

Free online event ▪ June 15, 2021 13:00–14:30 CEST

# Nordic Circular Arena Launch Event

The first Nordic circular  
economy stakeholder platform

Nordic  
Circular  
Hotspot



Nordic  
Innovation

Nordic  
Circular  
Arena

[Log in to join  
the circular transition](#)



# Welcome and introduction



**Elin Bergman**

Co-founder of Nordic Circular Hotspot, COO and  
spokesperson of the Swedish circular economy  
network Cradlenet



**Einar Kleppe Holthe**

Managing Partner, Nordic Circular Hotspot  
Founder & CEO  
Natural State



## Partnership programme to accelerate the circular market transition in the Nordics



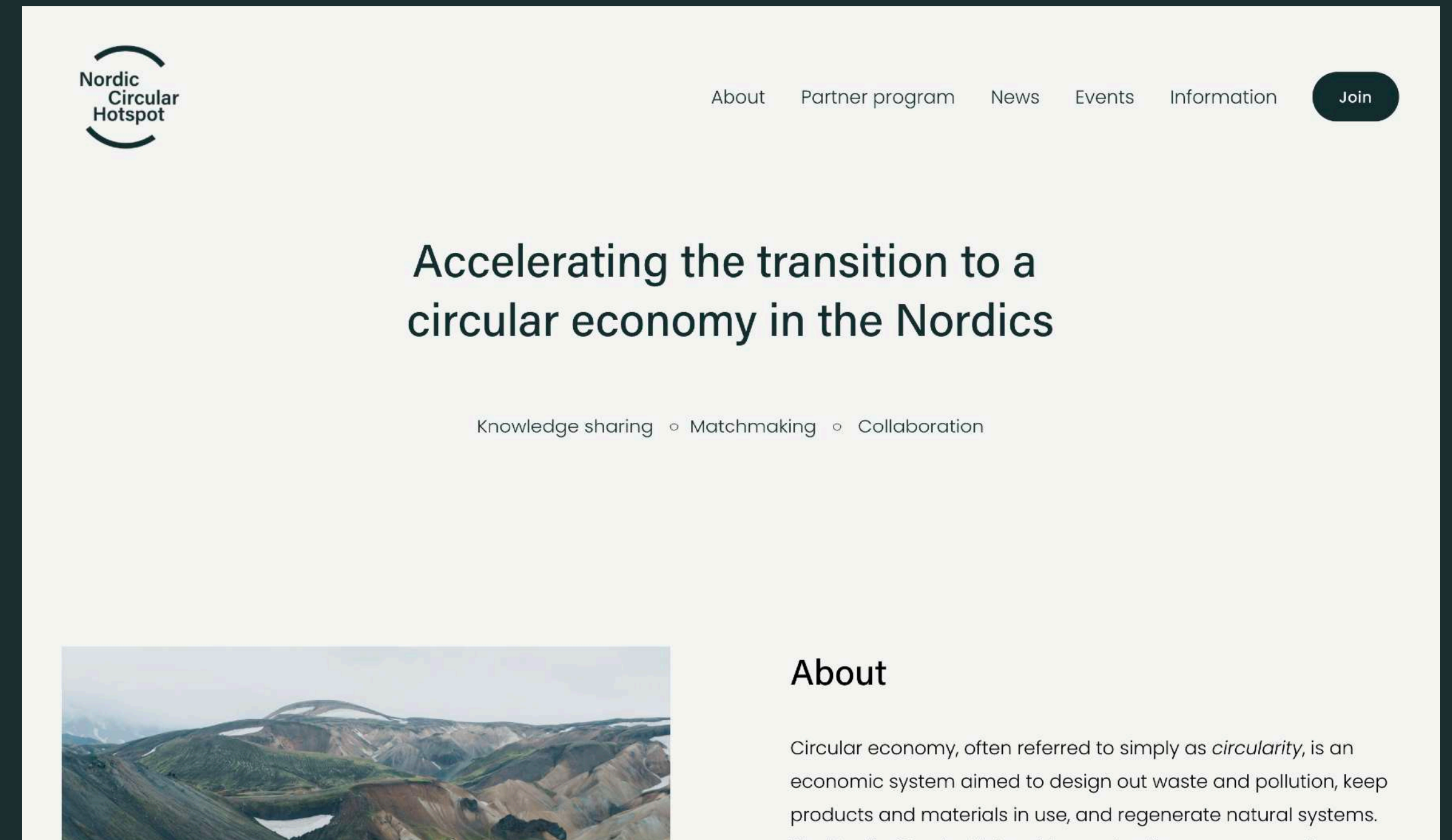


# Nordic Circular Hotspot

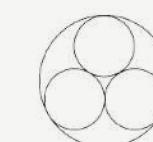
The Nordic Circular Hotspot is a ten-year collaboration and market development program, with a mission to accelerate the transition to a circular economy in the region. It is co-funded by Nordic Innovation and run by 10 Managing Partners from five Nordic countries plus The Netherlands.

In the not too distant future, a Nordic, neutral NGO will be incorporated, with the aim of securing the necessary funding needed until 2030 and leading the way for collaborative, circular value creation and systems change in the Nordics.

Our goal is to achieve critical mass of circular and sustainable dynamics and transactions in all value chains, to reach transitional tipping points faster in all segments and sectors of the Nordic market.



More information  
[www.nordiccircularhotspot.org](http://www.nordiccircularhotspot.org)





# Nordic Circular Hotspot

## Managing Partners

## Co-Funding Partner



Elin Bergman  
Cradlenet (SE)



Marika Ollaranta  
Business Finland (FI)



Bjarni Herrera  
Circular Solutions (IS)



Einar Holthe  
Natural State (NO)



Cathrine Barth  
Circularities (NO)



Hrund Gunnsteinsdóttir  
Festa – Center for  
Sustainability (IS)



Harpa Júlíusdóttir  
Festa – Center for  
Sustainability (IS)



Isabella Holmgaard  
Lifestyle & Design  
Cluster (DK)



Kim Hjerrild  
Lifestyle & Design  
Cluster (DK)



Peter Michel Heilmann  
WholisticQ Holding (NL)



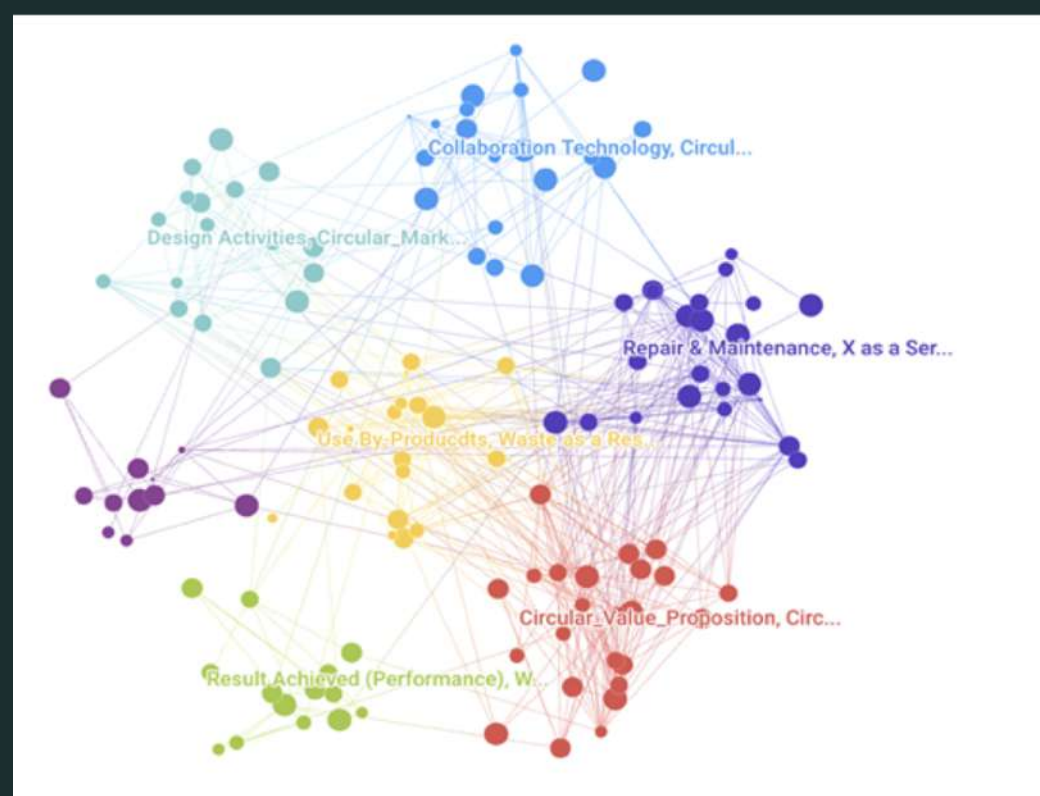
# Nordic Innovation

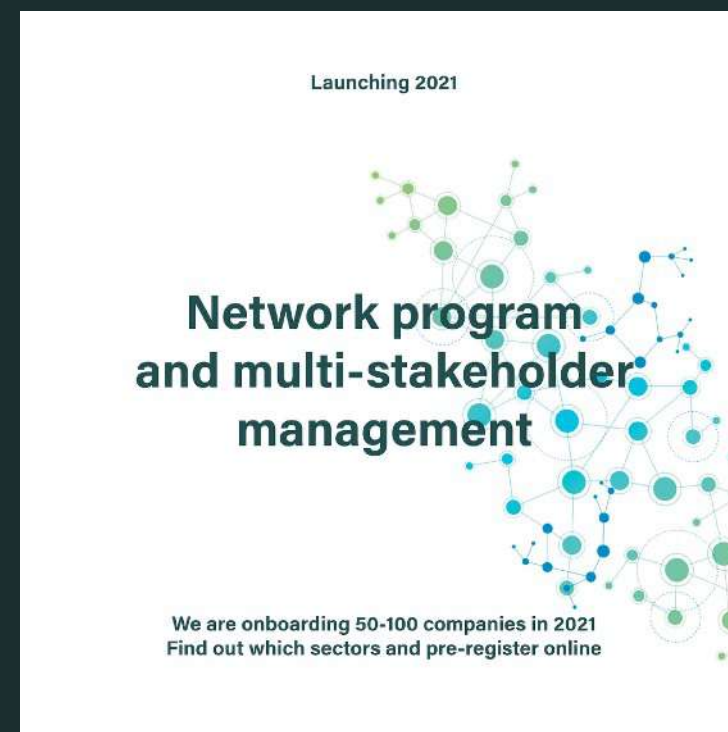
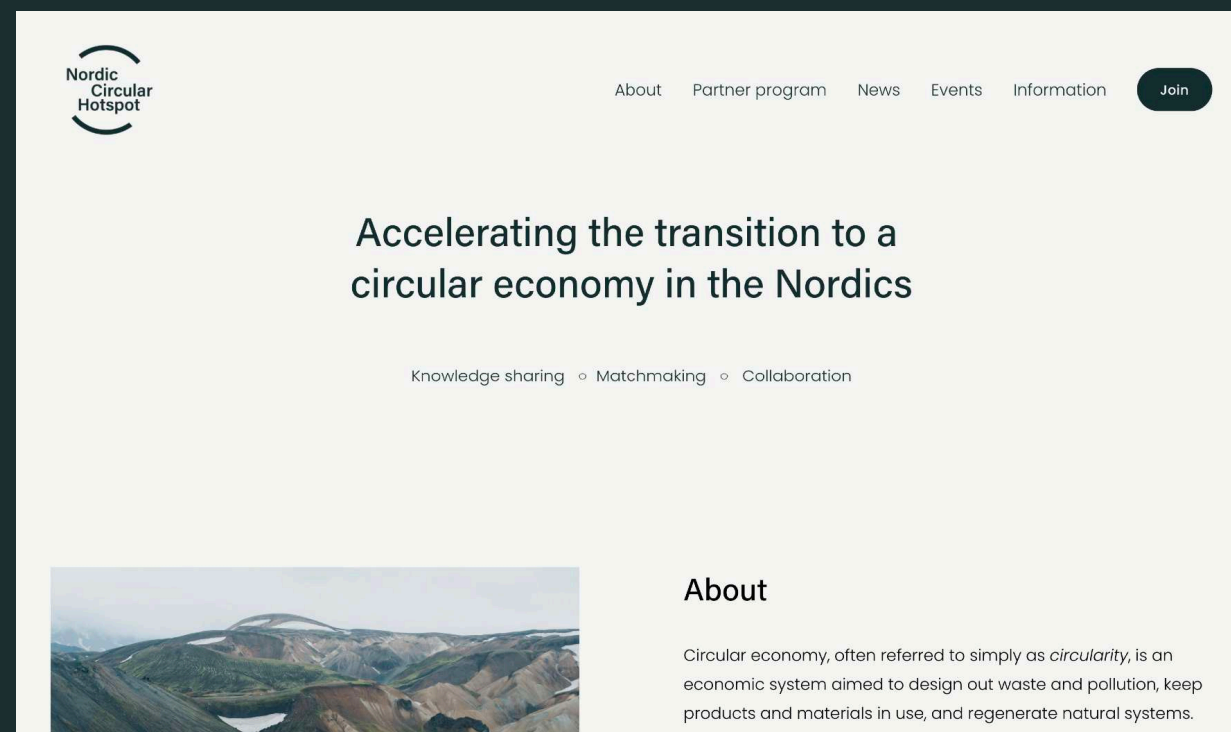


## Brief history 2018 - 2021

### Phase 0 (pre-phase), 2018 - 2019

- Initiated by Norway, Sweden and Denmark
- Inspired by the Holland Circular Economy Week in June 2018, co-organised by the Holland Circular Hotspot Foundation in The Netherlands
- Launched during the 3rd World Circular Economy Forum (WCEF) in Helsinki in June 2019, a global initiative of Finland and the Finnish Innovation Fund Sitra
- Survey and Network Map of the Nordics (stakeholder mapping)





## Phase 1, June – December 2020

- Strategic development process, 2020 – 2030
- Onboarding Icelandic, Finnish and Dutch Managing Partners
- Establishing of a physical office (secretariat) in Oslo
- Establishing a 2021-2030 roadmap and a knowledge bank
- Organising the Nordic Circular Summit and WCEF Side Events

## Phase 2 (current phase), 2021 – 2024

- Realisation/market implementation, launching the Nordic Circular Arena (June 2021), incorporating a Nordic, neutral NGO

## Phase 3, 2025 – 2030

- Achieving critical mass of circular and sustainable dynamics and transactions, reaching transitional tipping points faster in all segments and sectors, and developing a circular, sustainable and dynamic Nordic market sphere





# Activities and assignments

A brief selection of current activities of the Nordic Circular Hotspot and its Partnership Programme

- Facilitate collaboration between all partners to accelerate the transition towards a circular and sustainable market sphere in the Nordics. Connect stakeholders and help the Nordics become the world's leading regional circular hotspot.
- Develop, operate and update the digital stakeholder platform Nordic Circular Arena on behalf of all partners.
- Organise at least four webinars a year during which partners are able to promote themselves (virtual exhibition). Webinars are available to the general public. Partners have the opportunity to speak or be present. The Nordic Circular Hotspot also (co-)hosts several smaller webinars, with, for or co-hosted by its partners.
- Organise and co-host the annual Nordic Circular Summit in collaboration with Nordic Innovation and other stakeholders.
- Connect circular networks, hubs, hotspots and platforms within the Nordics, while connecting local, regional and international ones to the Nordics.
- Support and showcase circular projects in the Nordics that wish to scale, increase their impact or broaden their horizons. This is carried out through events, webinars, the Nordic Circular Arena and/or through the Nordic Circular Hotspot's communication channels.
- Facilitate personal memberships for circular changemakers in and outside the Nordics (available as of September 2021).
- Help facilitate a common voice for circular policy making. Develop the regulatory public sphere to accommodate circular and sustainable solutions in the market. Raise awareness, lead the public debate and lobby at various public institutions. Help remove barriers to accelerate the circular transition in the Nordics.
- Work towards aligning a Nordic market culture, a common circular economic language as well as circular and sustainable value perspectives in the Nordics.
- Continue to raise awareness about circularity and sustainability in the Nordic market and society in general.





# Side events and webinars



myOnvent

**Circular Events 2021 Kickoff**

ORGANIZED BY: Nordic Circular Hotspot

DATE: 24.03.2021

DOMAIN & LOCATION: Nordics

PRICE: Free

INTRO PROGRAM

Welcome to the first Nordic Circular Hotspot 2021 seasonal event. On March 24, we will launch the Nordic Circular Hotspot's Partnership Programme and warmly welcome our first Finnish partner, Business Finland, the government organisation for innovation funding and trade, travel and investment promotion. Join in to learn about the Finnish BioCircular approach to circular value creation, and find out how you can join the circular movement. As a small Nordic nation, it has always been in Finland's nature to preserve what is valuable. The Finns have the resources, expertise and know-how to create,



### Nordic Circular Summit

Google Calendar - ICS

This two-day event, hosted by Nordic Circular Hotspot and Nordic Innovation, will explore the tremendous circular opportunities that the region has to offer. We will dive into the key market drivers, trends and challenges for the next decades to come.

[View Event →](#)



### Financing the Circular Economy

11:00 AM - 12:00 PM

Google Calendar - ICS

What is the circular economy and what role does the financial sector play in the transition to circularity? This virtual WCEOnline Side Event will discuss opportunities and obstacles for financing the circular economy today.

[View Event →](#)



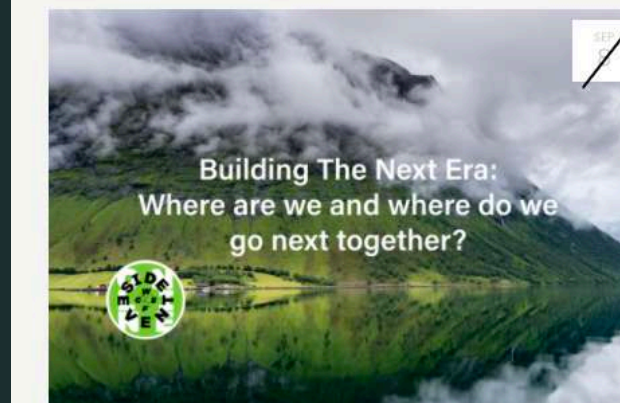
### The Circular Hotspots of the World

10:30 AM - 12:30 PM

Google Calendar - ICS

This virtual WCEOnline side event will provide a venue for circular hotspots in Europe and around the world to exchange knowledge and experiences and to increase collaboration between the hotspots locally, regionally and internationally.

[View Event →](#)



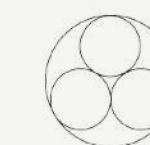
### Building The Next Era

10:30 AM - 1:00 PM

Google Calendar - ICS

On September 8, 2020, we hosted a virtual WCEOnline Side Event, "Building The Next Era: Where are we and where do we go next together?" This webinar presented "all you need to know on the circular economy in the Nordic region" as well as the Nordic Circular Hotspot's brief history, next steps and recent Nordic Circular Hotspot Survey and Network Map. Watch the three videos and/or download a PDF presentation.

[View Event →](#)



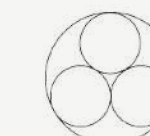
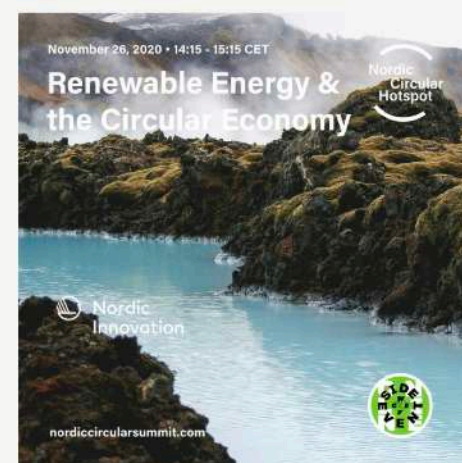
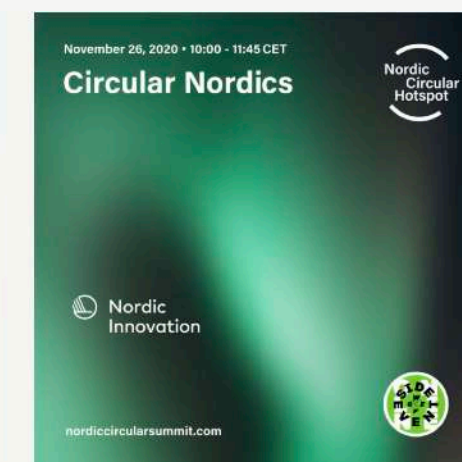
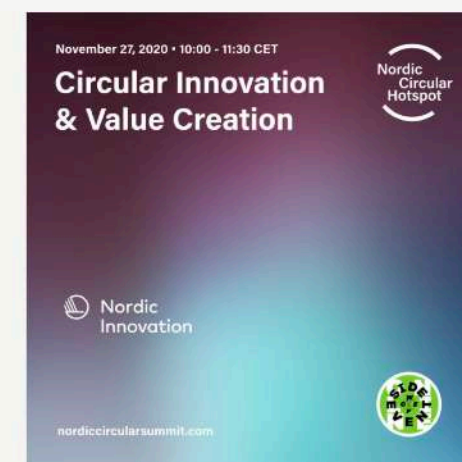
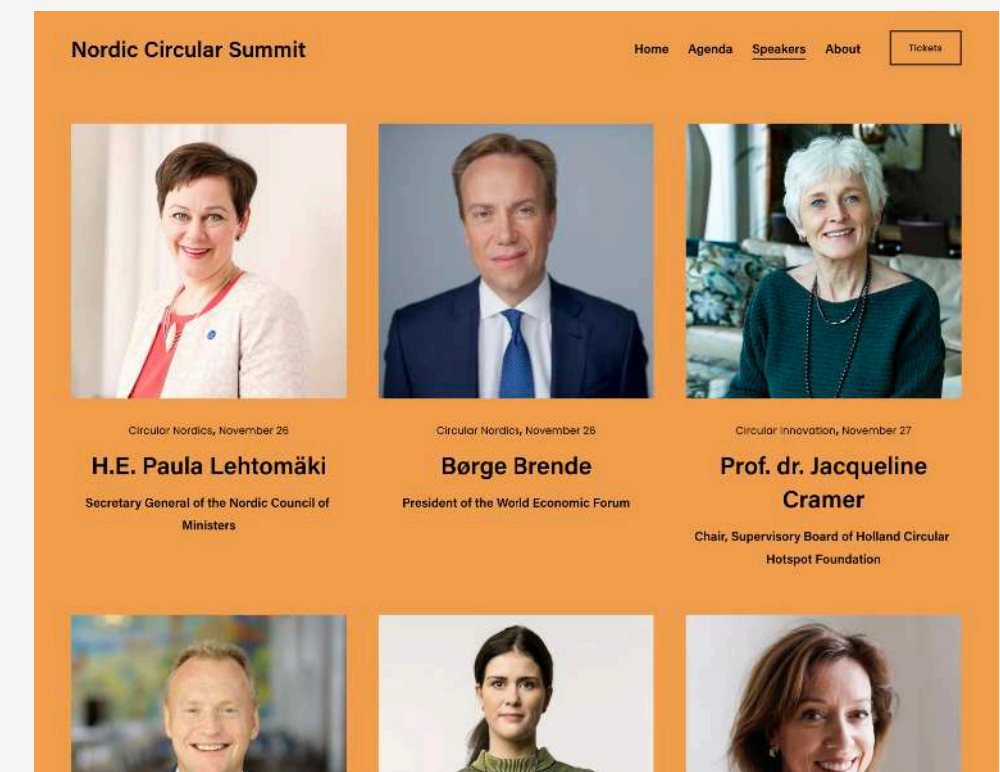


# Nordic Circular Summit



Nordic Circular Summit 2021:  
November 25 – 26

More information:  
[www.nordiccircularsummit.com](http://www.nordiccircularsummit.com)





# Partnership potential

Brief overview of selected participants and speakers at the Nordic Circular Summit and seasonal events in 2020

5,000 webinar attendees to date  
Currently 3,200 interested stakeholders and 100+ interested partners enlisted  
Reach of 200,000+ through different channels





# Agenda

- Welcome and introduction to the Nordic Circular Hotspot, Nordic Circular Summit 2021 and why we developed the Nordic Circular Arena
- Elin Bergman and Einar K. Holthe, Managing Partners, Nordic Circular Hotspot
- Opening remarks by The Finnish Innovation Fund Sitra
- Kari Herlevi, Project Director, Circular Economy, Finland
- The importance of digitalisation for the circular transition – companies leading the way  
Session hosted by Cradlenet, Sweden
- The importance of financing Nordic circular digitalisation initiatives
- Elís Benediktsson, Senior Innovation Adviser, Nordic Innovation
- The first look of and introduction to the Nordic Circular Arena and its functions – Elin Bergman
- This is why we engage – meet our new Nordic and international partners, including: The Ocean Opportunity Lab (TOOL), Circle Economy, Inchainge, GRUDE - Green Rural Economy, Nordic Transition Partnership for climate neutral cities 2030 (NTP), Nordic Industrial and Urban Symbiosis Network, CATALY(C)ST and others. – Einar K. Holthe
- Q&A with the speakers
- Conclusions and wrap-up
- Raising a toast to our second Anniversary
- Afternoon tea, coffee and cakes with Nordic Innovation and Nordic Circular Hotspot



# Opening remarks SITRA

**Kari Herlevi**  
Project Director, Circular  
Economy, The Finnish  
Innovation Fund Sitra



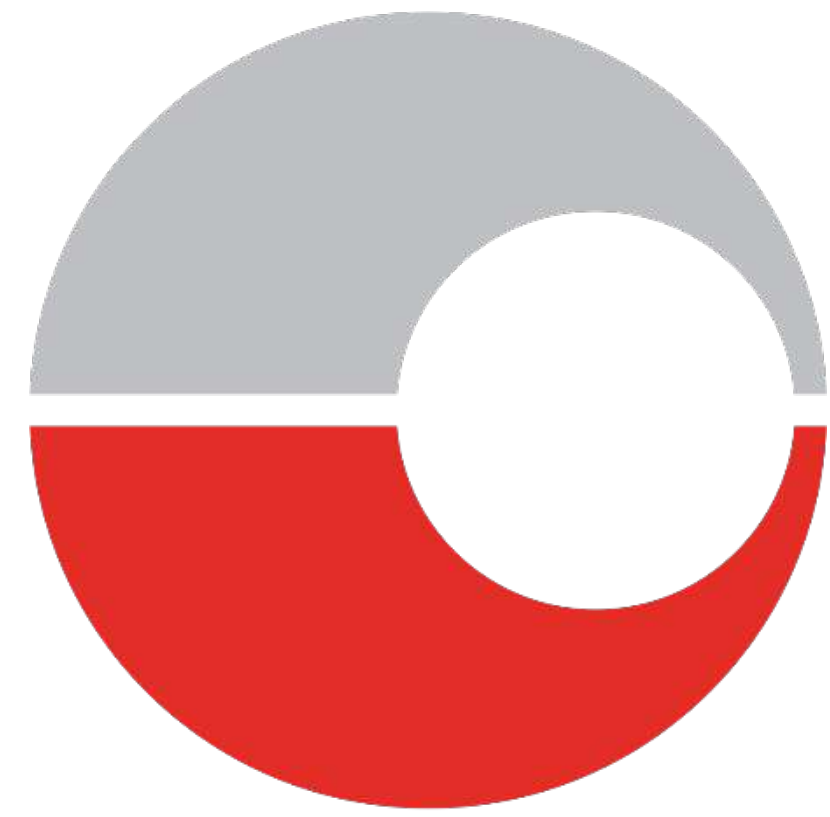
**SITRA**

# The importance of digitalisation for the circular transition – companies leading the way

# Posten Norge

**Alexander Haneng**  
Senior Vice President, Digital  
Innovation, Posten Norge and Bring





**posten**

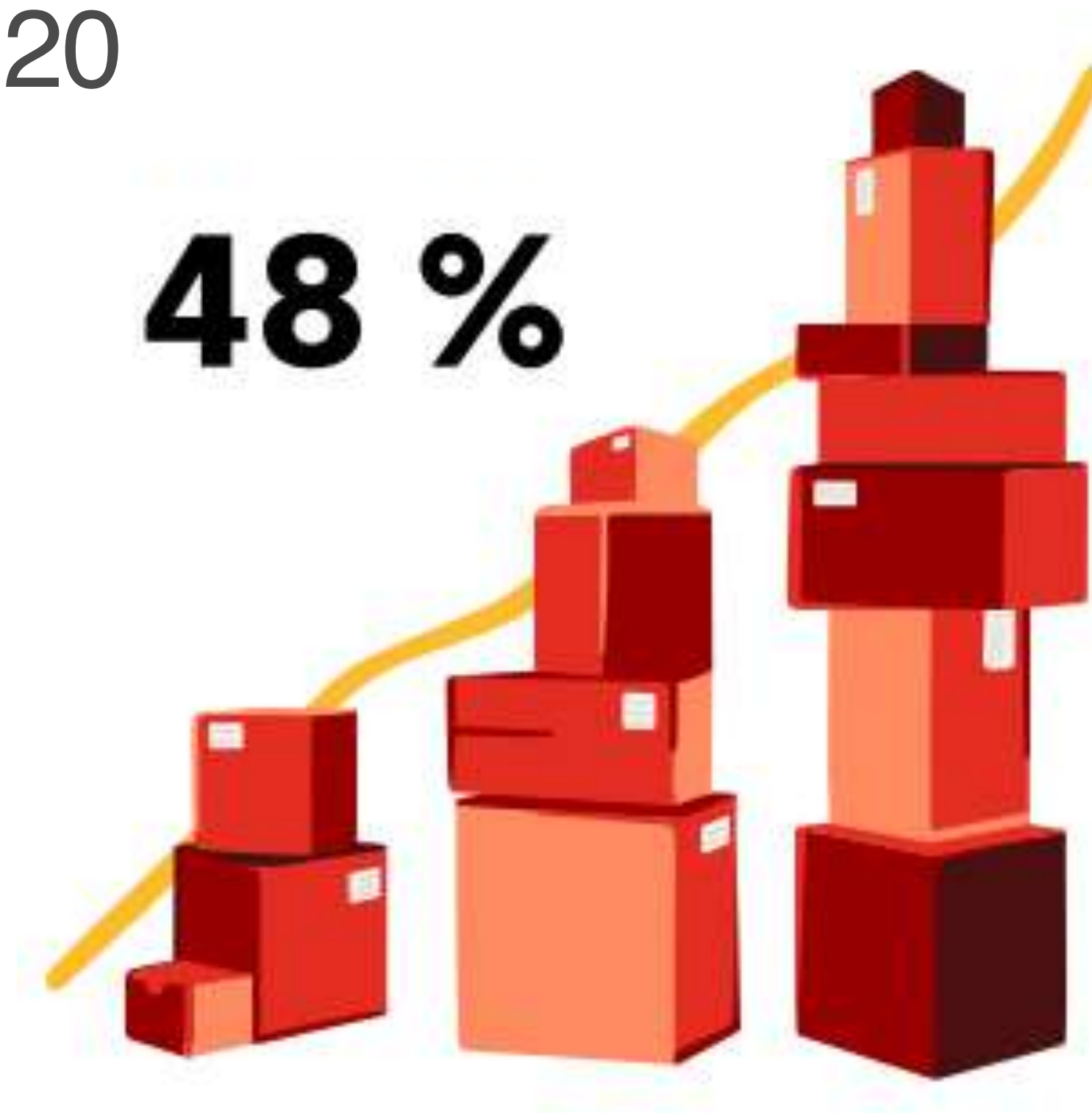


**bring**



# DIGITALIZATION

# Nordic ecommerce packages : growth in 2020





## Utslippsintensitet

CO<sub>2</sub>-utslipp (gram) per omsatt krone



Vårt CO<sub>2</sub>-utslipp  
er redusert med

**45 %**

siden 2012

...som tilsvarer  
ett års utslipp fra

**116 282  
personbiler**

En synkende utslippsintensitet tyder på en mer utslippseffektiv organisasjon.



# Sirkulærøkonomi

Et hav av muligheter



Driverne vil føre til store endringer i markedet og Posten må klare å transformere seg for å holde tritt med endringene

2020

## Eierskap av produkter

I dag er produktet, og eierskap til dette, i fokus og store deler av salgene som blir gjort er en engangstransaksjon mellom selger og kjøper.

## Lineær økonomi

Vi lever i et forbrukermarked, der bruk og kast modellen ofte er den mest lønnsomme for bedrifter og enkleste og billigste for forbruker.

## Global masseproduksjon

Dagens produksjon er masseprodusert på en stor fabrikk og distribuert globalt.

## Lukket systemer

Dagenstjenester og systemer er lukket. Data blir ikke delt mellom systemene, og dette går utover sluttbruker som må forholde seg til mange systemer og parter i kundereisen.

## Økonomisk vekst som eneste driver

I dag er samfunnets og bedrifters viktigste faktor økonomisk vekst. Framgangen til et land måles i BNP endring.

2040

## Tjenester fremfor produkter

Kjøpere har ikke et ønske om å eie produkter lenger, de er opptatt av tilgang og løsninger. Det er ikke produktet som er i fokus, men opplevelsen eller løsningen den gir.

## Sirkulær økonomi

Avgifter og reguleringer har gjort gjenbruk og gjenvinning til foretrukne økonomiske modellen for bedrifter. Nye løsninger og tjenester har kundereiser som inkluderer prosessen med hva som skjer etter at kundens behov er dekket.

## Lokal skreddersydd produksjon

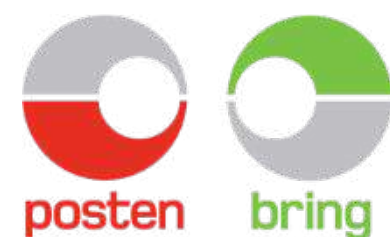
3D-printing og bedre predikering (gjennom AI og IoT) har gjort lokal- produksjon, skreddersydd for en enkelt kjøpers behov, til foretrukket modell.

## Sømløs opplevelse på tvers av tjenestetilbydere

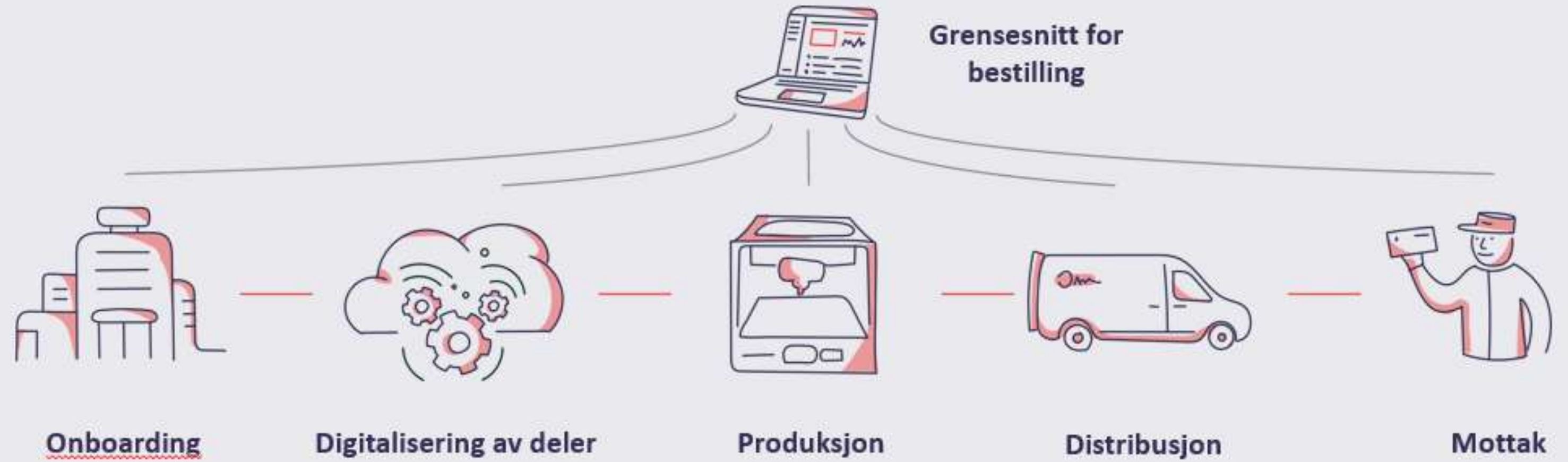
Spesialister innenfor ulike områder, som tilbyr ulike tjenester har integrert seg tett sammen og kommuniserer godt. Dette har gjort at hele kundereiser fra å til å fungerer sømløst for kjøper og sluttbruker.

## Bærekraft som målekriterie

Suksess og framgang i et samfunn og en bedrifter blir nå målt ved å se på hvor bærekraftige de er. Bærekraft blir målt ved å se på faktorer som inkluderer menneske, natur og økonomi.



# Pilot: 3D-print

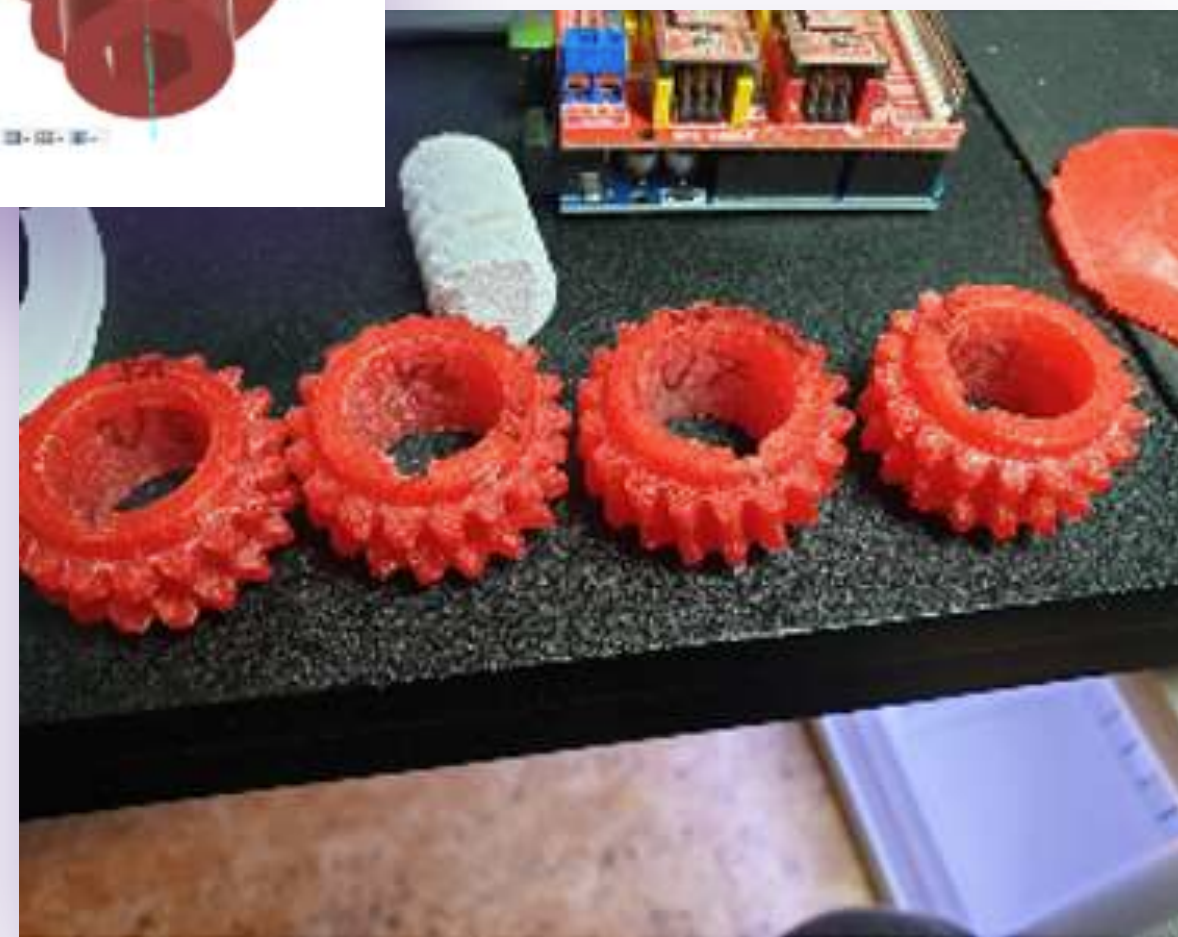
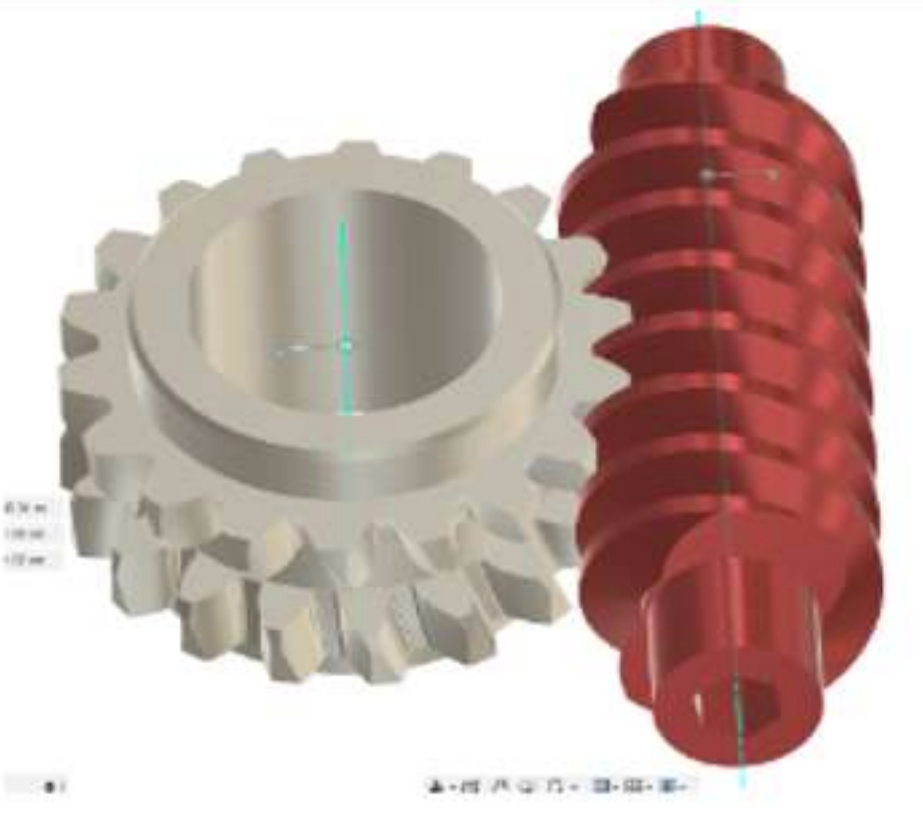


The screenshot shows the "mime" digital warehouse interface. The top navigation bar includes "mime", "Dashboard", "Reservedeler", "Ordreoversikt", and "Konto". The user is logged in as "Sporveien AS" with the email "michael@sporveien.no". The main heading is "Ditt digitale varelager" (Your digital warehouse) with a search bar "Søk i deler".

**Kategorier**

- 12 Togsett MA8
- 27 **Togsett LK13** >
- 8 Togsett F9
- 34 Interne Maskiner
- 18 Bygg
- 4 Verktøy
- 19 Diverse

Part Name	Status	Part Number	Price	Lead Time	Action
Luftventil A34	Printklar	TS332845	8790,-	18 timer	Gå til bestilling
Vinkelfeste D17	Avventer test	TS76229	4290,-	2 dager	Gå til bestilling
Feste K9	Printklar	TS339213	23420,-	6 dager	Gå til bestilling



# Pilot: Hiking package



11.06.2021

**AMOI** > Varer Butikker Pakker

Leveres til: 1357

## Hengekøyetur

Turpakken

Kos deg på hengekøyetur med utstyr som du leier fra Chillout og matvarer fra lokale butikker. Pakken passer perfekt til en tur i nærområde og utstyret kan leies i opptil fem dager. Husk å ta med en sovepose som er varm nok hvis du skal sove ute (Chillout selger flere). Lurer du på noe rundt utleie så [sjekk ut vår FAQ](#)

**Denne pakken er anbefalt for 2 personer.**

Denne pakken er bare et utgangspunkt, du kan justere på antall av hver vare, eller fjerne varer du ikke vil ha.

**Legg alt i handlekurven**

**Total pakkepris: 794,00 kr**  
(397,00 kr per person)

Inkluderte butikker

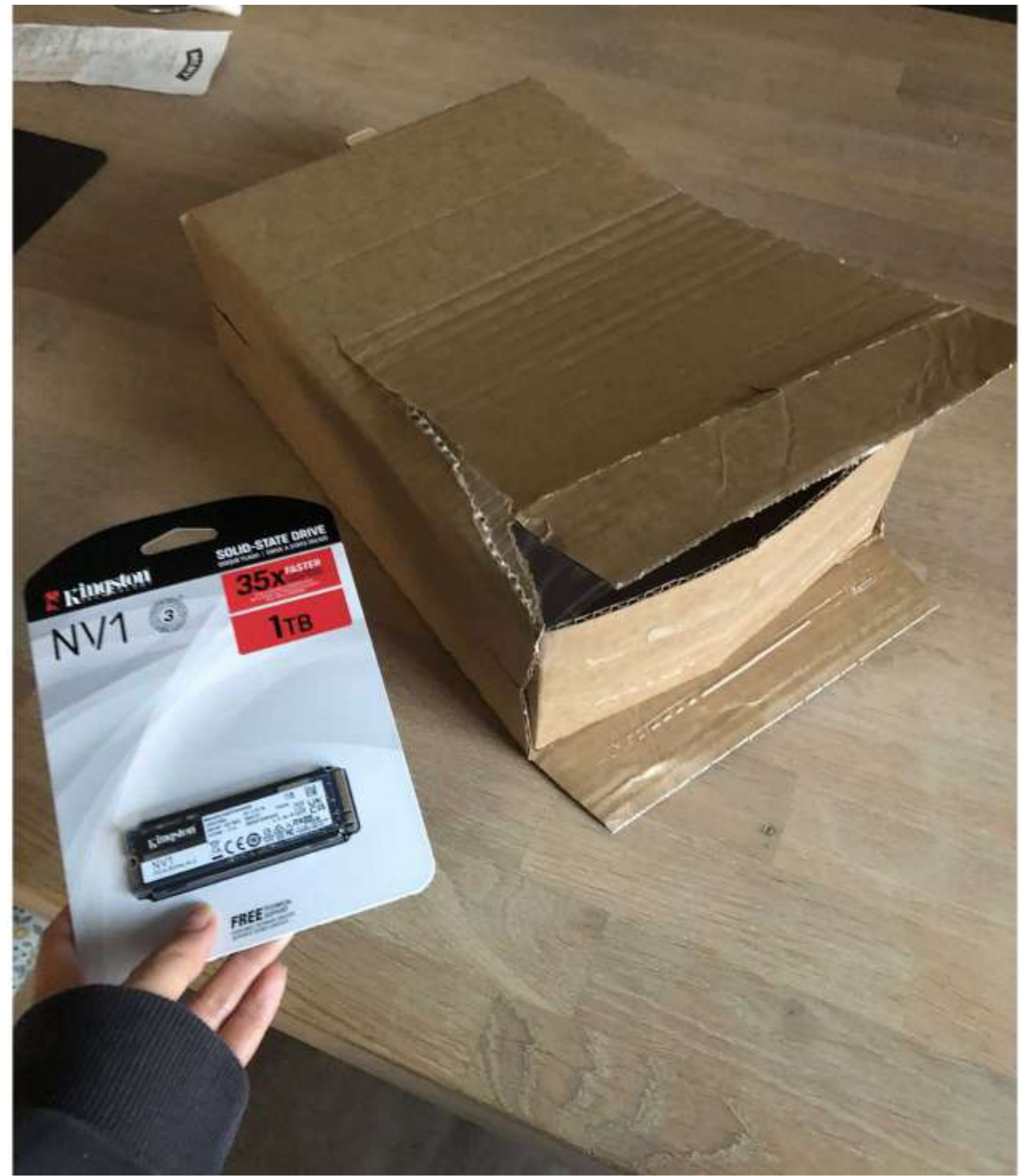
- CHILLOUT TRAVEL & OUTDOOR
- Apert Bakers
- APRIL HANDEL

**Hengekøye (leie 5 døgn)**  
1 stk

**Tarp (leie 5 døgn)**  
1 stk

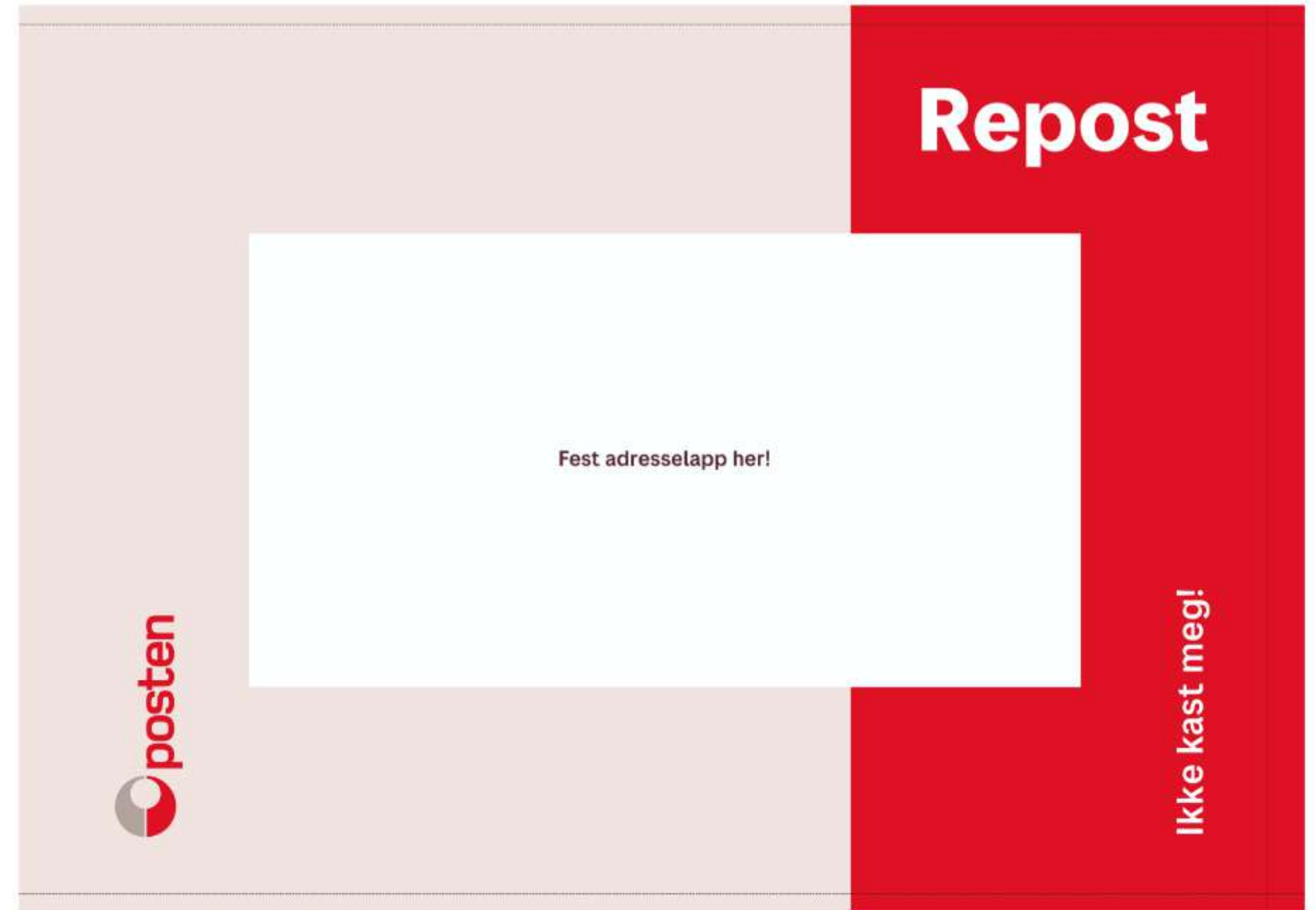
**Cass til turkjøkken**  
113 g

**Pannekakerøre**  
1 liter

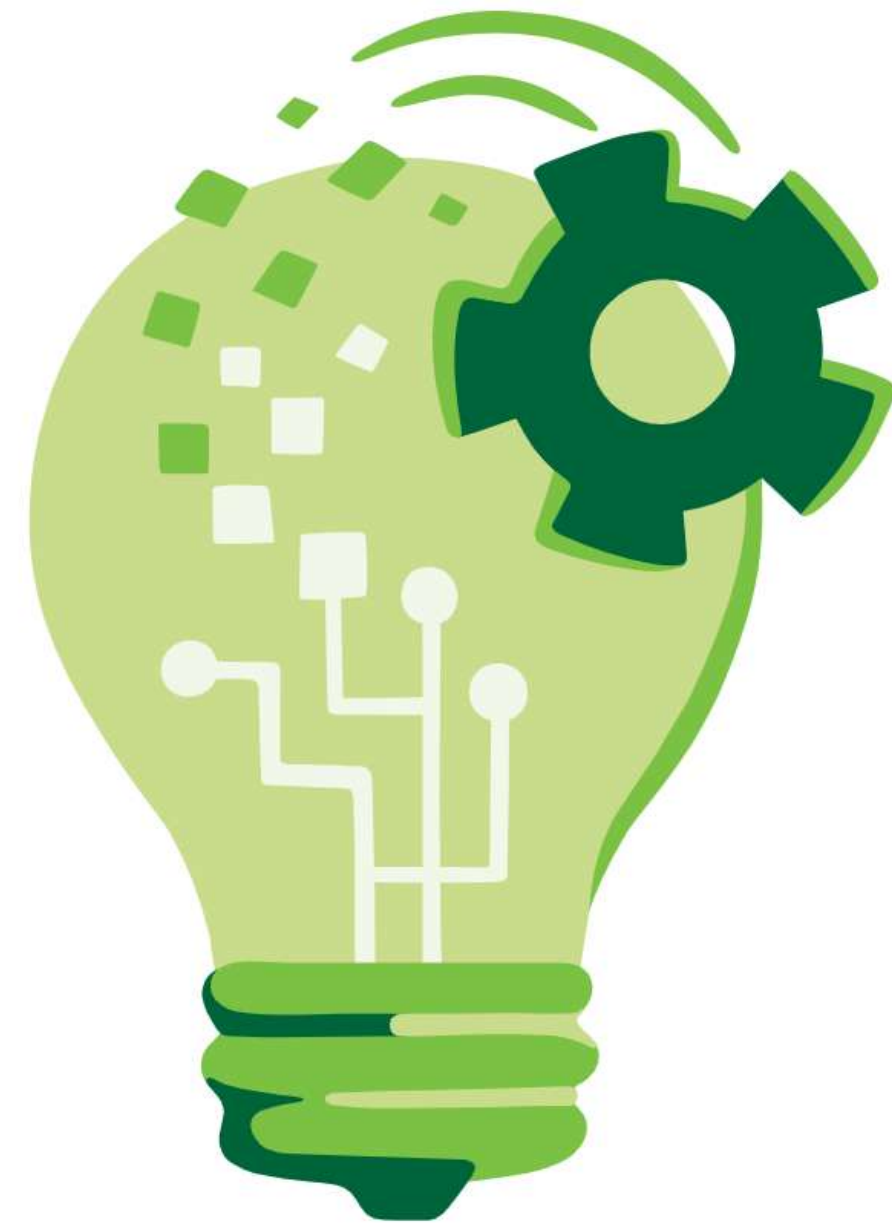




# Pilot: Repost



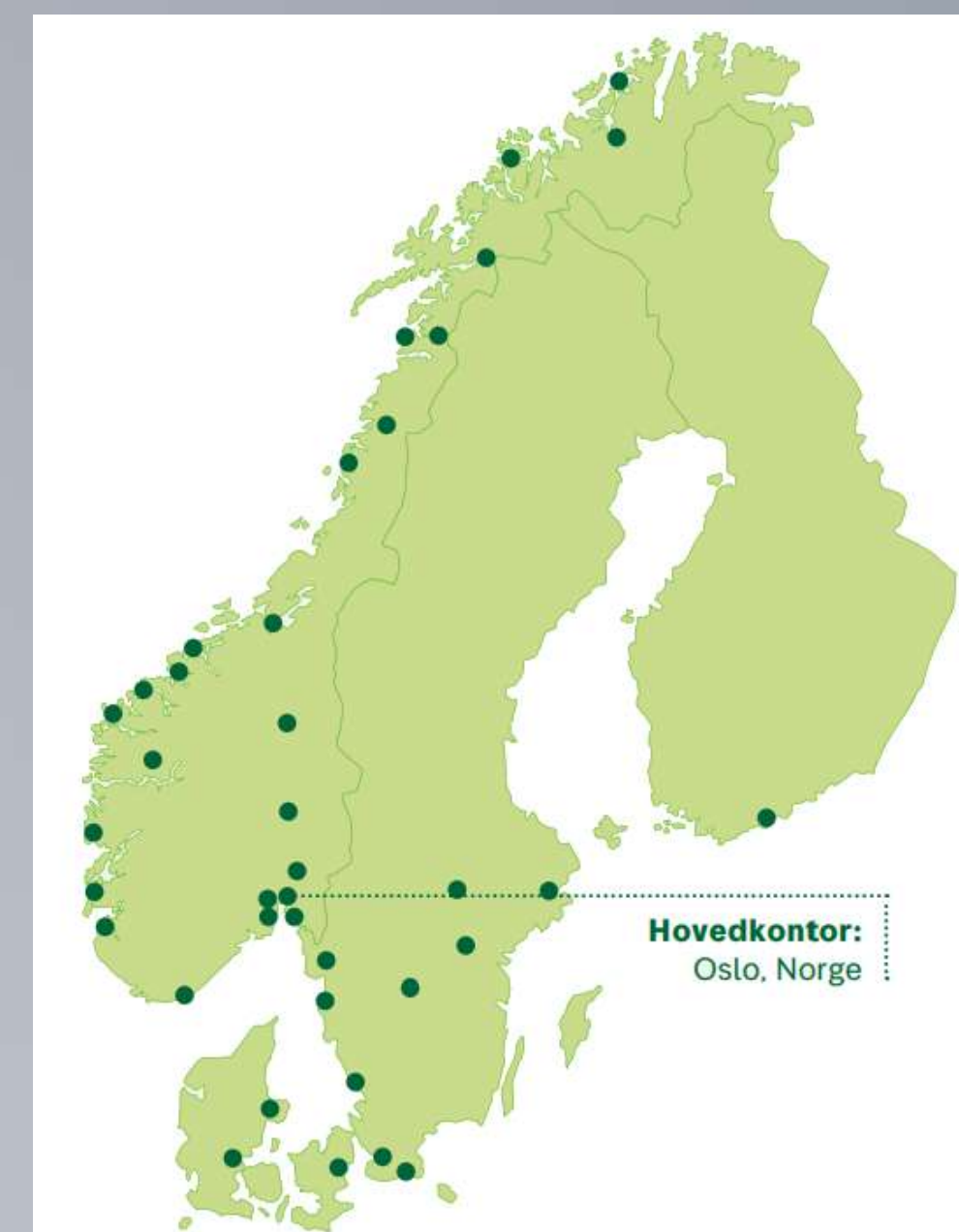
# Innovation



Moving X  
between A and B



# Building ecosystems



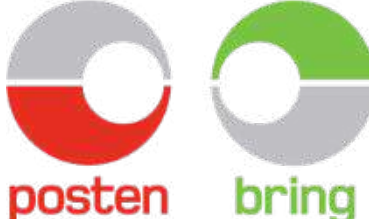
# Nordic perspective



**For Posten sustainability is about turning  
today's challenges into tomorrow's  
opportunities, for the world and for us.**

Tone Wille, CEO Posten

Connect with «Alexander Haneng» on LinkedIn  
and follow our innovation journey.

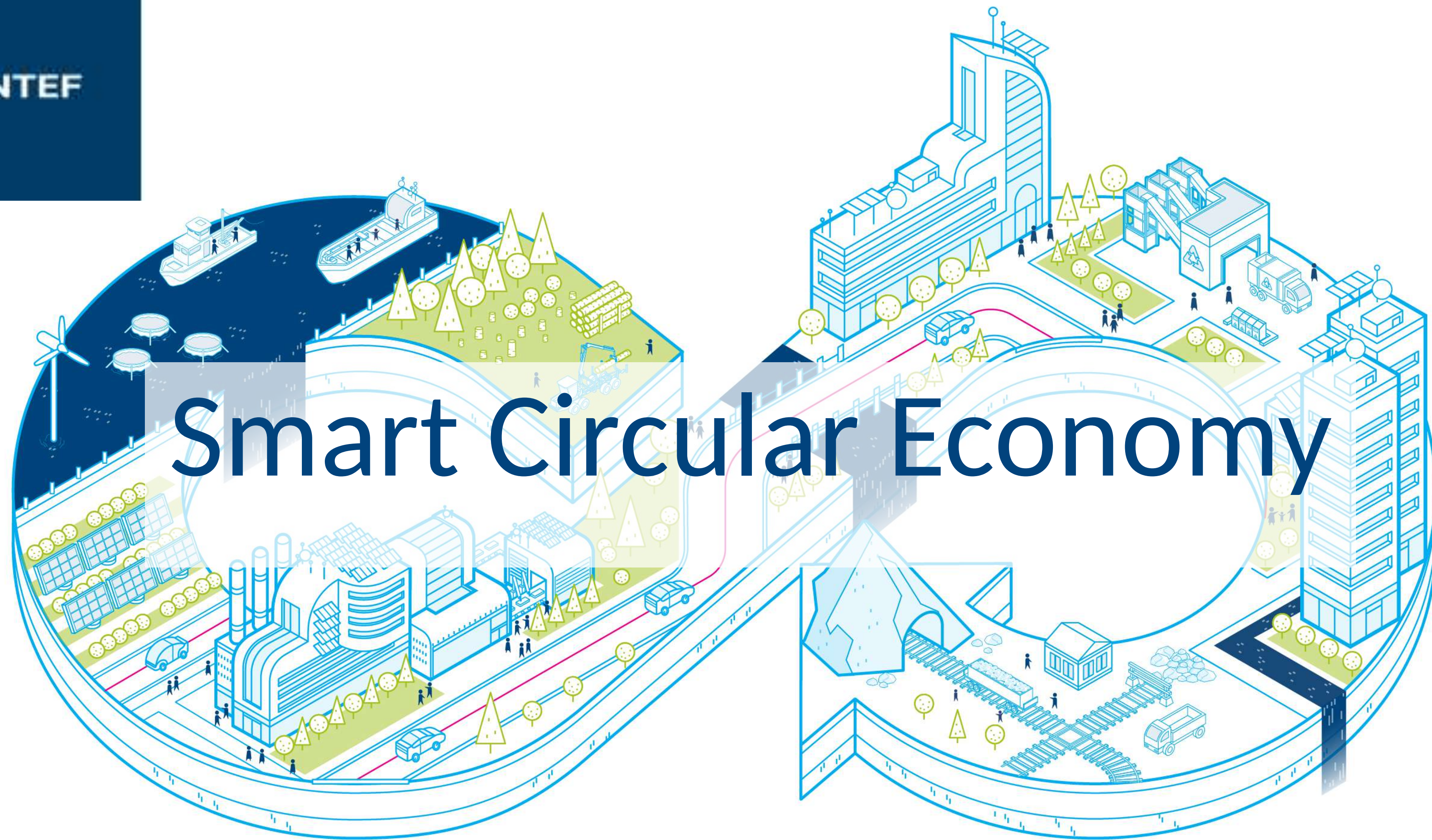


This is a screenshot of a LinkedIn profile card. At the top is a circular profile picture of Alexander Haneng, a man with glasses and a beard. To the right of the profile picture is a video thumbnail showing him on a stage in front of a large screen displaying a diagram. Below the profile picture, the name 'Alexander Haneng' is displayed with a small LinkedIn 'in' icon. Underneath the name, his title 'SVP Digital Innovation at Posten and Bring - Podcastvert: Ledertips' is visible. In the top right corner of the video thumbnail, there is a small blue icon of a pen or pencil.

# NTNU & Sintef

**Eivind Kristoffersen**  
Norway



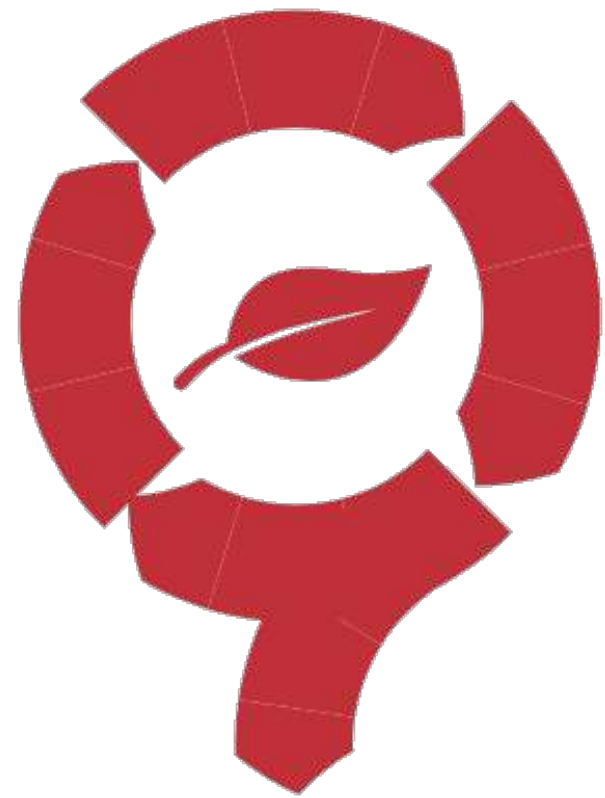


Eivind Kristoffersen

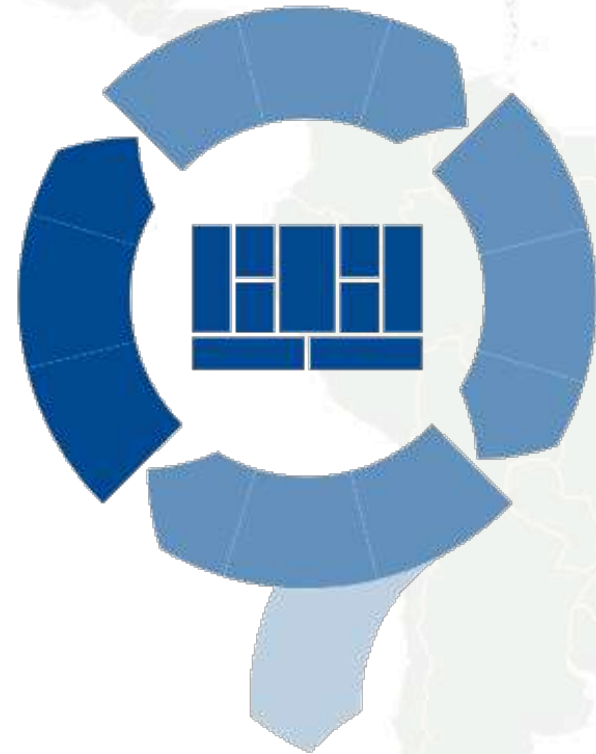
# The CIRCit **project**

NORDEN

Nordic circular economy research project, free workbooks and tools at [www.circuitnord.com](http://www.circuitnord.com)



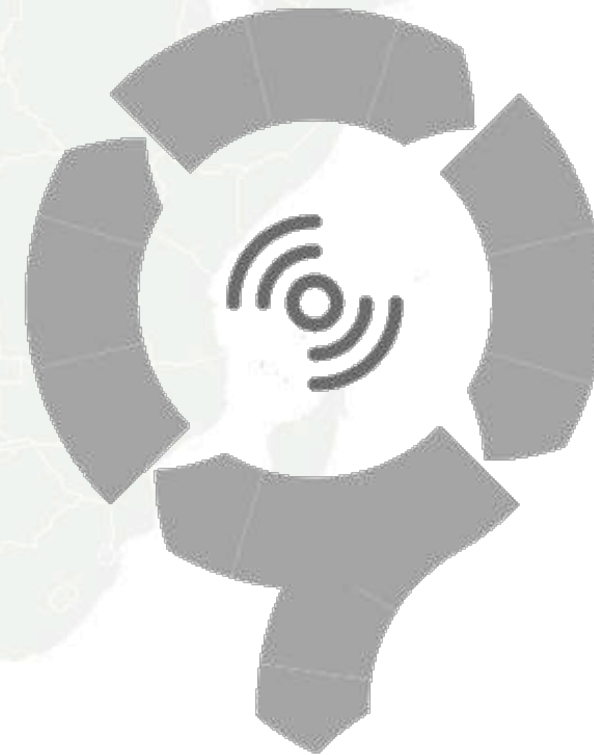
Circular Economy  
Sustainability Screening



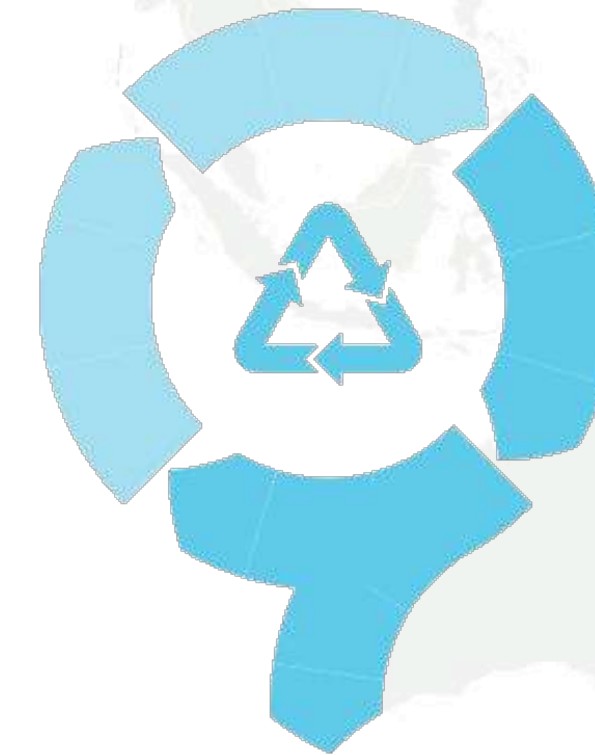
Circular Economy  
Business Modelling



Circular Product Design  
and Development



Smart Circular  
Economy

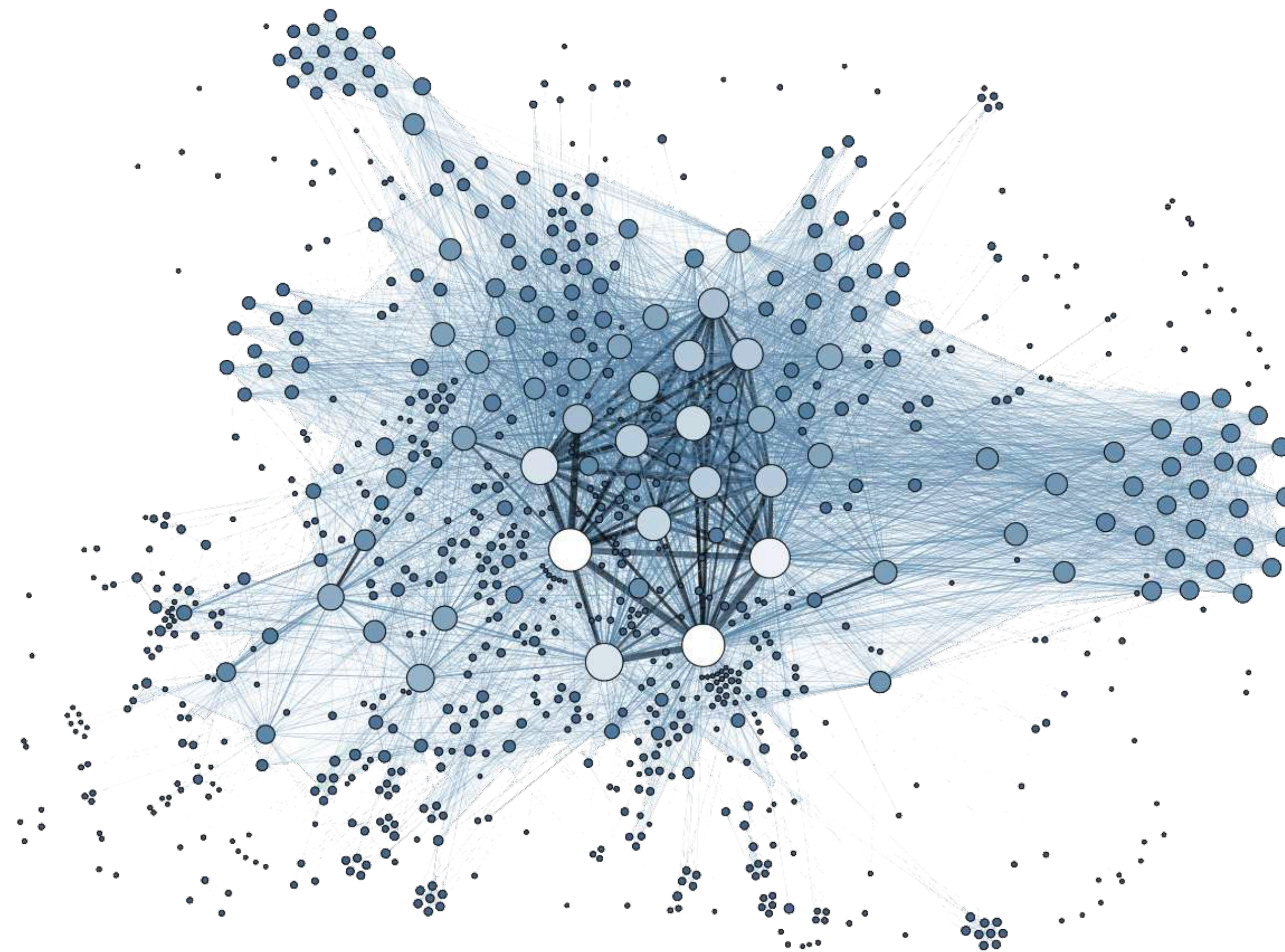


Closing the Loop for a  
Circular Economy



Collaborating and Networking  
for a Circular Economy

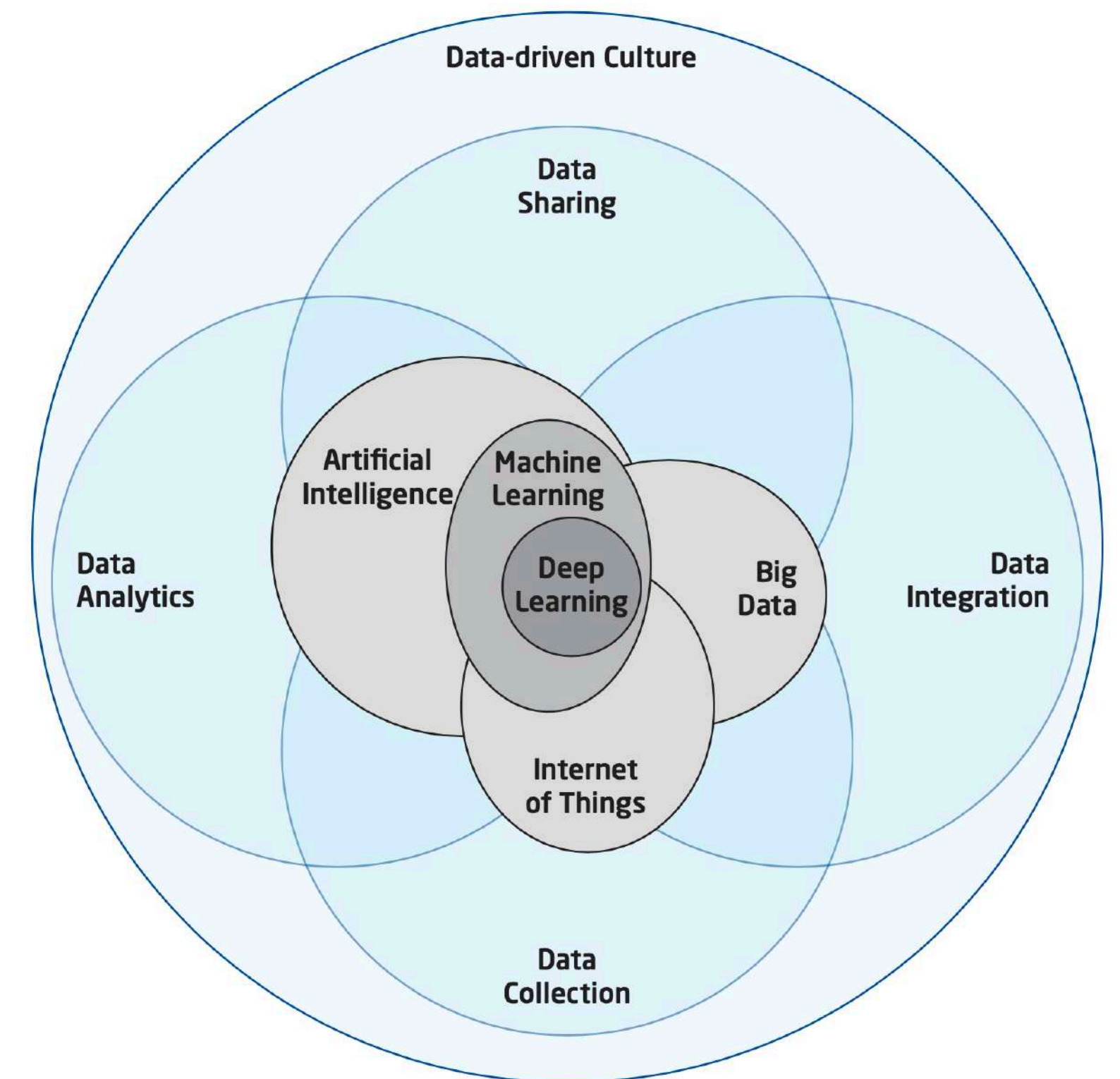
# The circular economy is data hungry!



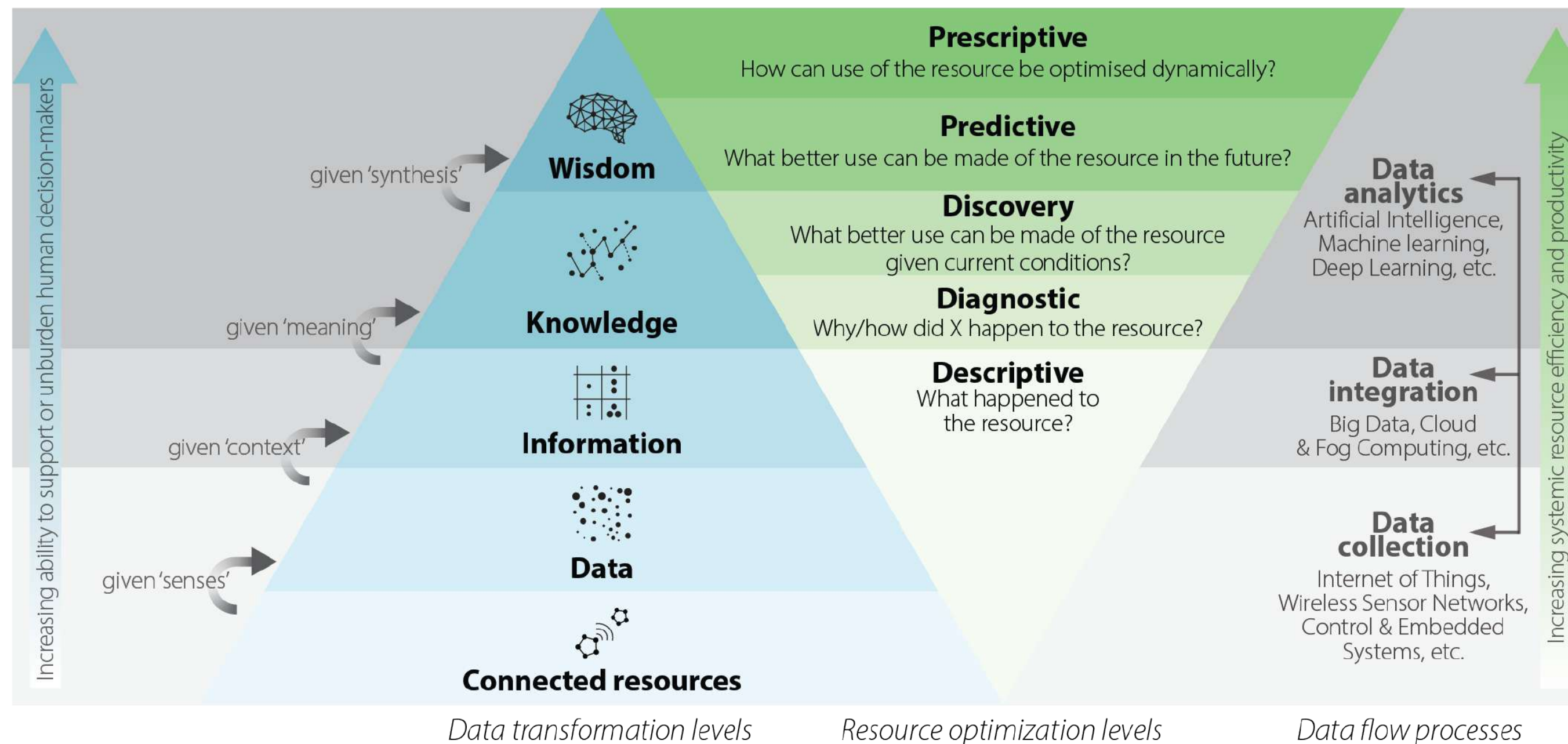


# Digitalizing the circular economy

- Processes
  - Technologies that allow higher efficiency and circularity in **processing** of materials and **manufacturing** of products: *robotisation, additive manufacturing, digital design, sensor technologies, machine learning ...*
- Products
  - Technologies that allow **tracking** and **tracing** of products and components, value chain optimisation, development of products as a service, increase reuse, repair, refurbishment: *IoT, blockchain, digital twins...*
- Platforms
  - Technologies that **connect** consumers and producers, allow development of services and **dematerialisation**, industrial symbiosis: *apps, websites...*
- **Enablers:** location, availability, condition, transparency



# The smart circular economy



Download for free:

<https://doi.org/10.1016/j.jbusres.2020.07.044>

Eivind Kristoffersen



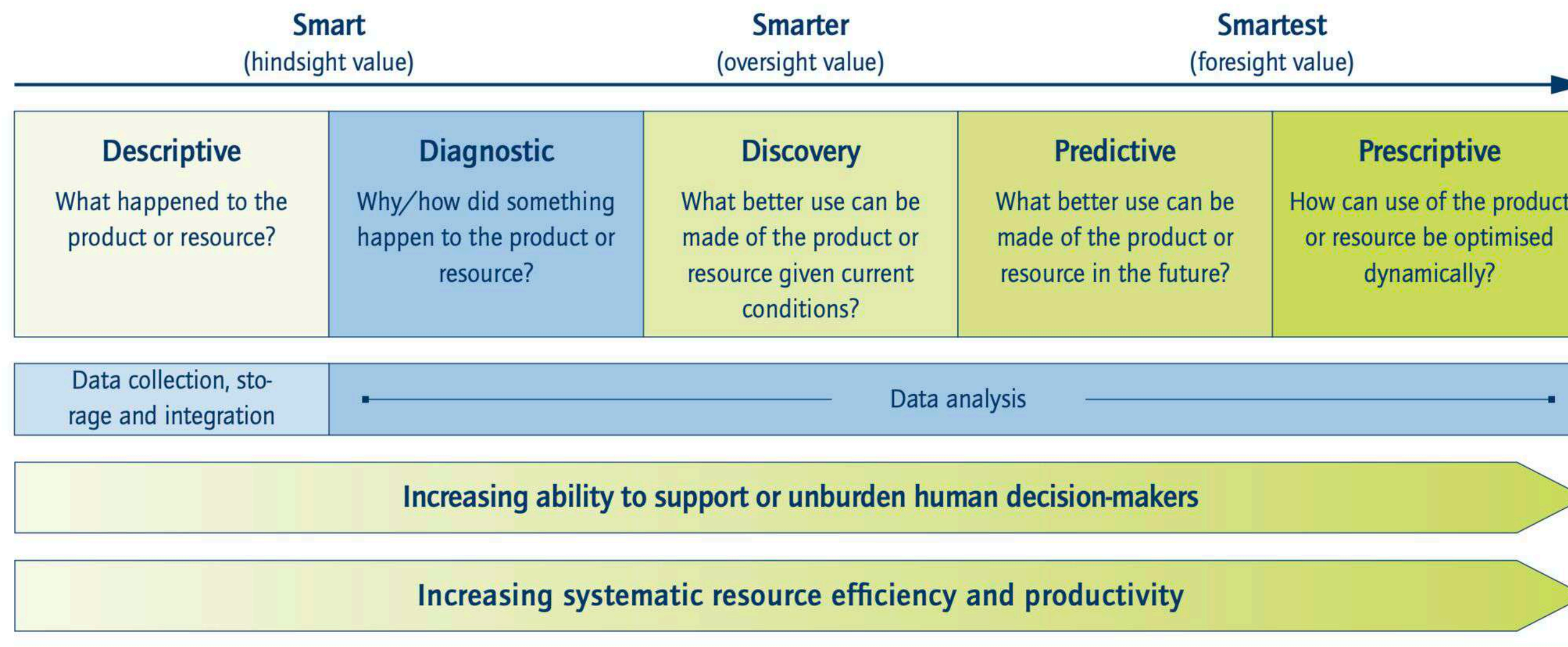
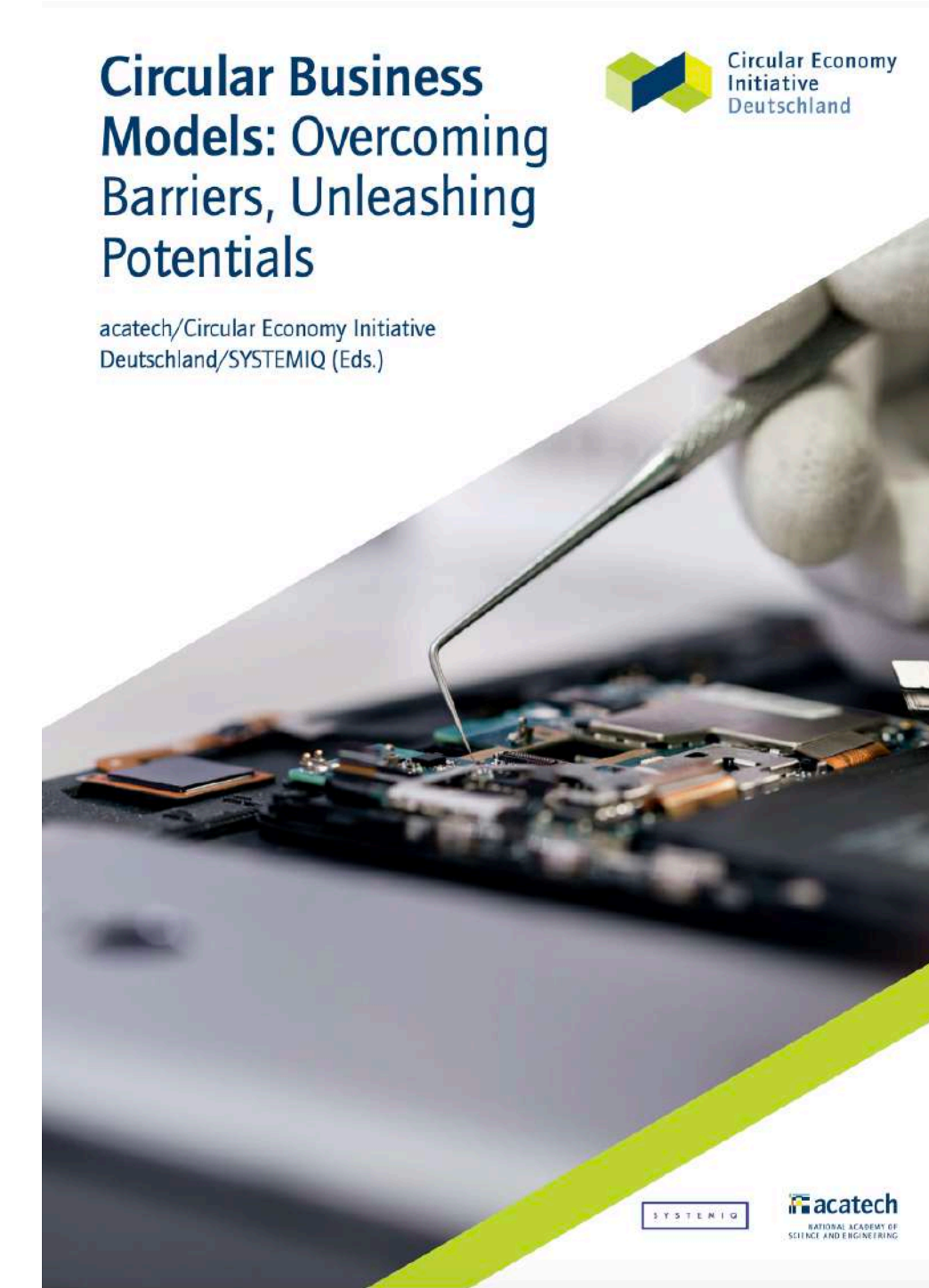
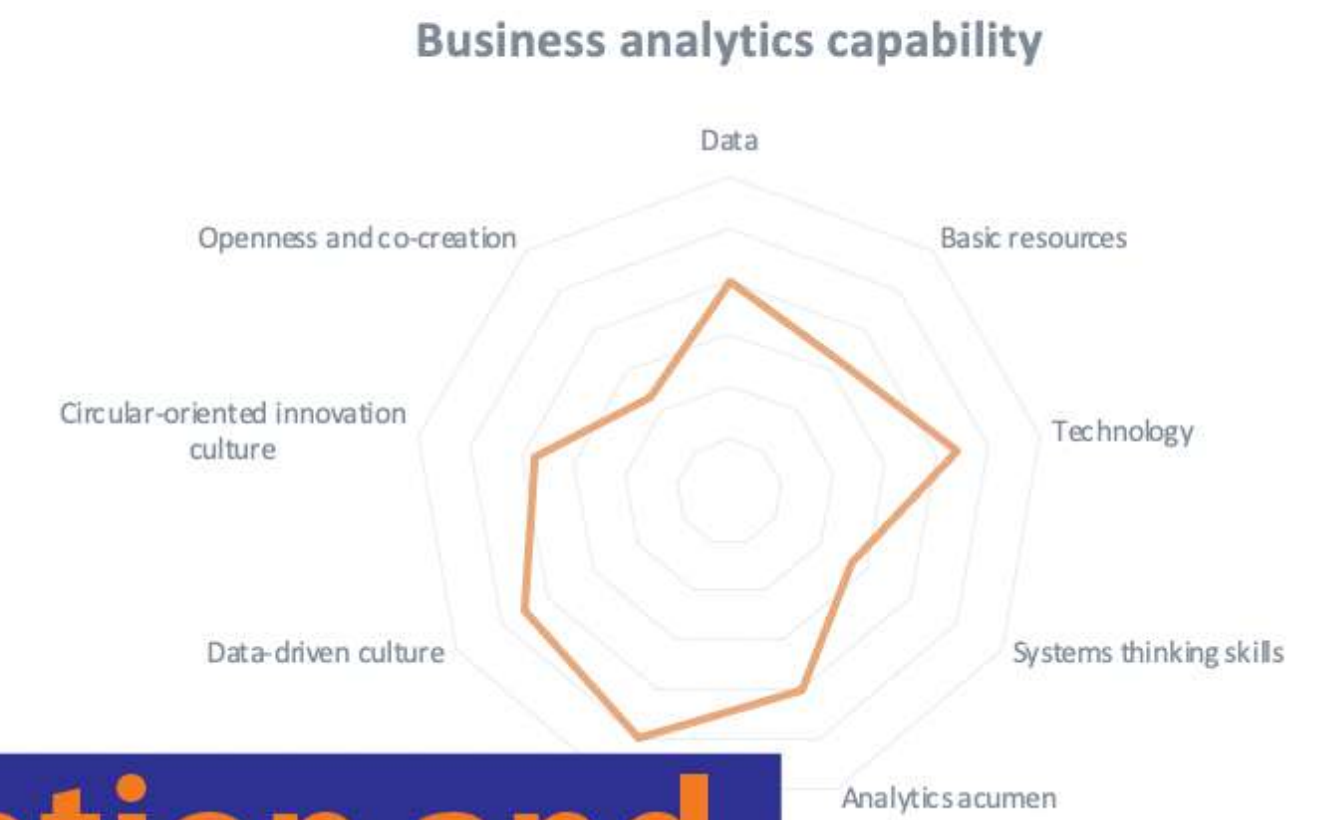
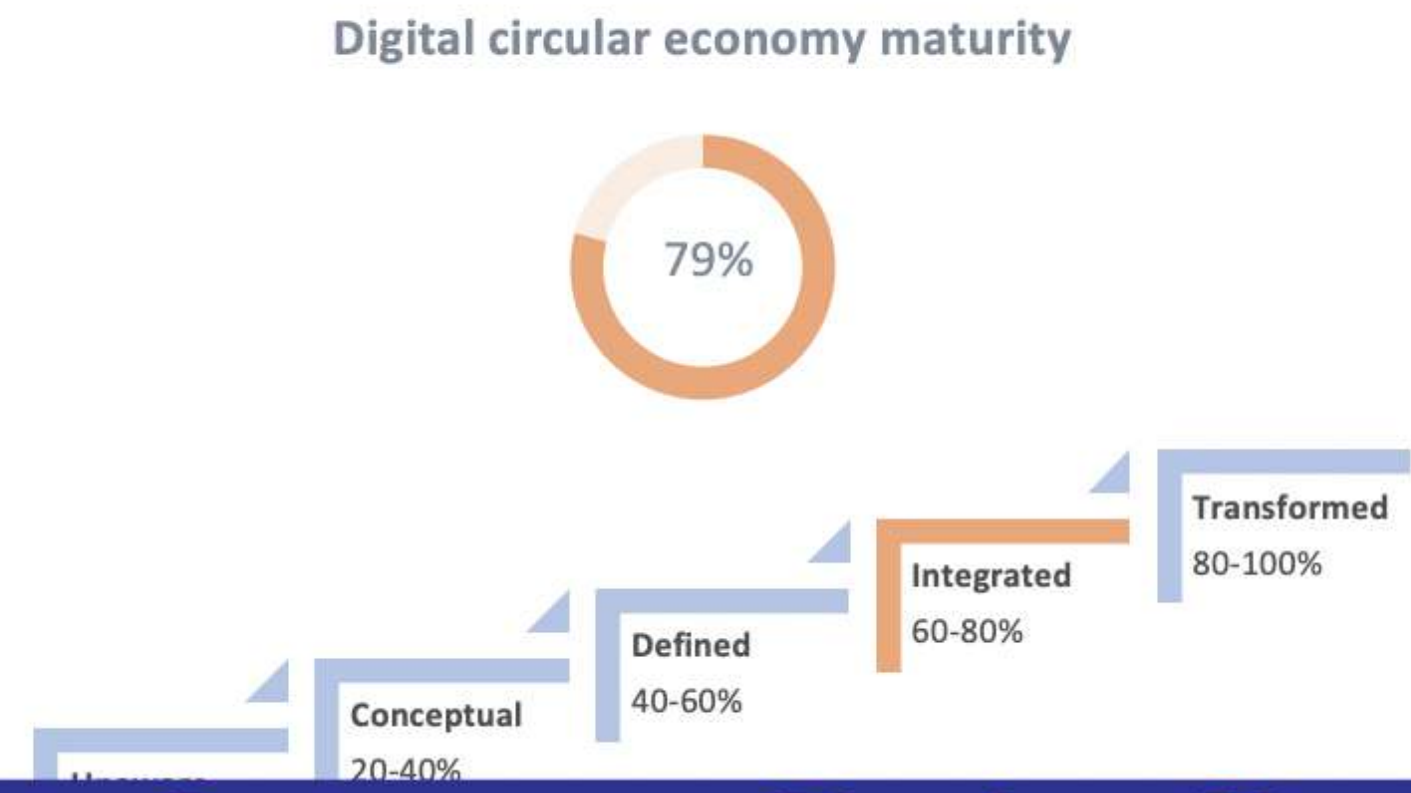
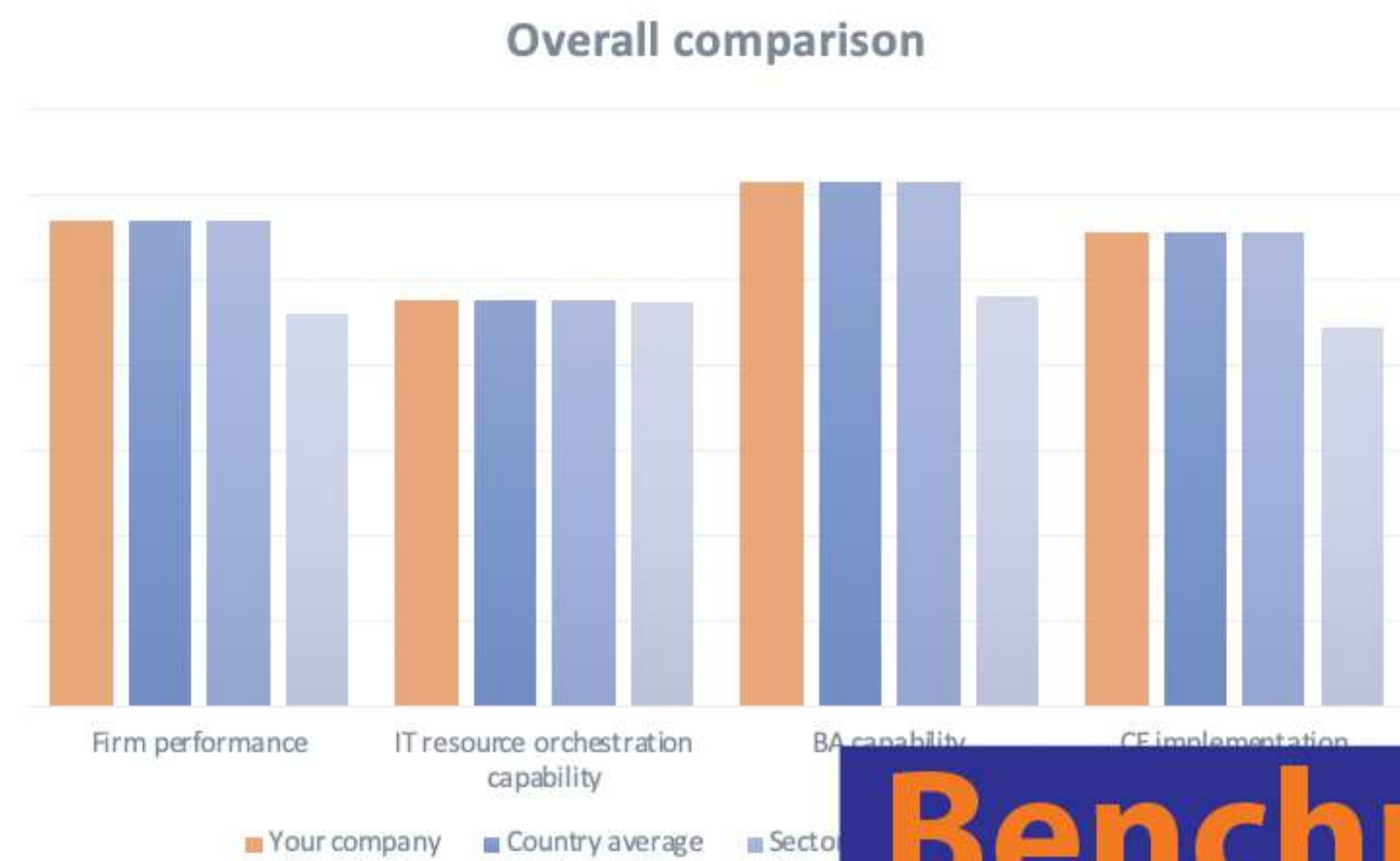


Figure 18: Digital maturity of the focal actor (Source: own presentation, based on Kristoffersen et al. 2020a, 2020b)

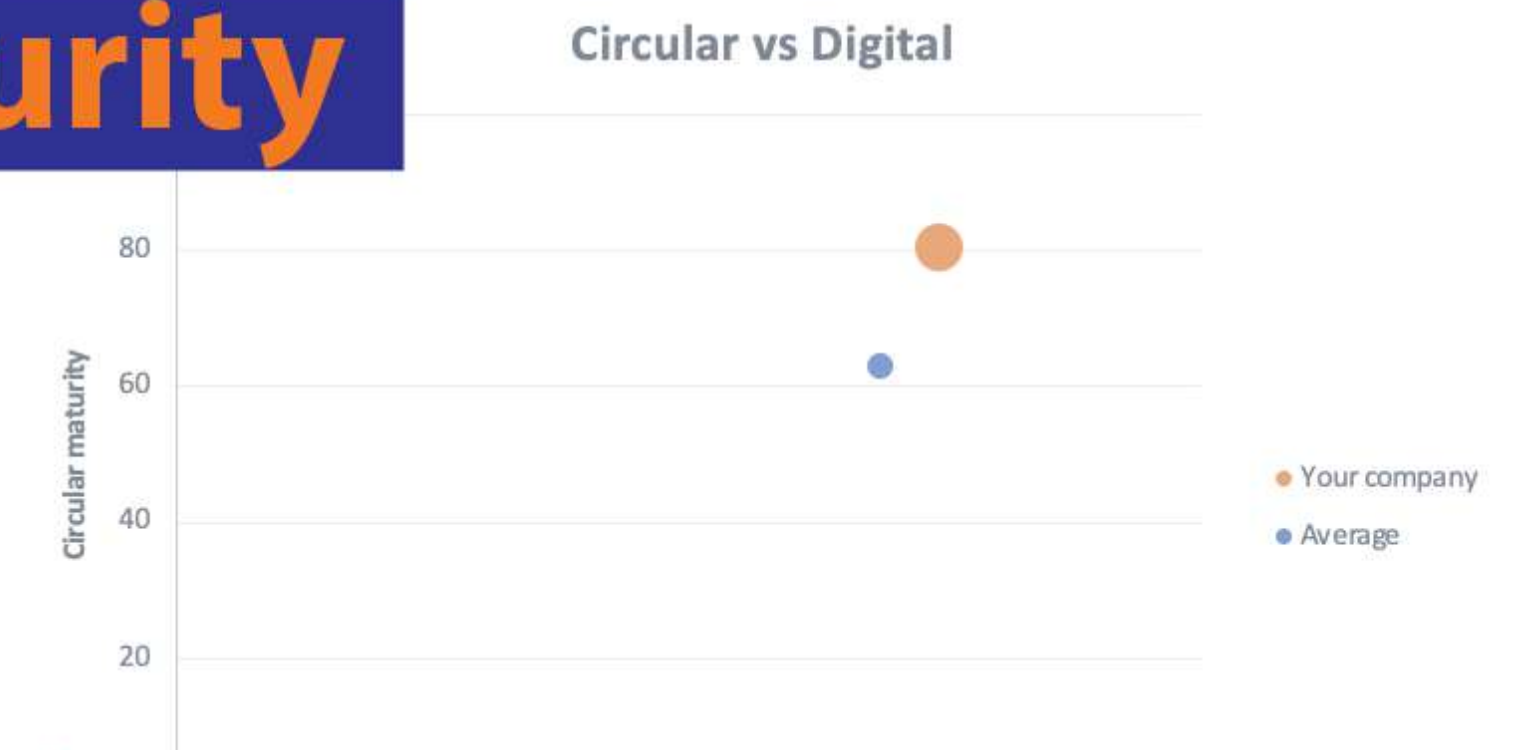
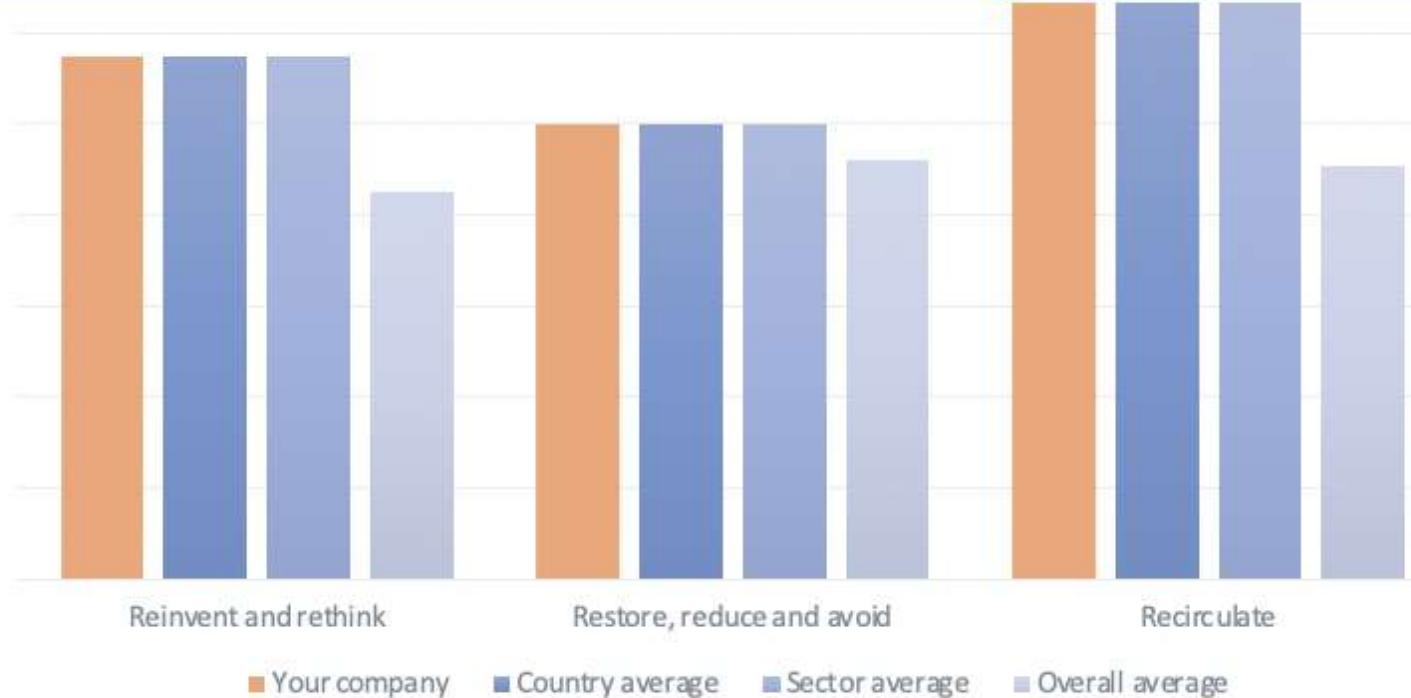
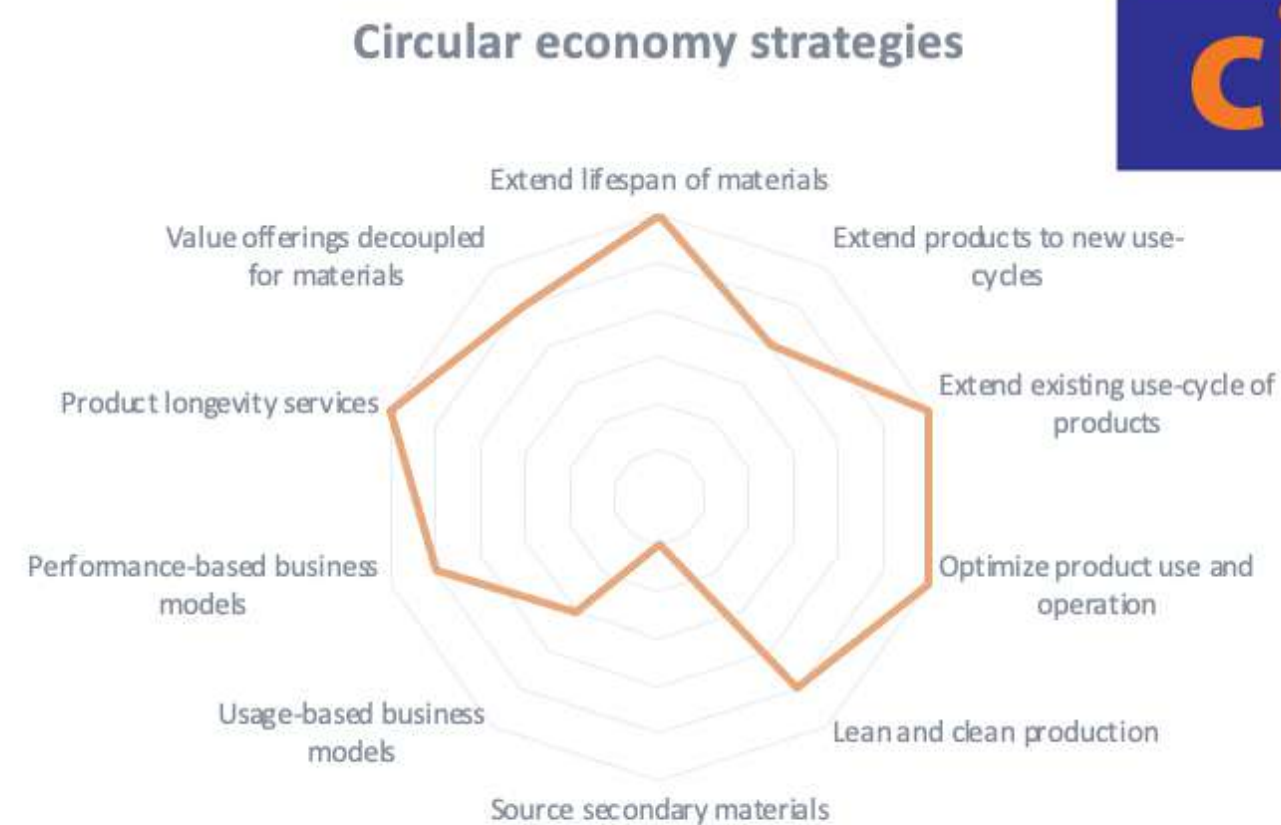


**THE WORLD BANK**

# Survey of 125 european firms and 15 expert interviews



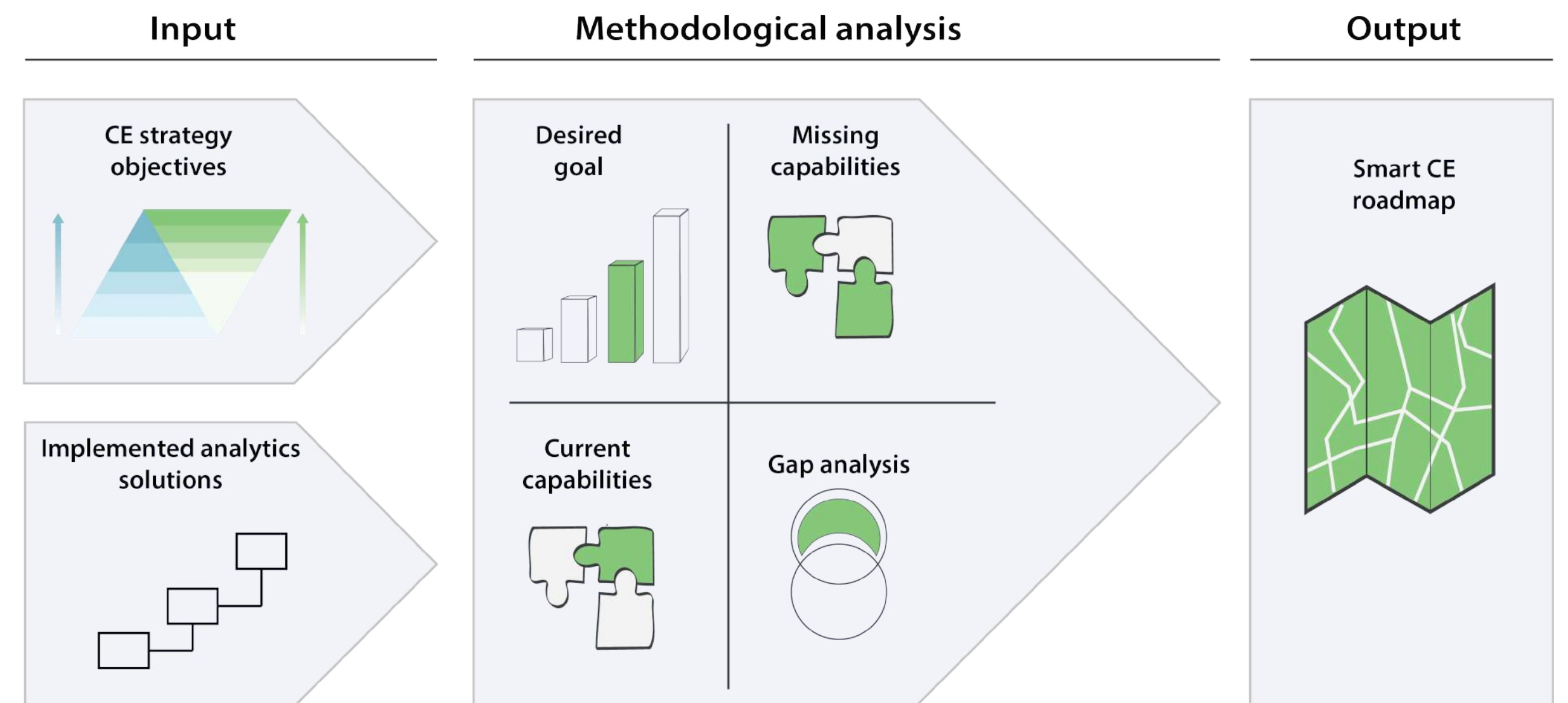
## Benchmark your digitalization and circular economy maturity



# Takeaways



- **Digital + circular = competitive advantage**
- Develop a data-driven culture
- Strengthen systems thinking skills
- Rethink business success and KPIs
- Share your data!





Technology for a better society

# Importance of financing digital collaboration initiatives

**Elís Benediktsson**  
Nordic Innovation



# *Nordic Circular Arena*

**A digital  
collaboration  
platform**



Nordic  
Innovation

Elís Benediktsson  
Senior Advisor

Online Launch Event  
15 June, 2021



## Competence

Driving change through tools for new business models



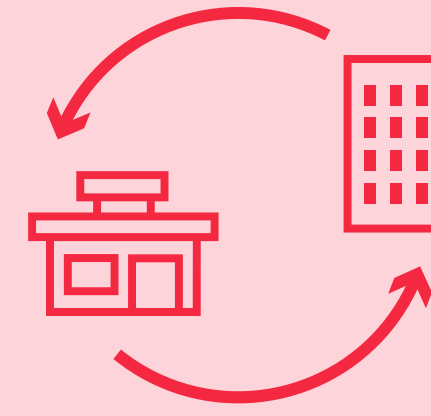
## New solutions

Accelerating business through innovation



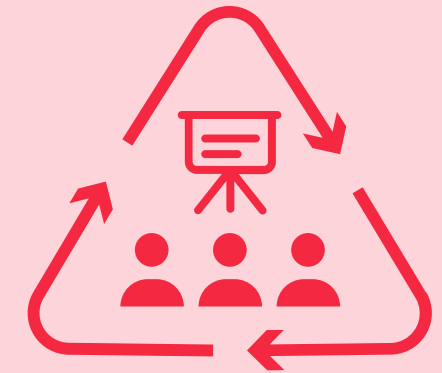
## Circular Cities

public and private actor cooperation



## Eco-systems

Awareness raising and building networks

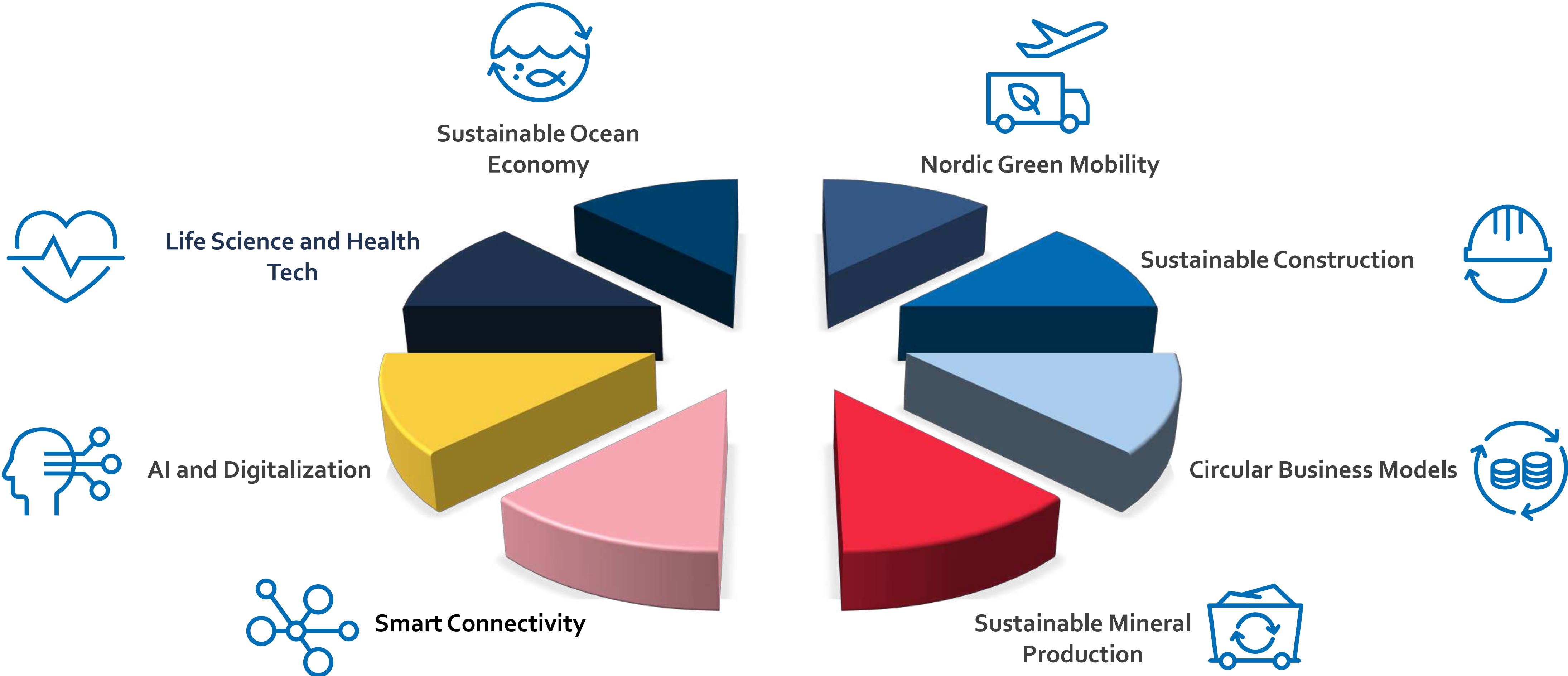


ACTION AREAS

# Nordic Sustainable Business Transformation

2018-2021

# 8 new Nordic Innovation programs, 2021-2024



# Our Vision 2030

## A **green** Nordic region

Together, we will promote a green transition of our societies and work towards carbon neutrality and a sustainable circular and bio-based economy.

## A **competitive** Nordic region

Together, we will promote green growth in the Nordic region based on knowledge, innovation, mobility and digital integration.



**The Nordic region will become the most sustainable and integrated region in the world**

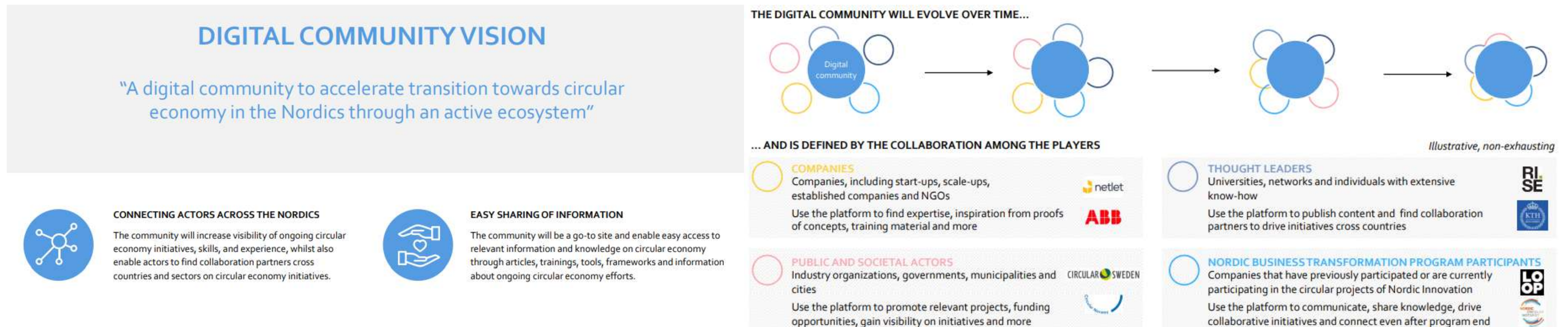
## A **socially sustainable** Nordic region

Together, we will promote an inclusive, equal and interconnected region with shared values and strengthened cultural exchange and welfare.



# Nordic Circular Arena

- Digital Community Strategy, Autumn 2020
  - Accenture, Project leads, Partners, Companies, other CE communities, Suppliers



**CONNECTING ACTORS ACROSS THE NORDICS**  
The community will increase visibility of ongoing circular economy initiatives, skills, and experience, whilst also enable actors to find collaboration partners cross countries and sectors on circular economy initiatives.



**EASY SHARING OF INFORMATION**  
The community will be a go-to site and enable easy access to relevant information and knowledge on circular economy through articles, trainings, tools, frameworks and information about ongoing circular economy efforts.



# Nordic Circular Arena

- *The first common digital CE collaboration platform in the Nordics*
- Strategic Purpose Areas
  - Build knowledge, increase competence
  - Support the transition, creation of ecosystems
  - Enable collaboration, alignment, sharing, learning, networking, co-creation, documentation, overview, connecting with peers
- Enormous potential
  - Could become the go-to arena for CE initiatives in the Nordics
  - A high Nordic added-value for Nordic Innovation as a co-funder
  - In the safe hands of the Nordic Circular Hotspot



[www.nordicinnovation.org](http://www.nordicinnovation.org)

[www.nordicinnovation.org/circularnordic](http://www.nordicinnovation.org/circularnordic)

@nordicinno

#CircularNordic

[www.linkedin.com/company/nordic-innovation](http://www.linkedin.com/company/nordic-innovation)

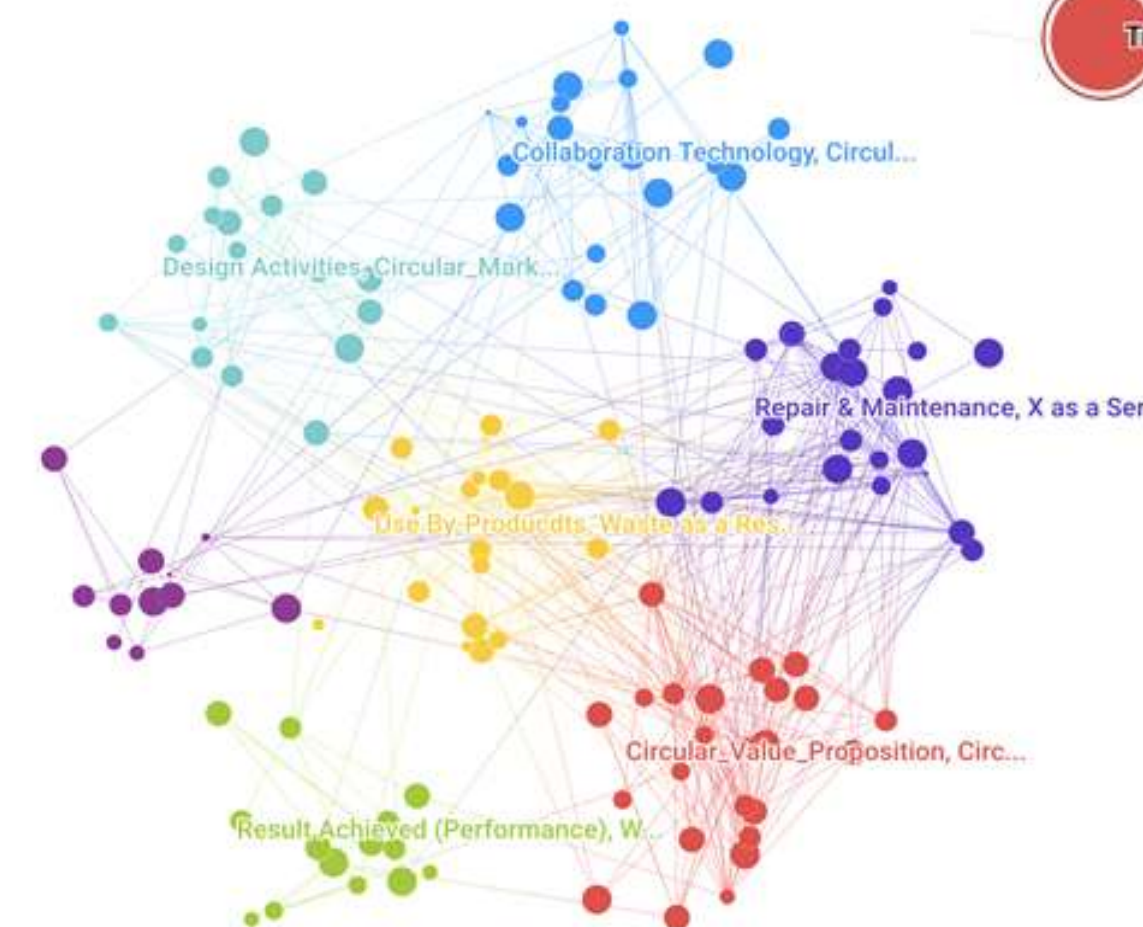
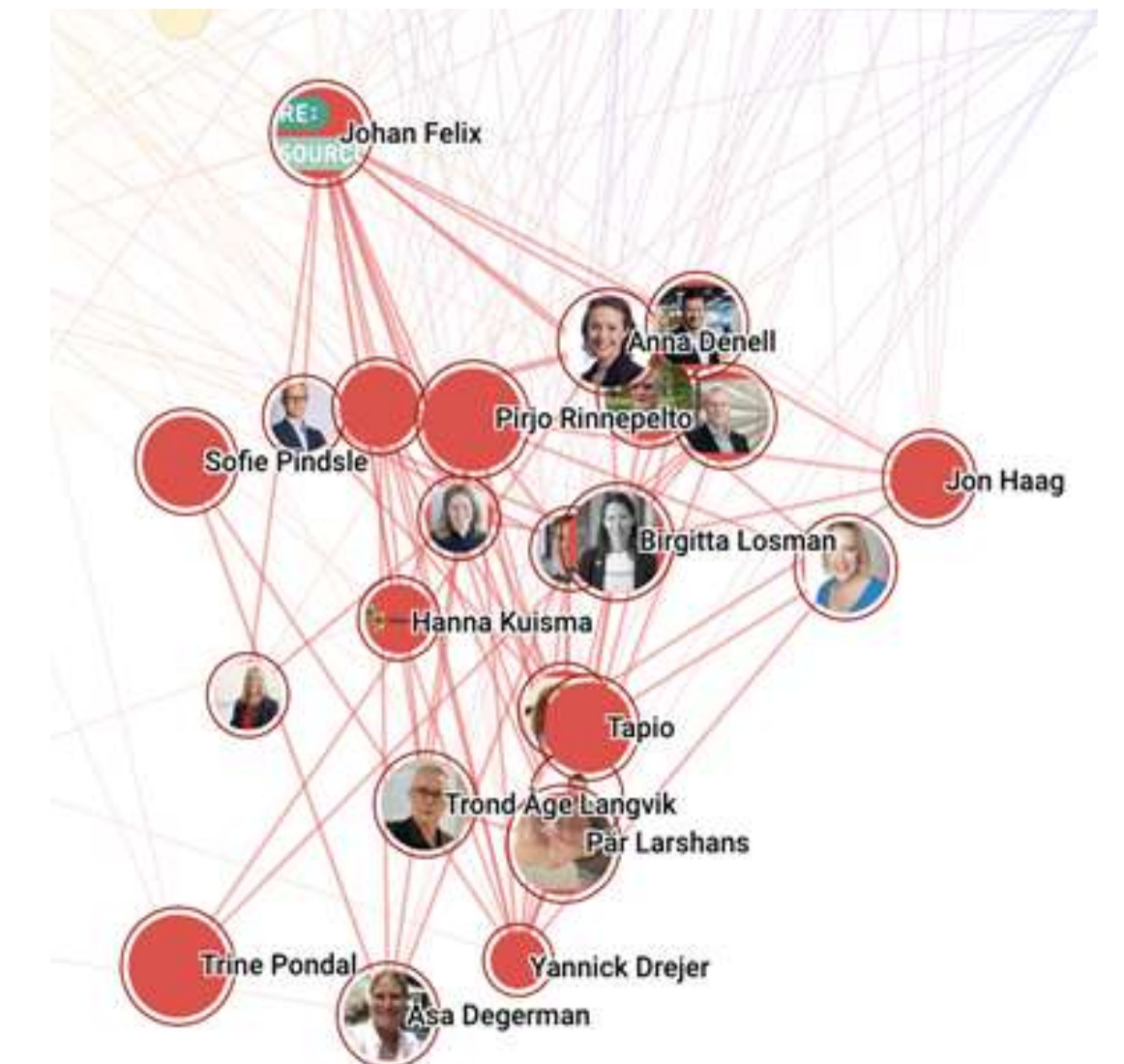
# First look at the Nordic Circular Arena and its functions



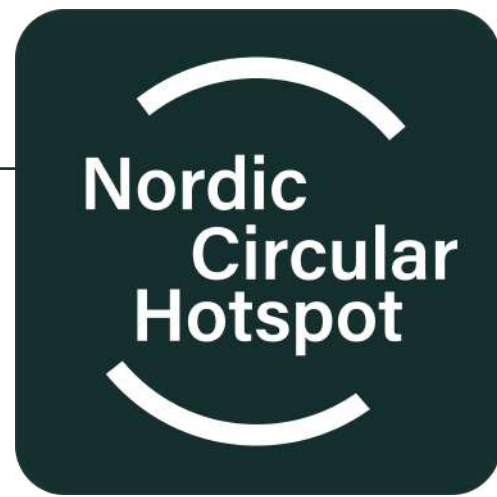
# Based on the Nordic Circular Hotspot survey in 2019

## The Nordic Stakeholders wanted a platform:

- To share circular innovation, technology and new business ideas
- For regional knowledge sharing, and capacity building
- To find companies / people with similar circular challenges as their own
- For cross-Nordic business collaboration
- For regional political collaboration
- Where you can find circular experts







# A collaborative platform here to stay

- Long term financing from Nordic Innovation creates stability
- Based on Hivebrite technology constantly adding new features
- A network of circular networks
- To accelerate the transition to a circular economy
- To make sure no new wheels are invented
- Focus on collaboration, implementation, scale up

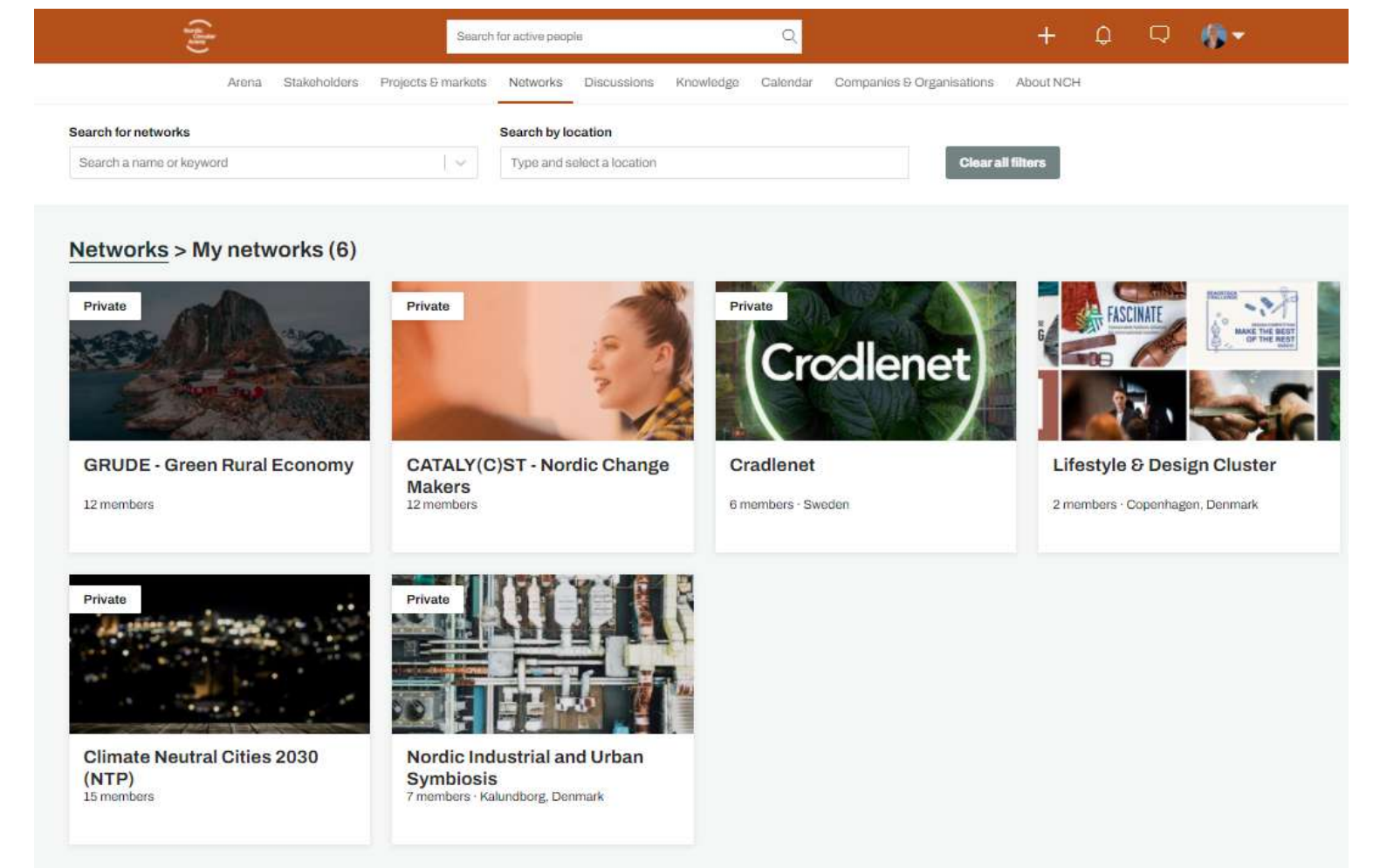
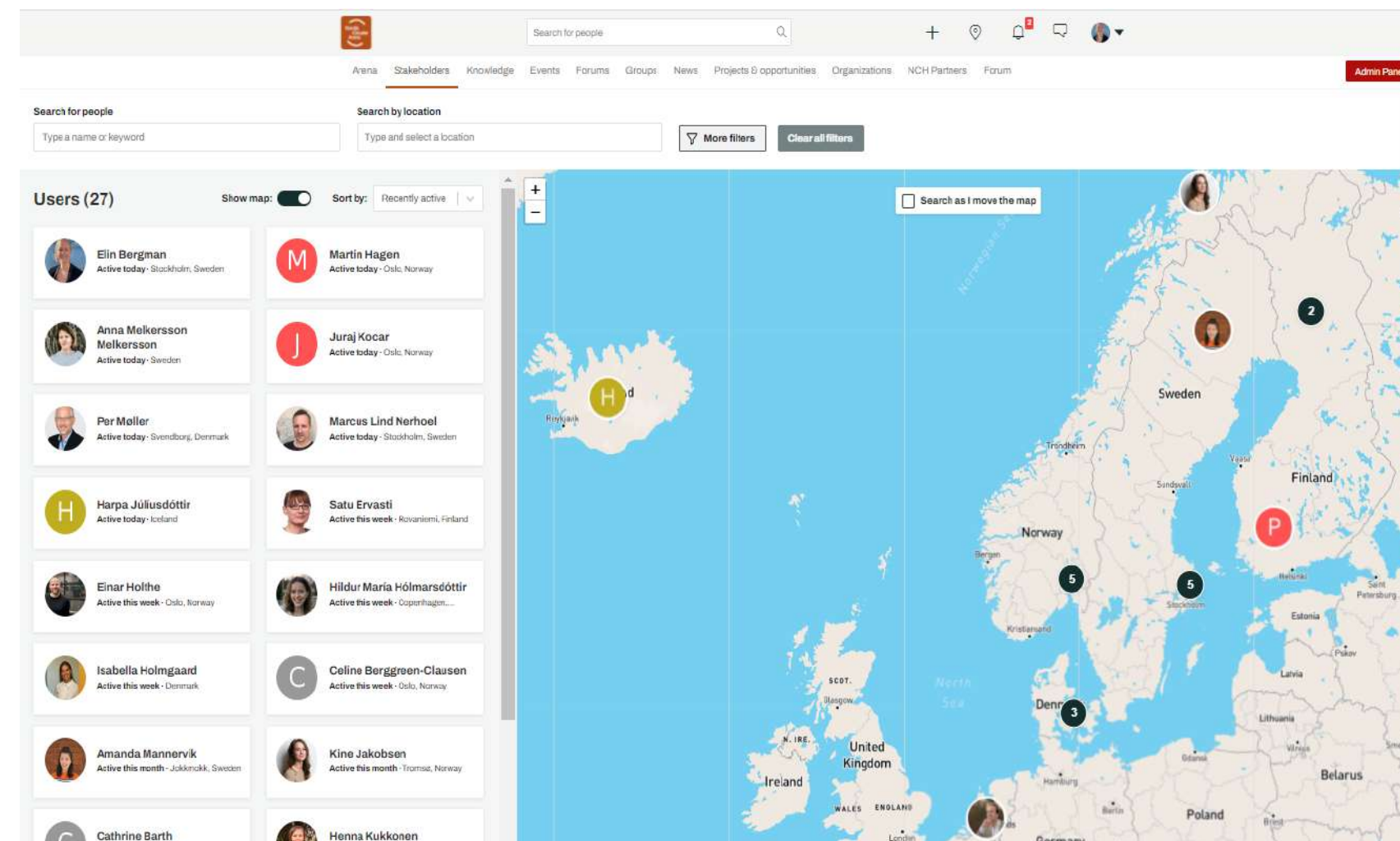
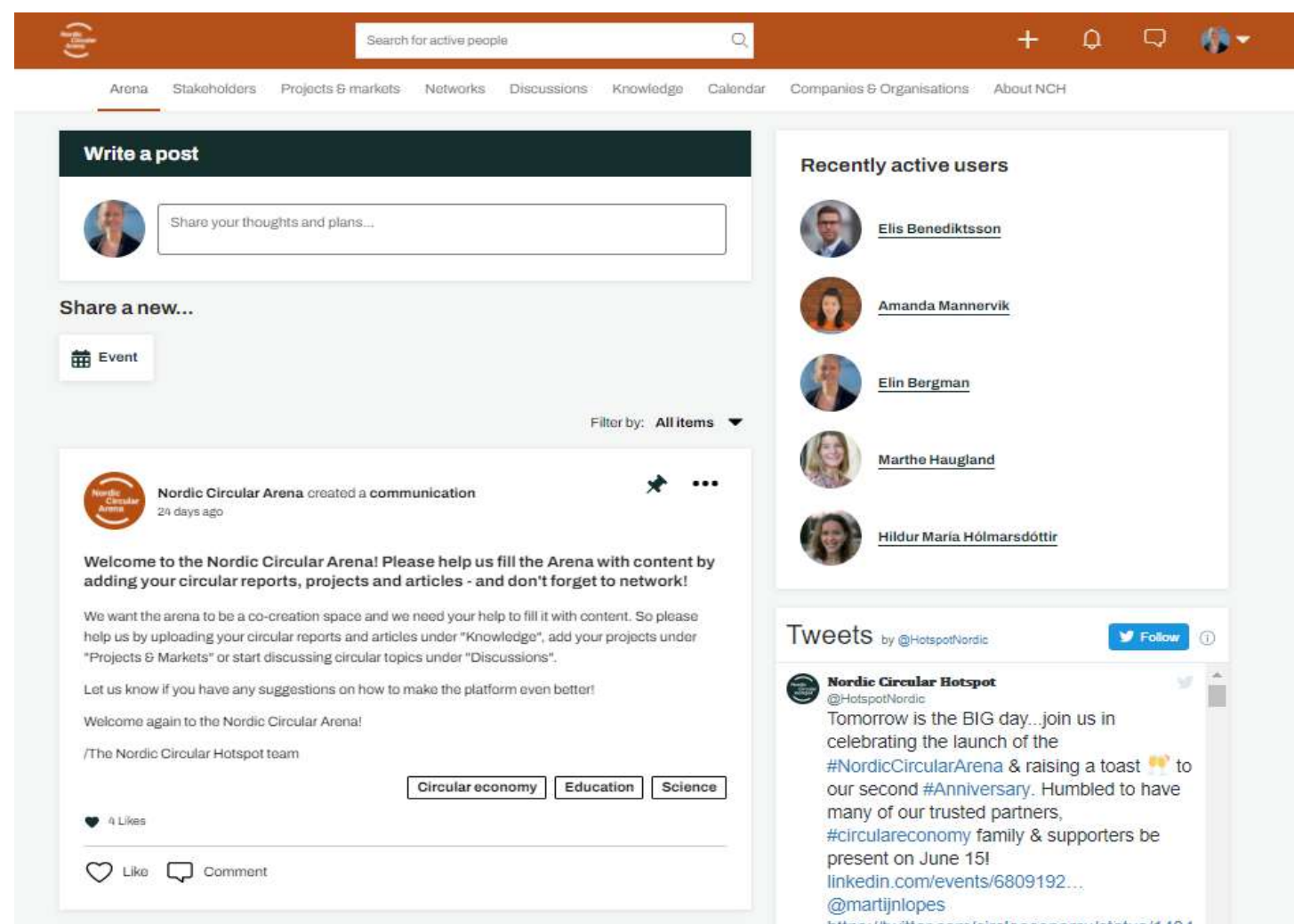




# The Nordic Circular Arena



The go-to-place for everything about circular economy in the Nordics



Free and open to everyone - help us fill it with content!

<https://nordiccirculararena.com>





# Meet our Arena Network partners



# NTP

**Peter Bjørn Larsen**  
NTP



# Climate Neutral Cities 2030 (NTP)



Manage group

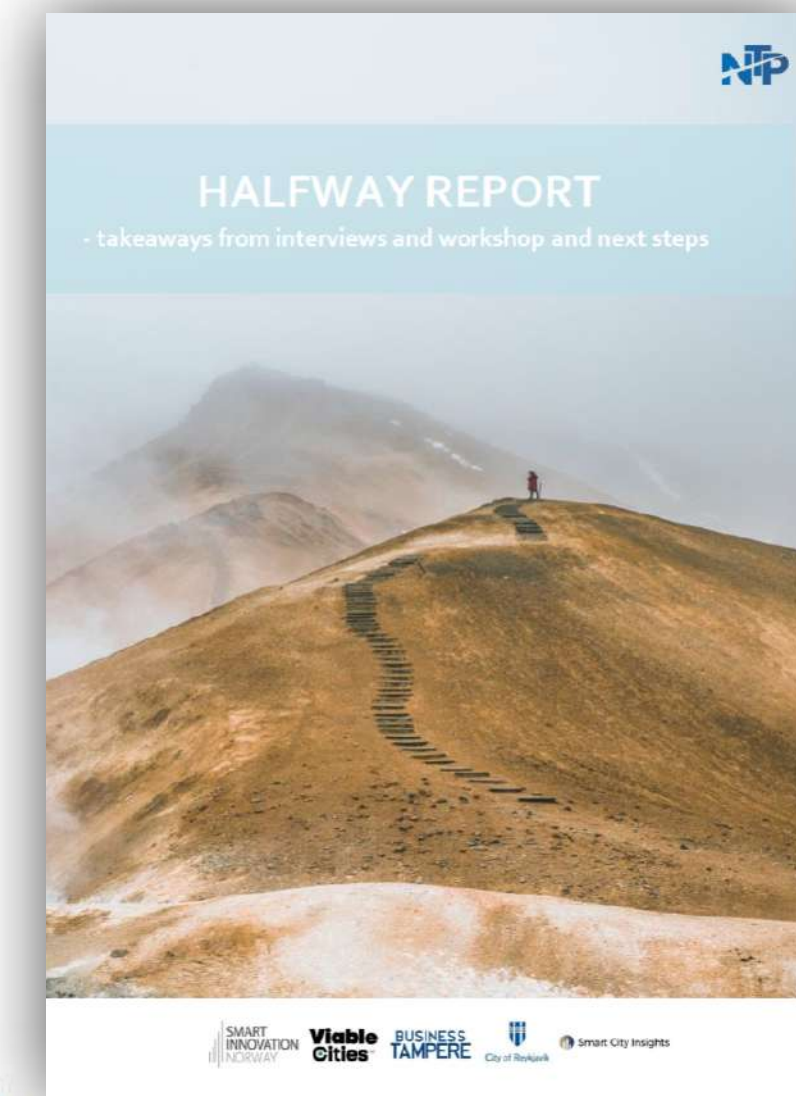


✓ Joined

Home Live feed News Cases Resources Forum Events Members

## Community platform

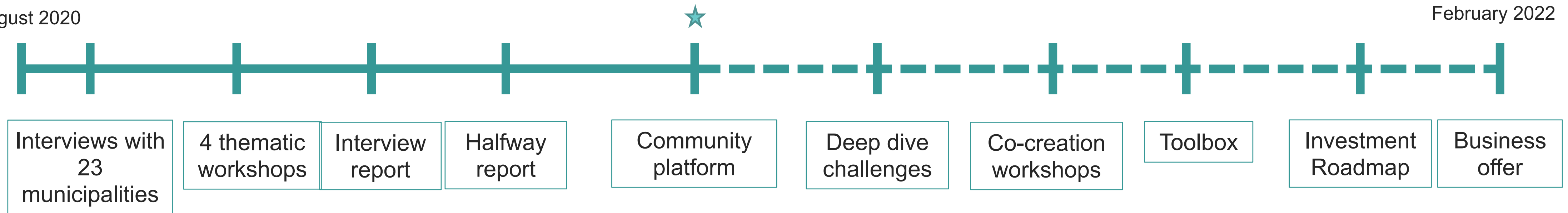
- A **collaborative space** for small and mid-size municipalities
- **Challenge-oriented**
  - Learnings from others who have solved 'my' challenge
  - Discussing options for solving remaining challenges
- Partnerships
- Funding opportunities for Nordic collaboration projects
- Match-making for future collaborations



# Timeline

August 2020

February 2022



## Next steps

- **Deep dive cases**
  - Understand the projects
  - Initial challenges
  - Describe the process, methods/tools used to succeed → Cases, tools
  - What are the unsolved challenges → Forum, cases, events
- Research on international tools/methods → Forum, cases, events, tools
- **Investment plans (Tools)**
- Creation of **business offer** for Nordic Municipalities to support Green Transition → Focused on identified challenges

Sectors	Barriers				
	Law and regulation	Citizen engagement	Lack of knowledge/scaling	Procurement	Data
Buildings & Construction	x		x		x
Energy	x	x	x		x
Transport		x	x	x	x
Waste	x	x	x	x	x
Urban planning	x	x	x		x
Circular Economy	x	x	x	x	x

# CATALY(C)ST

Linda Weiß



# CATALY(C)ST

Youth Change Makers as Catalysts for a Transition to a Sustainable Circular Economy

In collaboration with





# CATALY@ST- Nordic Change Makers

Connecting young professionals, students, researchers and industry champions across the NORDICs passionate about circular economy. Knowledge share, network and build experience to drive solutions on pressing sustainable challenges, speeding up the CE transition, simultaneously becoming change makers

- Connect with Nordic Youth Community
- Access to CE Acceleration Tool Kit
- Join Train the Trainer Workshops
- Access to Project Bank w. Industry Challenge
- Insights on Innovative Circular Solutions from Talented Students

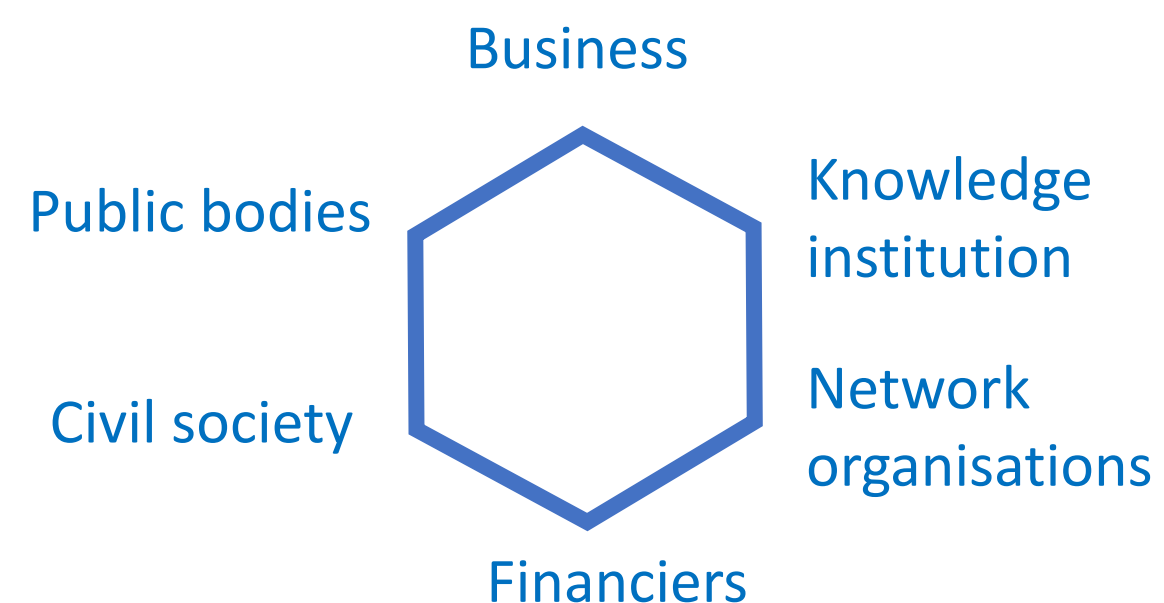
# Nordic Circular Hubs

**Per Møller**



# NORDIC CIRCULAR HUBS

Establishing a Nordic network with a view to support practical development of Industrial-Urban Symbiosis (IUS) practices in the Nordic regions





# NCH COMMUNICATION PLATFORMS

## Our networking spaces

NCH Homepage



<http://nordicsymbiosis.com/>



"Nordic Circular Arena"



<https://nordic.hivebrite.com/>

# GRUDE

**Kine Jakobsen**



# GRUDE

# GRUDE – Green Rural Economy (2019-2022)



Green economy communication project carried out in the northern parts of Finland, Sweden and Norway.



Project partners are in Finland Lapland University of Applied Sciences and Natural Resources Institute Finland, in Sweden Strukturm i Jokkmokk and in Norway SINTEF Nord.



Funded by the European Union and the European Regional Development Fund / Interreg Nord program.



The project collect, process and share information about the green economy by presenting good practices and organizing events, and supports regional as well as international circular economy networking.

# GRUDE - Green Rural Economy



Manage group



Joined

- Home
- Live feed
- Members
- Events
- News
- Resources
- Projects
- Forum

## Write a post



Share your thoughts and plans...



GRUDE - Green Rural Economy created a communication 2 days ago



### Welcome to GRUDE!

Hi, and welcome to our group GRUDE – Green rural economy! GRUDE is an Interreg Nord funded project, where we are particularly interested in networking for green growth. We would love to hear from our members. To help build our network, please add a short introduction about yourselves and what you're working on as a comment to this post! #begrude



### About

GRUDE actions will shape tomorrows sustainable societies – DARE TO BE GRUDE

GRUDE is an Interreg Nord program project that collects, refines and shares knowledge of the green economy and resource efficiency in order to create sustainable Northern societies. With these actions, the project aims to save natural





# Summary of the Nordic Circular Arena







# Meet the partners This is why we engage



# The Ocean Opportunity Lab (TOOL)

**Birgit Marie Liodden**  
Founder & CEO



# Inchainge

**Egge Haak**  
co-founder and Director, Inchainge  
B.V., The Netherlands





 The Blue Connection

# The Blue Connection

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Egge Haak  
Inchainge  
[e.haak@inchainge.com](mailto:e.haak@inchainge.com)

# How did you learn to ride a bike?

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## Learning By Theory

Article/book/ppt/video?

*A rider balances a bike by steering. More accurately, a rider balances a bike by using steering to constantly generate centrifugal force in a way that counteracts the gravitational force pulling the bike over.*

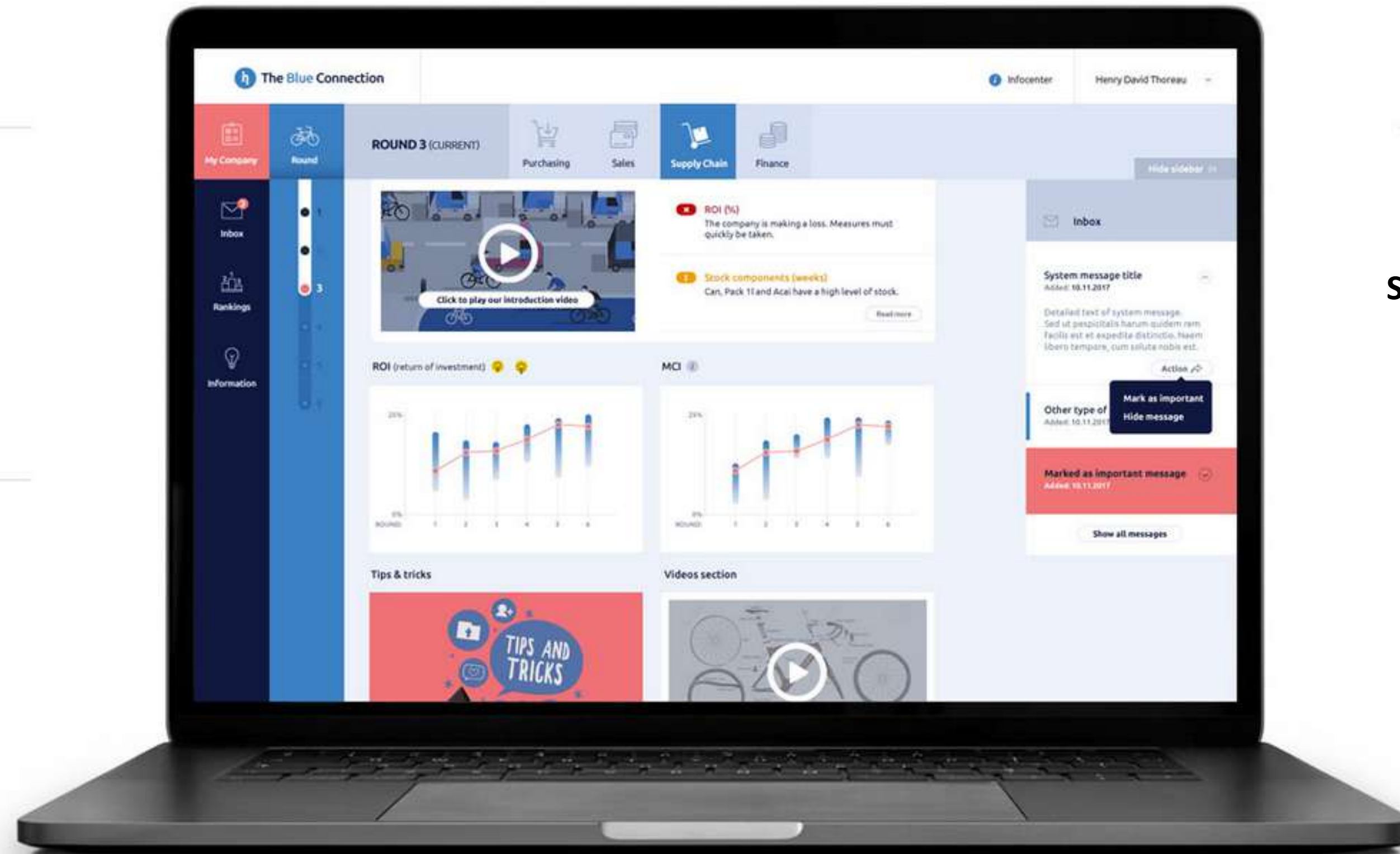
## Learning By Doing



# The Blue Connection: experience the circular economy

Online business simulation game  
(Cloud based)

Teams of four  
virtually or face-to-face



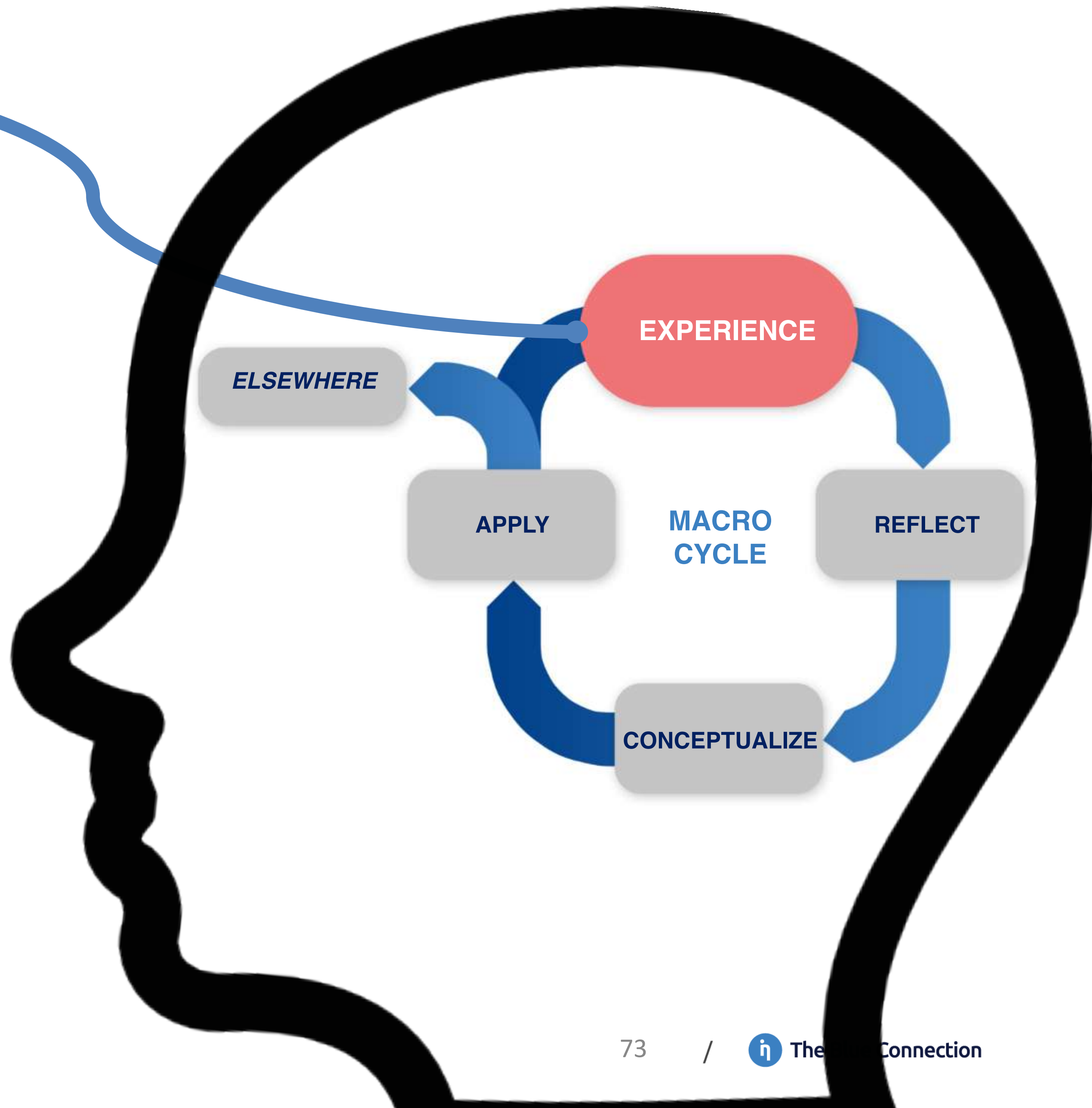
Four available  
VP roles  
Sales, Purchasing/Design, Finance, SCM/Operations



# Learning Objectives The Blue Connection

A long-lasting impact

- Strategy into action, Business Model Innovation
- Create internal alignment between departments
- Manage the trade offs, create a profitable business
- Measure your circularity



# The Blue Connection in a nutshell

## CIRCULAR TRANSITION INDICATORS



Metrics for business, by business

Measuring  
Circularity

**Purchasing**  
How do I design my product?



**Finance**  
Manage your return flow and PaaS model financially



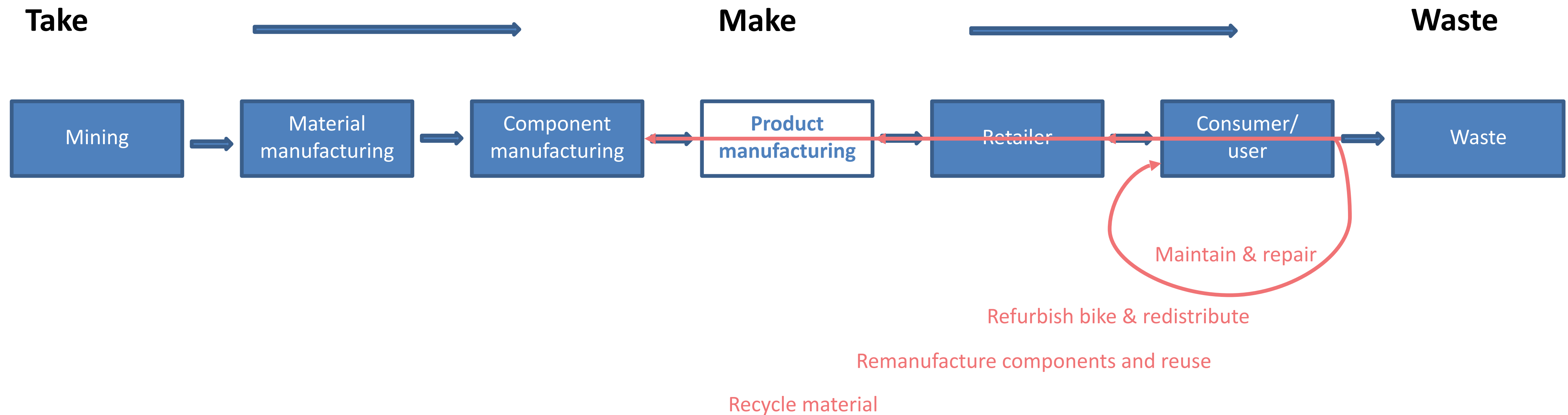
**Retailers**  
How to market your product towards different retailers?



**Value Chain Partner**  
Who to work with?



# From linear to circular business : several options



## Which revenue model?

- Direct sales
- Subscription
- Lease



 The Blue Connection

**Thank You**

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Egge Haak  
Inchainge  
e.haak@inchainge.com

# Circle Economy

**Martijn Lopes Cardozo**  
CEO, Circle Economy





# Conversation with the speakers about The Nordic Partnerships





# Partnership programme for Nordic circular market transition

## Circularity is key for sustainability

The Nordic Circular Hotspot launched its Partnership Programme in March 2021 to enable and facilitate a **strategic, systematic** and **more efficient circular market transition** and sustainable value development in the Nordics.

To facilitate a neutral arena for collaborative efforts, the Nordic Circular Hotspot is inviting stakeholders in all value chains of the Nordic market and beyond. Stakeholders representing market segments and value chains, the private and public economic sectors, and governmental and regulatory silos in the Nordics, are invited to collaborate on **cross-segment, cross-sector** and **cross-silo** circular value creation.

The Nordic Circular Hotspot is developing a digital circular economy stakeholder platform, the **Nordic Circular Arena**, to be launched in June 2021.



Onboarding from  
April 2021



Launching in  
June 2021



# Partnership programme for Nordic circular market transition

In combination with the **Nordic Circular Arena**, the **Nordic Circular Hotspot Partnership Programme** will provide all the Nordic Circular Hotspot partners and members with first-hand access to an extensive network of key stakeholders, valuable insight materials, events, workshops, courses, innovation methods and strategies, and more—in view of accelerating the transition to a circular economy in the Nordics.

Our goal is to achieve critical mass of circular and sustainable dynamics and transactions in all value chains, to reach transitional tipping points faster in all segments and sectors of the Nordic market.



Onboarding from  
April 2021



Launching in  
June 2021





# Partnership programme



## Incentive

### Nordic Circular Hotspot's mission

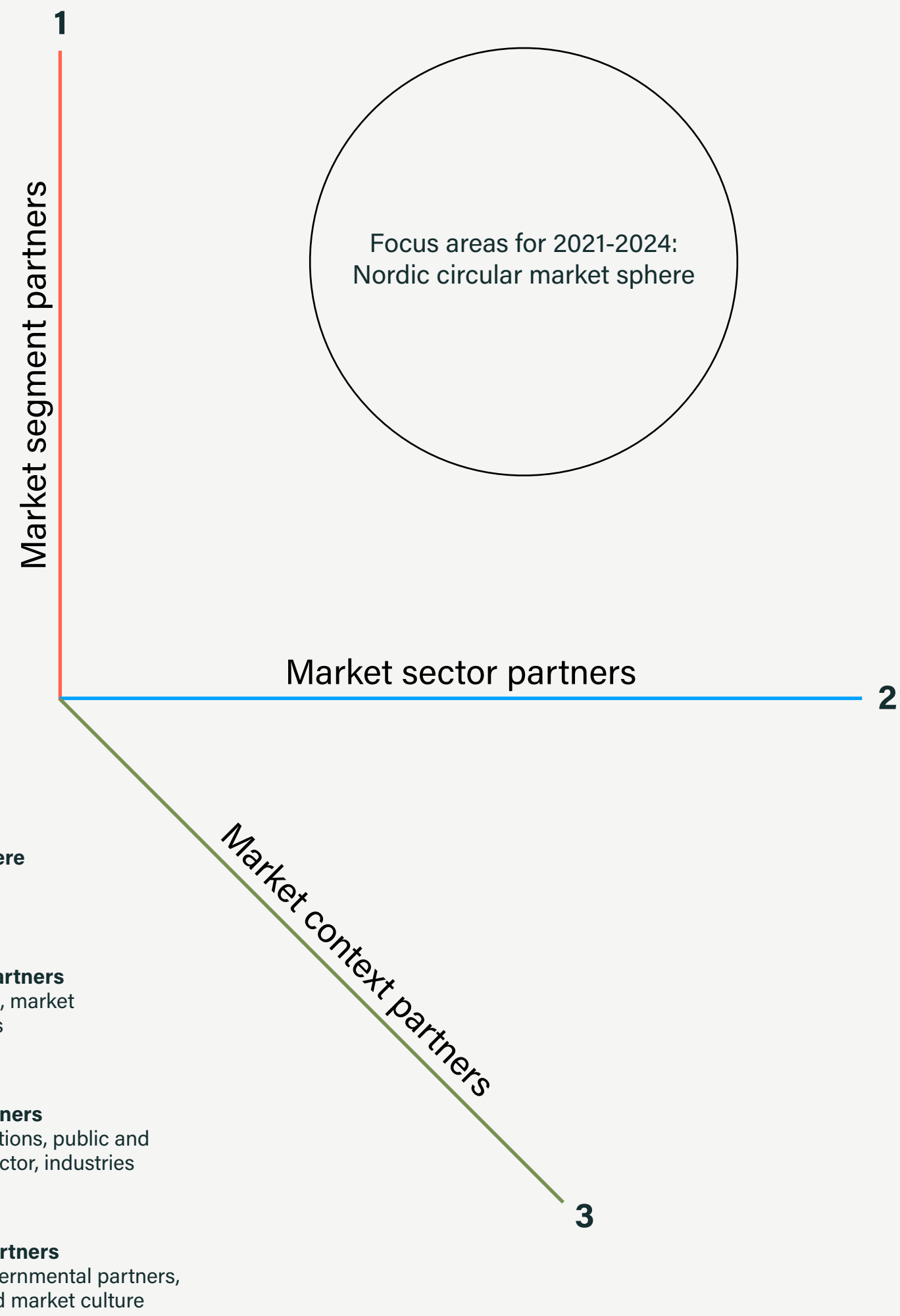
Accelerate the transition  
to a circular economy in the Nordics

## For who

Private and public industries, market segments and economic sectors, corporations, companies, SMEs, NGOs and public authorities. Partnership programmes are also available for networks, projects, event, media and companies based outside of the Nordics. Individuals are able to become personal members of the Nordic Circular Hotspot.

## Purpose

- 1 Build a common market culture and economic language for circular and sustainable value development in the Nordics
- 2 Stimulate cross-market segment, cross-economic sector and cross-regulatory silo collaboration and dialogue in the Nordic market sphere
- 3 Provide an accessible overview to help stakeholders navigate and co-ordinate in the Nordic market
- 4 Increase market dynamics, transactions and investments in circular and sustainable solutions
- 5 Define and align on the core circular and sustainable values of the Nordic market



## It's all about the value chains

A circular and sustainable transition of a market demands a deep understanding of value chains, and the roles of all stakeholders and their connection to the different B2B, B2P and B2C market segments.

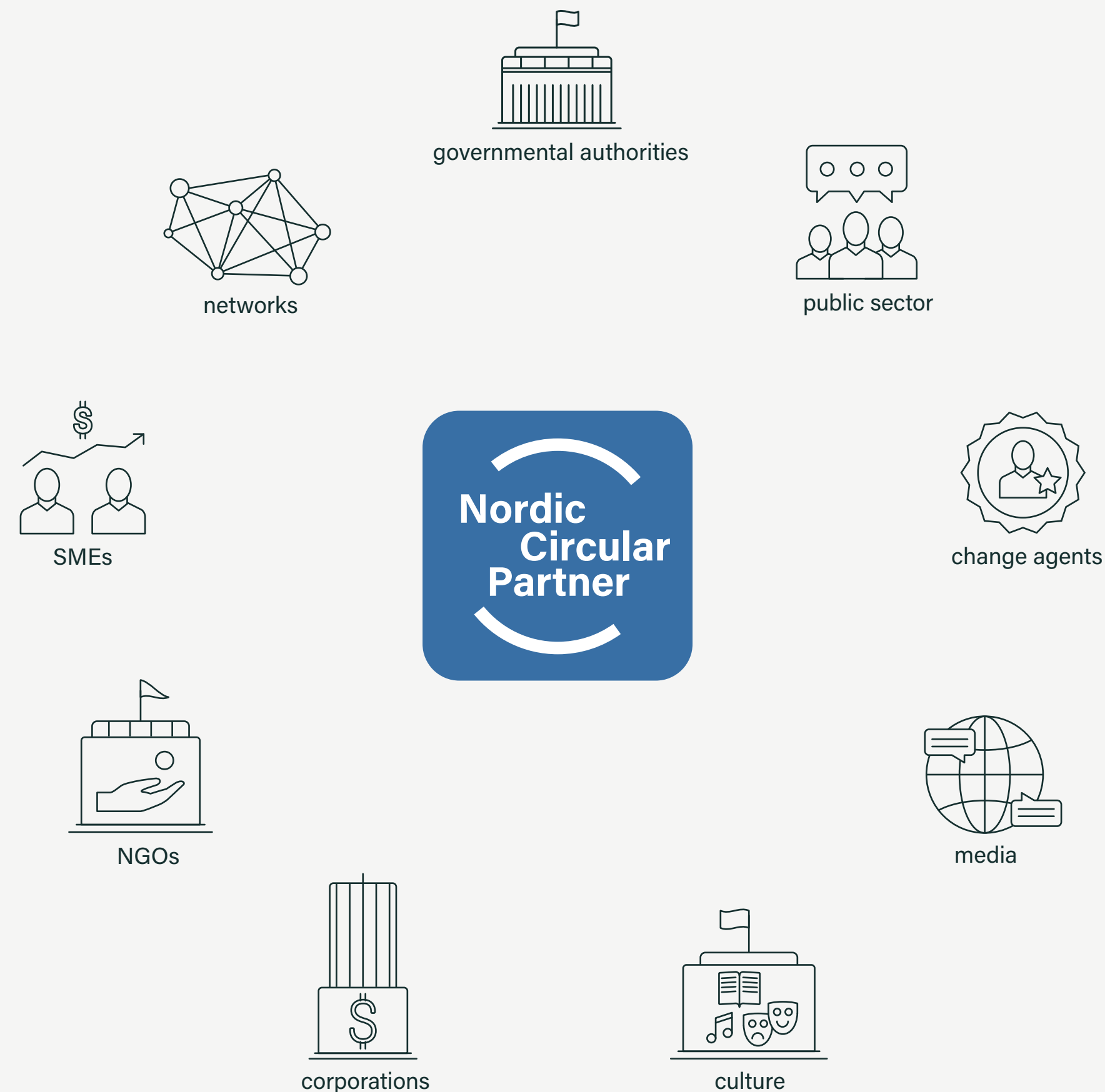
We divide the circular market sphere of the Nordics into three categories

1. We see **market segments and natural resource value chains** as the **vertical factor**
2. Public and private economic sector, and industries representing **neutral market functions** in the value chains, we identify as the **horizontal factors**
3. The third factor is the place, the **context of region and market culture**, we identify as the **contextual factor**

Circular economy is about collaboration, and requires all stakeholders to work together to change the entire value sphere from the old, linear and sustainable state, to a circular and sustainable state.

# Multi-stakeholder programme

This program is designed for



## Market Segment Partners (vertical)

Market segments and value chains: Private and public corporations, companies, SMEs, businesses and industries relating to natural resources in the market value chains as vertical market segments

## Market Sector Partners (horizontal)

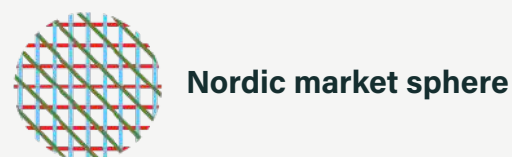
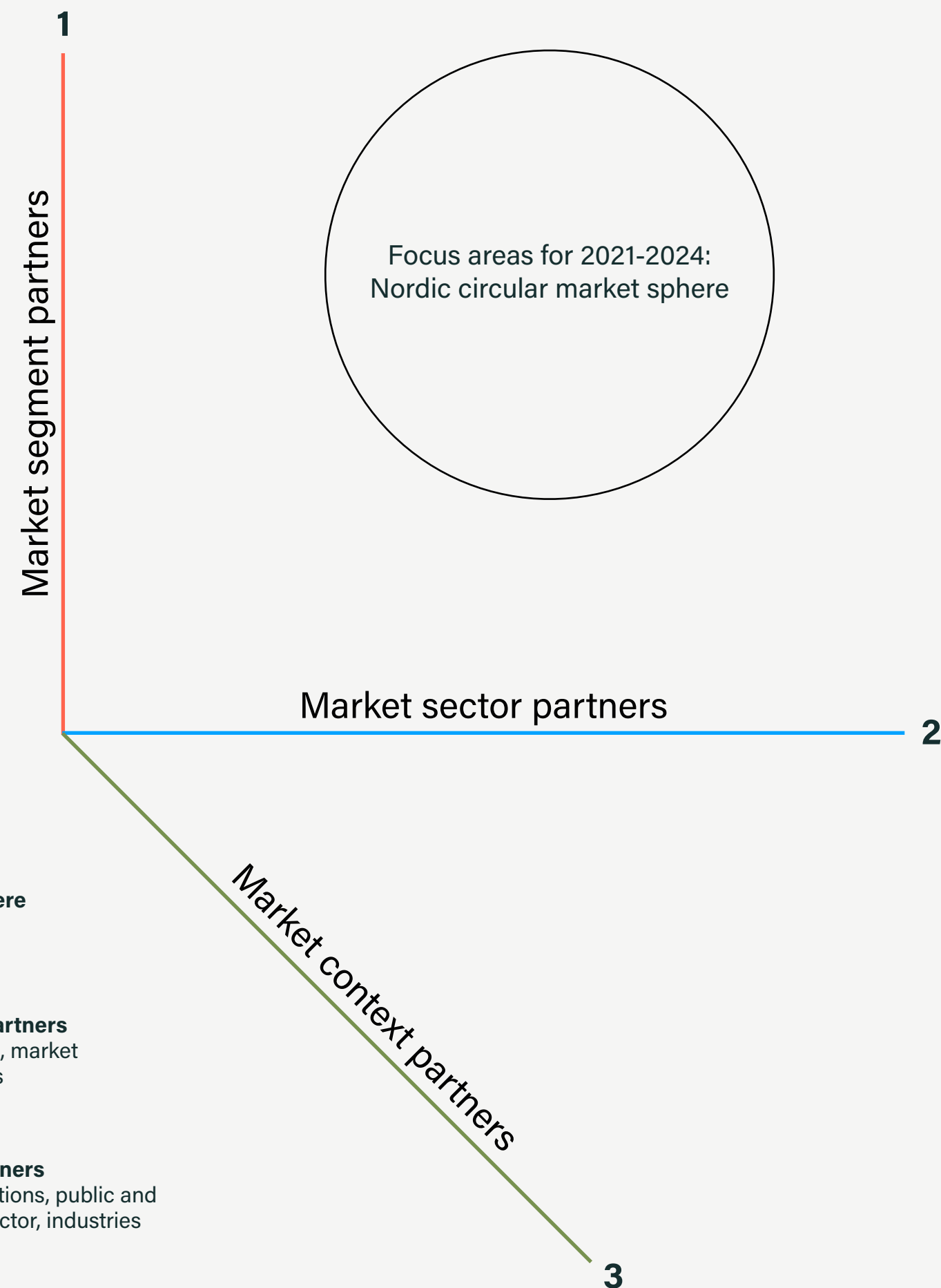
Private and public economic sectors, industries and institutions representing neutral market functions as horizontal market sectors

## Market Context Partners (context)

Context of place and culture: Governmental authorities representing the regulatory silos, NGOs, policy makers and the Nordic countries' different market cultures from local-and-global, to national-and-Nordic perspectives

- + **Network Partners, Project Partners** and **Personal Memberships**
- + **International Partners** (global segments, sector and circular context)

# Multi-stakeholder programme



Nordic market sphere



**Market Segment Partners**  
Natural value chains, market segments, industries



**Market Sector Partners**  
Neutral market functions, public and private economic sector, industries



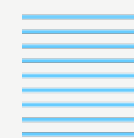
**Market Context Partners**  
Regulatory and governmental partners, context of place and market culture



## Market Segment Partners (vertical)

Natural resource value chains, with examples of market segments and industries:

- Food and beverage
- Energy and technology
- Ocean and fishery
- City development and construction
- Furniture and fashion
- Forestry and bio economy
- Manufacturing and production
- Trade and services
- Remanufacturing, repair, retrade and recommerce



## Market Sector Partners (horizontal)

Neutral market functions, with examples of private and public economic sectors and industries

- Innovation, R&D and competence
- Education, academics and knowledge
- Digital, data, AI and technology
- Consumer behaviour
- Design, architecture and engineering
- Culture, anthropology and arts
- Communication and public relations
- Media and entertainment
- Renovation and recycling
- Logistics and transportation
- Finance, funding and banking
- New economic languages, accounting and auditing



## Market Context Partners

### Regulatory and governmental partner

Societal silos, public entities, policies, local and national market cultures:

- Nordic countries: DK, FI, IS, NO and SE
- Local-to-national market cultures
- Nordic regional and (bi)lateral systems
- EU and interregional
- International / global
- Regulatory and governance



# Partnership programme



## What you receive

- Participation in and impact on circular market acceleration in the Nordics
- Access to the Nordic circular markets and networks
- Enhanced visibility and targeted promotion
- Invitation to partnership events and gatherings
- Insight materials, key learnings and knowledge
- Personalised service and relevant project support
- Link-up to relevant projects, companies and people
- Co-host events with the Nordic Circular Hotspot (optional)
- Partnership branding for use on your platforms
- Content related to the circular economy in the Nordics
- Create synergies with other partners

## What you offer

- EUR 5,000, EUR 2,500 or EUR 1,250 (depending on annual revenue/turnover, excluding VAT)
- Or 50 hours of work (in-kind hours)
- Communicate your partnership with the Nordic Circular Hotspot on your platforms
- Participate in events throughout the year
- Adopt the Partnership Guiding Principles
- Your perspectives, opinions, relations, network and participation in the Nordic Circular Hotspot



# Partnership packages



All packages includes:

- Access or expand in the circular Nordic market
- Access the Nordic Circular Arena
- Gain insights, key learnings and knowledge
- Business development opportunities
- Network and (joint) project opportunities
- Invites to events, workshops and meetings
- Community, roadmap and “fuel” to do the work
- Access to relevant intelligence in the Nordics

## Market Acceleration Programme

Sector, segment and context partners

- Access to the Nordic circular market
- Quarterly partner meetings
- Early access to insights and reports
- Access the Nordic Circular Arena
- Visibility and promotion
- Access to data on the Nordic circular economy
- Co-hosting events
- Promotion on Nordic Circular Hotspot platforms
- Logo on all relevant materials and channels
- Personalised services and link-up to relevant projects, companies and people



## Network and Project Programme

- Network connectivity and synergies
- New members and recruitment
- R&D initiatives and projects
- Policy making and lobbying
- Circular projects and collaborations



## Personal Stakeholder Memberships







- New projects and possible hires
- Arena to publish own work
- Knowledge sharing and booking



Onboarding fall 2021

# All partnerships



Operational Partners	Market Acceleration Programme	Network and Project Programme	Other Programmes
<p><b>Managing Partners</b>  </p> <p>Natural State, Circularities, Lifestyle &amp; Design Cluster, Cradlenet, Circular Solutions, Festa – Center for Sustainability, Business Finland and WholistiQ Holding</p>	<p><b>Market Segment Partners</b>  </p> <p>Natural value chains, market segments, industries</p>	<p><b>Network Partners</b> </p>	<p><b>Event Partners</b> </p> <p>Co-hosting events</p>
<p><b>Co-Funding Partners</b> </p> <p>Nordic Innovation</p>	<p><b>Market Sector Partners</b>  </p> <p>Neutral market functions, public and private economic sector, industries</p>	<p><b>Project Partners</b>  </p> <p>R&amp;D and innovation projects</p>	<p><b>Media Partners</b> </p> <p>Communication and media</p>
	<p><b>Context Partners</b>  </p> <p>Nordic government and regulatory</p>		<p><b>Personal Members</b> </p> <p>Everyone interested in circularity in the Nordics</p>
	<p><b>International Partners</b>  </p> <p>Global and circular economy</p>		<p><b>Nordic Circular Summit</b>  </p> <p>Sponsorship and event co-hosting</p>



# Partnership options



- 1. Market Segment Partners:** Companies/organisations/consortia that commit to implementing circular models for or within their organisation(s) and to becoming leading circular economy actors within their segment. The fee for becoming a Segment Partner is EUR 5,000, EUR 2,500 or EUR 1,250, excluding Value Added Tax (if and where applicable), depending on the annual turnover of the most recent fiscal year. Alternatively, the Segment Partner may choose to contribute with 50 in-kind hours, if this is relevant or in case it is a start-up or company/organisation with an annual turnover of less than EUR 100,000.

The annual fee structure is as follows:

1. EUR 5,000: an annual turnover of EUR 1,000,000 or more;
2. EUR 2,500: an annual turnover of between EUR 500,000 – EUR 999,999;
3. EUR 1,250: an annual turnover of between EUR 100,000 – EUR 499,999.

- 2. Market Sector Partners:** Companies/organisations/consortia that commit to dedicating min. 50 in-kind hours, i.e. by sharing their expertise, network(s), experience and competence. A Sector Partner may also contribute an annual fee of EUR 5,000, if this is relevant to the specific Sector Partner.

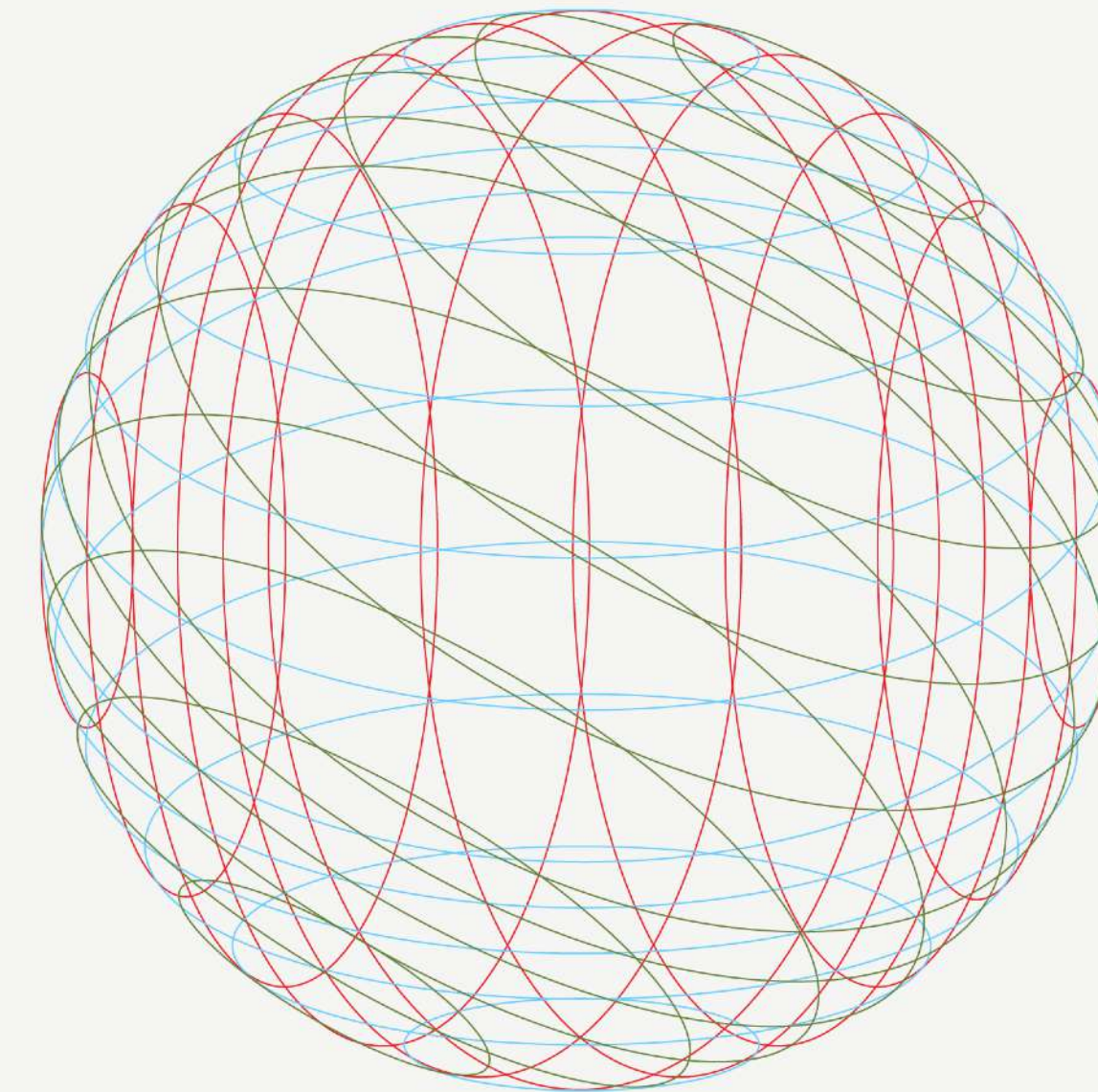
- 3. Network Partners:** Companies/organisations/consortia that represent a network of interested parties or stakeholders. Each party or stakeholder within these networks may be assigned to be a Sector Partner and/or Segment Partner, but this partnership is exclusively for the network organising entity. The fee for being a Network Partner is an investment of 50 in-kind hours. Optionally, a Network Partner may decide to have an exclusive digital site for their own network, which will be integrated into the Nordic Circular Arena. This optional feature will cost EUR 5,000 per annum, excluding VAT (if and where applicable). If a NCH Network Partner wishes to have a separate Web domain outside of the Nordic Circular Arena, then this will have an additional cost, which is to be negotiated.
- 4. Project Partners:** Companies/organisations/consortia that represent a project, in which case the Nordic Circular Hotspot will either need to be a partner or participant in the project or the project needs to be funded by Nordic Innovation or the Nordic Circular Hotspot finds the project to be relevant to its work. A project will need to have a starting and end date, and can only be a Project Partner during the project's active state.
- 5. International Partners:** Companies/organisations/consortia that are based or located outside of the Nordics and are interested or already active in the Nordics. An International Partner may be a Segment, Sector, Network or Project Partner, as long as there is a legal entity involved.

Each Partner will have the right to add its logo, name, contact details and a brief profile of its company or organisation on the partnership page of the Nordic Circular Hotspot Web site and also have the right to be listed on the Nordic Circular Arena.

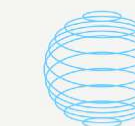




# Collaboration is key for circularity



**Market Segment Partners**  
Natural value chains, market segments and industries



**Market Sector Partners**  
Neutral market functions, public and private economic sector, industries



**Context partners**  
Regulatory and governmental partners, context of place and market culture



**Thank you and looking forward to partnering with you!**

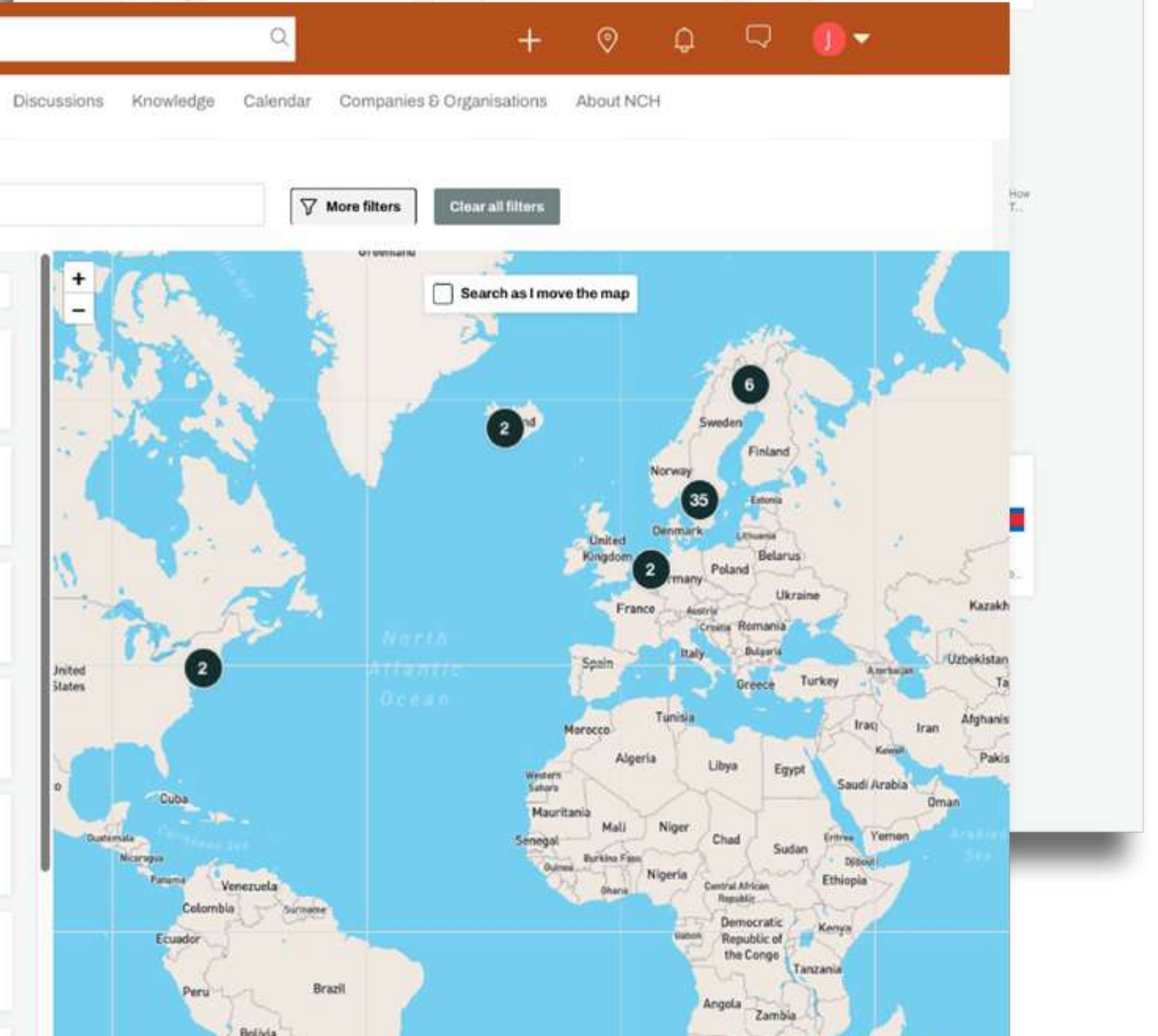
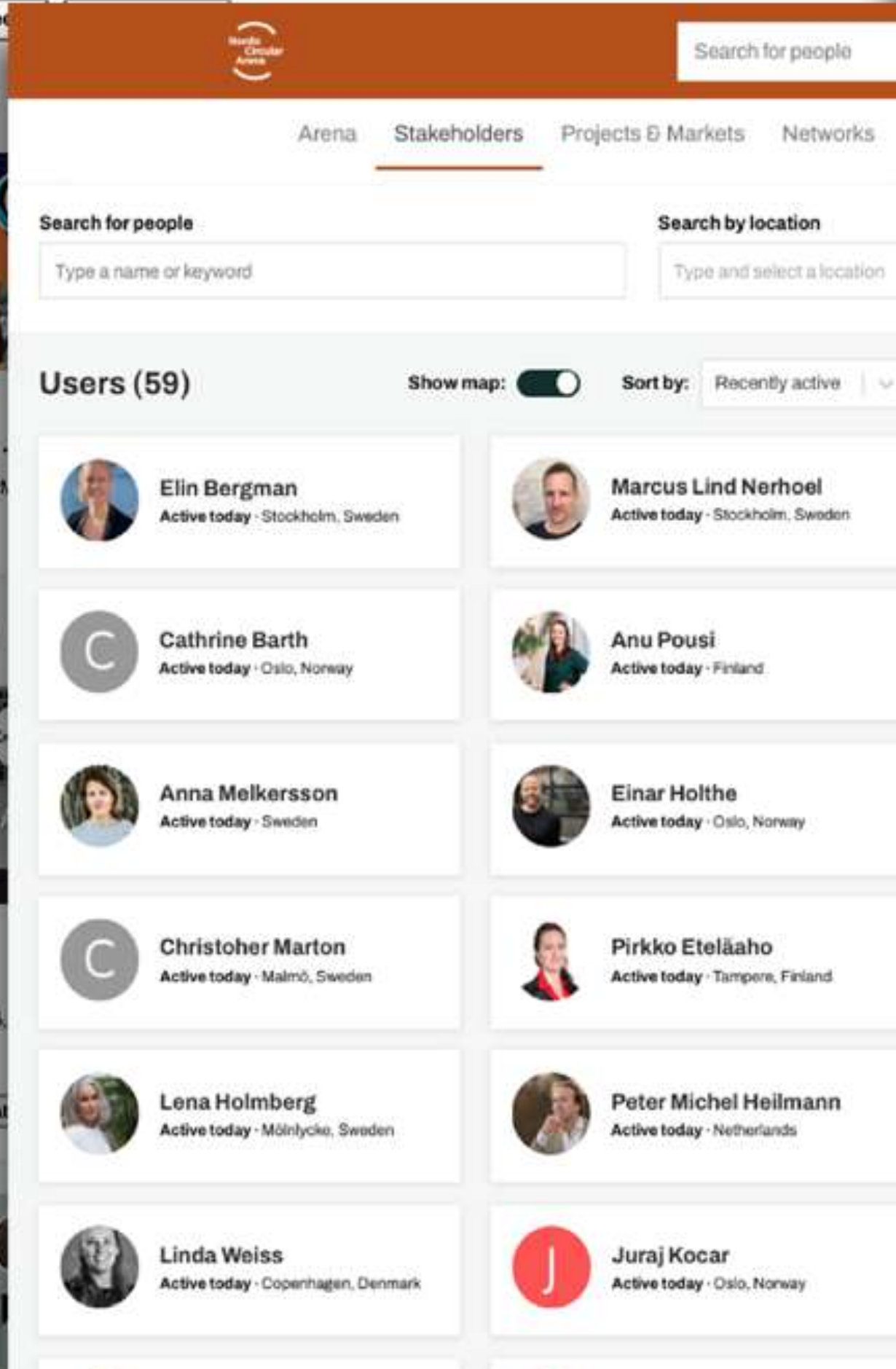
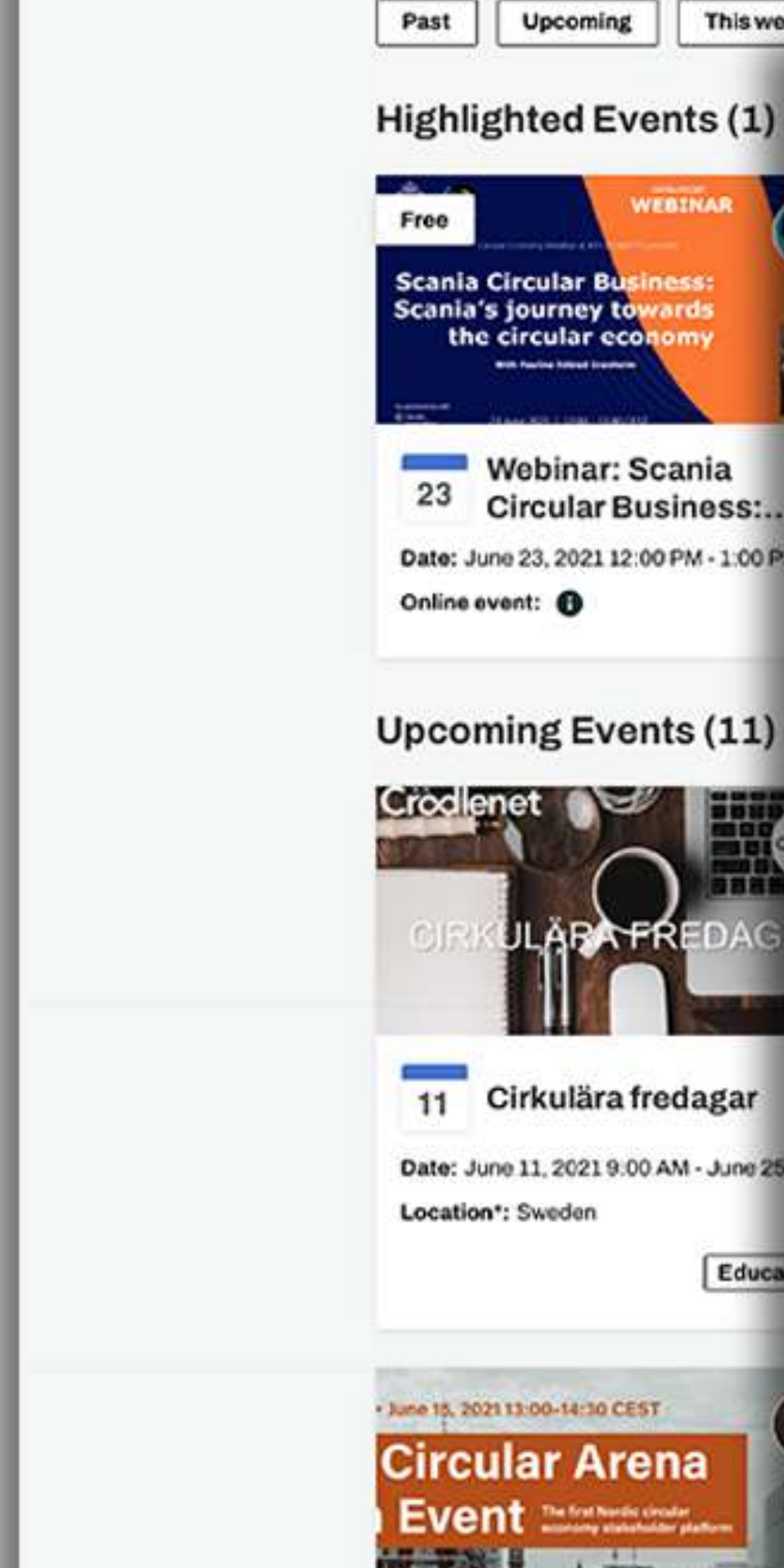
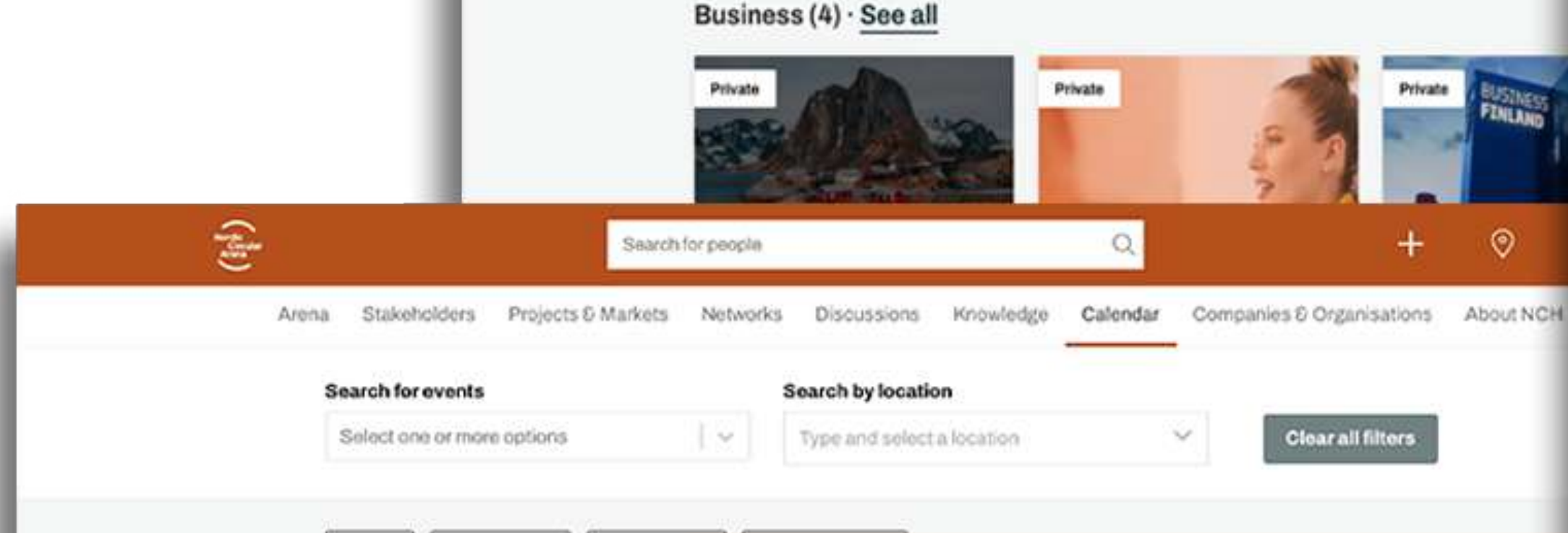
[www.nordiccircularhotspot.org](http://www.nordiccircularhotspot.org)  
#CircularNordic





# Afternoon tea, coffee, cakes and champagne with Nordic Innovation and NCH







# End

