



'Steel as a Service' Discussion

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The Circular Economy is a:

Strategic Design Solution

for

Restorative Economic Development

based on

Full Lifecycle Understanding



Multiple Value Streams

Multiple Business Opportunities

New Business Models

New Service Opportunities

Increased Customer Satisfaction

Improved Brand Identity

Resource Efficiency

Risk Mitigation

Impact Elimination

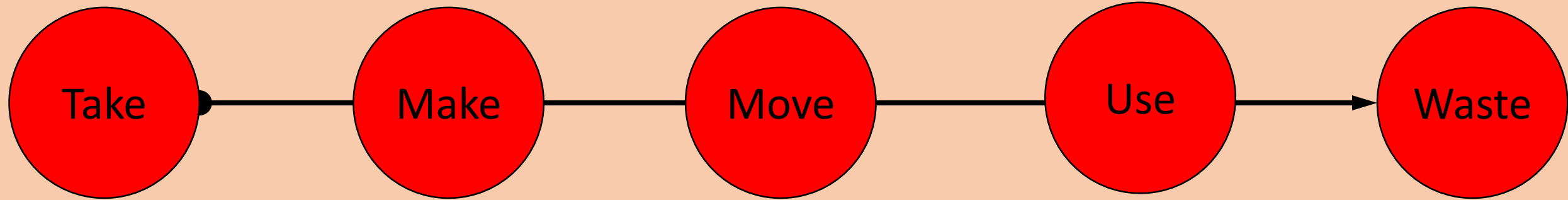
Sustainable Prosperity & Growth



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Current Development Process = Linear Economy





Linear By Design



3.4 Million BC



Western Society

Nature Disconnect

Perceived Value

Agricultural Revolution



Socrates



René Descartes



John Locke



470 BC

1596

1632

1700



1st Industrial Revolution



Mechanisation

1800

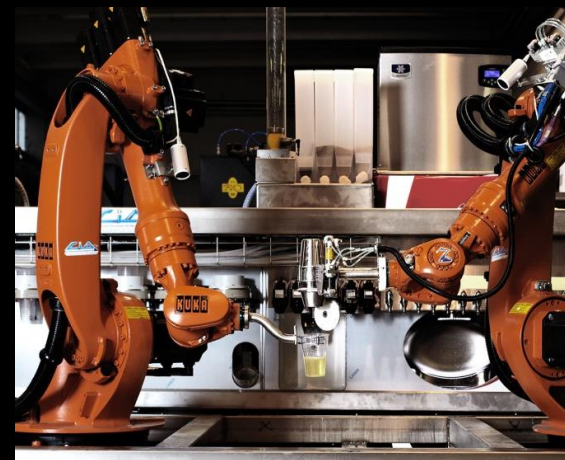
2nd Industrial Revolution



Mass Production

1900

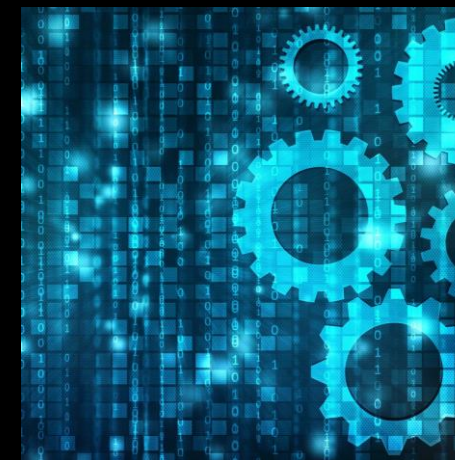
3rd Industrial Revolution



Automation

1950

4th Industrial Revolution



IoT

2015





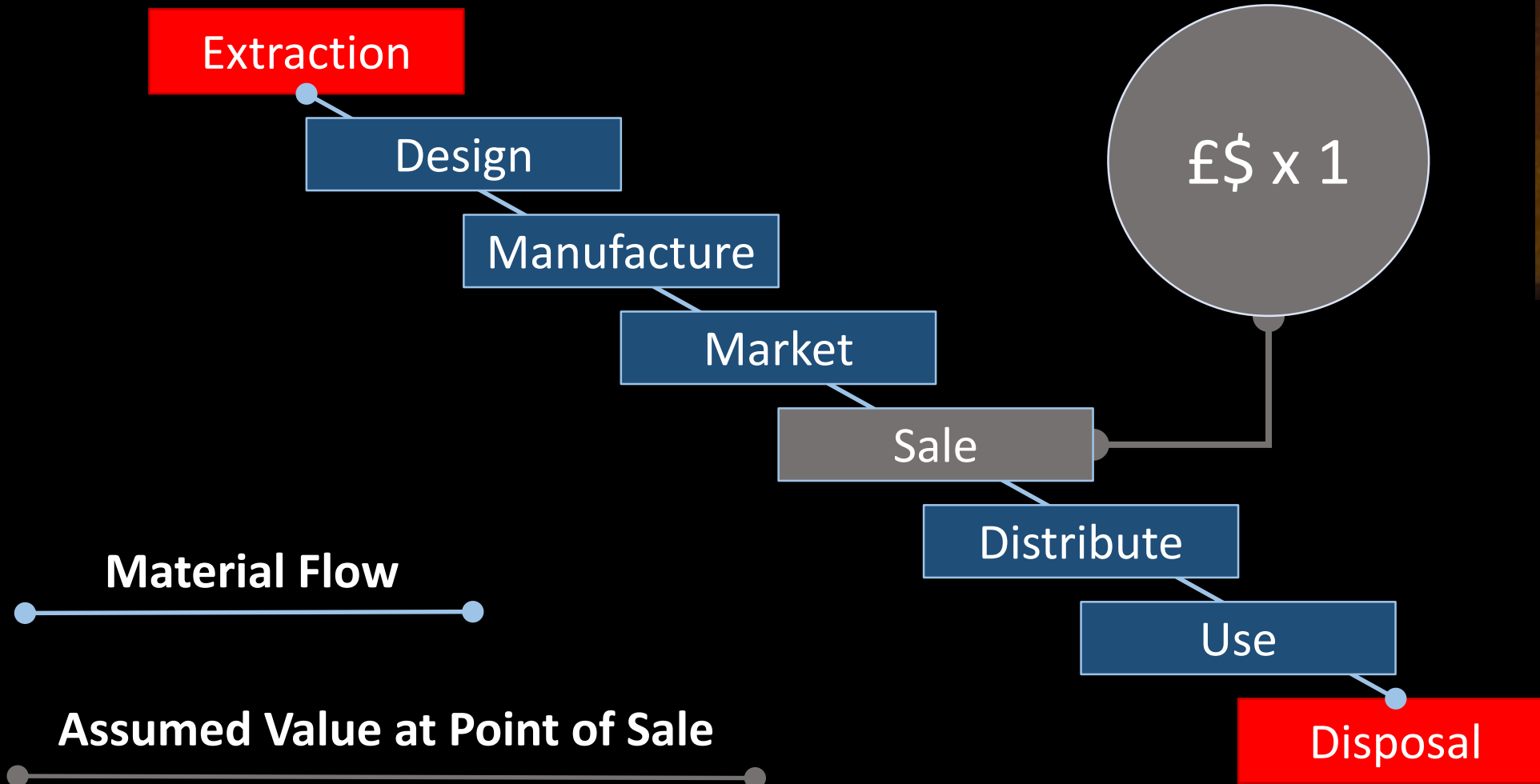
Linear By Design



3.4 Million BC



Linear Economy – Single Profit opportunity



John Locke

Linear Economy – Legacy info & Silo working



+

UNCERTAINTY

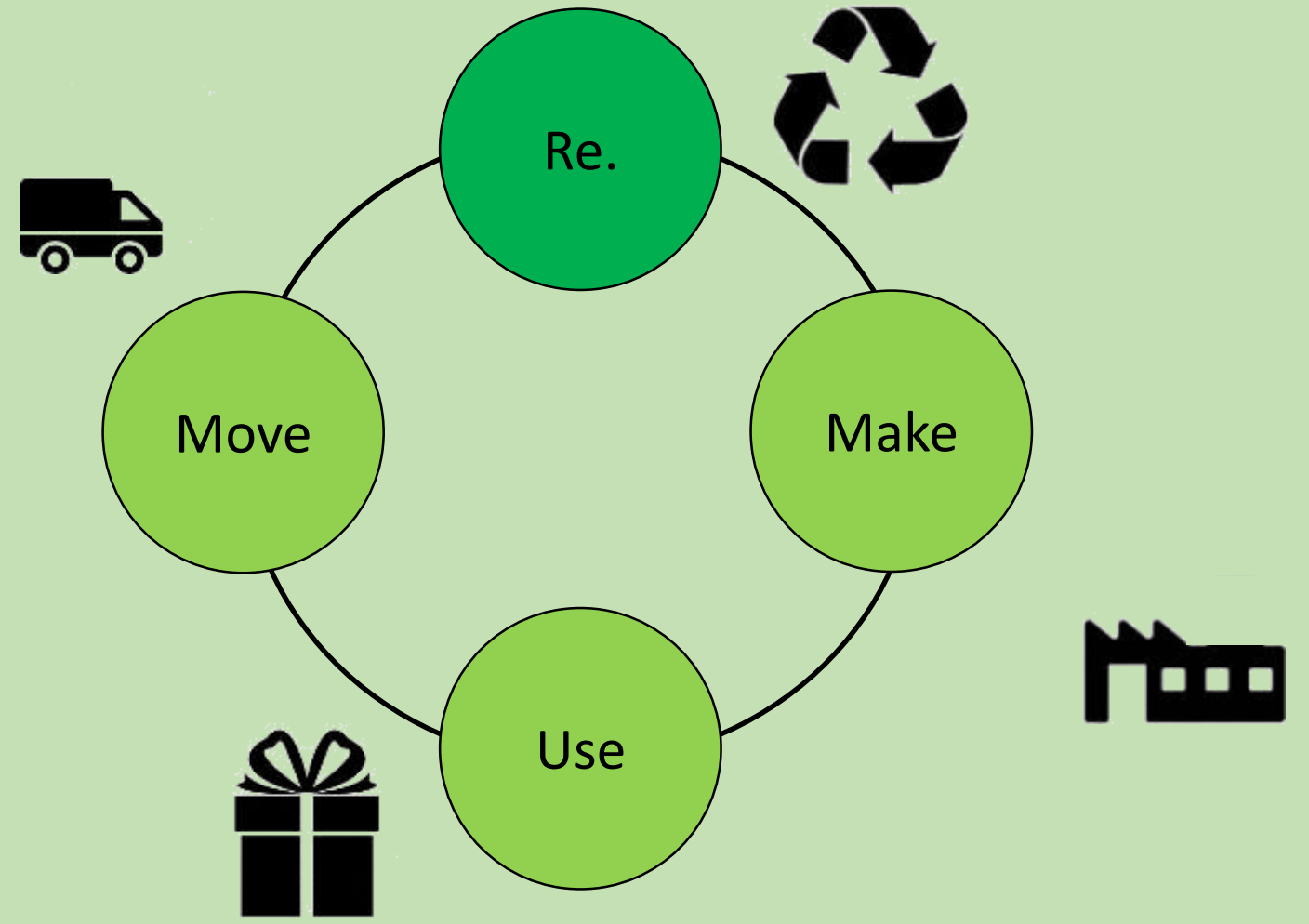
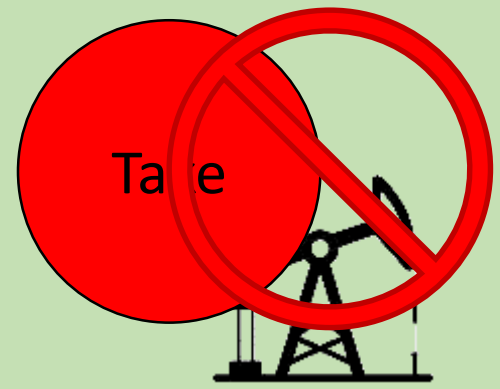
RISK

IMPACT

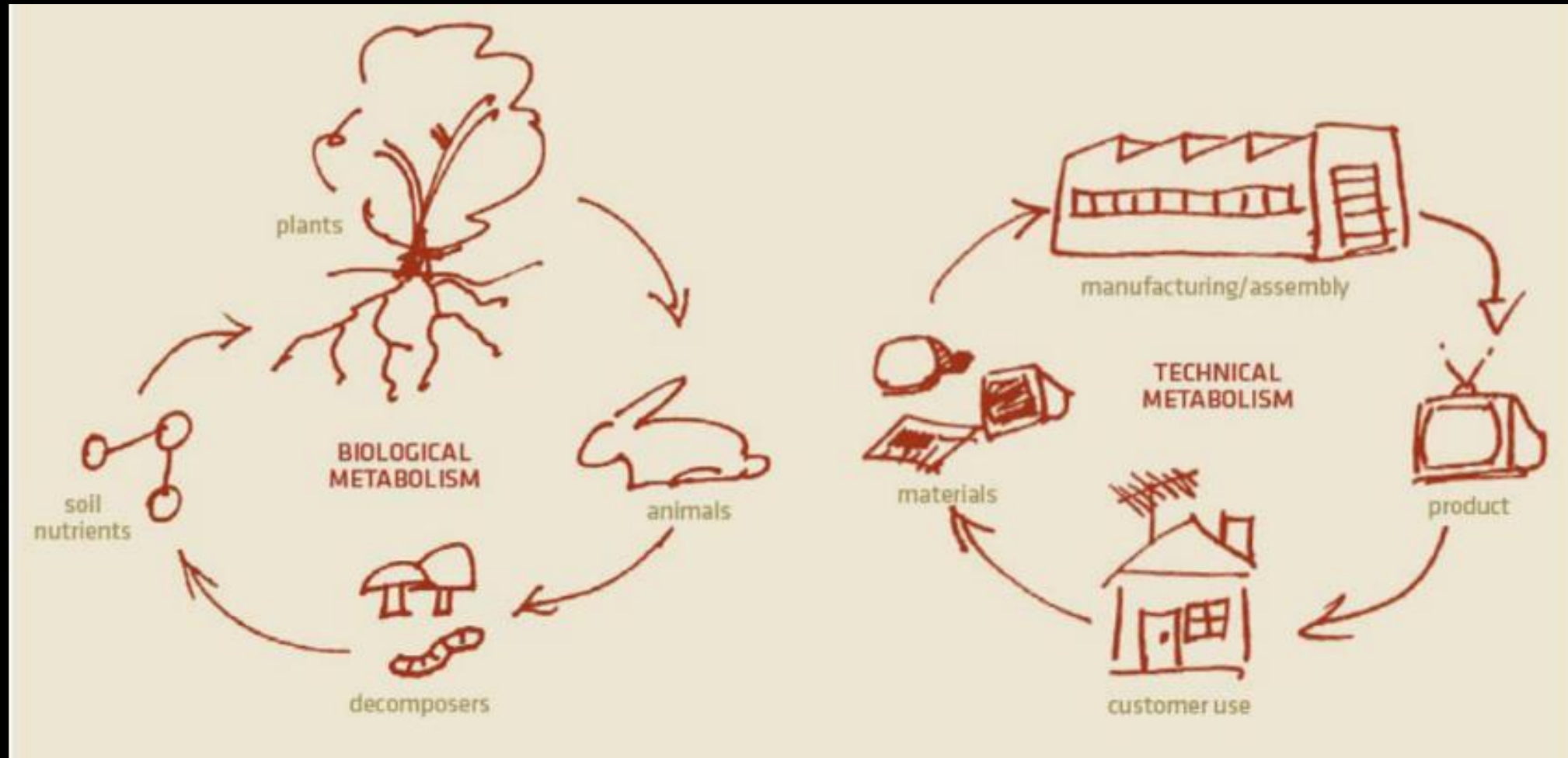
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UNFORSEEN COST

UNINTENDED CONSEQUENCES



Mimicking Natural Systems



Feedstock for New Development

Ask Full Lifecycle Questions!



Where do your Resources come from?

How efficient are you with those Resources?

What impact does your Business have?

What happens to your Product, Resource and Brand?

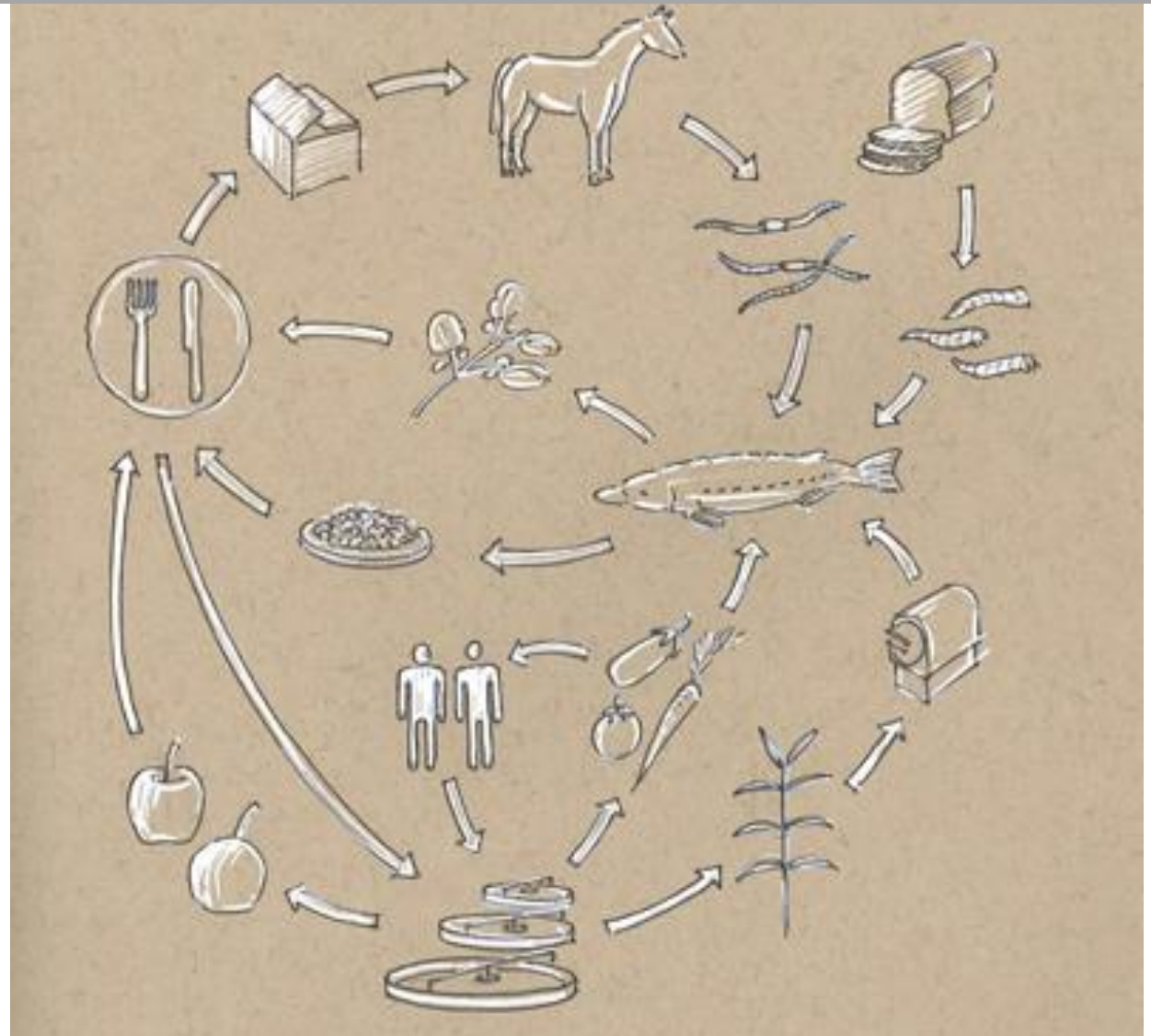


The ABLE Project

Cardboard

to

Caviar + more..



“Waste = Resource”

Case Study 3



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orangebox



Office Seating - Product as a Service

Case Study 2



Interface **FLOR**®



Impact elimination for Net Positive benefits

Case Study 1



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THE FUTURE OF SUSTAINABLE MOBILITY

CROWDFUNDING NOW >

riversimple

Mobility Service Provider for Maximum Value



HARMAN

harman/kardon

Baseline of Lifecycle Knowledge

Systems Analysis

Resource Management

Supply Chain Analysis & Engagement

New Car Smell (VOC's)

Neodymium (REE)

Resource Efficiency & Risk Mitigation



Questions.....

Ideas.....

Opportunities.....