Sustainable Business Models

Sustainability Innovation Series, 13. July 2021

 © Zühlke 2021

Video-Konferenz

- Während dem Vortrag bitte **Mikrofone und Kameras aus.**
- **Fragen** für den späteren Austausch bitte im Chat notieren.
- **Verständnisfragen** bitte direkt über Mikrofon stellen.
- Bitte am Anfang immer kurz **Firma & Position** sagen, damit man sich kennenlernt
- Die Veranstaltung wird **nicht aufgezeichnet**.
- Die **Folien** erhalten Sie im Nachgang.

© Zühlke 2021

Roundtable Agenda

09:00 Willkommen & Vorstellung der neuen Partner

09:10 Impulsvortrag “Sustainable Business Models“ von Richard Stechow und Georg von der Roop

09:50 Fragen, Diskussion & Erfahrungsaustausch

10:20 Pause

10:30 Breakout Sessions

1.) Monetarisierung über Subscription und Experience Selling (Georg von der Roop)

2.) Monetarisierung über Pay per Use und Sharing (Richard Stechow)

3.) Monetarisierung über Performance-based Contracting und Signalling & Transparency (Ursula Tischner & Moritz Gomm)

11:00 Take-aways aus den Breakout Sessions

11:15 Weiterentwicklung Sustainability Circle

12:00 Veranstaltungsende

 © Zühlke 2021

Introduction of People and Companies

© Zühlke 2021

Bisherige Teilnehmer

zühlke
empowering ideas

DeLonghi
Living innovation

BRAUN

HILTI

SEVERIN
Friends for Life

wilo

carbotech
Umweltprojekte und Beratung

ec[o]ncept

BMI Lab

ibp
Institut für Biopolymere
der Hochschule Hof

CWS

MAGNETSYSTEME BRUGGER

SIEMENS

Gillette

P&G

BRAUN

MAM

BIOVOX

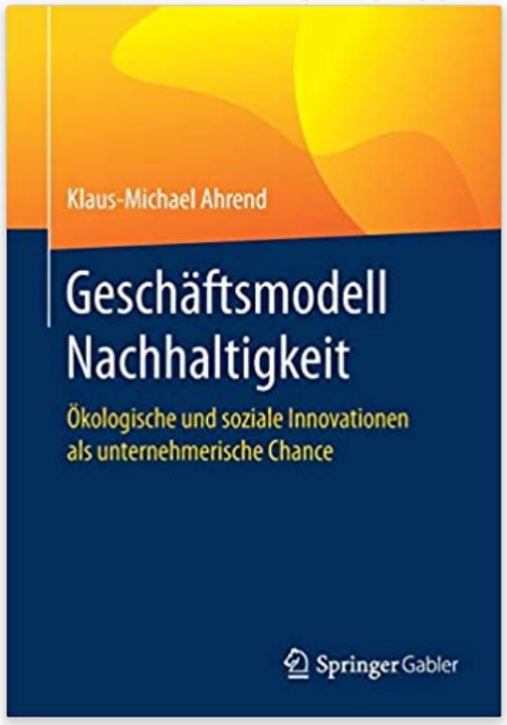
 © Zühlke 2021

Umsatz (2020) > 2.000 Mio. €
Mitarbeiter > 3.000

HEAG Geschäftsfelder & Buch

Bzgl. Sustainability

- Hauptmotivation für das Thema
- Organisatorische Verankerung
- Bestehende Stärken für Sustainability
- Ideales Ziel für die Roundtables



Klaus-Michael Ahrend

Umsatz (2019) > 31,9 Mio. €
Mitarbeiter > 1.700 (weltweit)

Kunststoff Helmbrechts AG

Bzgl. Sustainability

- Hauptmotivation für das Thema
- Organisatorische Verankerung
- Bestehende Stärken für Sustainability
- Ideales Ziel für die Roundtables

Tiger Media Deutschland GmbH

Bzgl. Sustainability

- Hauptmotivation für das Thema
- Organisatorische Verankerung
- Bestehende Stärken für Sustainability
- Ideales Ziel für die Roundtables

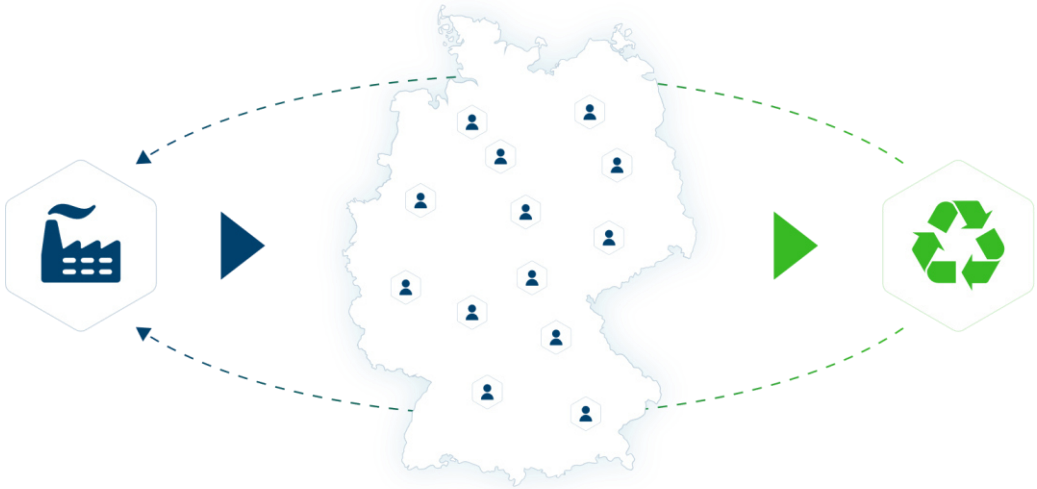
 © Zühlke 2021

PLASTSHIP

plastship GmbH

Bzgl. Sustainability

- Hauptmotivation für das Thema
- Organisatorische Verankerung
- Bestehende Stärken für Sustainability
- Ideales Ziel für die Roundtables



 © Zühlke 2021

Our Expert & Moderator Today

BMI Lab

Innovation Consultant
Focus: Business Models

Richard Strechow

BMI Lab

CEO
Focus: Business Models

Georg von der Roop

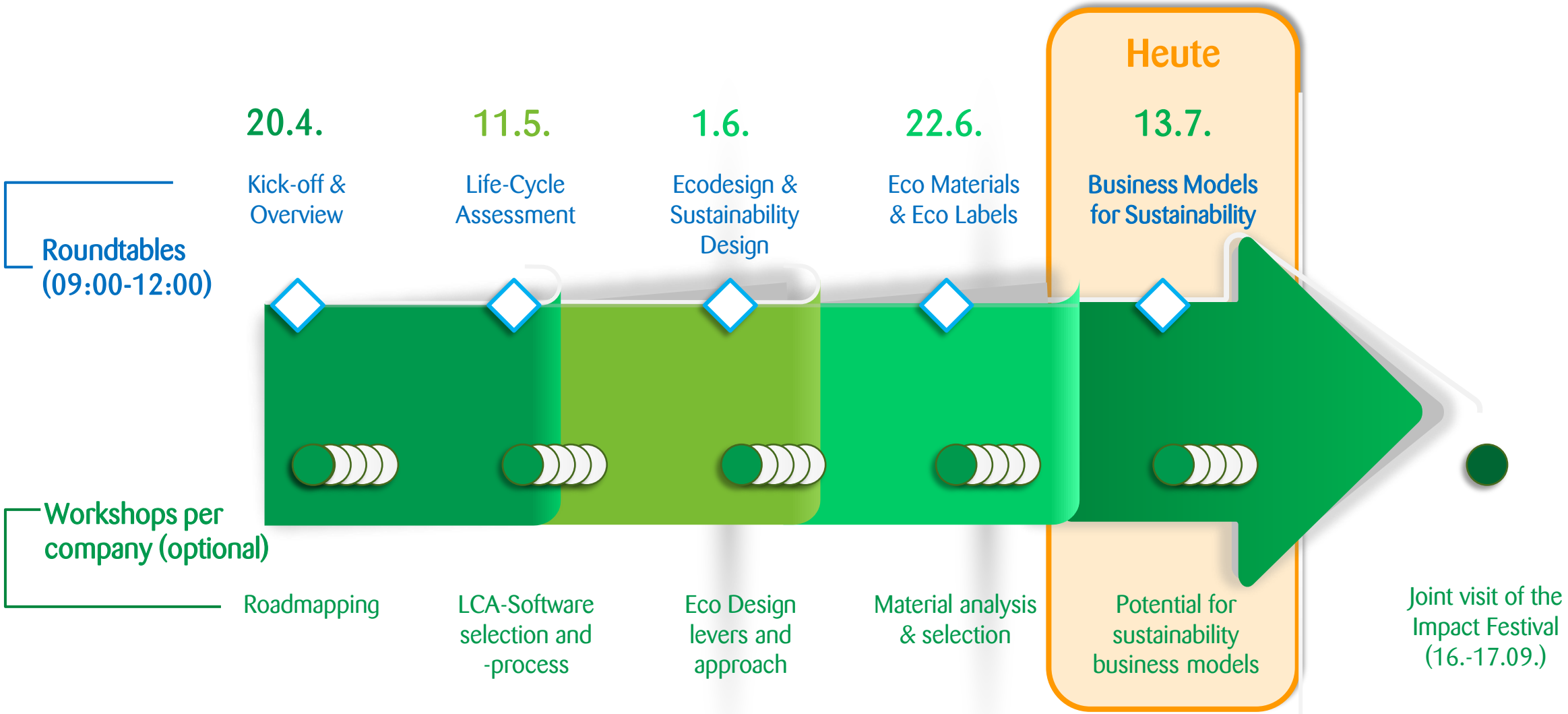
zühlke
empowering ideas

Senior Business Solution Manager
Focus: Sustainability Innovation

Dr. Moritz Gomm

 © Zühlke 2021

Sustainability Innovation Roundtable Series 2021



Impuls-Vortrag & Case-Studies von Richard Stechow

BMI Lab

 © Zühlke 2021

BREAKING THE DOMINANT LOGIC

Sustainable Business Models and the Circular Economy

13th of July 2021

BMI Lab

Institute of Technology Management

University of St.Gallen

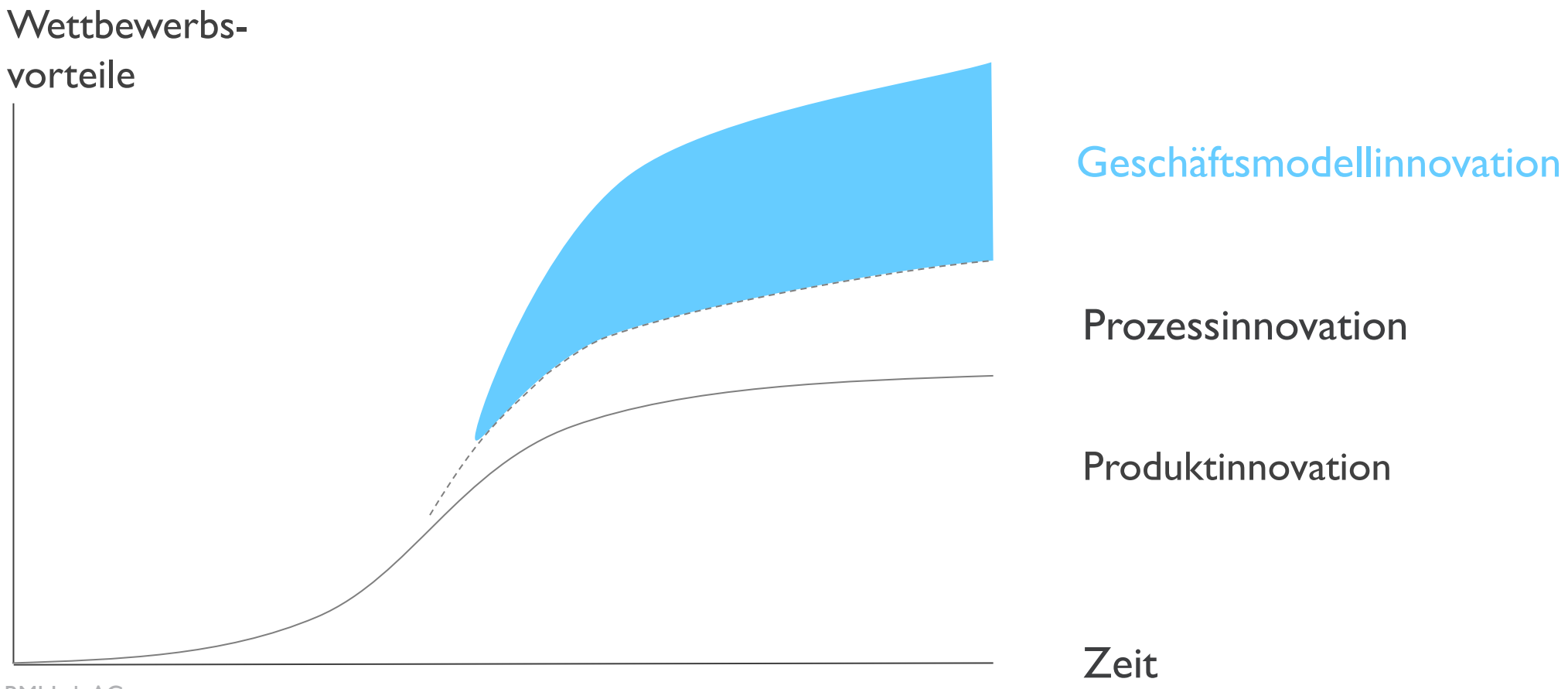
Inhaltsübersicht

1 Business Model Innovation

2 Business Models, Sustainability und Circular Economy (CE)

3 Der Circular Navigator – ein systematischer Ansatz zur Entwicklung von Geschäftsmodellen für die CE

Geschäftsmodellinnovation ermöglicht nachhaltige Wettbewerbsvorteile



© BMI Lab AG

Definition Geschäftsmodellinnovation – Das magische Dreieck

Geschäftsmodellinnovation bedeutet, mindestens zwei Dimensionen zu verändern.

© BMI Lab AG

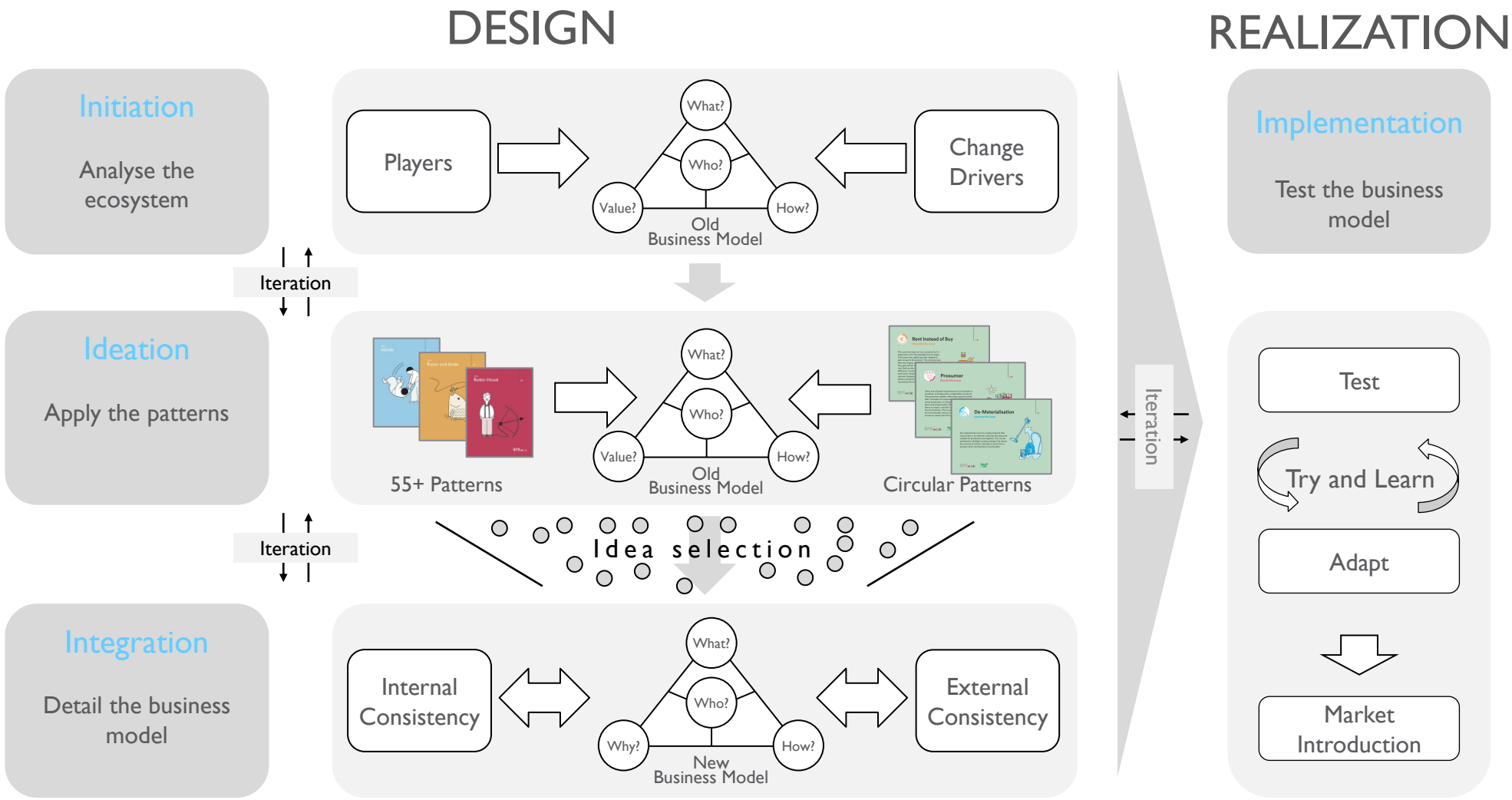
Beispiel PostAuto

Von Linienbussen …

… zu Mobilität-as-a-Service

© BMI Lab AG

St.Gallen Business Model Navigator™



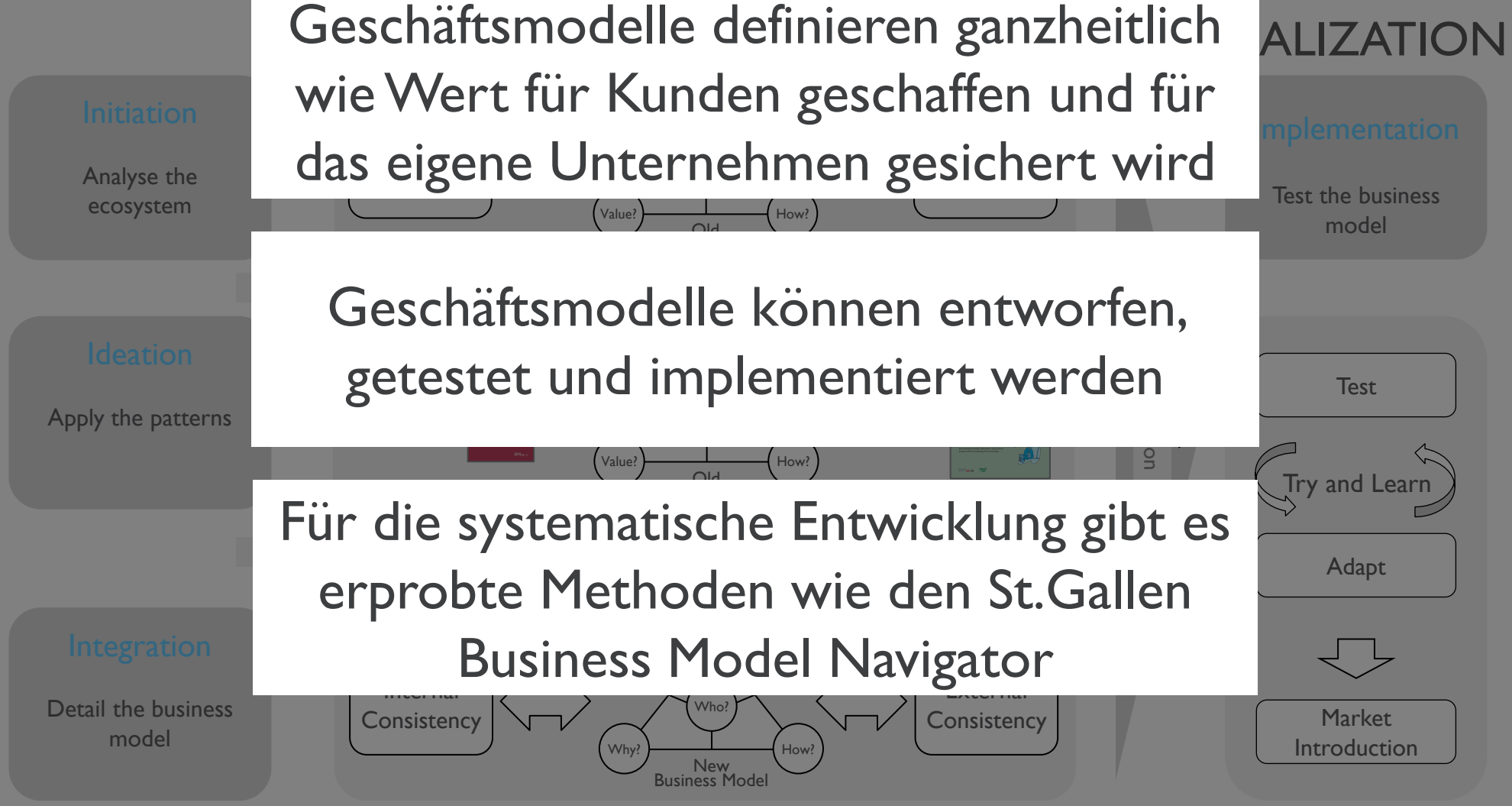
© BMI Lab AG

St.Gallen Business Model Navigator™

Geschäftsmodelle definieren ganzheitlich wie Wert für Kunden geschaffen und für das eigene Unternehmen gesichert wird

Geschäftsmodelle können entworfen, getestet und implementiert werden

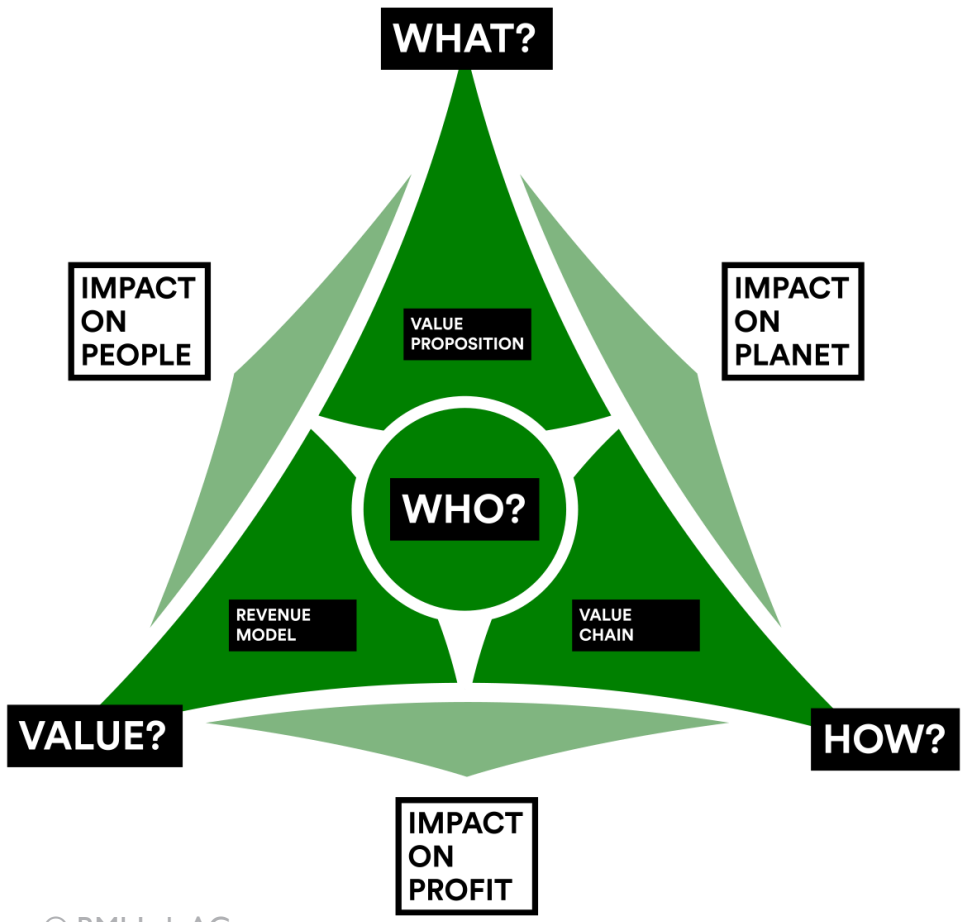
Für die systematische Entwicklung gibt es erprobte Methoden wie den St.Gallen Business Model Navigator

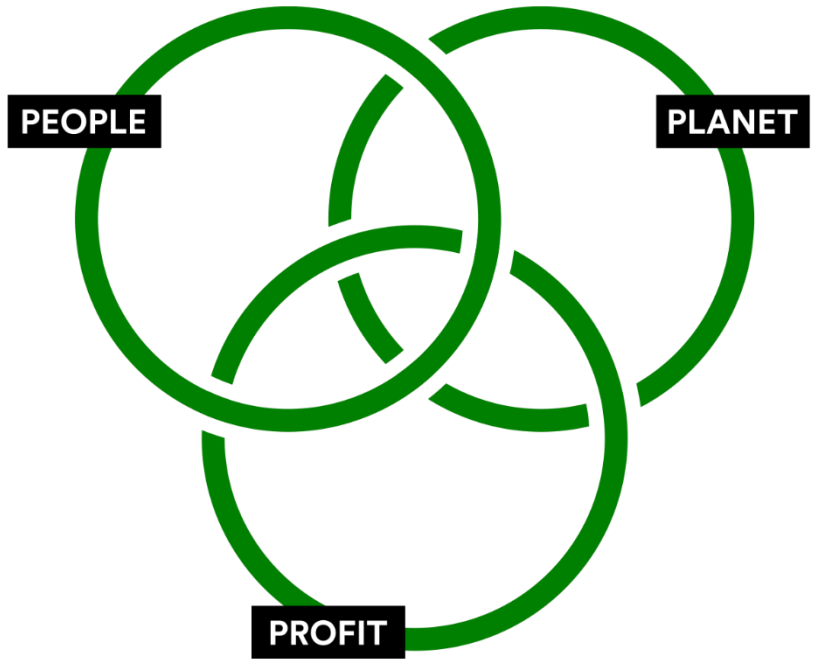


How do we bring sustainability and…

…Business Model Innovation together?

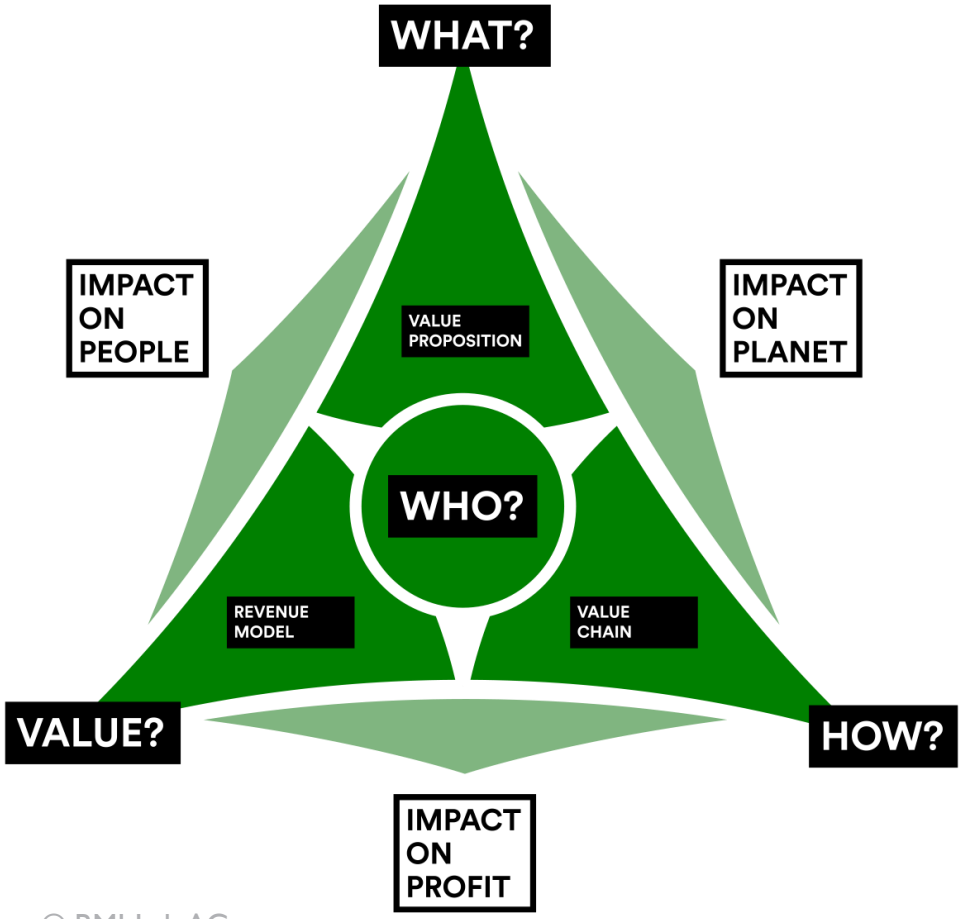
The business model and its impacts





© BMI Lab AG

The business model and its impacts



WHO

- Who is your target customer (segment)?
- What is their biggest problem or need?

WHAT

- What is the value proposition?
- Which products & services do we offer?

HOW

- How is the value proposition generated and delivered?
- Which activities, resources and partners are important for the value creation?

VALUE

- How do you capture the value you generate?
- What are the main costs and revenue sources?

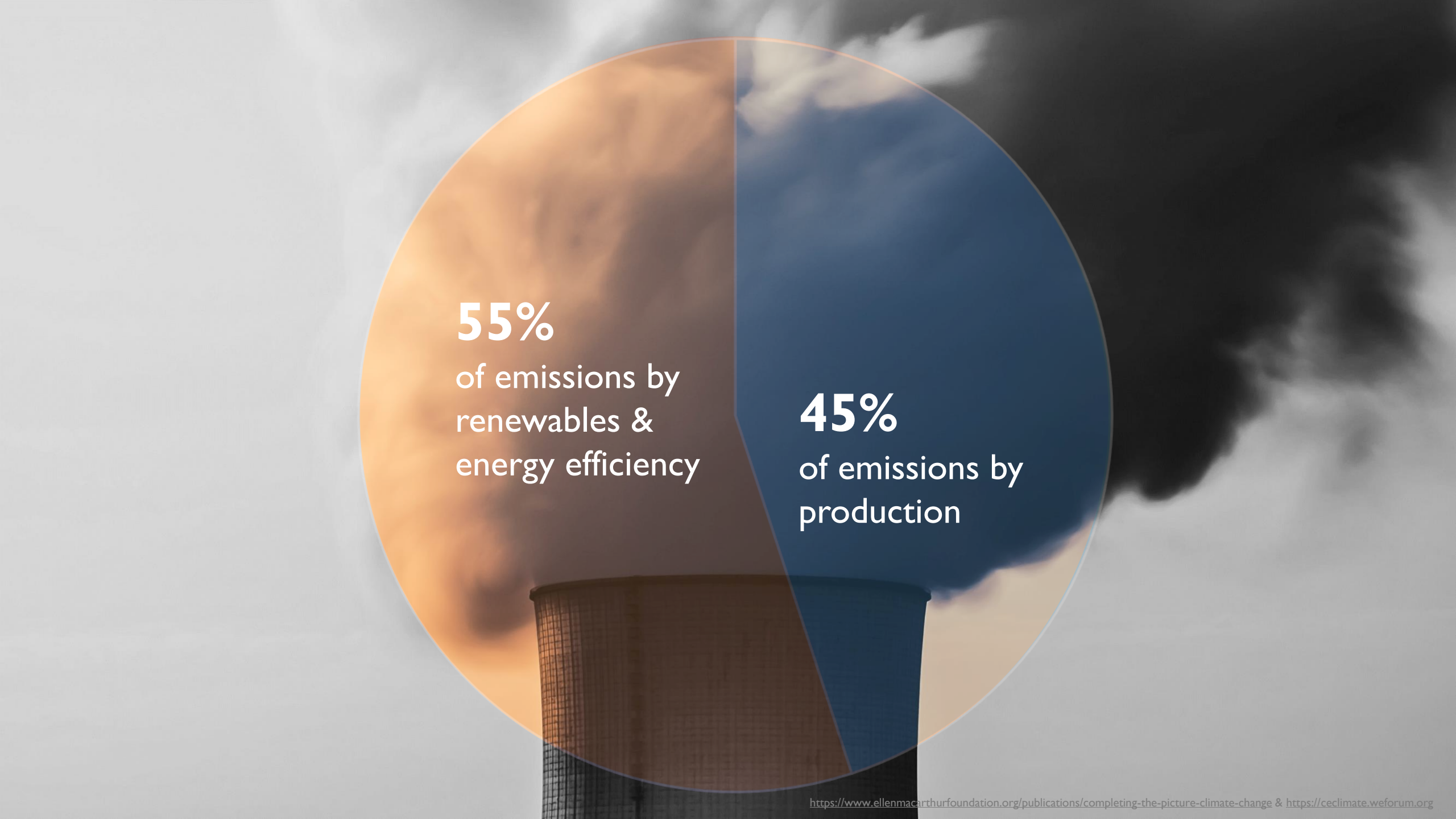
PLANET

- What is the impact on the environment?

PEOPLE

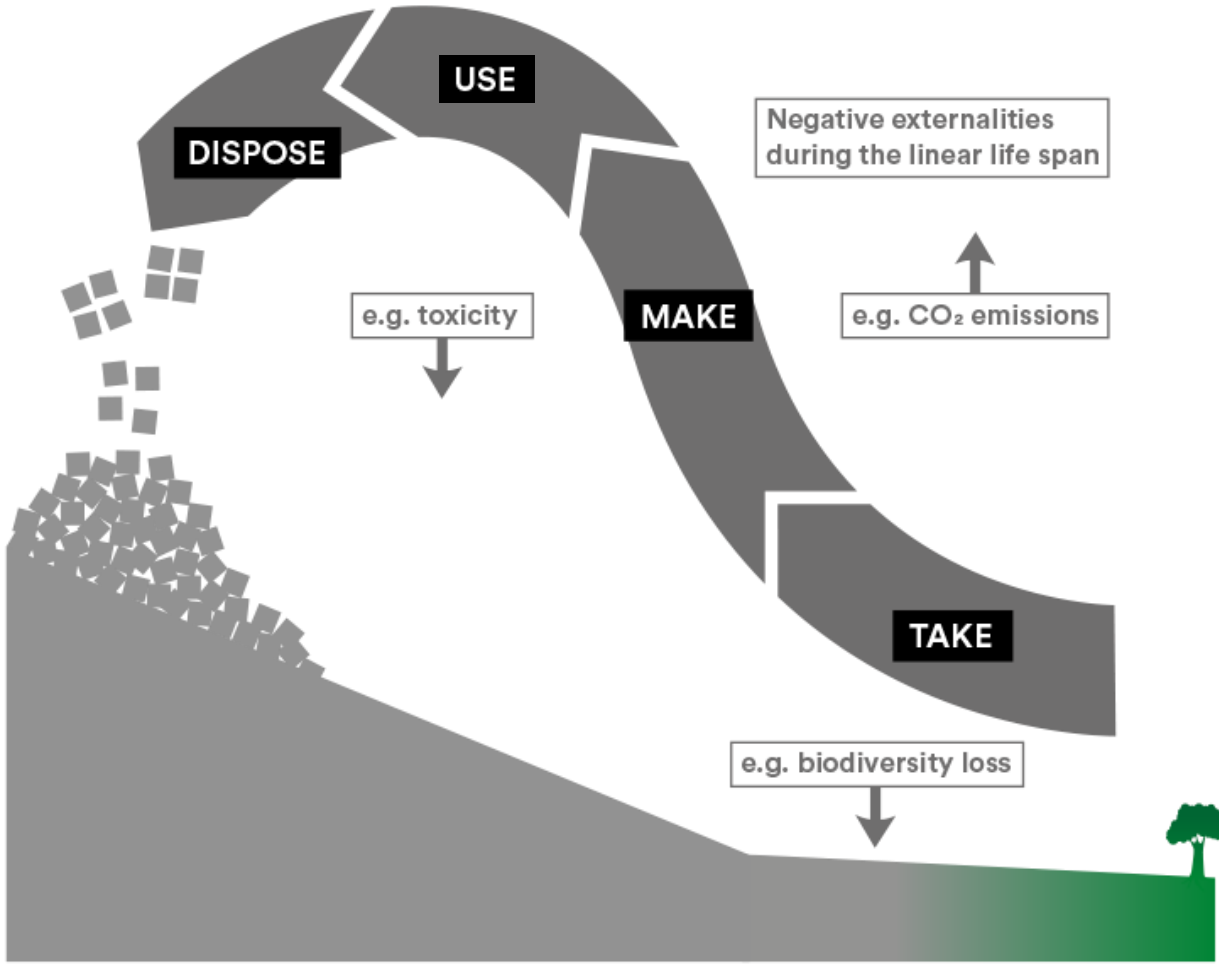
- What is the impact on people and the society?

© BMI Lab AG



https://www.ellenmacarthurfoundation.org/publications/completing-the-picture-climate-change & https://ceclimate.weforum.org

The circular economy



The circular economy

The circular economy is an economic system aimed at **eliminating waste** and the **continual use of resources**.

- **Keep** material at the highest utility over the entire life cycle
- **Focus** on design, services and access (change of ownership)
- **Decouple** resource use and economic growth

How circular is today's global economy?

a. 2.4%
b. 8.6%
c. 19.2%
d. 32.1%

The Circular Navigator

The seven steps guide you through your circular journey

I. IMPULSE: Capturing and positioning the need for change.

II. IDENTIFY: Assessing your status quo & the most promising opportunities.

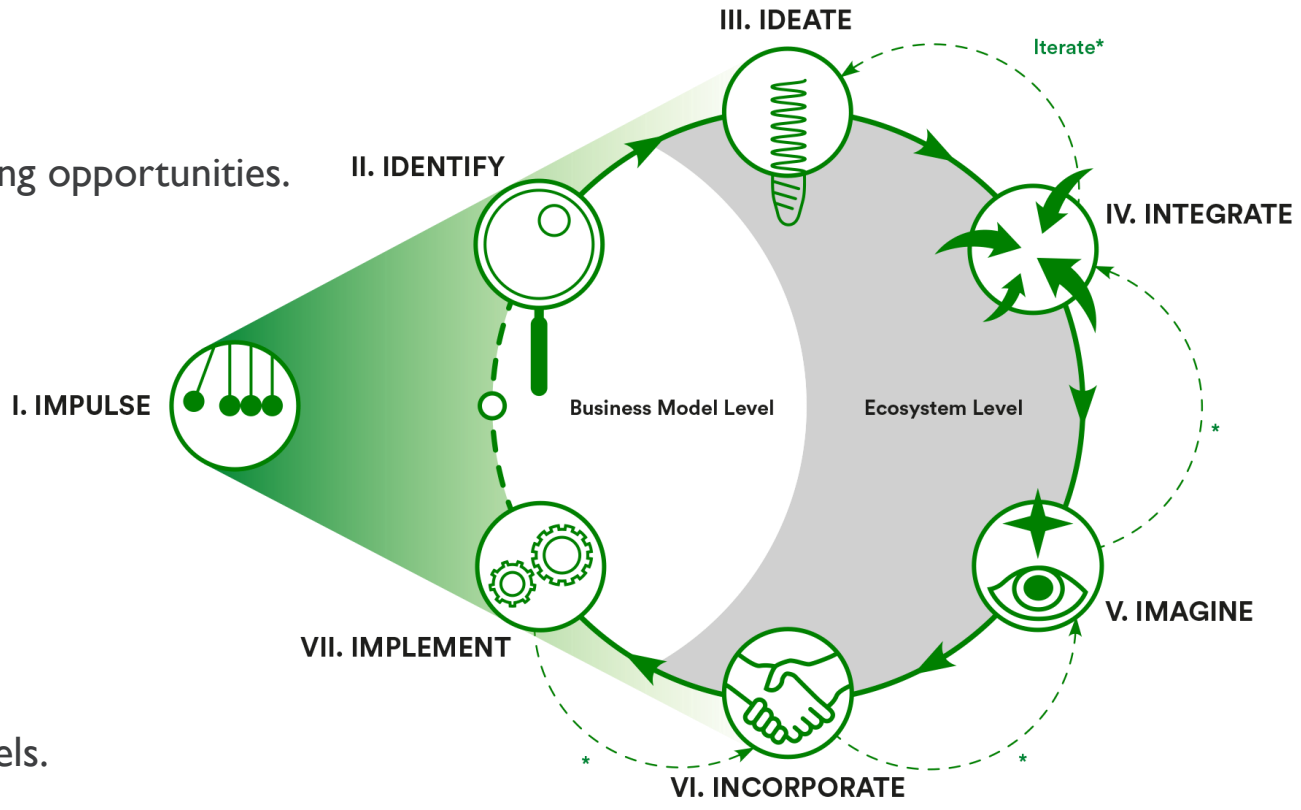
III. IDEATE: Creating ideas for circular ecosystems.

IV. INTEGRATE: Designing viable circular ecosystems.

V. IMAGINE: Formulate a common vision.

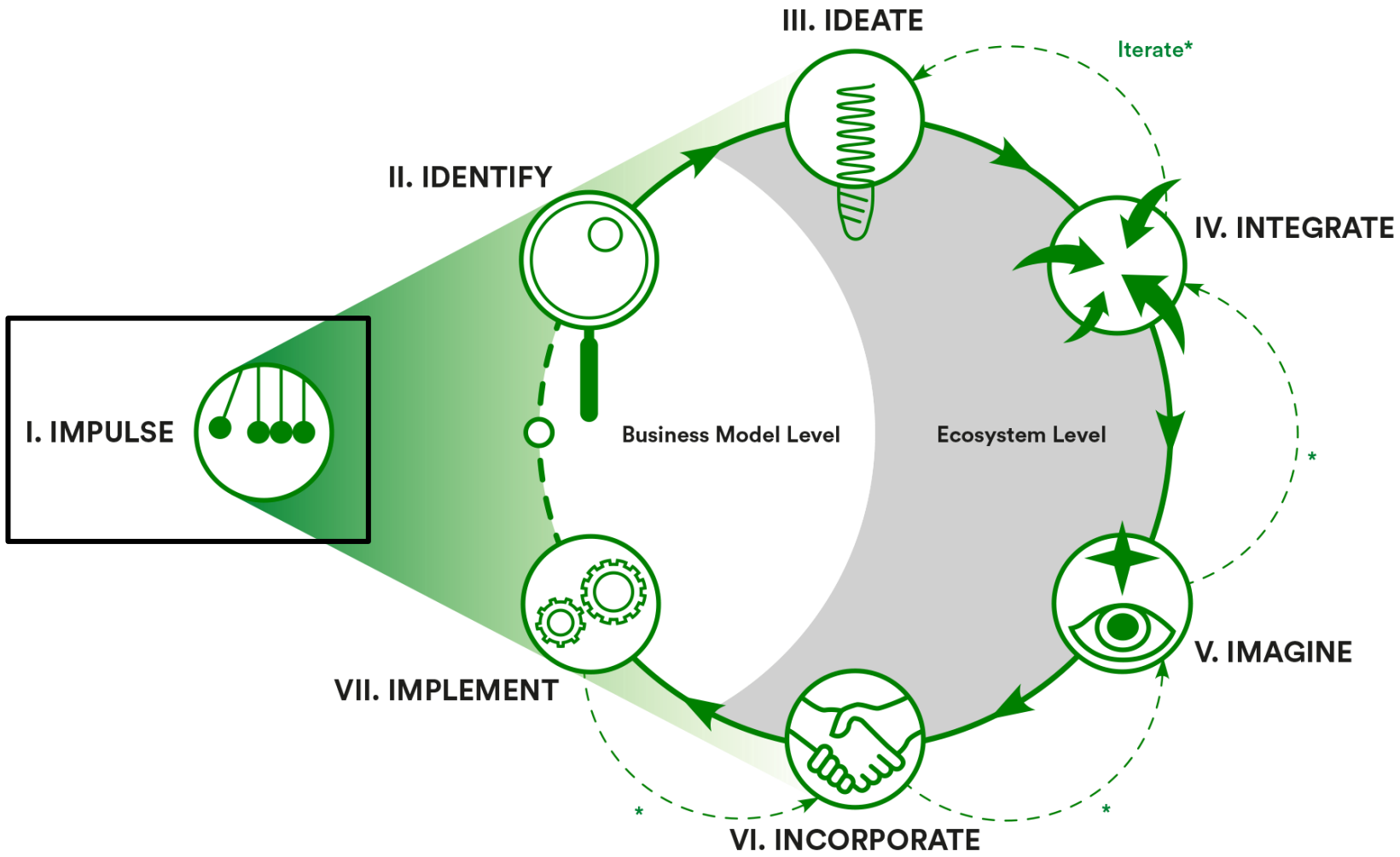
VI. INCORPORATE: Cooperating with suitable partners.

VII. IMPLEMENT: Testing and implementing the business models.



© BMI Lab AG

The first step: Impulse



© BMI Lab AG

Benefits for circular business (model) innovators

Become future proof through less dependency on resource supply, improved customer retention and a purpose-driven business model that is supported by future generations – your customers and employees.

- Learn before regulation starts
- Co-operate in ecosystems
- Create recurring revenues instead of one-time sales
- Shape and leverage the second-hand market
- Unleash creativity and innovation based on a higher purpose
- Strengthen your brand and improve your image
- Attract and retain talent

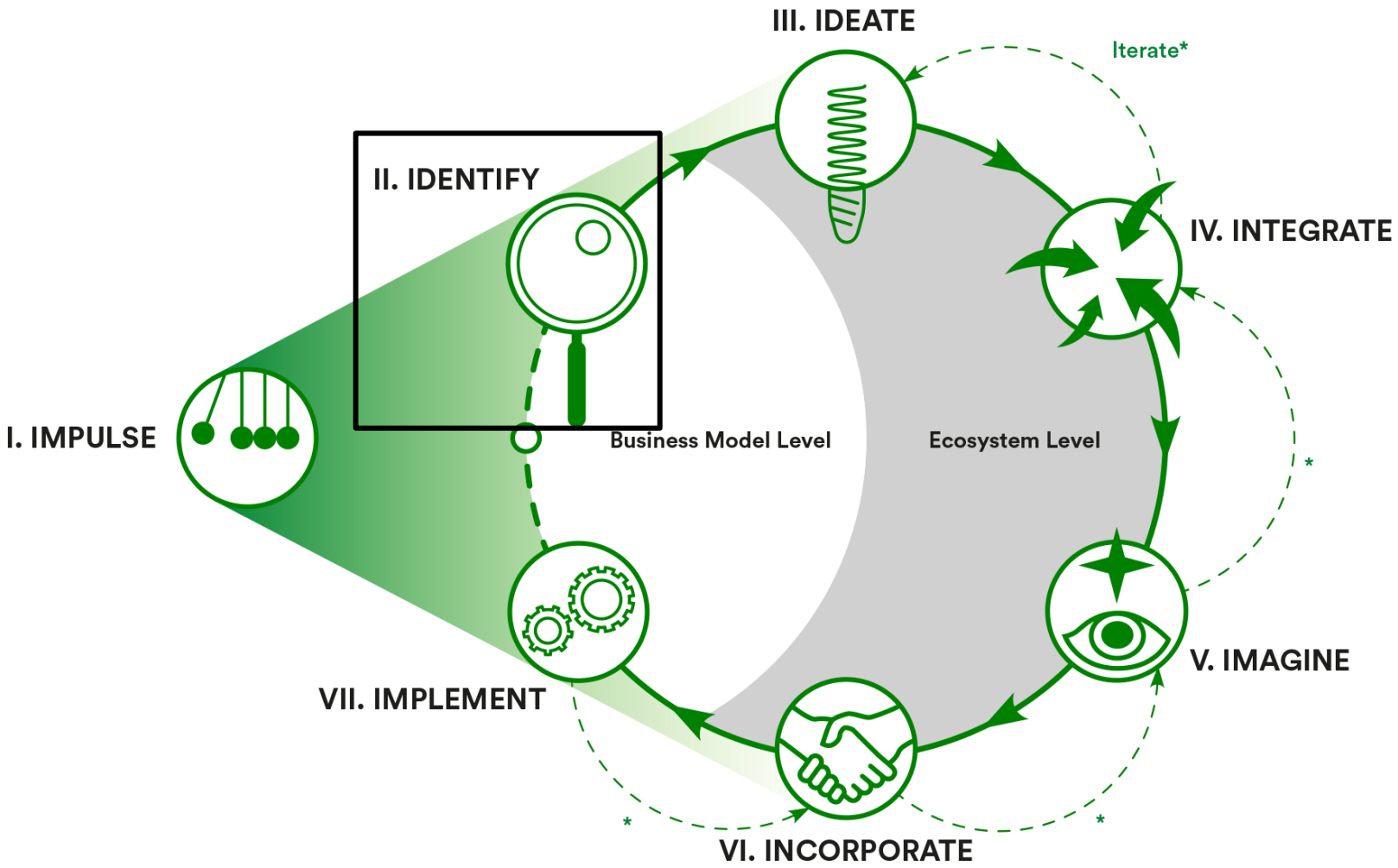
© BMI Lab AG

Wear2wear – a circular textile ecosystem

- The sustainable medium-sized B2B textile company Schoeller and the orchestrating AARDEN initiated the first circular offering for work wear
- Impulse: personal expectation and drive of the management and the opportunity to create work wear for several Dutch authorities

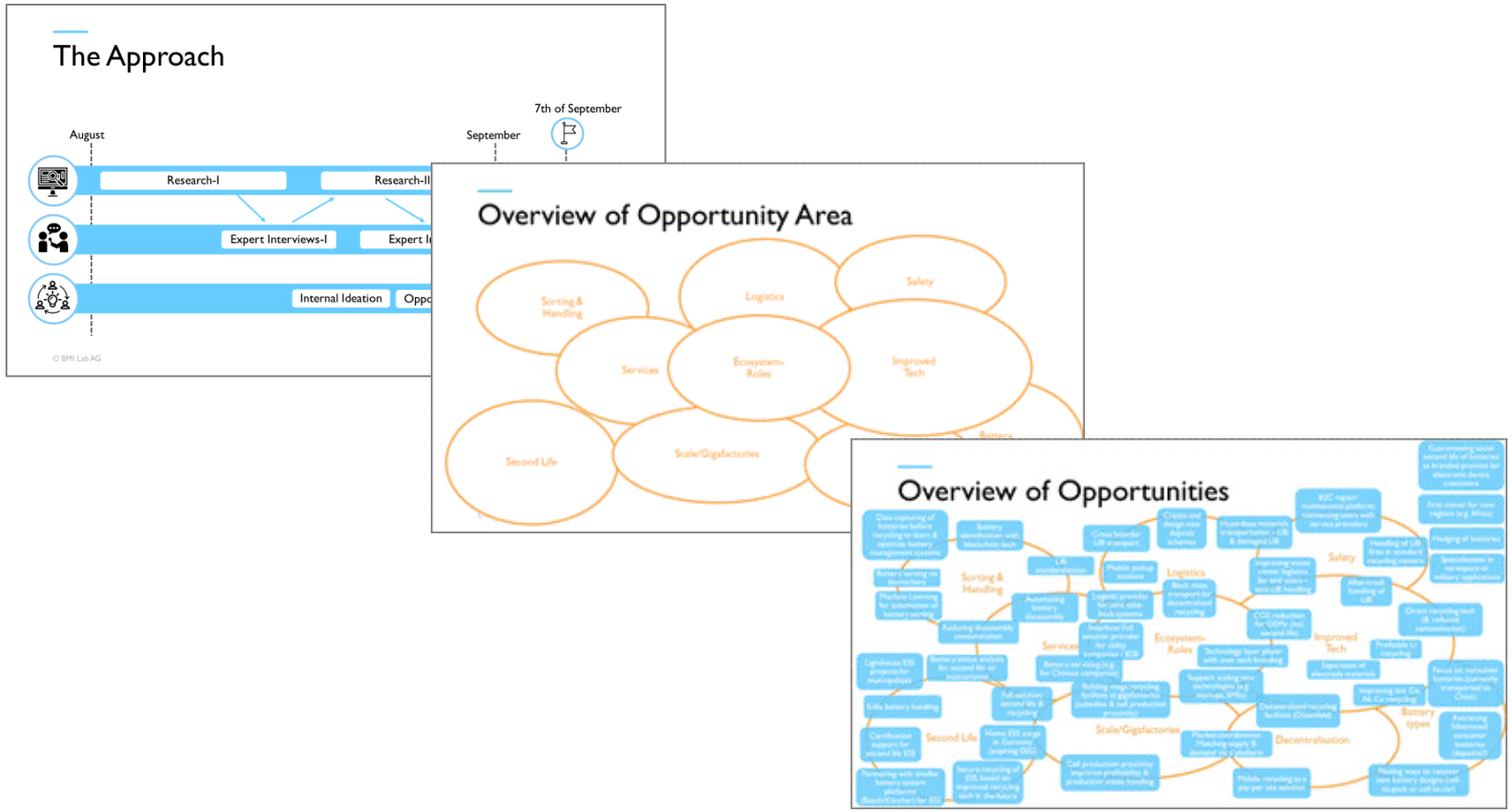
WEAR 2 WEAR™

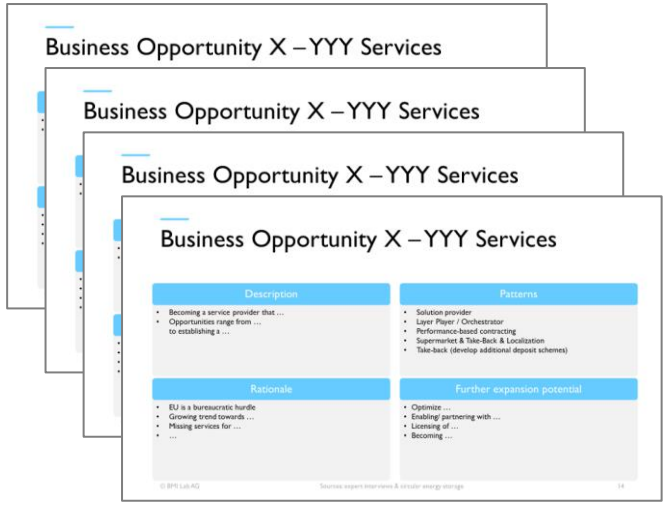
Identify: Assessing the status quo



© BMI Lab AG

Finding the right business opportunity



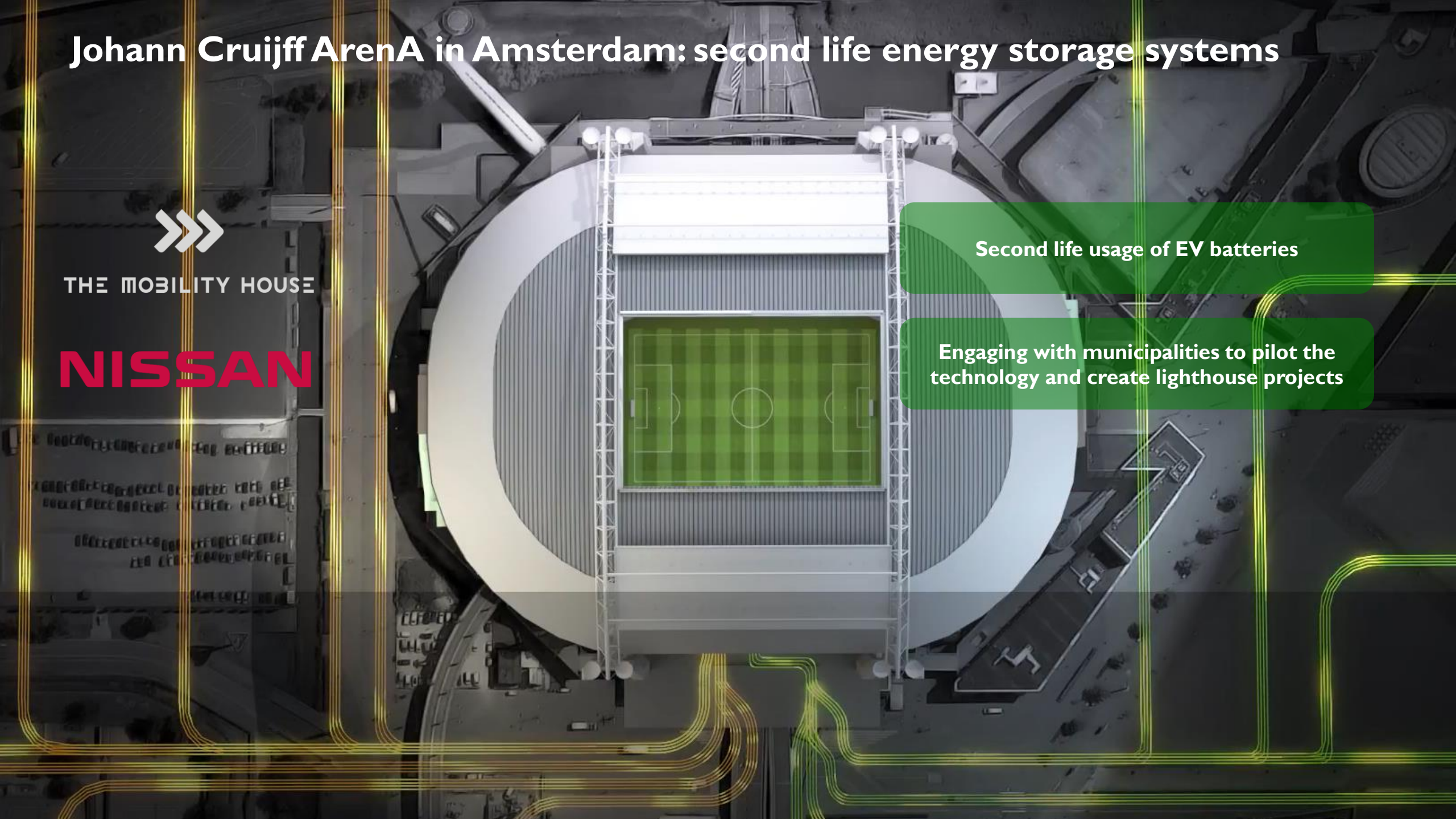


Duesenfeld
EN DE FR 中文
RECYCLING UMWELTBILANZ SICHERHEIT MOBILITÄT FORSCHUNG IMPRESSUM
DEMAG 10t
Duesenfeld
4,8 t CO2 savings per ton of battery
(8,1 tons versus virgin materials)
Decentralised recycling: mobile recycling containers reduce hazardous goods transports
Umweltfreundliches Recycling von Lithium-Ionen Batterien

Johann Cruijff ArenA in Amsterdam: second life energy storage systems

THE MOBILITY HOUSE

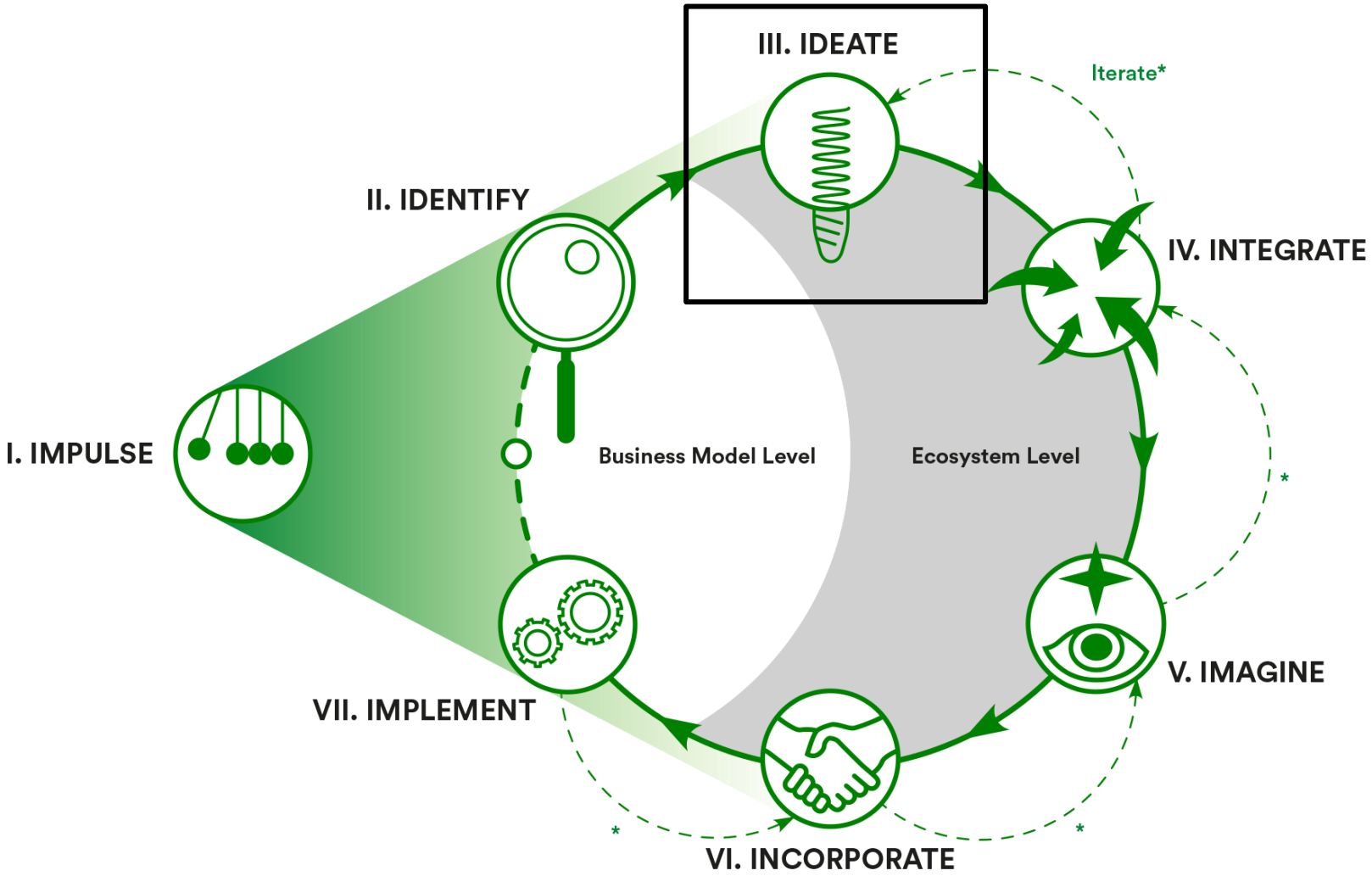
NISSAN



Second life usage of EV batteries

Engaging with municipalities to pilot the technology and create lighthouse projects

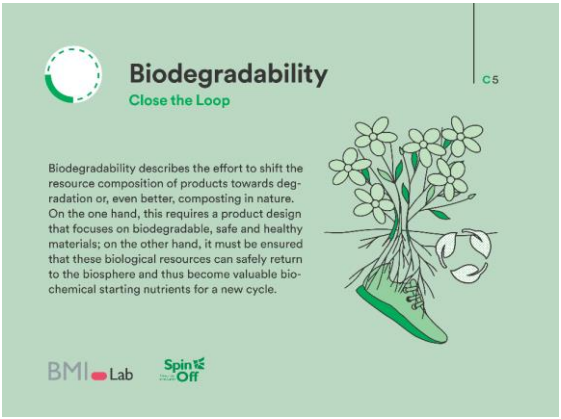
Ideate – generating innovative und sustainable ideas

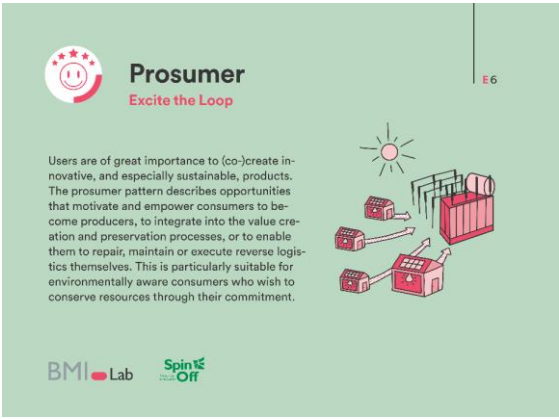


© BMI Lab AG

Four pillars for designing a circular ecosystem – the 40 circular economy patterns

CLOSE THE LOOP	IMPROVE THE LOOP	MONETISE THE LOOP	EXCITE THE LOOP
Product-Reuse	Increased Longevity	Pay-per-Use	Solution Provider
Part-Reuse	Maintenance & Repair	Rent Instead of Buy	Mass Customisation
Recycling	Smart Assets	Performance-Based Contracting	Circu-Luxury
Circular Design	Eco-Efficiency	Subscription	Experience Selling
Biodegradability	De-Materialisation	Fractionalised Ownership	Marketplace
Waste as Input	Eco-Materials & Sustainable Sourcing	Dynamic Pricing	Prosumer
Reverse Logistics	Increased Functionality	Revenue Sharing	Eco Lock-in
	Localisation	Crowd- and Public Funding	Signalling and Transparency
	Produce-to-Demand	Incentivised Take-Back	Sharing
	Detox	Licensing & White Labeling	Eco Robin Hood
	Energy Recovery		
	Renewable Energy		
	Virtualisation		





© BMI Lab AG

bio-bean

Waste as Input
Close the Loop

Reverse Logistics
Close the Loop

Renewable Energy
Improve the Loop

KAFFEE FORM.

#rens

auping

Recycling
Close the Loop

Circular Design
Close the Loop

Increased Longevity
Improve the Loop

Maintenance & Repair
Improve the Loop

Renewable Energy
Improve the Loop

Signalling & Transparency
Excite the Loop

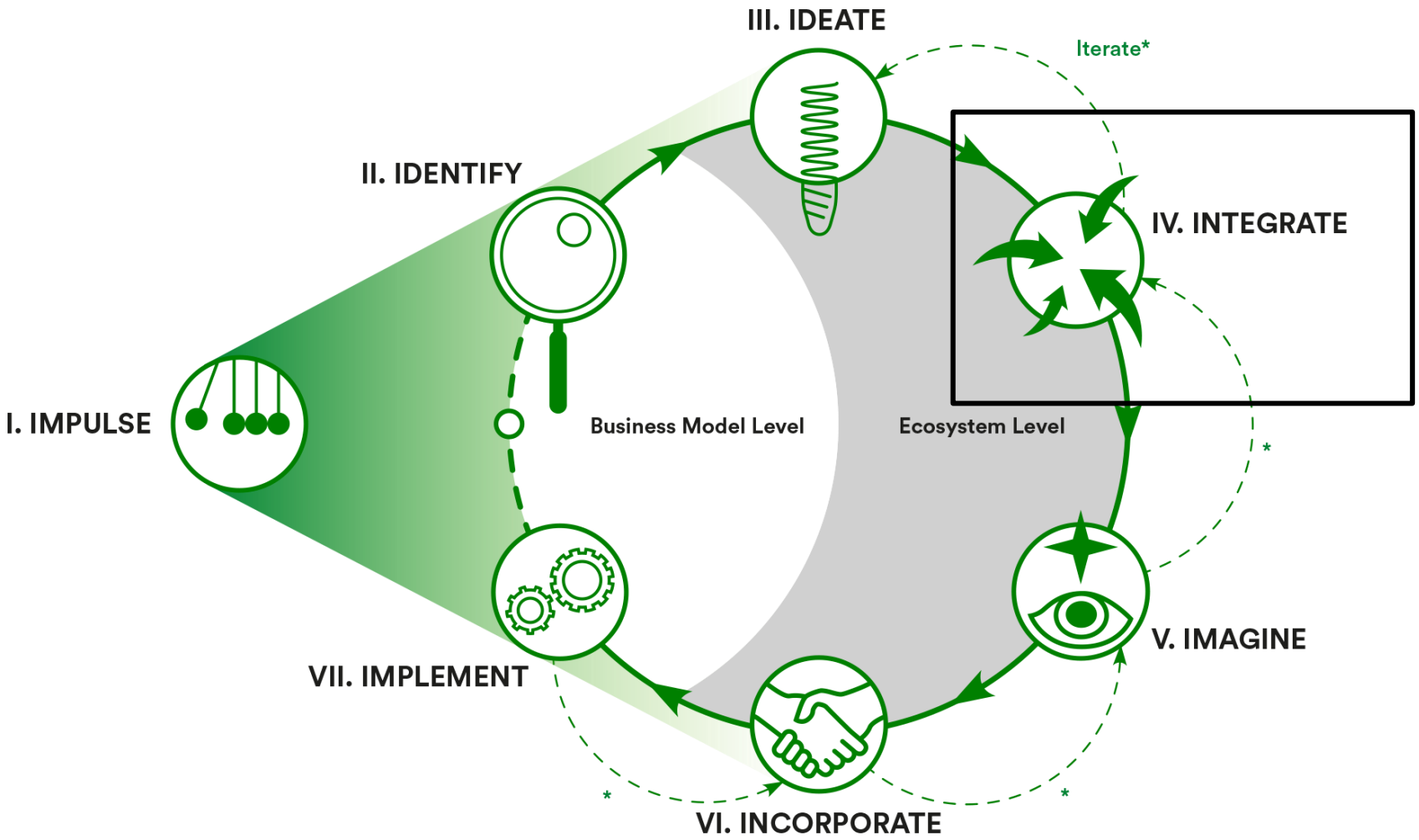
Localisation
Improve the Loop

Prosumer
Excite the Loop

Produce-to-Demand
Improve the Loop

De-Materialisation
Improve the Loop

The Circular Navigator – Integrate

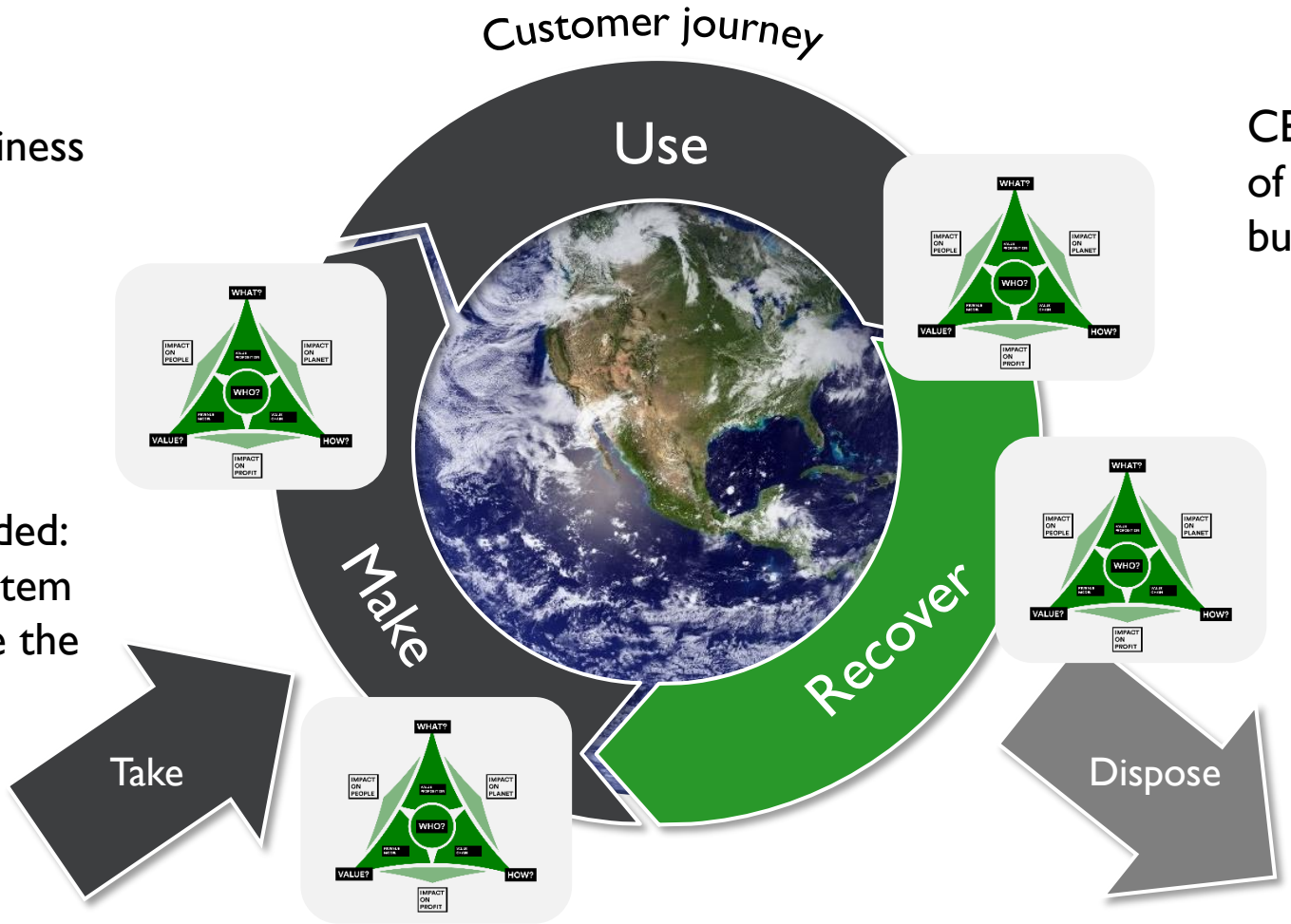


© BMI Lab AG

Circular ecosystems

There is **not "one"** business model able to create a circular economy

Orchestrators are needed: players within the ecosystem that coordinate and drive the action



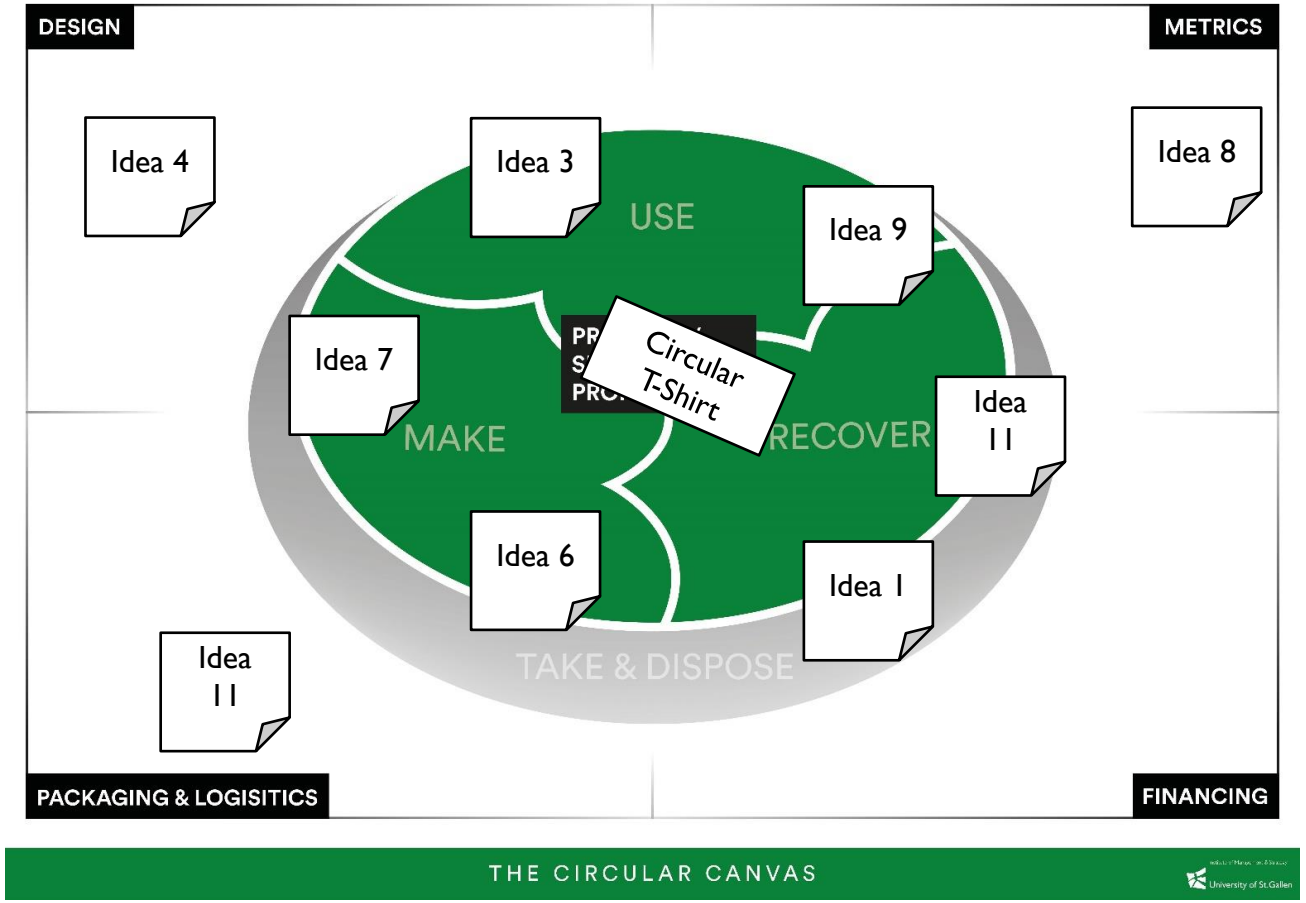
CE **requires interaction** of different actors and their business models

The business models together build a circular ecosystem that focuses on providing **value to the customer**

© BMI Lab AG

Integrate: designing a sustainable and innovative circular ecosystem

- **Selection** and integration of ideas on the Circular Canvas
- Ensures that the **circle is closed** at the end - find gaps and close them with suitable ideas
- At the center of the circular ecosystem is always a product or a material stream
- Focus on formulating a **shared value proposition** for the entire circular ecosystem
- Remember: it's an **iterative** approach!



© BMI Lab AG

wear2wear – pattern in a circular ecosystem

Manufacturing of garments, sales and distribution

- Circular Design
- De-Material-isation
- Rent instead of Buy
- Smart Assets

Production of fabrics and membranes

- Circular Design
- Increased Longevity
- Eco-Efficiency

Yarn production

- Eco-Efficiency
- Detox
- Smart Assets

Virgin Take

- Waste as Input
- Detox

Collection, return of garments and washing

- Incentivized Take-Back
- Reverse Logistics
- Detox

Disassembly of the garments & production of polyester granules by extrusion

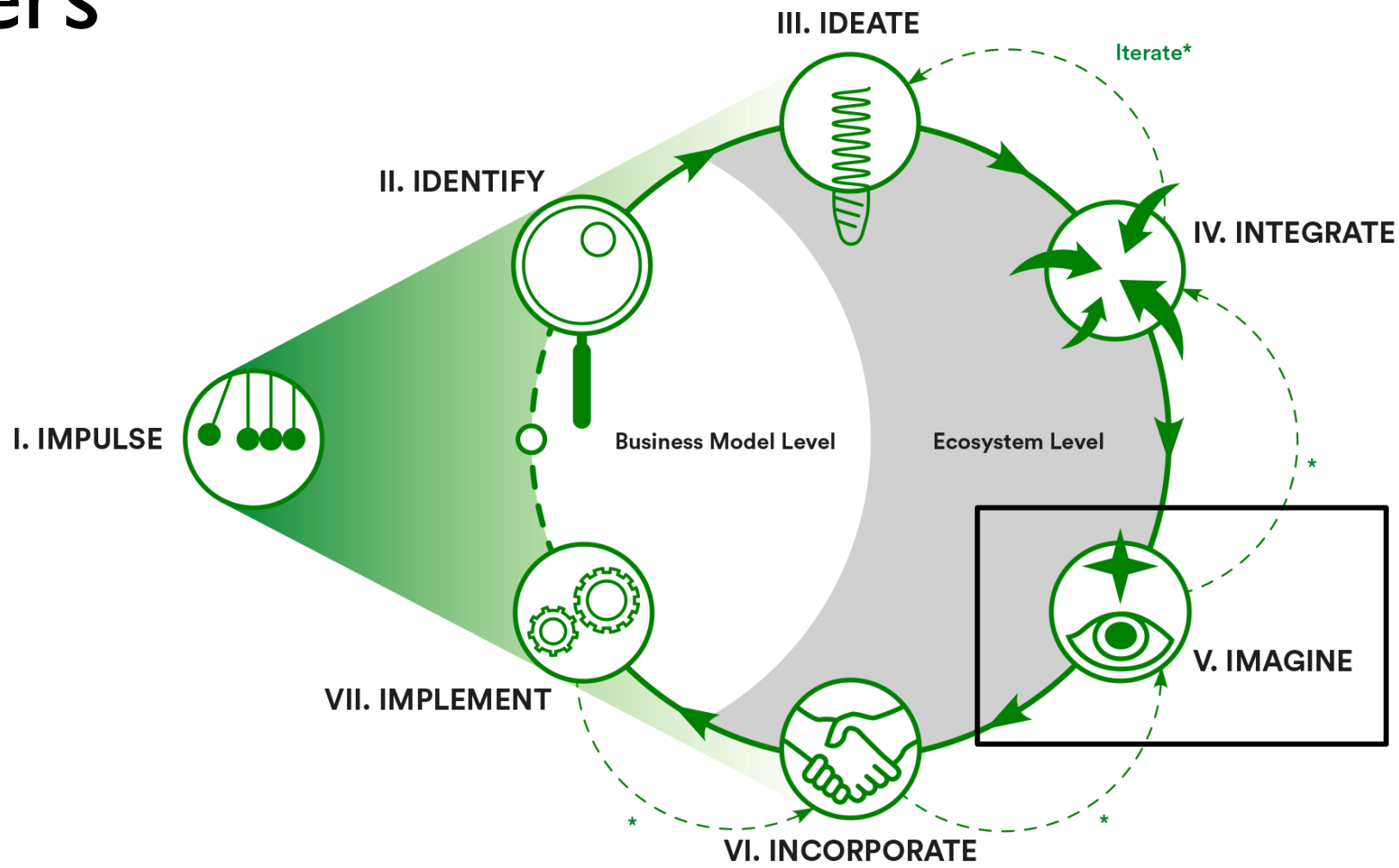
- Recycling

Discarding what cannot be recycled

Reprocessing of granulate for yarn production

© BMI Lab AG

Imagine – creating a unifying vision for all partners



© BMI Lab AG

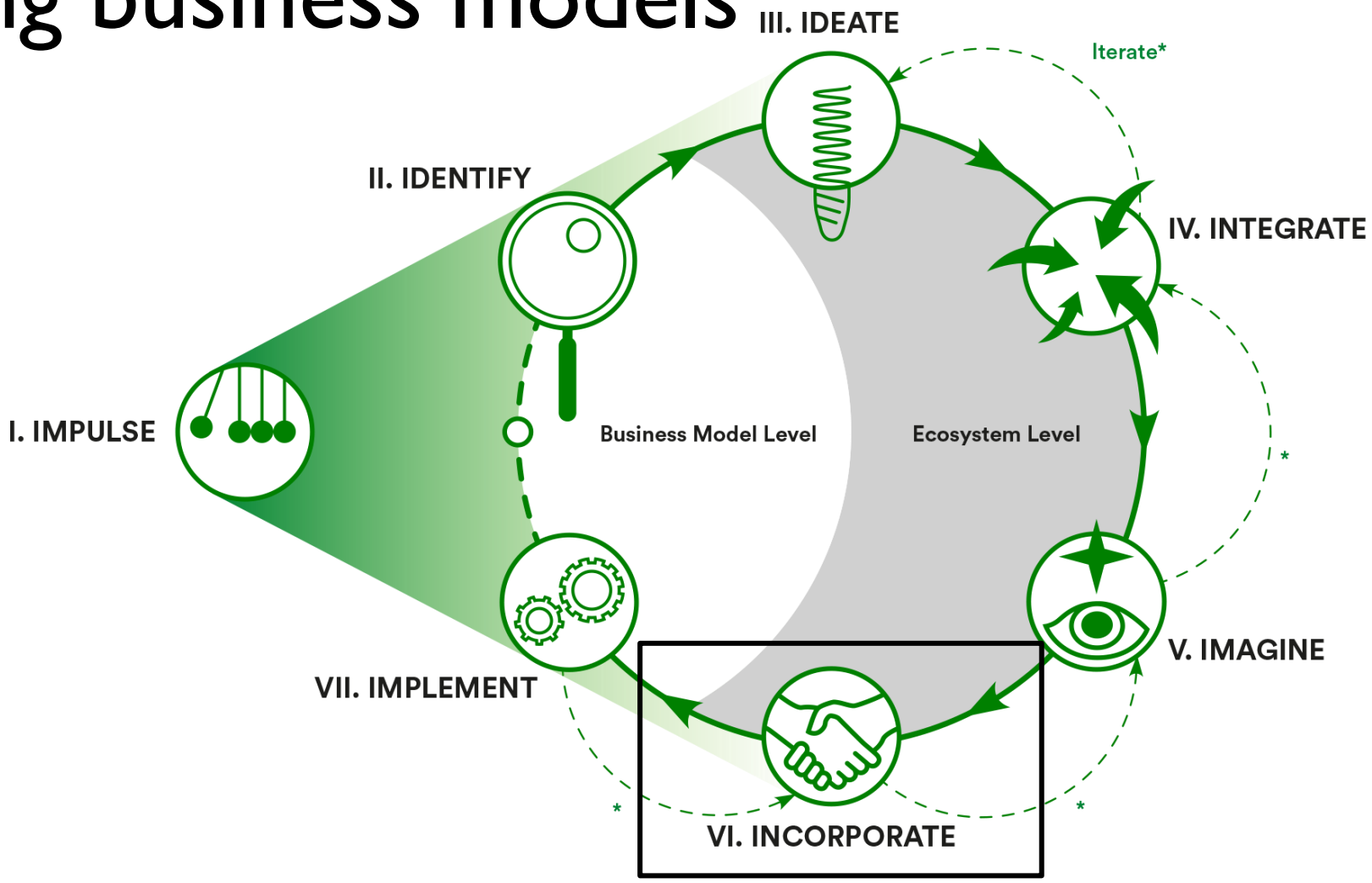
wear2wear's vision

Working together to close the textile loop

Our vision is to manufacture high-quality textile products from 100 percent recycled textiles

wear2wear™ is an innovative partnership between companies that have committed to running their businesses in a sustainable and environmentally-friendly manner. Each partner makes an individual contribution to the closed textile loop.

Incorporate – Identifying suitable partners & defining business models



© BMI Lab AG

wear2wear – a circular textile ecosystem

Manufacturing of garments, sales and distribution

CWS

Production of fabrics and membranes

SympaTex

Innovative fabrics schoeller Switzerland

Yarn production

CARL WEISKE INNOVATION IN TEXTILES

Virgin Take

TWD Fibres SPINNING THE FUTURE

Collection, return of garments and washing

DECONTEX CLEAN TEXTILE SOLUTIONS

TEXAID

CWS

Disassembly of the garments & production of polyester granules by extrusion

GLAESER seit 1888 textil

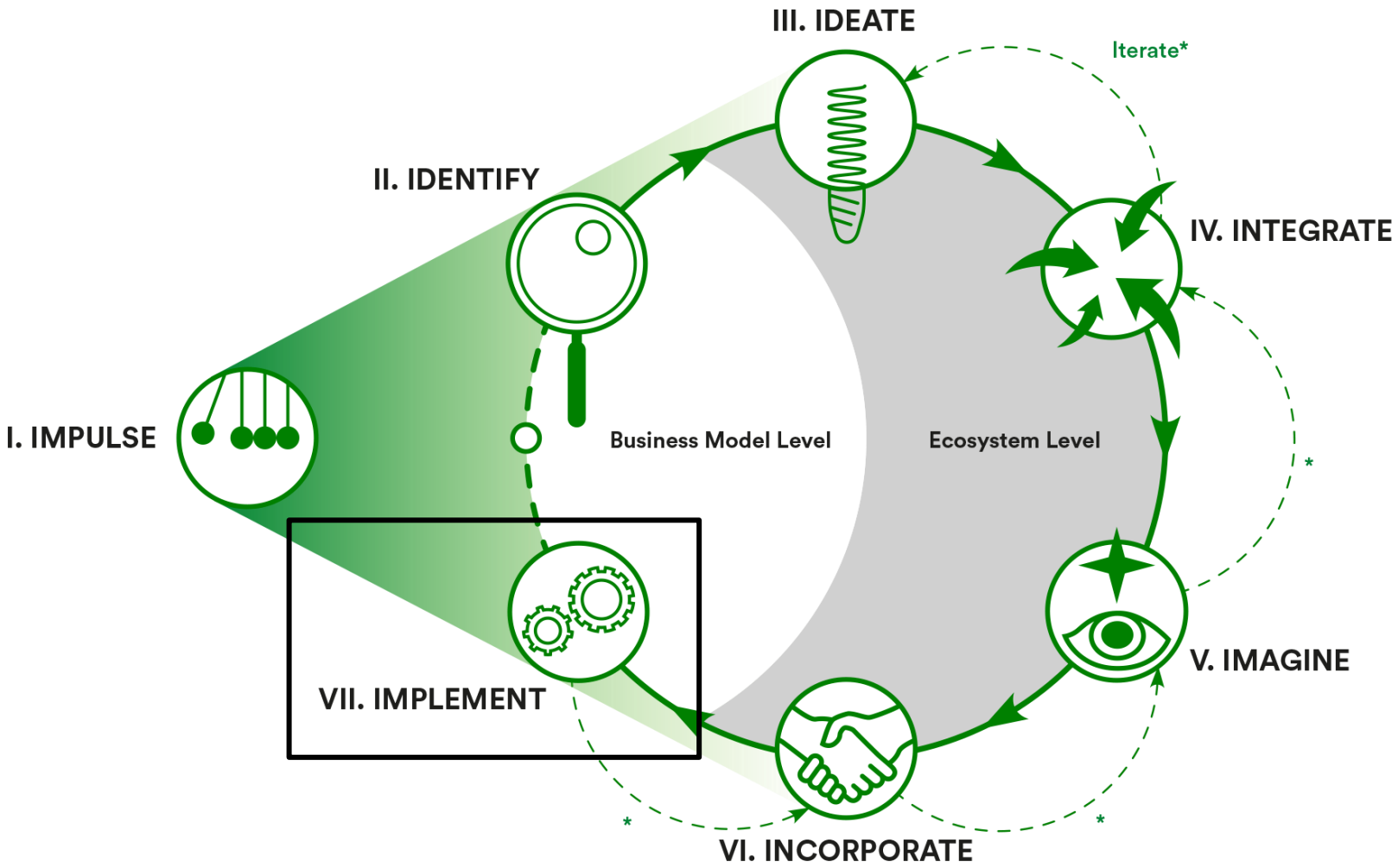
Discarding what cannot be recycled

Märkische Faser

Reprocessing of granulate for yarn production

CARL WEISKE INNOVATION IN TEXTILES

Implement – Realizing a circular solution



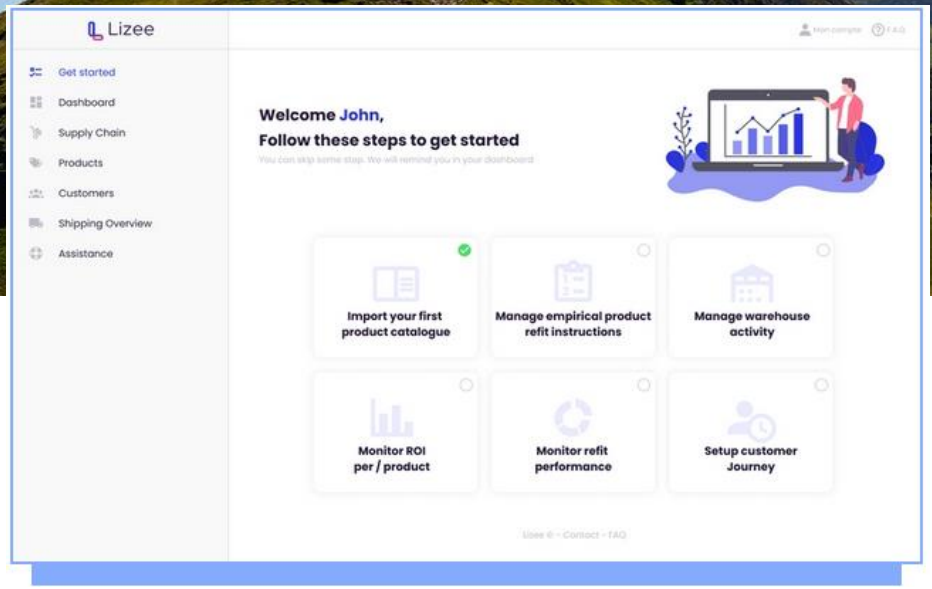
adidas

MY ACCOUNT FAQ FR - EN

CREATE YOUR ADVENTURE WITH ADIDAS RENTAL

Plan your location. Choose your date and duration. Let us take care of the gear for you.

16/06/2021 17/06/2021 START



Rent Instead of Buy

Monetise the Loop

Reverse Logistics

Close the Loop

Maintenance & Repair

Improve the Loop

(1) The assumption-based methodology of the Circular Navigator allows to systematically design and shape profitable and sustainable solutions

(2) The goal is to create a profitable BM for oneself that is aligned with the models of the partners

(3) The long time horizon makes it difficult to keep the partners motivated and on board

Questions?

BMI Lab

Roundtable Agenda

09:00	Willkommen & Vorstellung der neuen Partner
09:10	Impulsvortrag “Sustainable Business Models“ von Richard Stechow und Georg von der Roop
09:50	Fragen, Diskussion & Erfahrungsaustausch
10:20	Pause
10:30	Breakout Sessions 1.) Monetarisierung über Subscription und Experience Selling (Georg von der Roop) 2.) Monetarisierung über Pay per Use und Sharing (Richard Stechow) 3.) Monetarisierung über Performance-based Contracting und Signalling & Transparency (Ursula Tischner & Moritz Gomm)
11:00	Take-aways aus den Breakout Sessions
11:15	Weiterentwicklung Sustainability Circle
12:00	Veranstaltungsende

 © Zühlke 2021

Breakout Sessions (30 Min.)

- Wir weisen Sie den Räumen entsprechend Ihren Wünschen zu
- Sie können den Raum mit [RETURN] oder [ZURÜCK] wieder verlassen
- Nach 30 Min. schließt der Raum automatisch (mit 30 Sekunden Vorwarnung)
- Die Ergebnisse tragen wir danach zusammen

 © Zühlke 2021

Breakout Session 1 – Monetarisierung über Subscription und Experience Selling

Subscription

Subscription
Monetise the Loop

M4

This pattern allows customers to purchase products or services by paying a regular fee. A regular subscription fee can result in lower upfront costs for the customers, lowering entry barriers for many. For companies, this pattern generates steadier and more predictable revenues, allowing the development of more long-term customer relationships.

BMI Lab Spin Off

Subscription
Monetise the Loop

M4

MUD Jeans offers a monthly subscription for using their jeans. With this offer, a consumer can lease a pair of jeans, enjoy a free product repair service and after a year, either keep the jeans or hand them in for a replacement, effectively renewing their subscription. This way, MUD jeans can take back their products and recycle them more easily or give them a second life in their vintage program.

Swapfiets is a bicycle subscription provider that was originally founded in the Netherlands and is now active in Germany, Belgium and Denmark. For a subscription that can be cancelled monthly, customers get a bicycle with a hassle-free repair and theft guarantee. The company is incentivized to keep their bikes in good shape and reuse or refurbish the returned vehicles.

Was daran ist interessant aus Kundensicht?

- Günstigere Geräte älterer Versionen
- Kauf-hürde senken
- B2B: Opex statt Capex
- Weiter-gabe nach Ende der Nutzung
- Begrenzte Bindung
- Integrierte Reparatur und Wartung möglich
- Up- und Down-Grade
- Upgrade Möglichkeit; neueste Version

Was würde dies für ihr Unternehmen bedeuten?

- Direkter Kundenkontakt und längere Kunden-bindung
- Verkauf von Add-on Services und Consumables möglich
- Effektive Form Geräte zurück zu erhalten
- Wieder-kehrende Umsätze
- Zusätzliche Kundensegmente über 2nd Life Markt erschliess-bar
- Operatives Handling neu zu gestalten
- Fähigkeiten / Kapazitäten für Services nötig
- Kundenbedürfnis Eigentum zu überwinden
- Finanzierung neu zu regeln
- Dominante Logik überwinden
- Direkten Kundenkanal aufbauen

© BMI Lab AG

Experience Selling

Experience Selling

Excite the Loop

E4

The value of a product or service is increased by an improved customer experience. Sustainable and circular products can especially benefit from such an improved experience, as this can increase the demand for the product and further differentiates the offering from the competition. This means that the customer experience must be adapted in accordance with the offered value proposition.

BMI Lab Spin Off

Experience Selling

Excite the Loop

E4

The American outdoor gear and clothing company Patagonia builds communities around specific types of sportswear. By combining this community aspect with their storytelling efforts and their sustainability pursuits, such as their own second-hand shop, specific repair, reuse and recycle collections, and transparent material sourcing, they offer a holistic and believable customer experience. The result: when buying Patagonia, consumers actively choose and signal their environmental awareness.

Cellomat is the automated one-stop-shop to return or trade-up old phones. Instead of a complicated research, sales and shipping process, their vending machine offers pricing, payment, pick-up and drop-off in one place at convenient locations. Phones are evaluated on the spot via image recognition and mobile app diagnostics, including logistic services. Customers can receive cash or one of the new, stored phones in exchange.

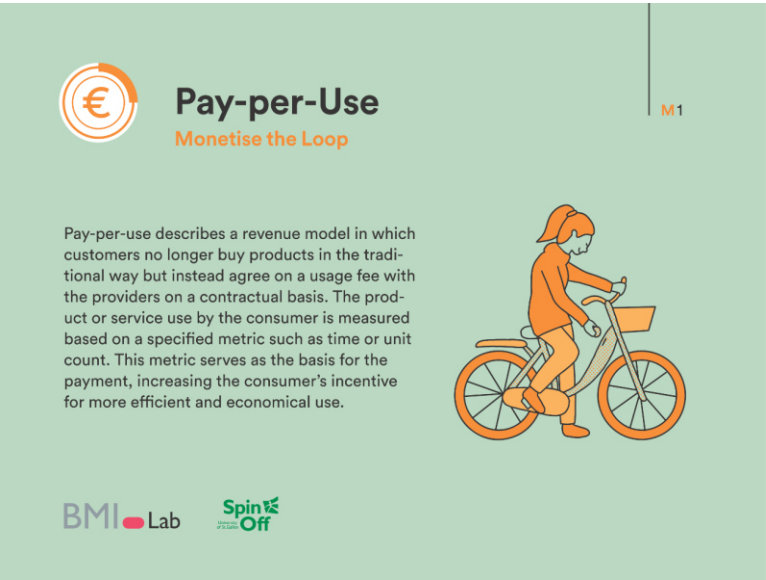
Wie würden Sie dieses Muster umsetzen?

- Online-shop: verschiedene Modelle
- Social Media Kanal
- Peer2peer Austausch ermöglichen
- Influencer nutzen
- Demos für neue Angebote
- Pop-up Stores

© BMI Lab AG

Breakout Session 2 – Monetarisierung über Pay per Use und Sharing

Pay-per-Use



Pay-per-Use

Monetise the Loop

M1

Pay-per-use describes a revenue model in which customers no longer buy products in the traditional way but instead agree on a usage fee with the providers on a contractual basis. The product or service use by the consumer is measured based on a specified metric such as time or unit count. This metric serves as the basis for the payment, increasing the consumer's incentive for more efficient and economical use.

BMI Lab

Spin Off

Pay-per-Use

Monetise the Loop

M1

Homie is a young, Dutch company that offers energy-efficient washing machines, dryers and dishwashers in a pay-per-use model. Their pricing scheme is aimed at reducing the price of energy-friendly washing programmes, which results in 25 % less energy and water consumption on average. Due to this scheme, they strive to repair, maintain and improve the lifetime of their machines while ensuring proper recycling at the end of their products' lifetime. Overall, their offering is cheaper and more sustainable than buying a new machine.

Nextbike offers robust pay-per-minute bikes in different cities worldwide, which can be booked via an app, and are offered mainly in a station-based fashion. This enables a more flexible mobility in urban areas, reduces the use of cars, and offers a supplement to public transport. In certain places, they work together with local social institutions to (re-)distribute their bikes.

Was daran ist interessant aus Kundensicht?

- Wegfall des Anschaffungspreises und Sicherheit bei laufenden Kosten
- Kaffeemaschine als pay per use → Tracking eine Herausforderung
- Fun-Food Geräte (Raclette) über einen Verleih anbieten, lokal die Menschen erreichen und auch als Mitarbeiterangebot
- Leasingmodell für einen bestimmten Zeitraum und danach Rückgabe oder Anbau von neuen Erweiterungen, die die Funktionalität erweitern/verbessern
- Gefahr: Rebound-Effekt durch kürzere Nutzungsdauern

Was würde dies für ihr Unternehmen bedeuten?

- Design: das Gerät muss derart gestaltet sein, dass es gut repariert werden kann. Tracking müsste ermöglicht werden. Modularität: gegebenenfalls den Austausch von Modulen ermöglichen und diese wiederverwerten. Bspw. neues Design, dass auf Nachhaltigkeit abzielt (Green-Edition o.ä.)
- Investition in die Strukturen für ein Servicenetz: Gewährleistung von Reparatur, Instandhaltung und Rücknahme. (CWS: hat den Vorteil, dass der Kundenkontakt sehr stark angeregt wird. Ich lerne viel mehr über meine Geräte und verstehe, wie diese genutzt und behandelt werden → man lernt Dinge, die man so nie mitbekommen würde → Weiterentwicklungspotenzial)
- Car-(& Bike-) Sharing Plattform im Betrieb: eine digitale Plattform wird benötigt, um diese Prozesse abzuwickeln und zu unterstützen. Diese muss jedoch zu den Kunden passen und Mehrwert bieten. Nicht jedes Unternehmen oder jede Stadt muss oder sollte eine solche Plattform alleine aufbauen (Potenzial für Whitelabellösungen). Lokal ein zentraler Anbieter über den als Kooperation so viele Lösungen wie möglich zentral angeboten werden.

© BMI Lab AG

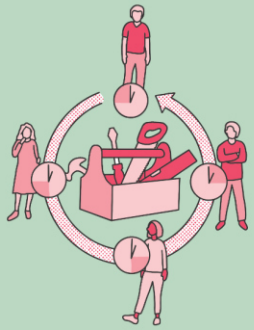
Sharing

Sharing

Excite the Loop

E9

Sharing allows multiple customers to access or use the same product and is either offered by a company or as a peer-to-peer solution. This helps where products are either used too little and thus inefficiently or where consumers refrain from purchasing them. Companies, as well as customers who offer to share or take part in sharing solutions, can increase utilisation rates of their (private) products, thereby increasing the sustainability of the use phase and generating additional revenue streams.



BMI Lab Spin Off

Sharing

Excite the Loop

E9

TIER Mobility is a Berlin-based provider of sustainable micro-mobility sharing-solutions, including e-scooters and e-mopeds that are spread across 75 European cities. Customers can book and use the freely distributed vehicles in the city on a per-minute basis. TIER operates climate neutral and sustainable by improving their production processes, introducing swappable batteries, using green energy, offsetting remaining GHG emissions, repairing damaged scooters, repurposing or recycling all remaining parts, and selling their refurbished old scooters.

The Zurich-based startup Sharely is an online platform where users can offer an item for rent. Members can then check for available items in their neighbourhood. This allows items that are seldom used to get more usage. Since items are used locally and long drives are avoided, this system is environmentally friendly. The offeree can earn money, the inquiring one can save money and space, and everyone gains from getting to know their neighbourhood.

Wie würden Sie dieses Muster umsetzen?

- Für Kaffeemaschinen schwierig vorstellbar. Bei Werkzeugen eher.
- Mehrwegbecher-Systeme auch über Gesetzgebung stärker vertreten
- Fun-Food Geräte wie Raclette etc. könnten darüber angeboten werden. Oder für Mixer/Blender verschiedene Aufsätze verfügbar machen, allerdings mit hohem Aufwand für Reinigung und Transport verbunden.
- Projekt: Reallabor mit Sharing Hubs, wo im Stadtgebiet Werkzeuge und sinnvolle Utensilien ausgeliehen werden können. → geeignet für wiederkehrende, aber seltenere Nutzung von Produkten

© BMI Lab AG

Breakout Session 3 – Monetarisierung über Performance-based Contracting und Signalling & Transparency

Performance-Based Contracting

Performance-Based Contracting

M3

Monetise the Loop

Performance-based contracting enables companies to offer their customers a comprehensive value proposition, where payment is based on the required outcome or performance, instead of the purchase of the product. Thus, the transfer of ownership from producers to users is avoided — producers retain the value of the product and material.

BMI Lab Spin Off

Performance-Based Contracting

M3

Monetise the Loop

Signify, formerly Philips Lighting, is an offering where the company provides the whole lighting infrastructure. Based on the threshold of last year's lighting costs, the customer only pays a share of what is saved in comparison. This reduces the energy consumption and aligns the customers' and providers' goals regarding long-lasting solutions.

Xerox's provision of photocopiers and services is result-oriented — customers pay per print or per copy, lowering the operating costs and reducing the complexity with their data-based 'Managed Print Services'. This solution necessitates that Xerox manages the whole copy process from the replacement of paper and toner to the maintenance, repair and replacement of parts or even whole copiers.

Was daran ist interessant aus Kundensicht?

- Verträge/Lösungen für Komplettpaket inkl. Services
- "Sorgenfrei"
- An Kunden angepasste Lösungen
- Hohe Verfügbarkeit
- Effizienz (Maintenance, Updates, neuerste Stand)
- Flexibilität (anpassbar)
- Geringere Zugangskosten
- Opex statt Capex
- Idee: Ganzes Sortiment an Haushaltsgeräten mieten (z.B. Miele Rental) - noch zu teuer?

Was würde dies für ihr Unternehmen bedeuten?

- Kontakt zum (End)Kunden erlangen
- Gebrauchte Geräte aufbereiten und vermieten?
- Was passiert mit den Altgeräten? → Wartung & Aufbereitung → Wiederaufstellung (ggf. in anderen Märkten)
- Kompatibilität der Komponenten sicherstellen → Komponenten wiederverwenden
- Ständige Optimierung für mehr Effizienz
- Reverse Logistik nötig
- Hohe Marge für Ersatzteile
- Service notwendig
- Wie wird das buchhalterisch/ steuerlich behandelt?
- Kannibalisierung des eigenen Primär-Marktes? Unterschiedliche Zielgruppe?

Nutzen für die Umwelt

- Anreize langlebige Produkte herzustellen

© BMI Lab AG

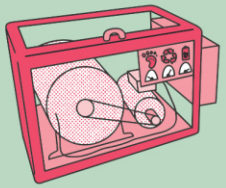
Signalling & Transparency

Signalling & Transparency

Excite the Loop

E8

A producer taking responsibility for the full life cycle of their products is the basis for the CE. To facilitate achieving this in a profitable way, the sustainable approach should be transparently signalled to the market. Typically, this includes certifying the products, displaying the environmental savings, giving long product guarantees, or committing to taking the product back via predefined channels. Through supply chain transparency and education, producers can increase the sustainable action taken by partners, employees and consumers.



BMI Lab Spin Off

Signalling & Transparency

Excite the Loop

E8

Eaternity offers an assessment to help customers, restaurants and food producers to eat, cook or offer more climate-friendly food by measuring their environmental footprint. The calculations are based on the production location and processes, transportation and packaging, as well as seasonal changes, resulting in a yearly reviewed lifecycle assessment database. Companies can promote their products by paying for and printing the score on their products, and restaurants can offer more climate-friendly meals by using the subscription-based web-app.

Decovery is an eco-friendly coating resin that is made primarily from sustainably sourced plants (tree bark, castor beans and corn) and produced with renewable energy. The Decovery label is used on the products of DSM's customers to signal the sustainable, plant-based origin of parts of their coatings and paints.

Wie würden Sie dieses Muster umsetzen?

© BMI Lab AG

Sustainability
Circle

 © Zühlke 2021

Vielen Dank für die gute Zusammenarbeit und den gemeinsam Weg bis hierher!

Wir freuen uns darauf mit Ihnen im Sustainability Circle die richtigen Lösungen für Sie und unseren Planeten umzusetzen!

sustainability circle

CWS · DeLonghi Living innovation · HILTI · SEVERIN Friends for Life · wilo · HEAG · MAGNETSYSTEME BRUGGER · SIEMENS · Gillette · P&G · BRAUN · MAM · BIOVOX · zühlke empowering ideas · carbotech Umweltprojekte und Beratung · ec[o]ncept · ibp Institut für Biopolymere der Hochschule Hof · BMI Lab

 © Zühlke 2021

Next Steps

- Sie erhalten im Nachgang alle Folien
- Wir sprechen Sie an, um im „Sustainability Circle“ weiterhin dabei zu sein
- Wir schicken Ihnen einen kurzen Fragebogen, u.a. mit einem „Matchmaking“

zühlke empowering ideas

carbotech Umweltprojekte und Beratung

ec[o]ncept

ibp Institut für Biopolymere der Hochschule Hof

BMI Lab

 © Zühlke 2021

Thank you for your participation!

Have a great day!