

How to create **Circular Business?**

Boost your innovation
with collaboration

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||| We aim to leave
people and planet
better than we
found them

||| Our Values



Small wins make big progress

We continually improve, and beware that we make progress.

Positive and optimistic

We focus on the solution, not the problem

Togetherness

We believe together we can achieve more

Honest

We treat people like we want to be treated ourselves

Curious

We are open for people and progress

||| We put **customers** at the heart
of innovation and look **beyond profit.**

**That's how businesses can be a force for
good**



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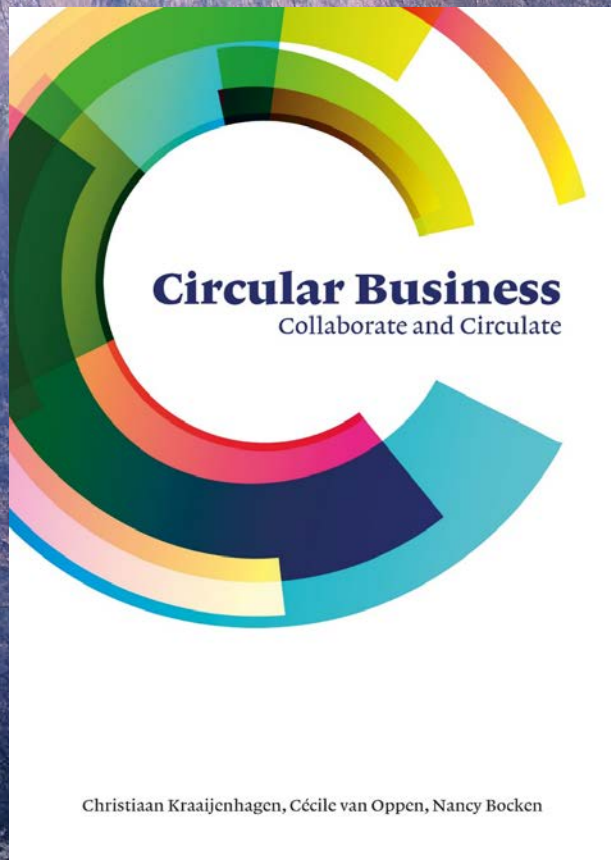


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With great
people we aim
to leave people
and planet
better than we
found them.







Circular Economy

An economy in which stakeholders collaborate in order to maximise the value of products and materials, and as such contribute to minimising the depletion of natural resources and create positive and societal and environmental impact.



A net economic
Benefit of **€1.8
trillion by 2030**

Volatile prices



From **1.8 billion** in 2009 to
4.9 billion in 2030

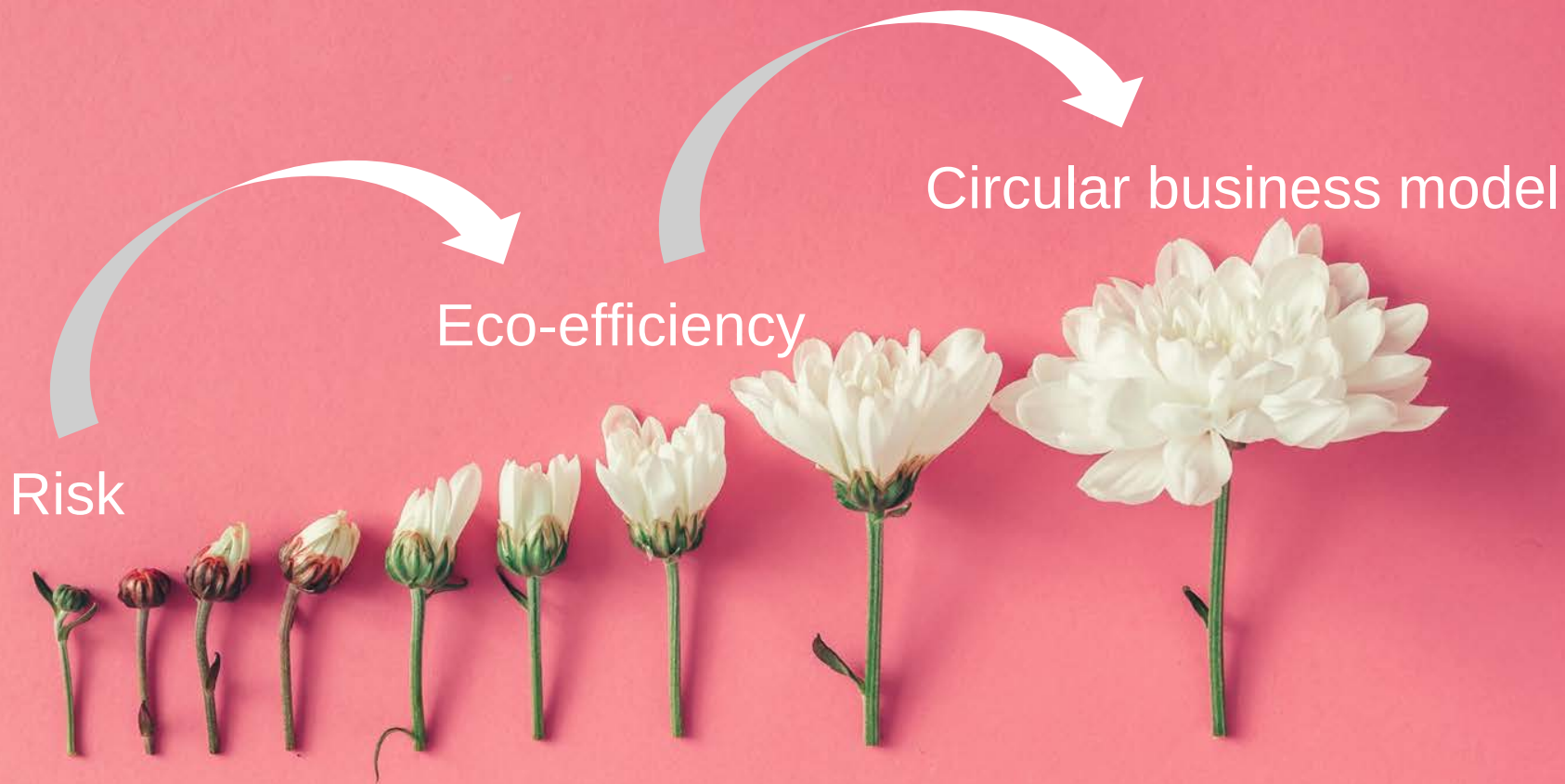


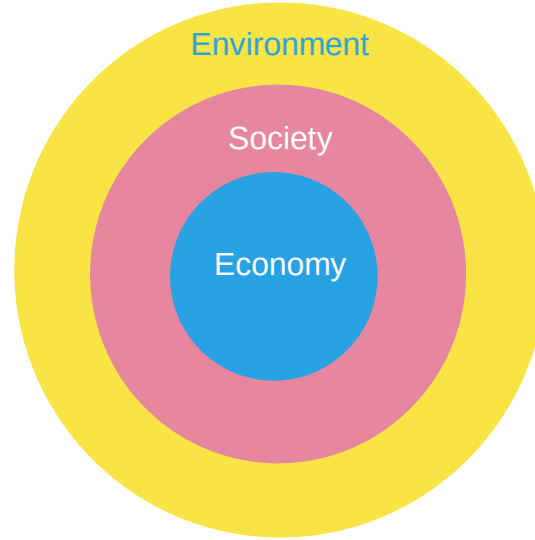
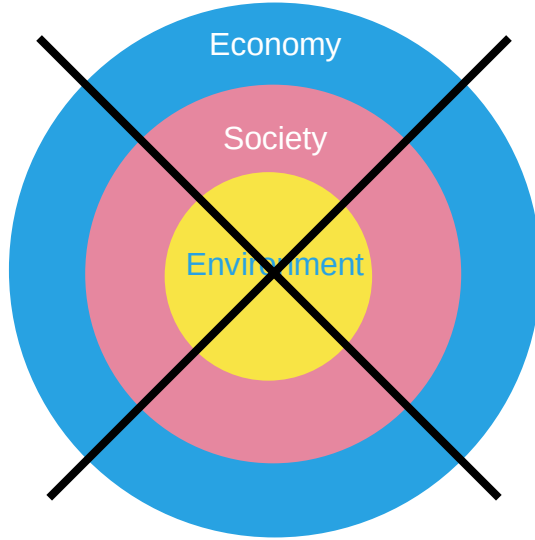


PHILIPS



||| From
commodity to
service to
experience







**Evaluate and learn
between every step**

PHILIPS



Evaluate and learn
between every step

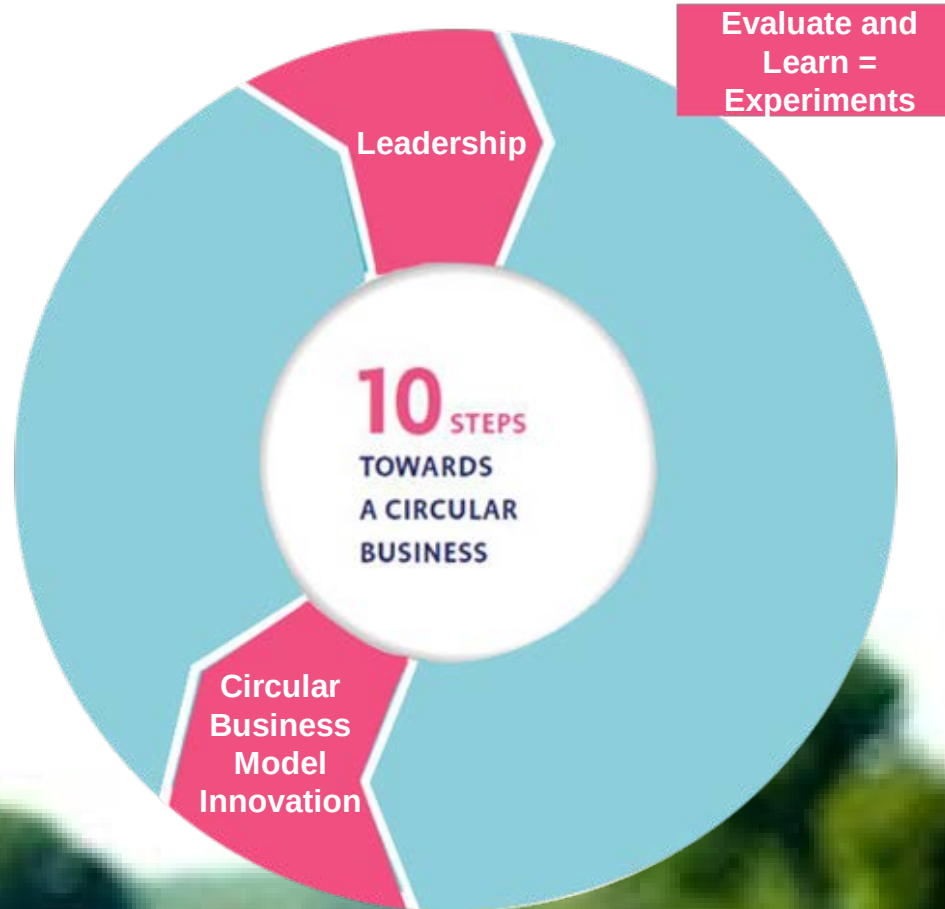


MUD JEANS

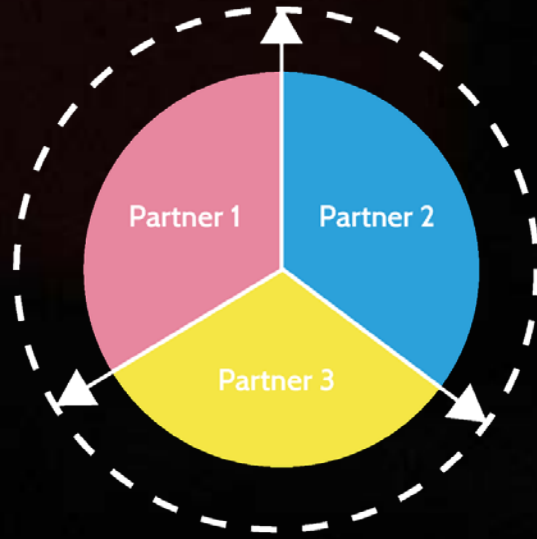
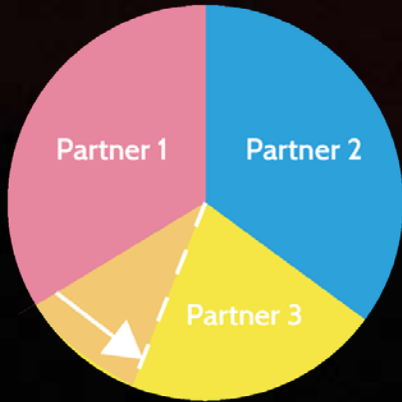


peerby





How do we get to a circular business together?



||| Circular design =
higher investments





1. **Circular business model innovation** starts with adding **customer value**









Distance
5284 KM

Milage
4.5 L/KM

Topspeed
134 KMH

Prins Hendrikkade 21, Amsterdam

● **Available**





||| How to realize business transformation?





Ever tried
Ever failed
No matter
Try again
Fail again
Fail better

- Becket

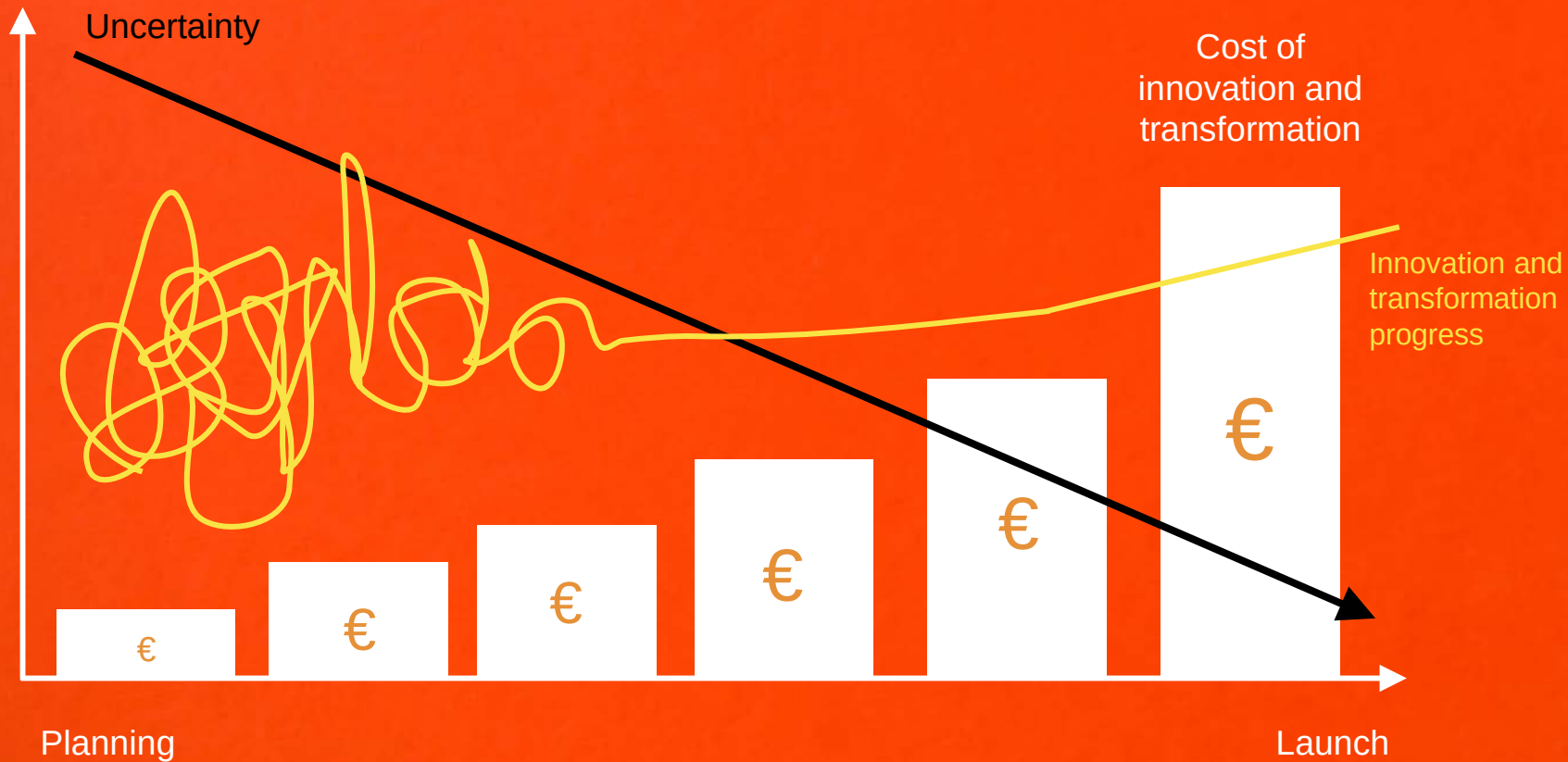


2. Think big,
start small

||| Experiment= Low risk and investment

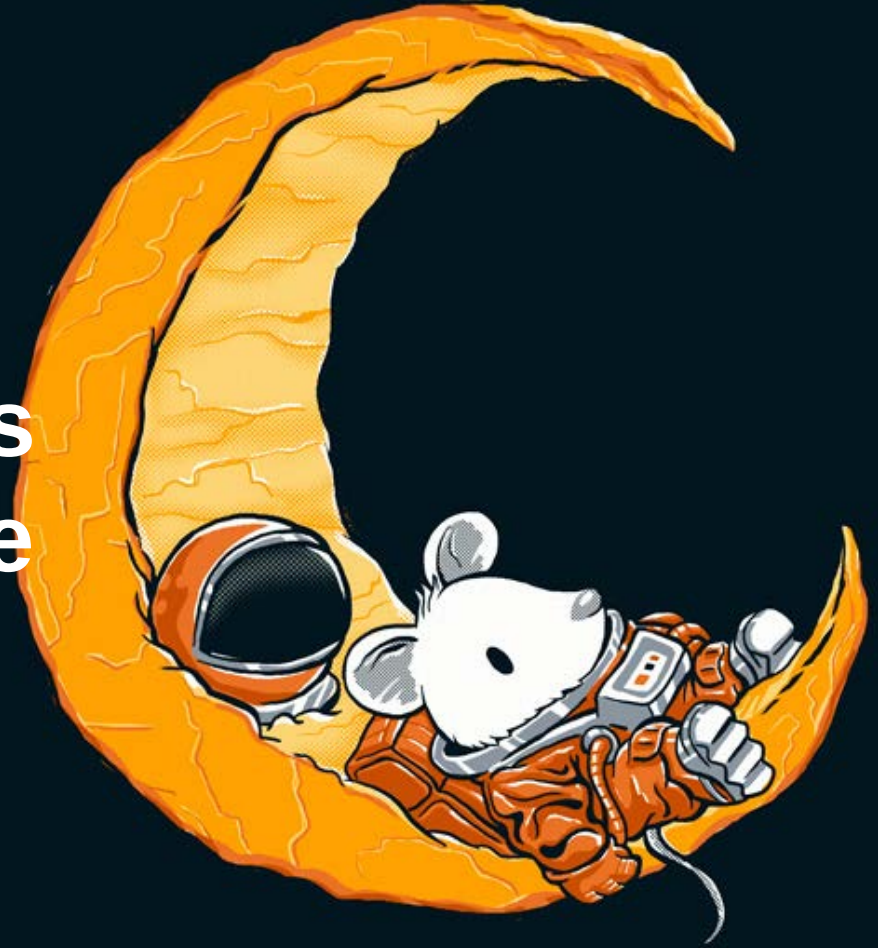


‘Try only for one month. Let’s do it’

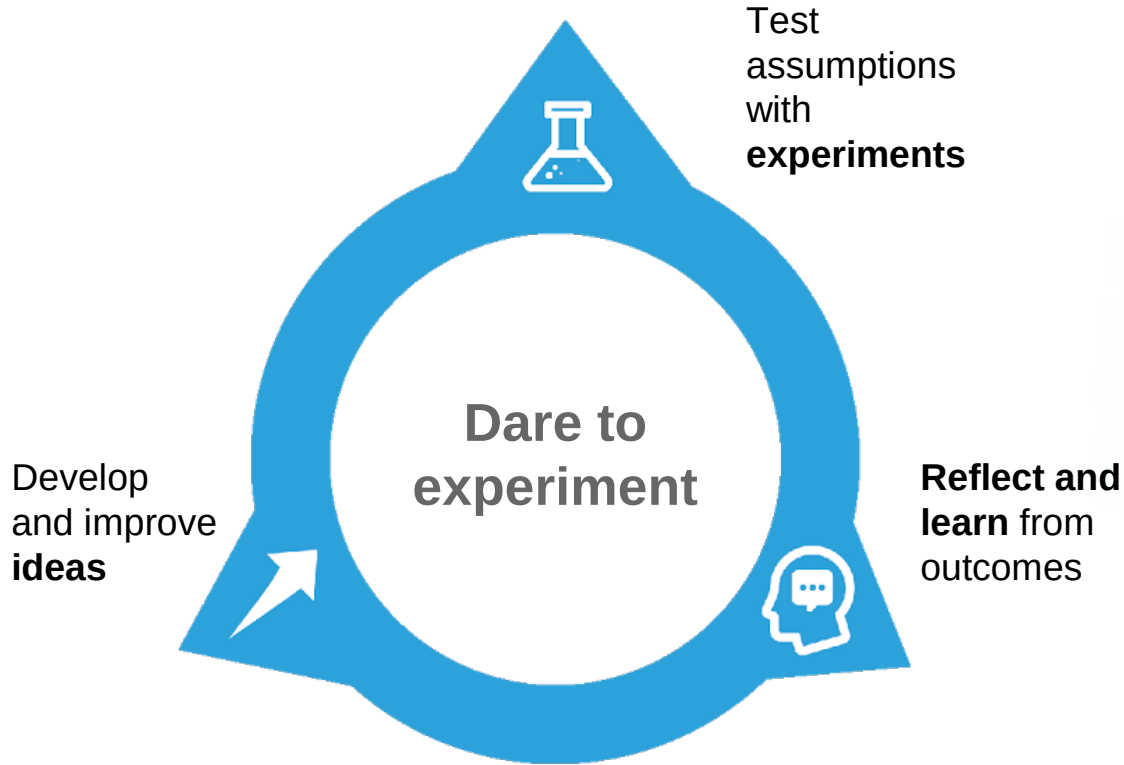


||| Assumption

Everybody knows
the moon is made
of cheese



Our approach





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B: Subscription to community with lifestyle tips

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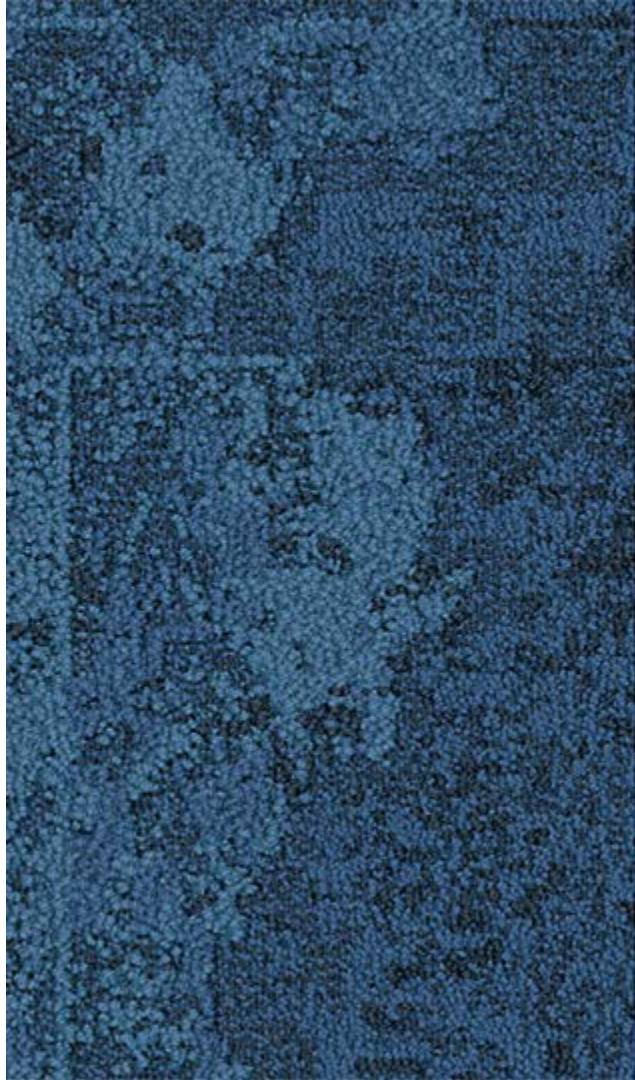
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Partnerships and experiments on the construction site



Work with external partners to set up an experiment



3. Circular business starts with **leadership**



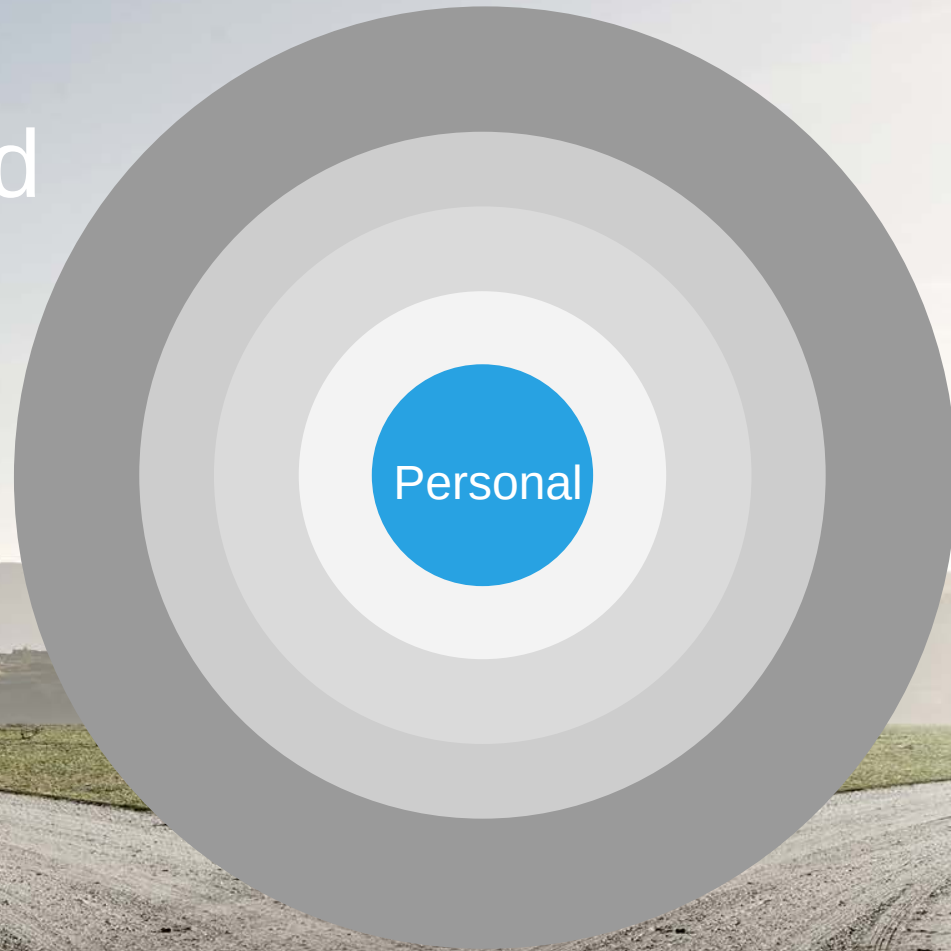
||| Satisfy financial
stakeholders on
short term vs long
term?



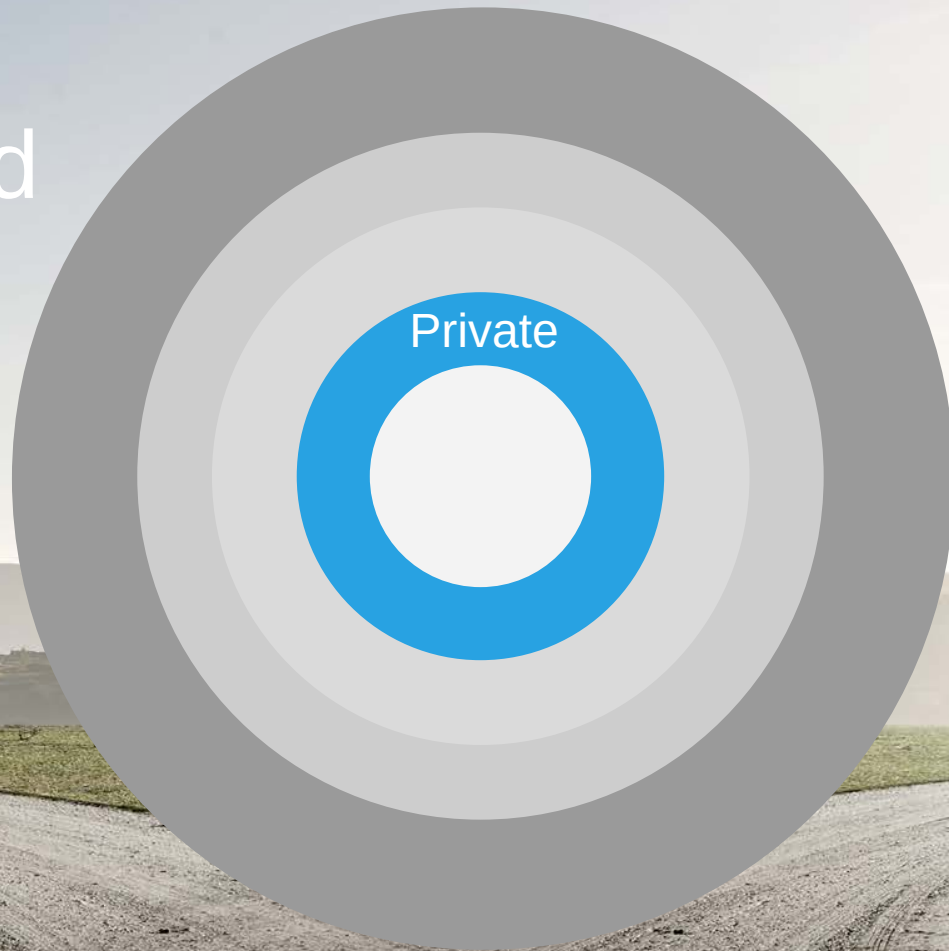
A person in a dark suit and black shoes stands on a wooden pier extending into a blue sea under a bright sky with scattered clouds and birds. The person holds a large, transparent sheet that they are pulling away from the pier. The sheet reveals a different scene behind it: a sky with more clouds and birds, and a distant cityscape on the horizon. The pier itself is made of wooden planks and leads towards the horizon.

Steer beyond short
term financials...

||| You lead

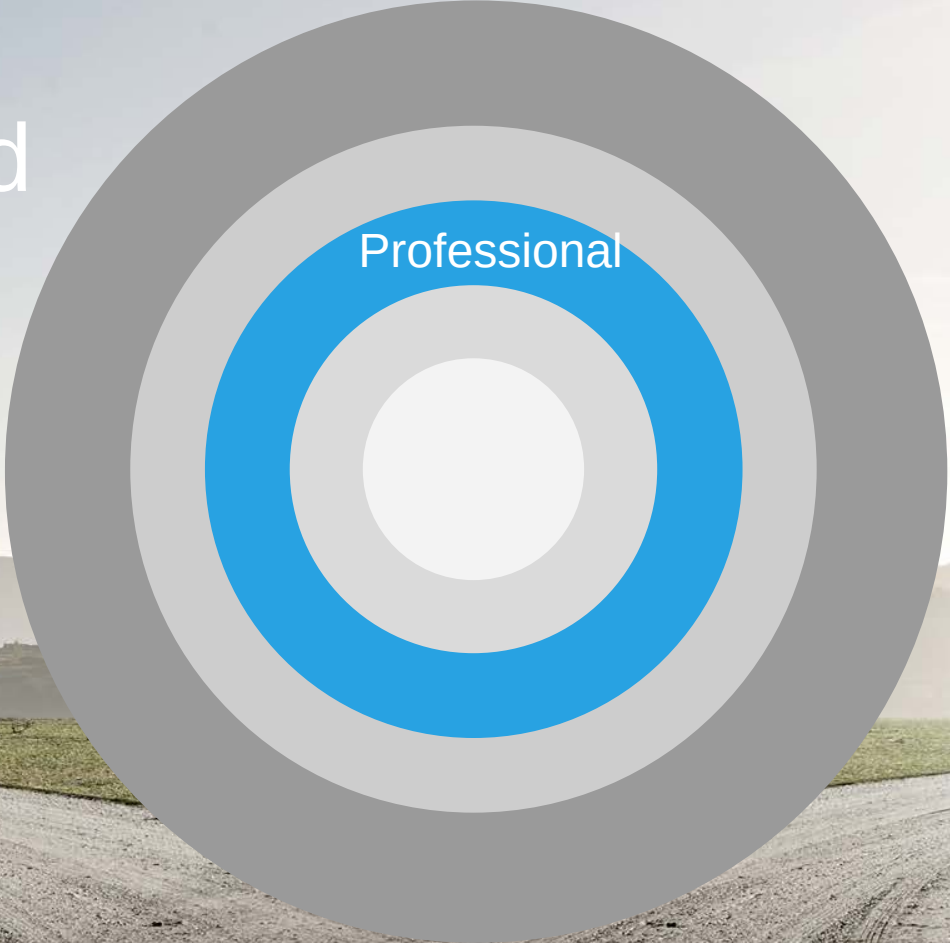


||| You lead

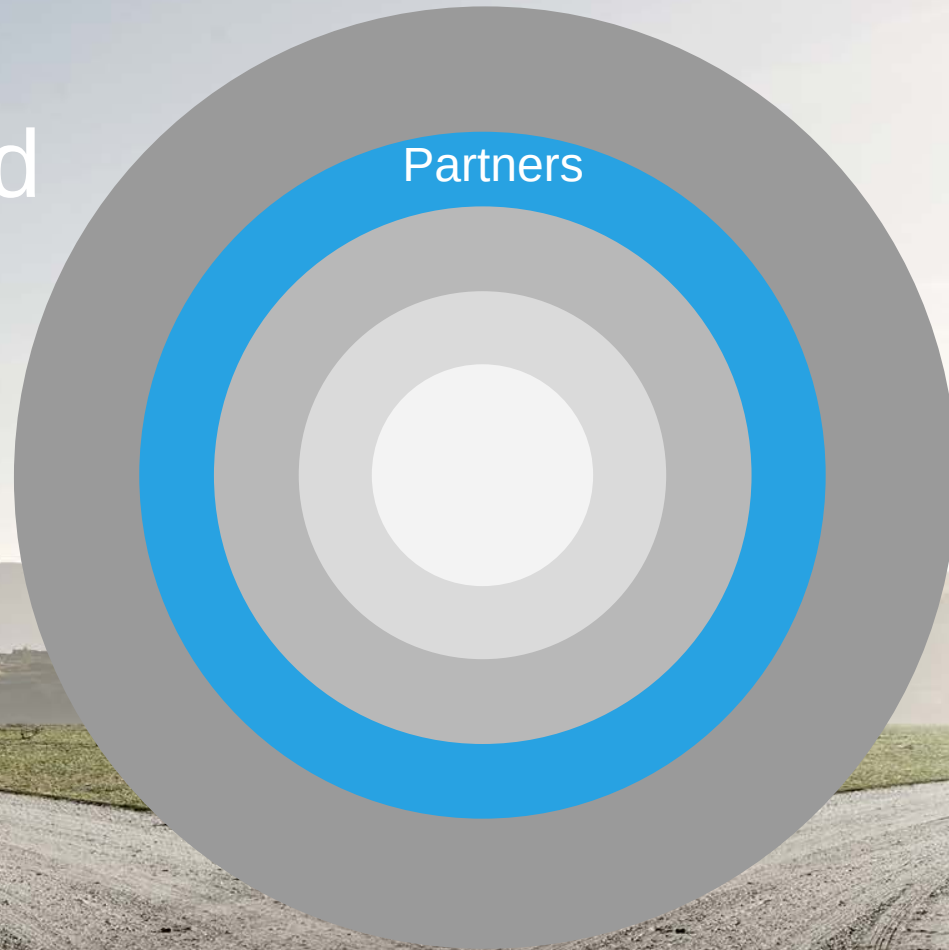


||| You lead

Professional

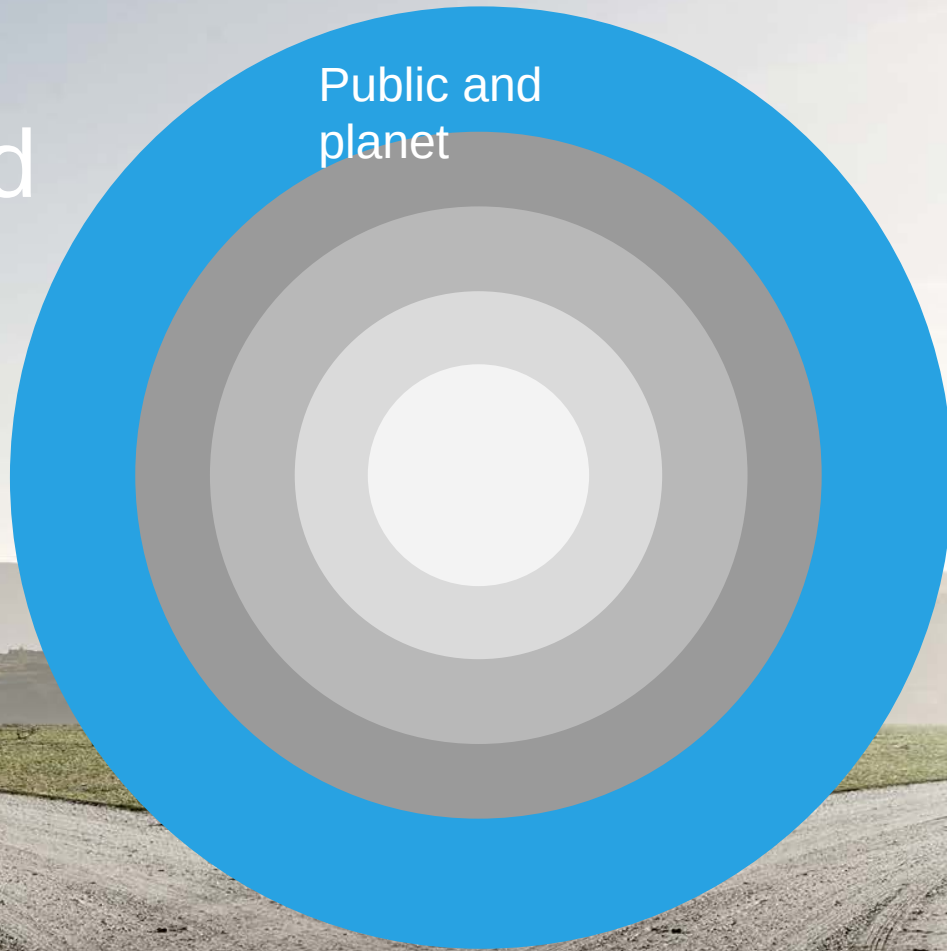
A large graphic consisting of four concentric circles. The innermost circle is white. The next ring is light gray. The third ring is a vibrant blue and contains the word 'Professional' in white text. The outermost ring is a medium gray. The graphic is centered over a background image of a dirt road splitting into two paths in a grassy field, with mountains in the distance under a hazy sky.

||| You lead



||| You lead

Public and
planet

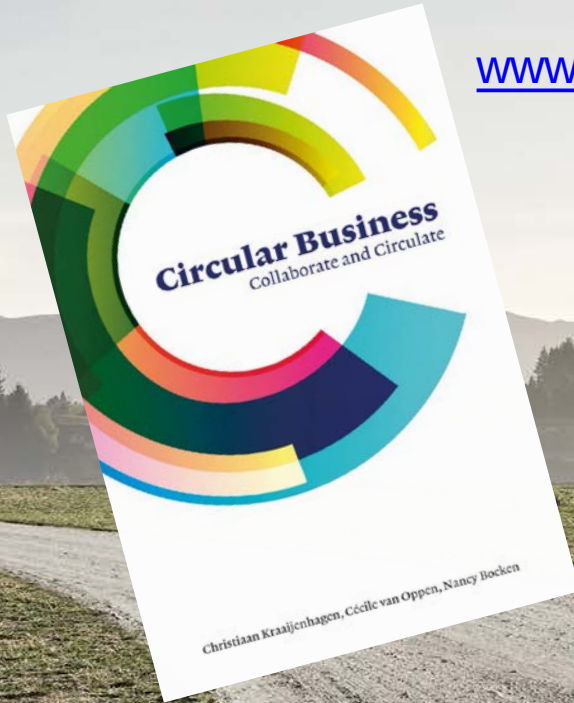






||| Questions?

Order the book at:
www.circularcollaboration.com



Free tools and articles with examples: www.innoboost.nl/tools

||| Let's start a
**circular business
experiment
together**



Who wants to
experiment
together?

inno**o**ost

www.innoboost.nl/tools



Sources

Link to book: <http://circularcollaboration.com/>

Link to publication: http://media.wix.com/ugd/b93010_dba7c3f76b024d3d9d5a0d2357c4aee3.pdf

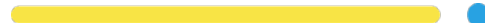
Link to free tools: <http://www.innoboost.nl/tools>

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Osterwalder, A., Pigneur, Y., 2010, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons, Hoboken, New Jersey.

Osterwalder, A., Pigneur, Y., Bernada, G., Smith, A., 2014. Value Proposition Design. How to create products and services customers want. John Wiley & Sons, Hoboken, New Jersey, USA.

Schuit, C.S.C, Kraaijenhagen, C., Bocken, N.M.P. 2017. Kickstarting circular business experimentation - From product ownership to customer experience. Innoboost & TU Delft.



Mentioned cases

Lucky iron fish: <https://www.youtube.com/watch?v=KJM7Nj1DCwk>

Fresh-r

Vigga: <https://vigga.us/in-english/>

Boska

Mud Jeans

ABN Amro – Circulair Paviljoen: <https://circl.nl/>

Interface Net-works

Peerby

Volvo: <https://www.media.volvocars.com/global/en-gb/media/pressreleases/213101/having-a-new-volvo-xc40-will-be-as-hassle-free-as-having-a-mobile-phone#.WcpJ7V9gKcM.linkedin>

Porsche: <http://www.shareaporsche.nl/>

