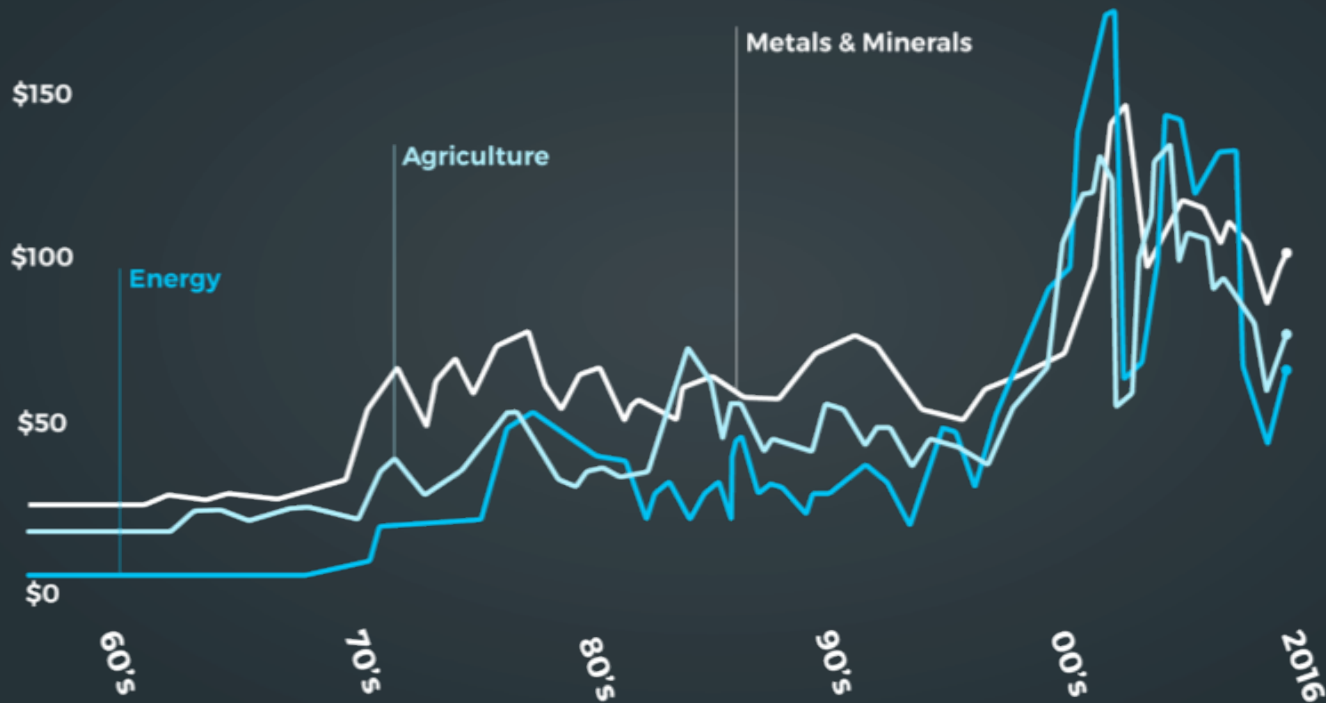
Paris Klimaabkommen geht nicht weit genug....



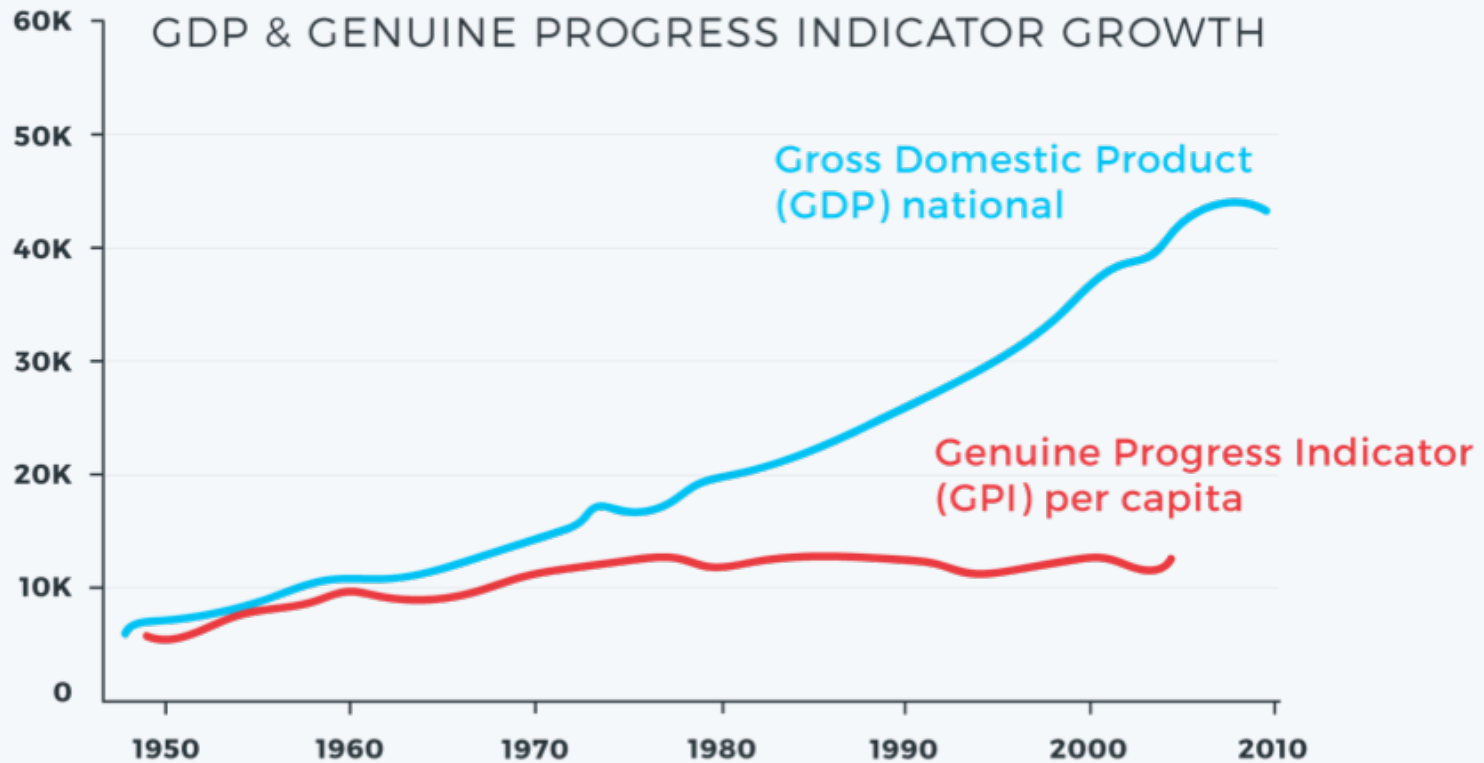
Rohstoffe weltweit



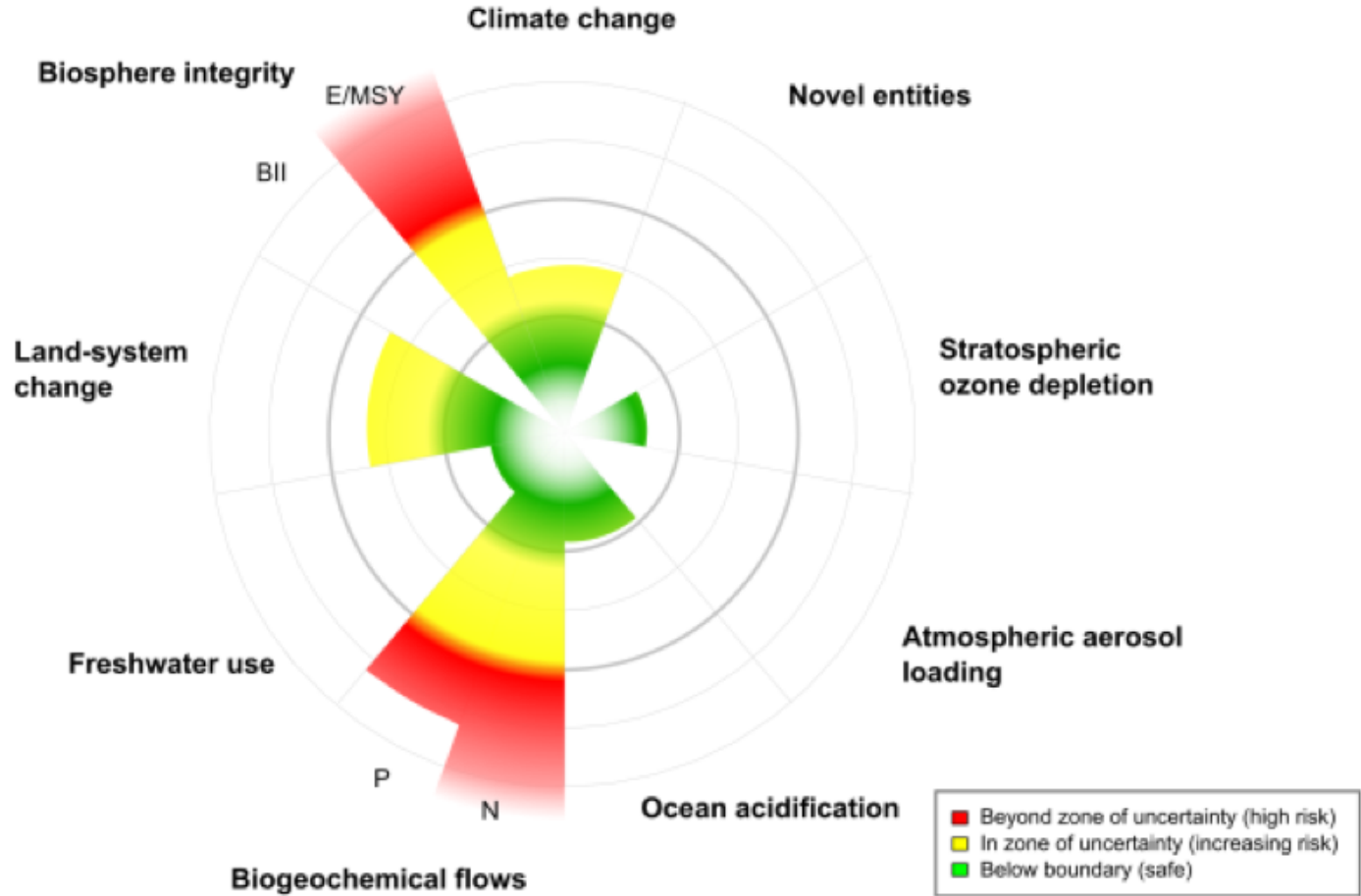
Preis Volatilitaeten



Source: World Bank Commodity Price Data, monthly indices based on nominal US dollars, 2010=100, 1960 to present

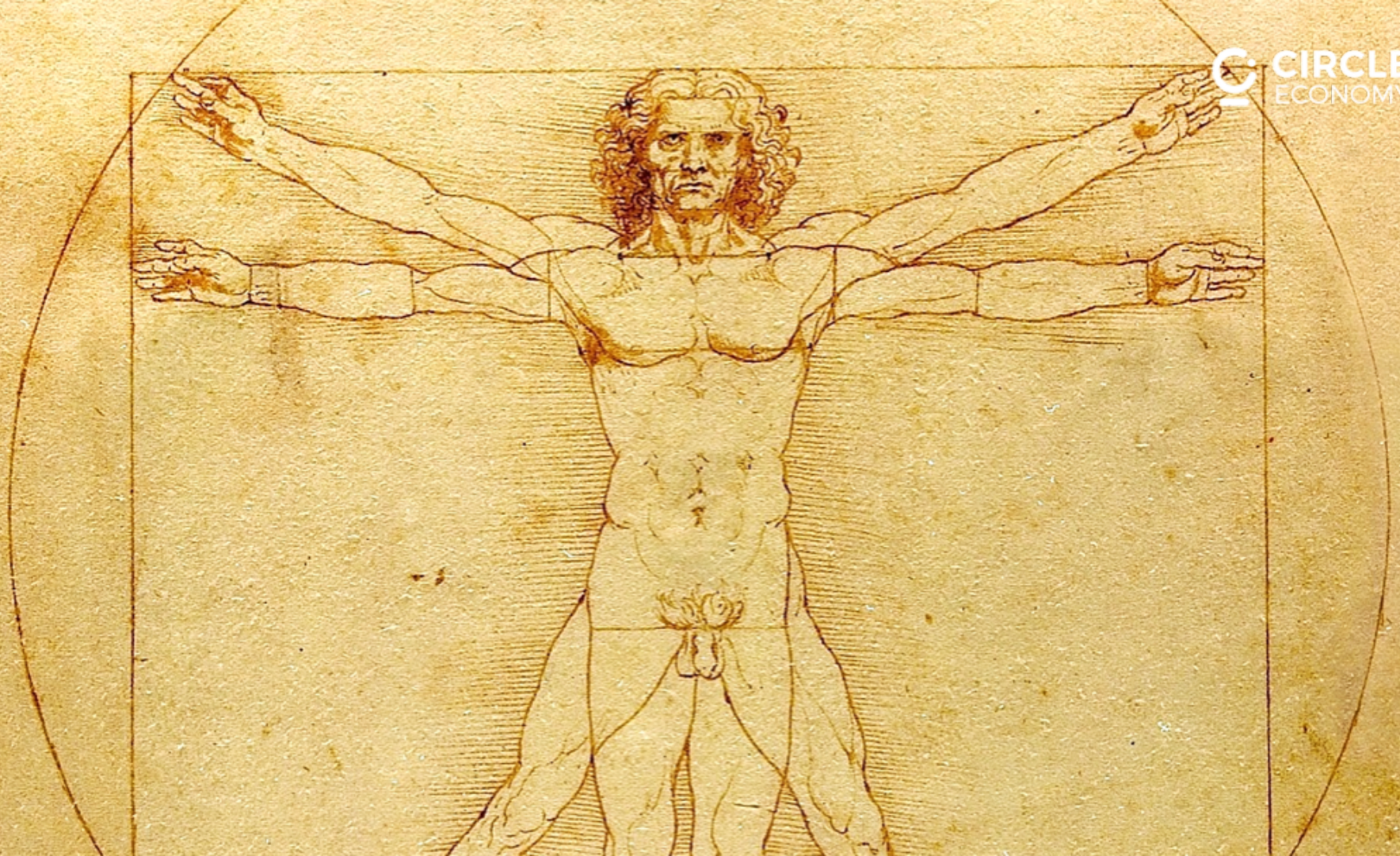


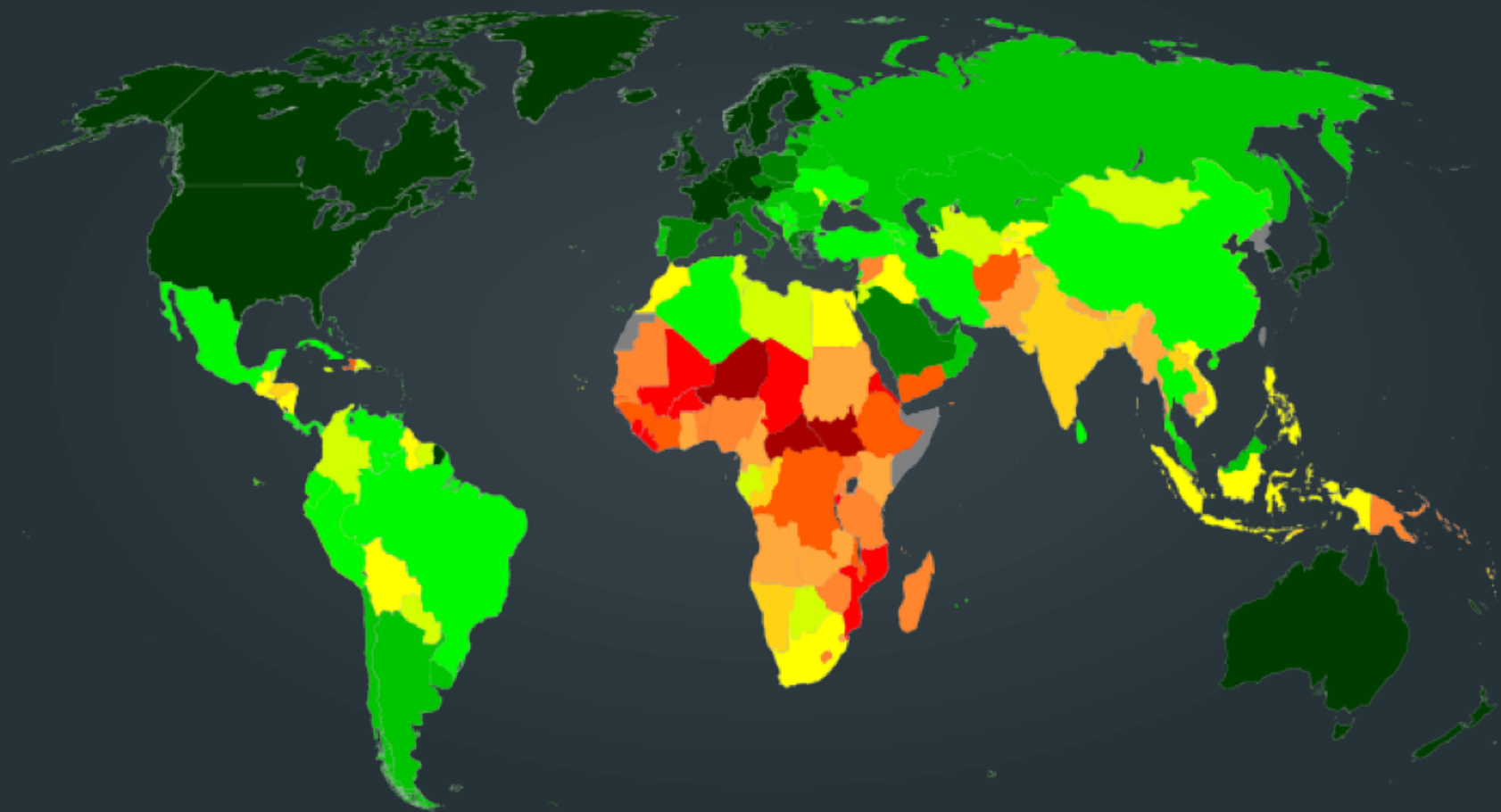
“PLANETARY BOUNDARIES”



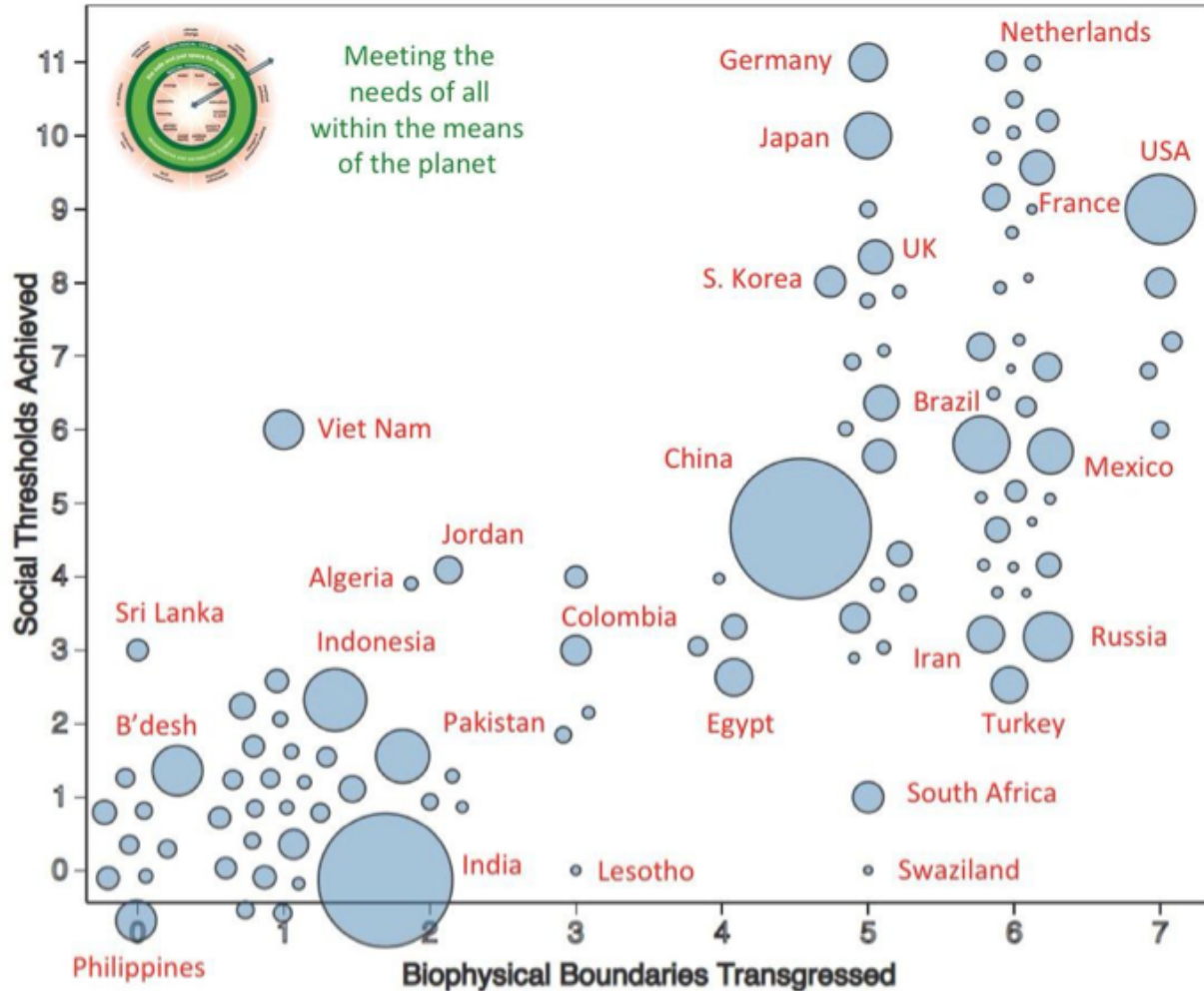
Source: Steffen et al. 2015

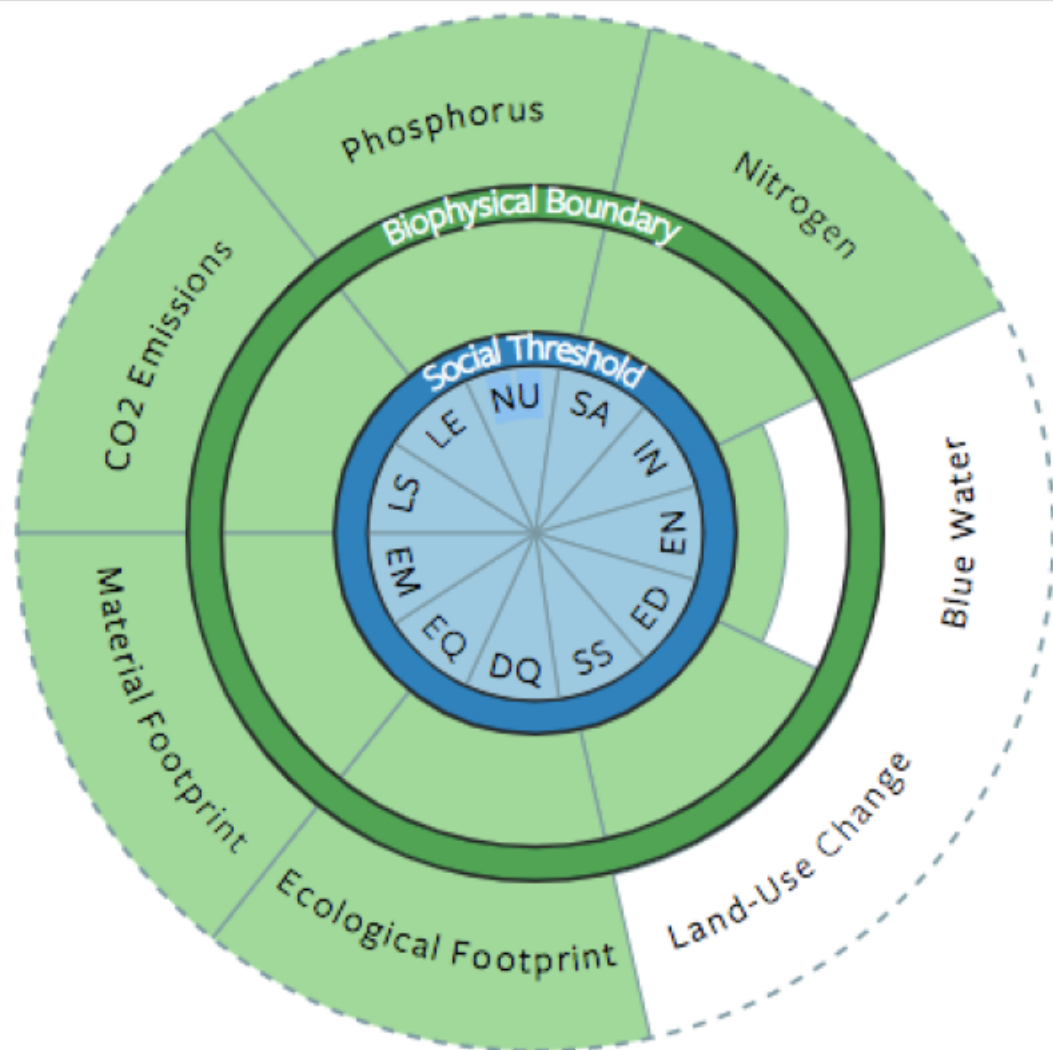


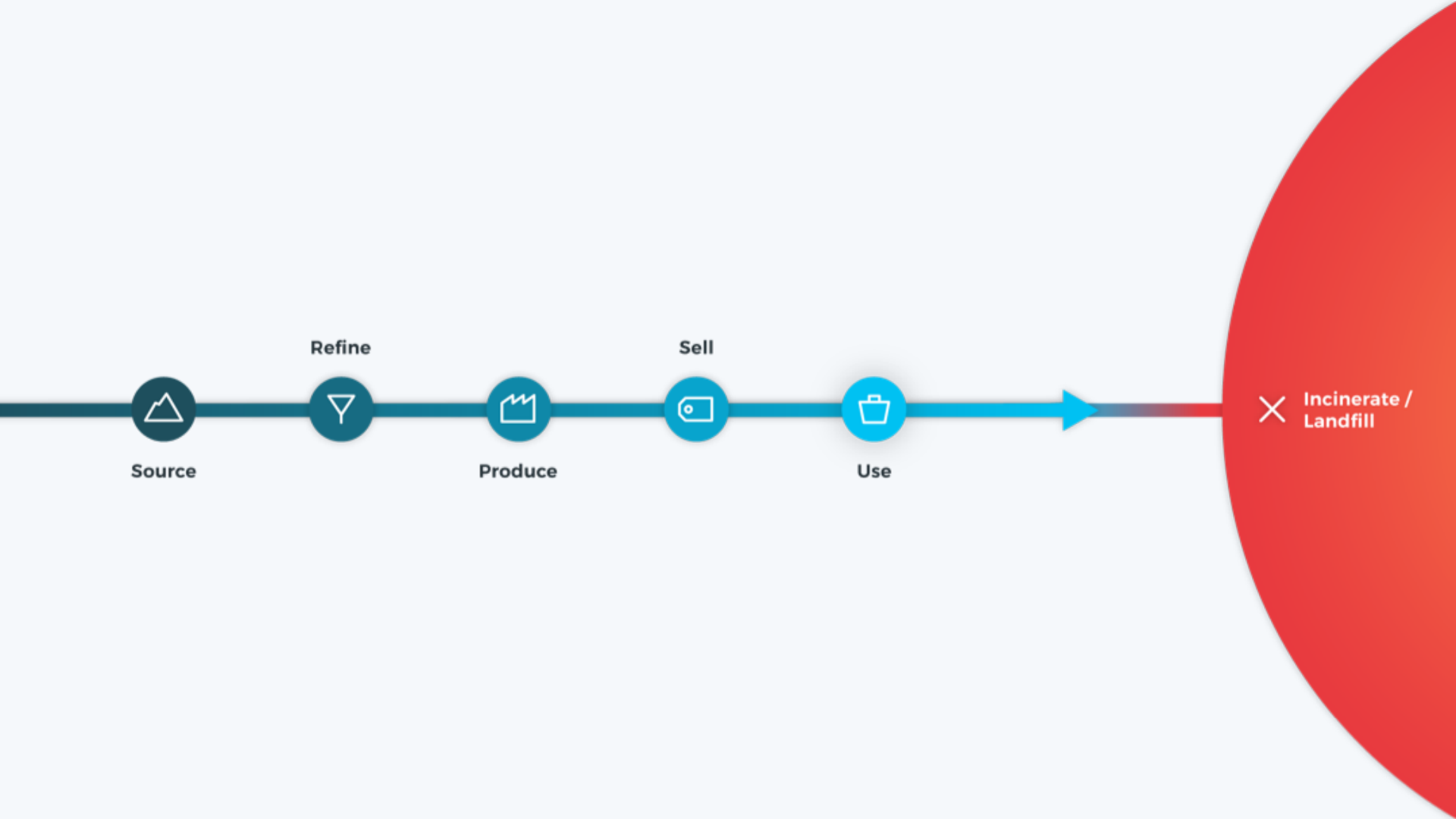




Which countries are closest to living within the Doughnut?









“Linear Risks”- Warum?



Utilise non-renewable and/or toxic resources



Prioritise sales of new products



Monopolise knowledge and IP



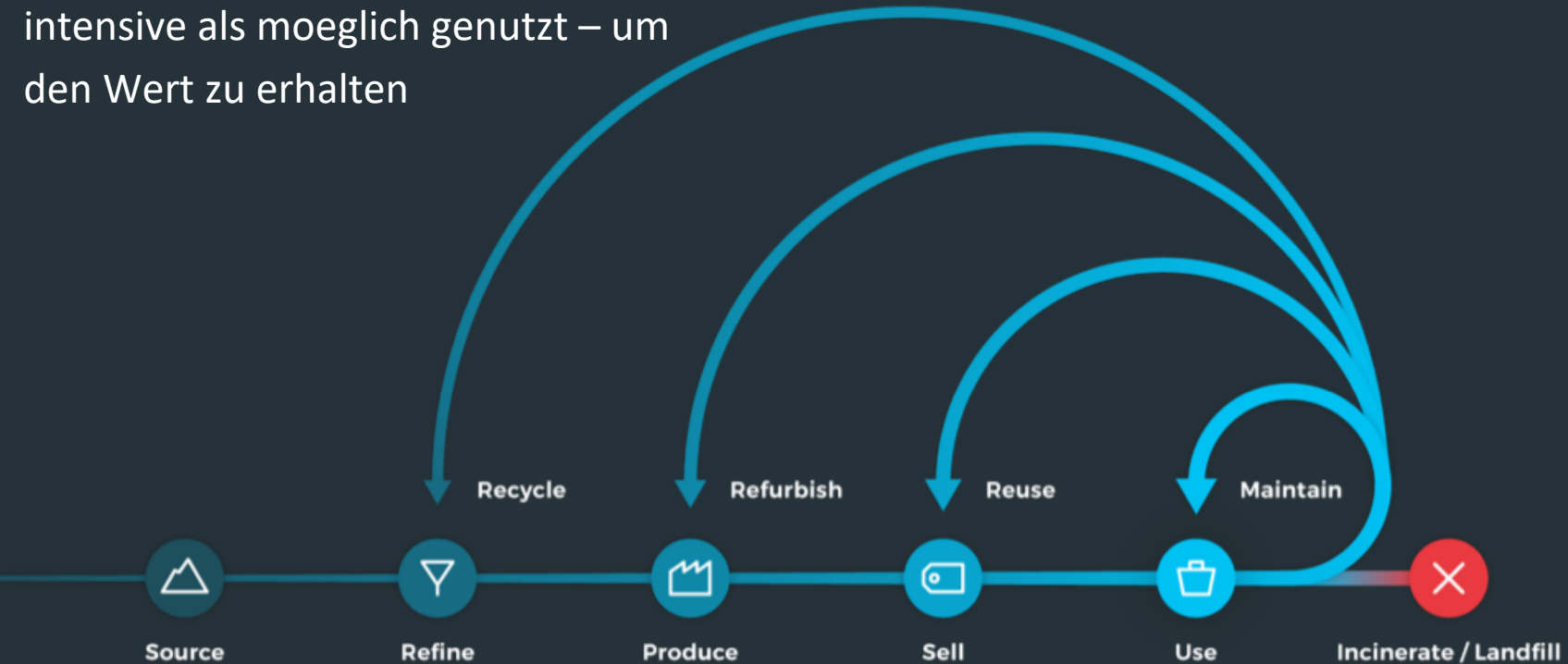
Maintain status quo

AM SCHEIDEWEG





In einer **Circular Economy** werden Produkte und Rohstoffe so lange und intensive als moeglich genutzt – um den Wert zu erhalten



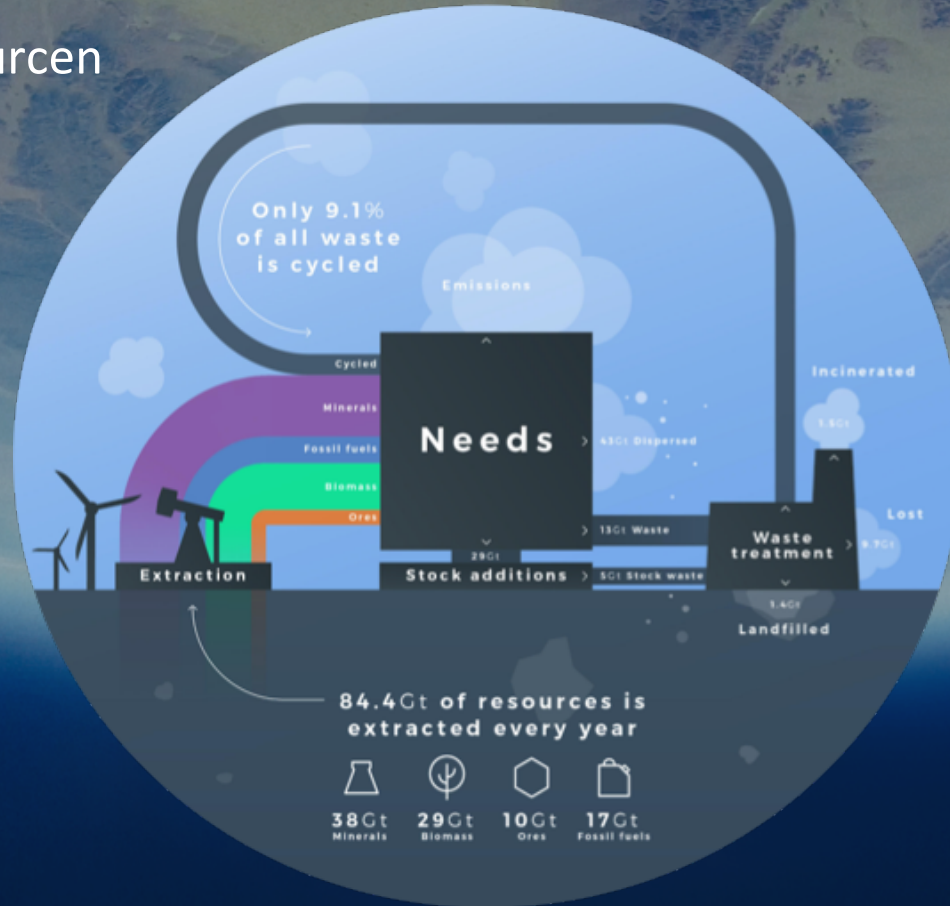


“

Unsere globale
Wirtschaft ist
nur 9.1%
zirkulaer

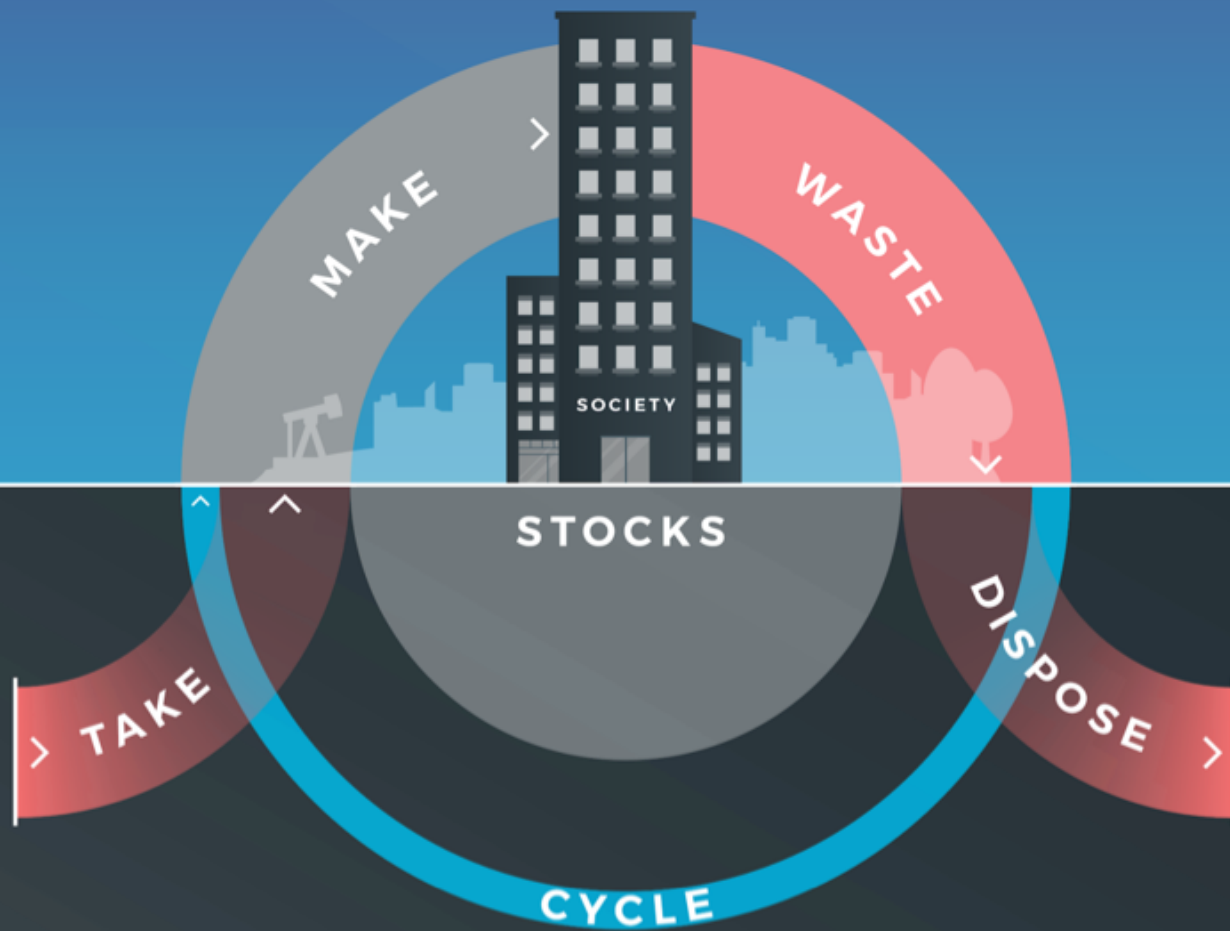
”

92 trillion kg Ressourcen
warden jaehrlich
verbraucht...





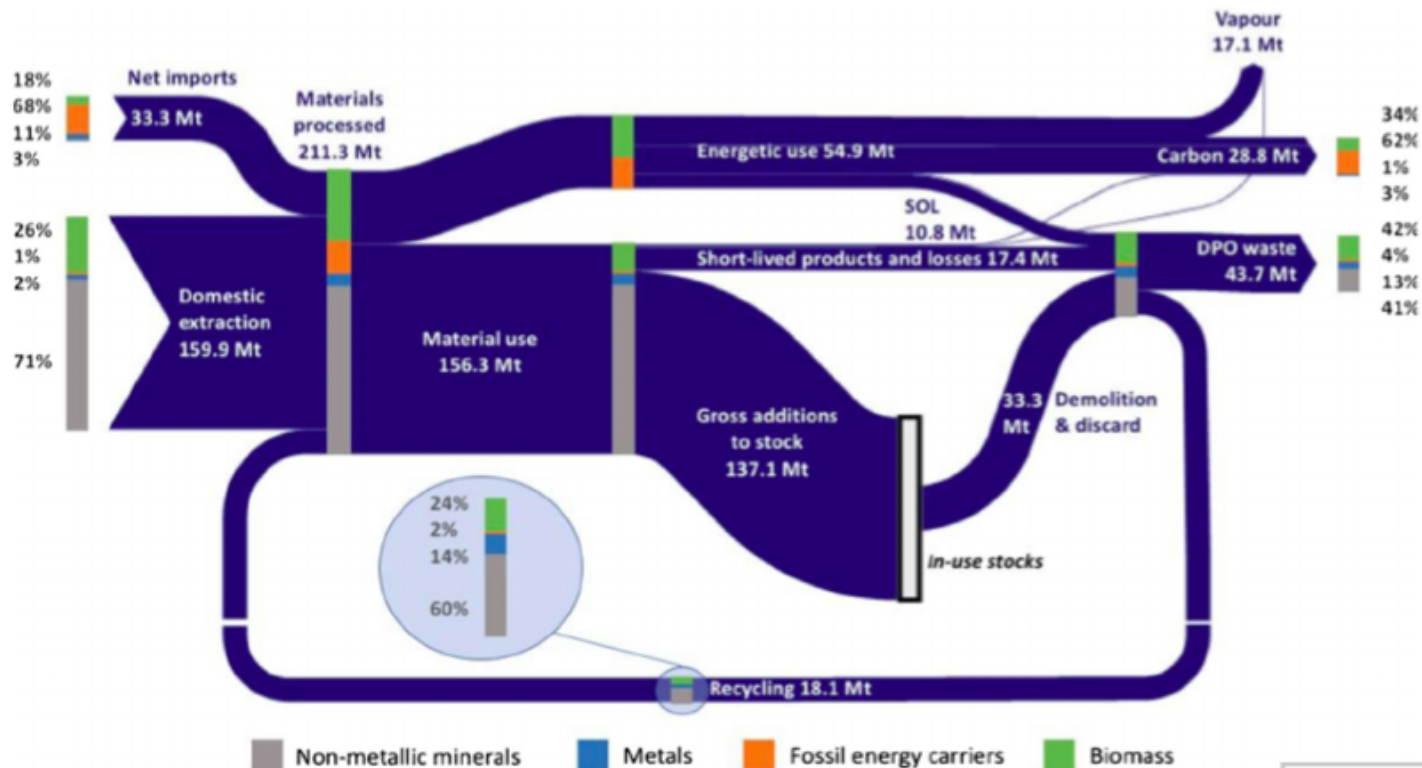
The
CIRCULARITY
GAP report
AUSTRIA





The
CIRCULARITY
GAP report
AUSTRIA

Inspiration Oesterreich: Status quo "Kreislaufwirtschaft" in Oesterreich



Moeglichkeit 1:



Eco Tourism: Circular Resort Design

Moeglichkeit 2:





Circular Economy ist wie chinesische Medizin....



Prioritise
regenerative
resources



Design
for the
future



Preserve
& extend what's
already made



Rethink
the business
model



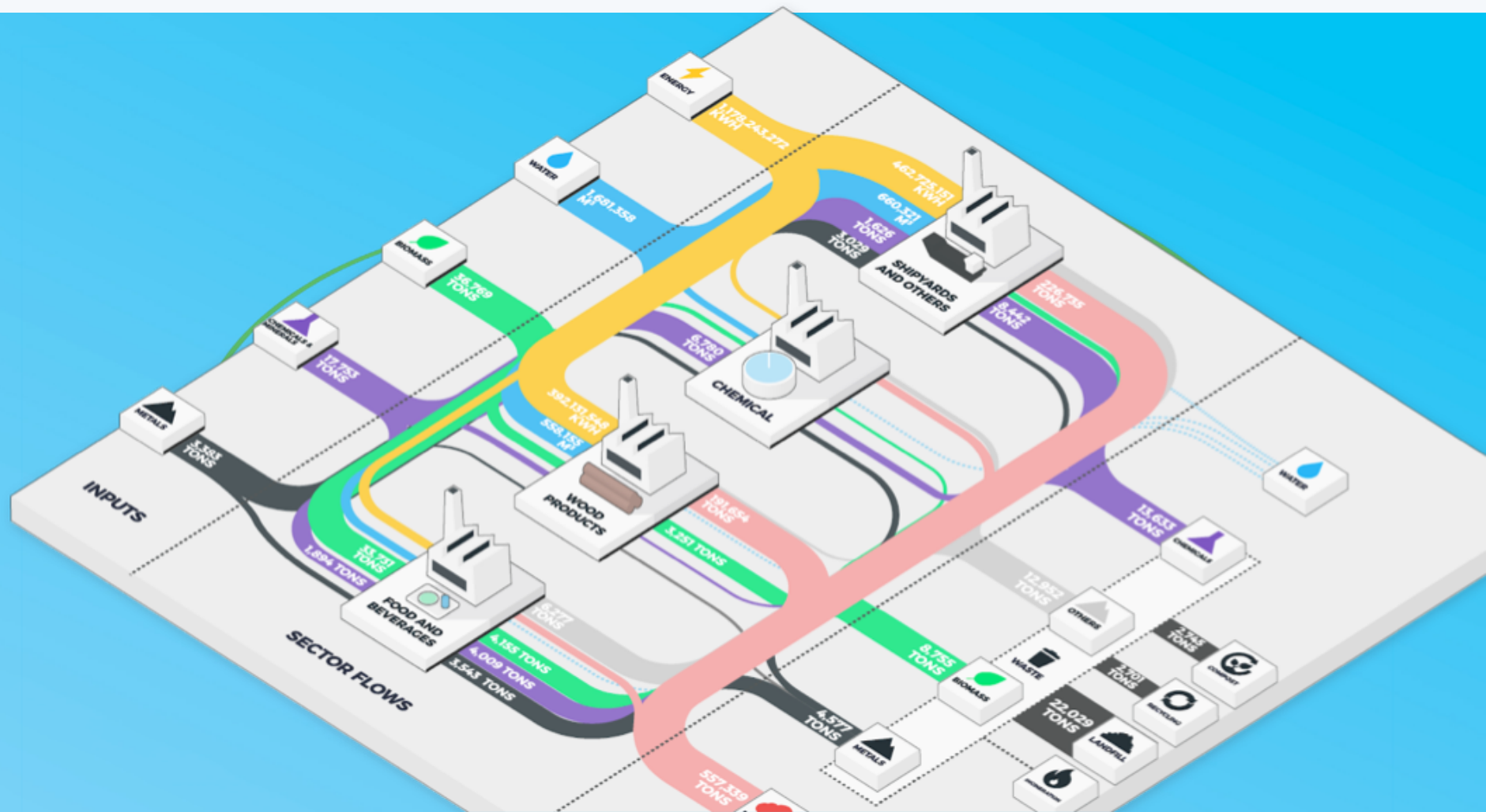
Incorporate
digital
technology



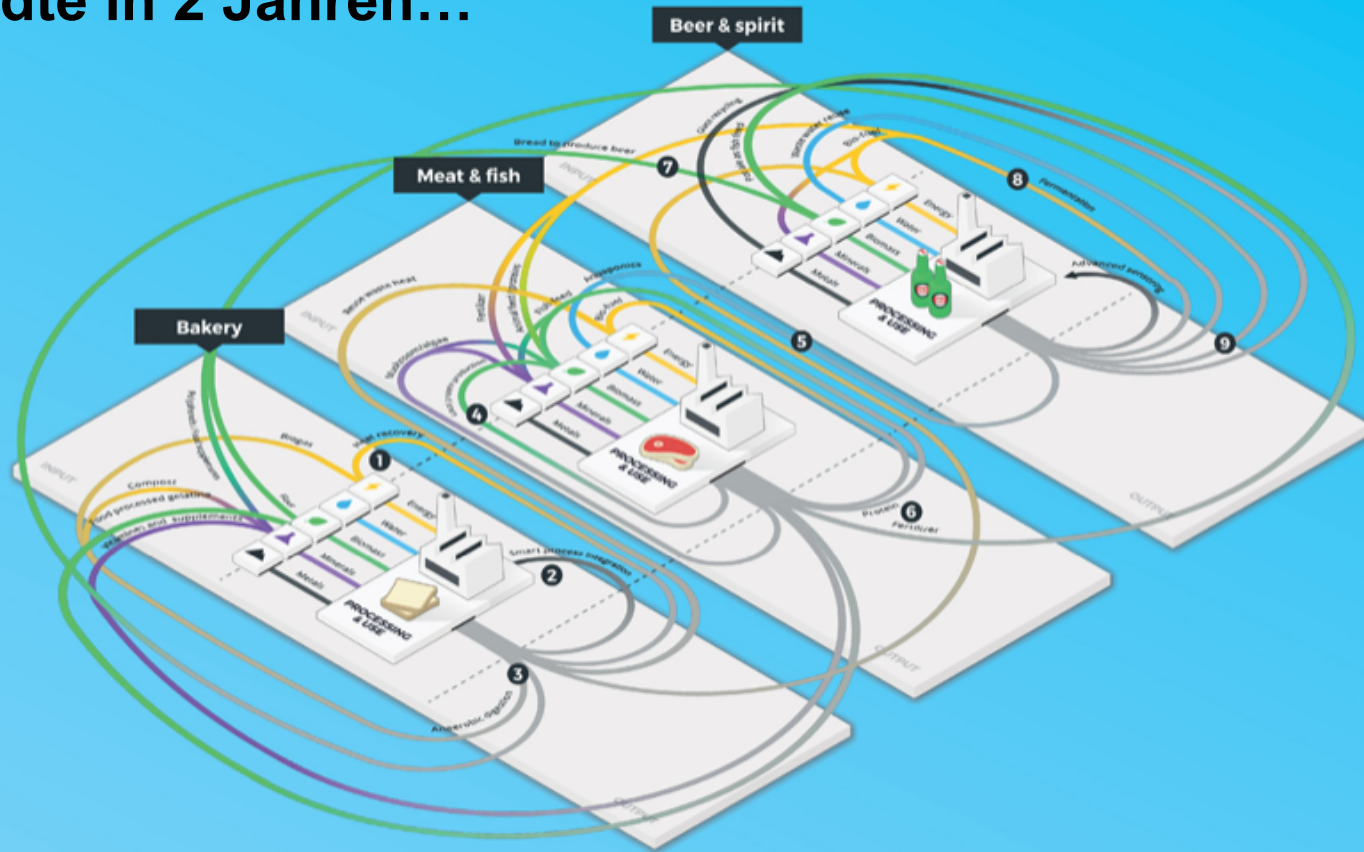
Use
waste as
a resource



Collaborate
to create
joint value



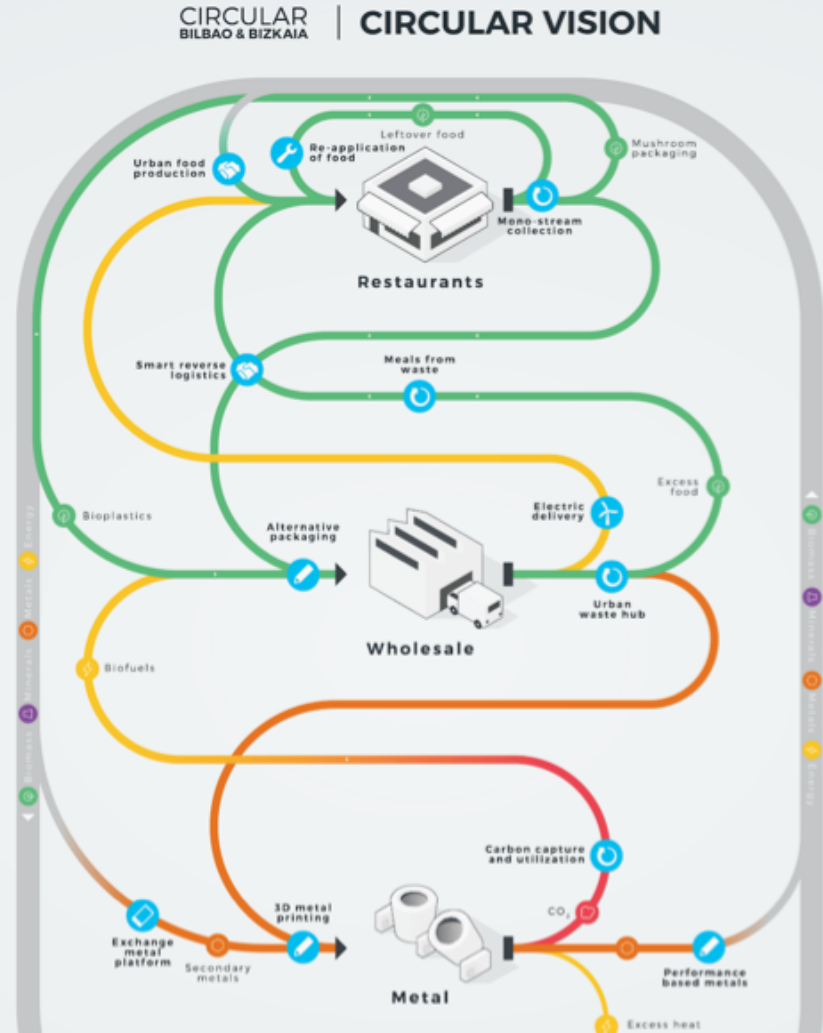
16 Staedte in 2 Jahren...



100e in 3 Jahren

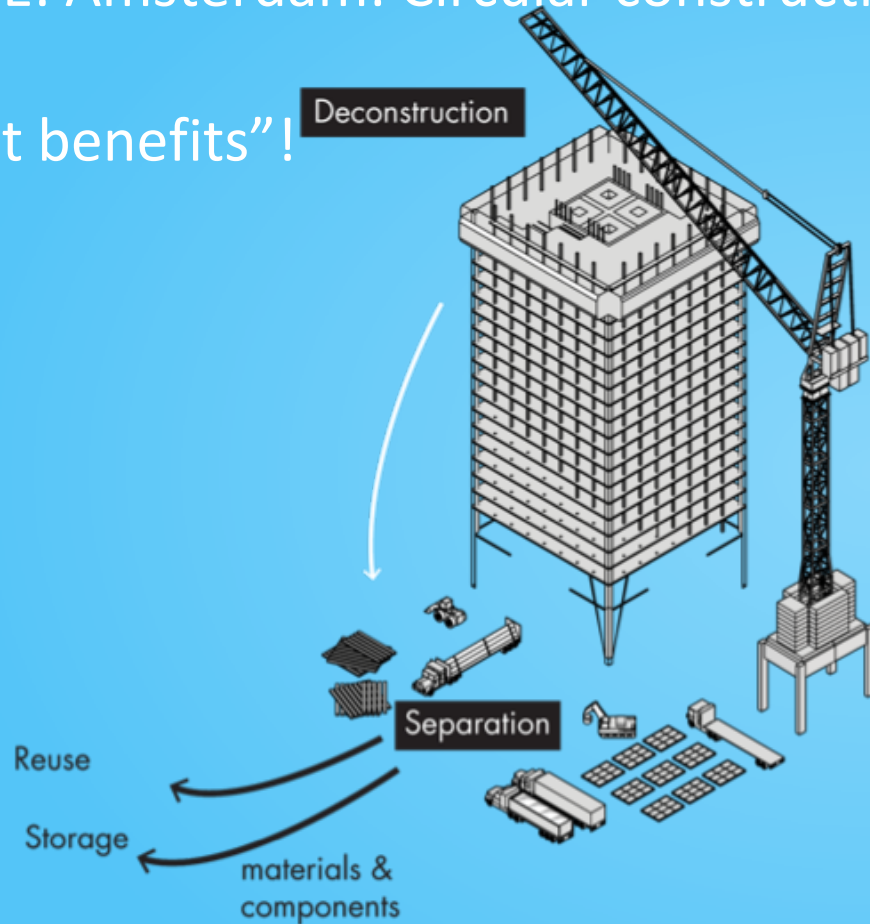
CASE: Bilbao, Post Industrial city

Staedte neu denken



CASE: Amsterdam: Circular construction

“Net benefits”!



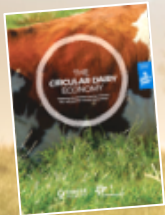
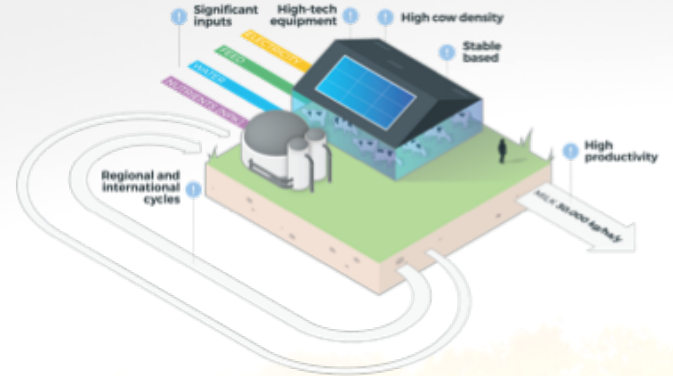
Extensive



Optimiert



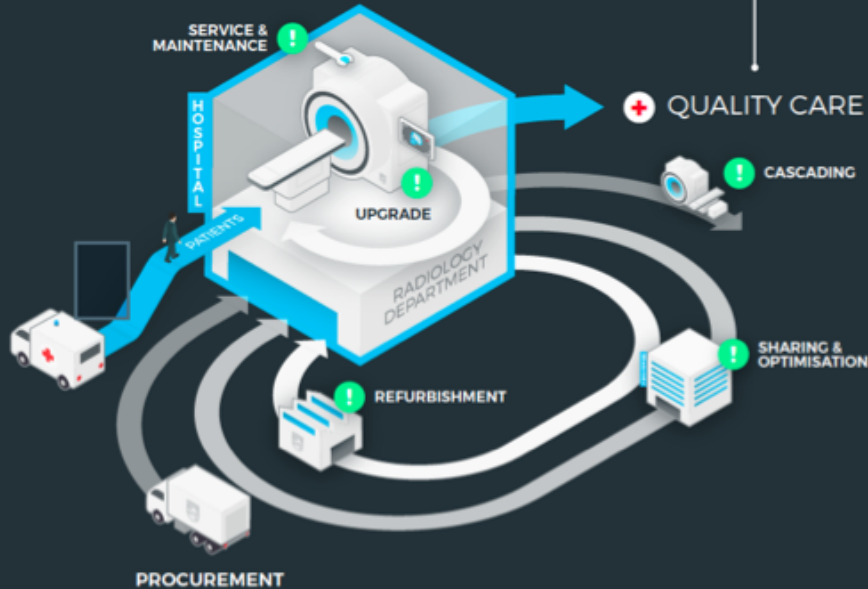
Intensiv & high-tech





CIRCULAR ECONOMY
INTEGRATED VALUE CREATION

Text explains what circularity is and introduces the idea that it offer promising solutions.



MAINTENANCE

up to 12%



UPGRADE

up to 10%



REFURBISHMENT

up to 16%



SHARING & OPTIMISATION

up to 15%



CASCADING

up to 5%

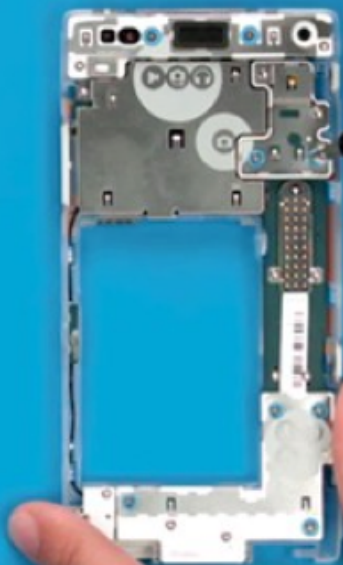
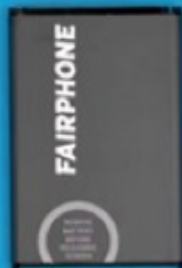
R

Reduce by sharing



airbnb

E Extend by repairing



designed
to
repair

C Cycle through
recovery



R

Product-service system: Reduce, extend, cycle

E

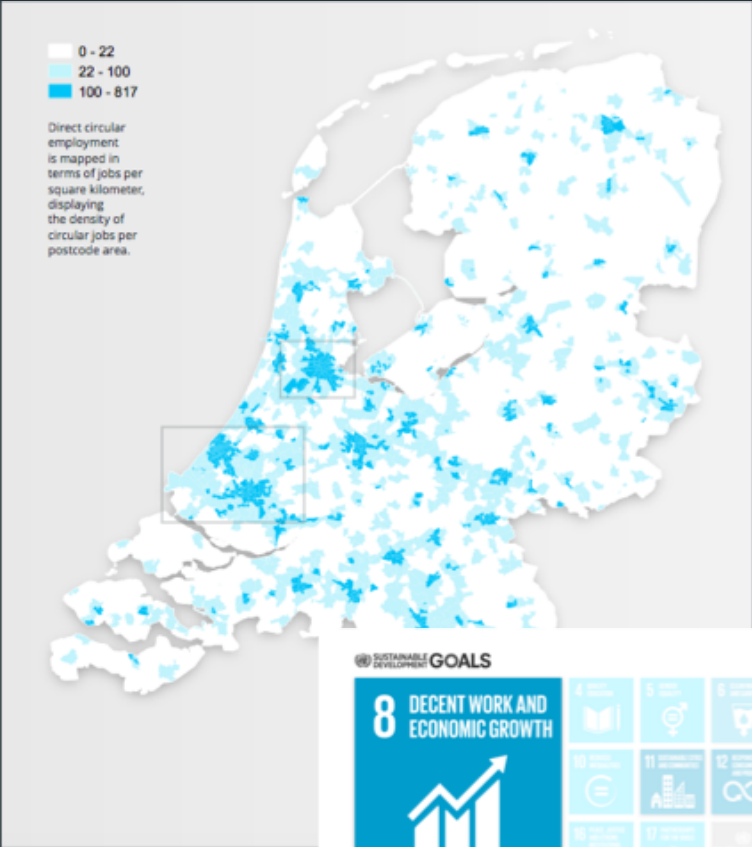
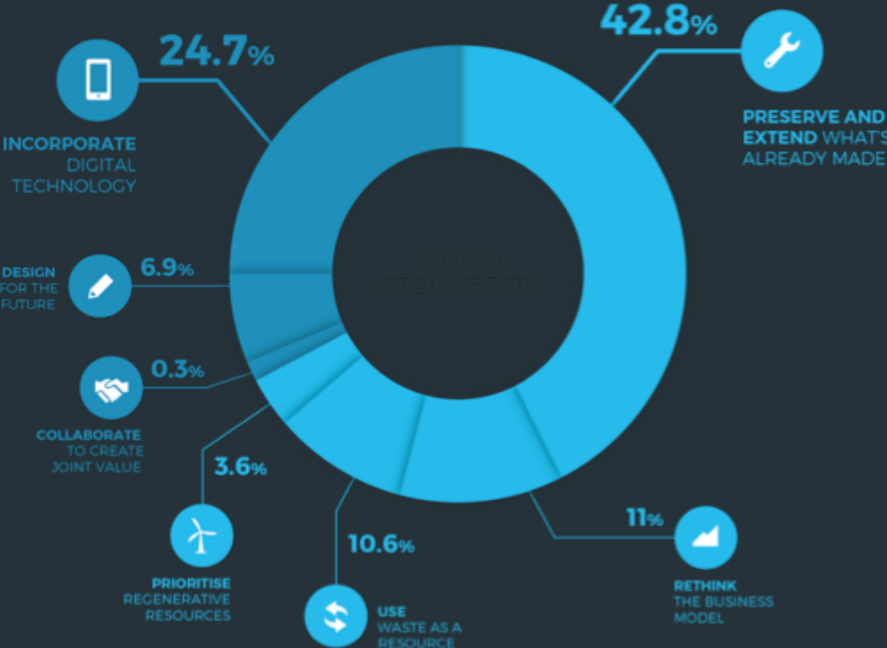
C



Bundles

We love laundry

8.1 % der Jobs in Holland sind in der circular economy



8 DECENT WORK AND ECONOMIC GROWTH

8 SUSTAINABLE DEVELOPMENT GOALS

4 Quality Infrastructure	5 Gender Equality	8 Decent Work and Economic Growth
10 Affordable and Clean Energy	11 Sustainable Consumption and Production	12 Responsible Consumption and Production
16 Life Below Water	17 Sustainable Cities and Communities	18 Sustainable Energy

Was kann ich tun?



NAHRUNG



BEKLEIDUNG



MOBILITÄT &
TECHNOLOGIE

My ask to you!

1

Circular Economy / Kreislaufwirtschaft – back to our roots? Ja, aber im. 21. Jahrhundert

2

#Ohne Kreislaufwirtschaft, keine Paris Ziele

3

Aktiv werden – www.circle-economy.com

Harald Friedl, CEO Circle Economy, @friedlh