



THE CIRCULAR VALUE INSTITUTE

Optimizing circular business models using [Circular Value Index](#).



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Optimizing circular business models using **Circular Value Index**.



€5.3 billion wasted yearly
= GDP of Japan

To make it worse:



scarcity of materials

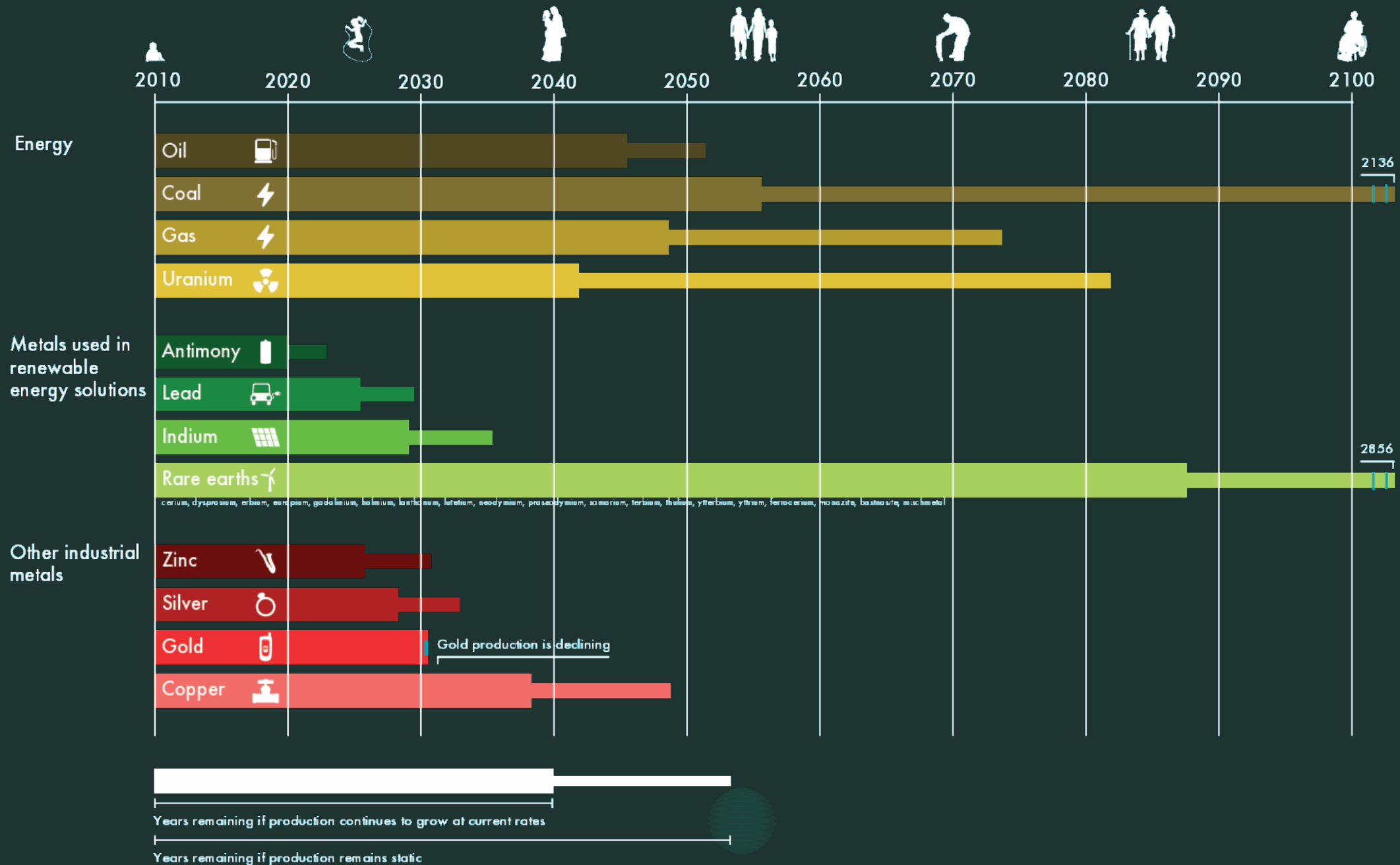


less skilled workers



New housing
& renovation wave

Born in 2010: How much is left for me?

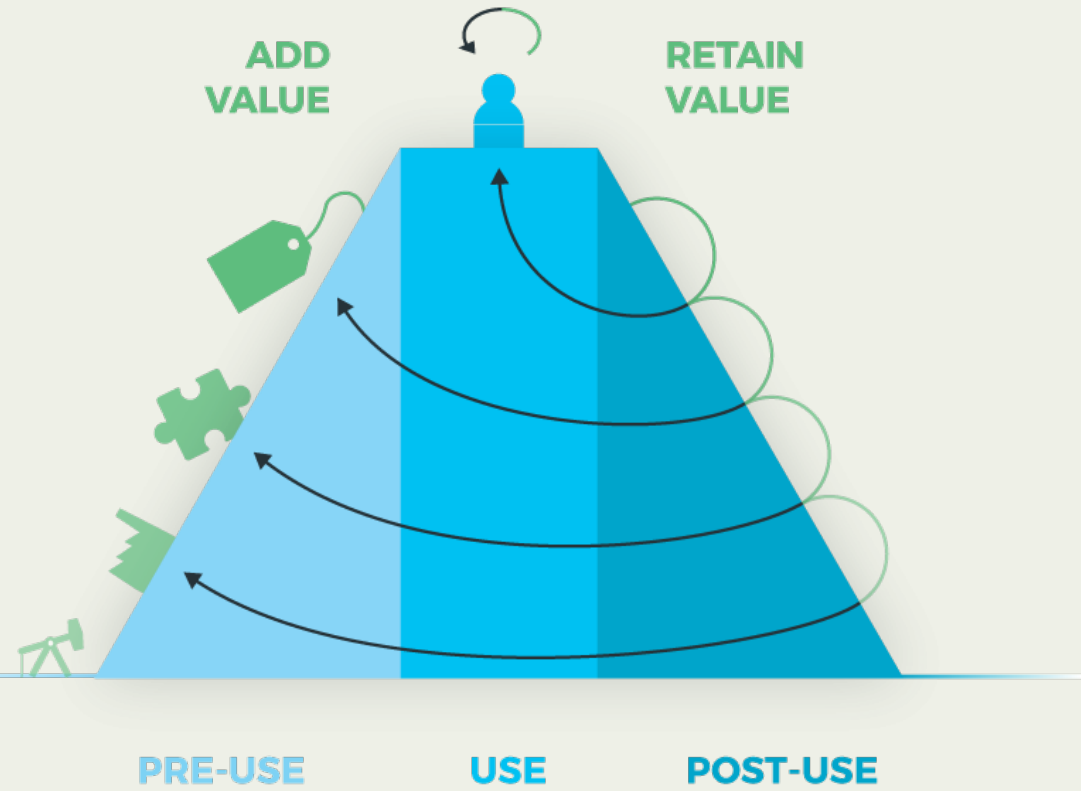
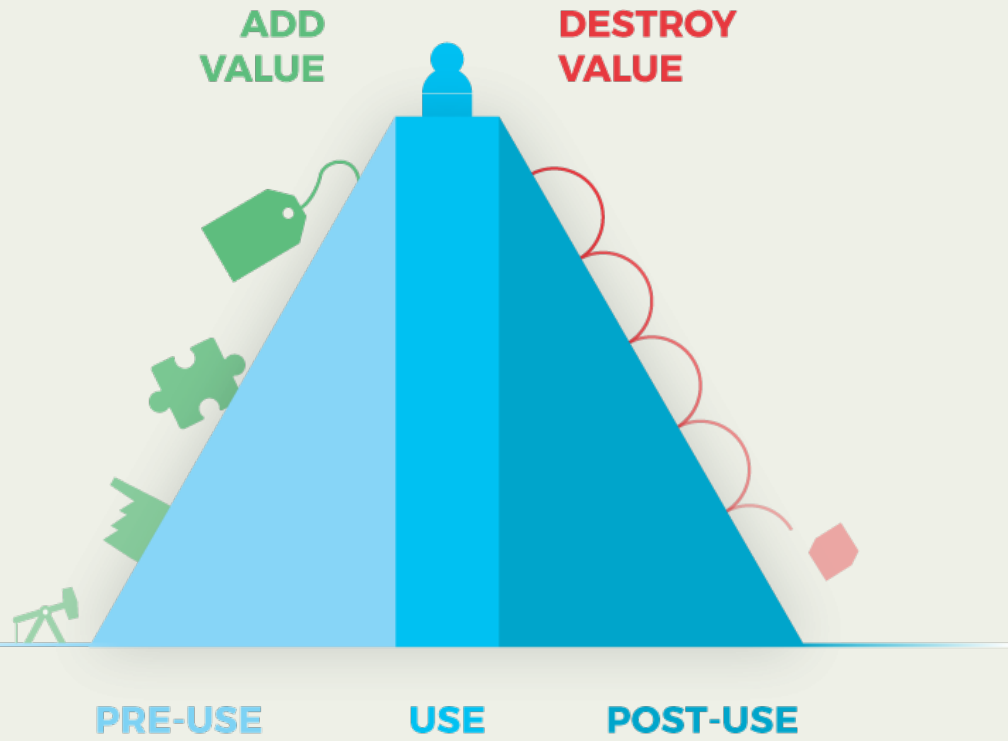


We know what to do.

But things are moving too slowly.

To accelerate you need to:

1. understand circular strategies



To accelerate you need to:

1. understand circular strategies
2. design for circularity

80% of a products footprint is
determined during its design stage.

Materials

Design for....

- Disassembly
- Material recuperation
- Updating
- Repairing
- Optimized logistics
- Timelessness
- Durability
-

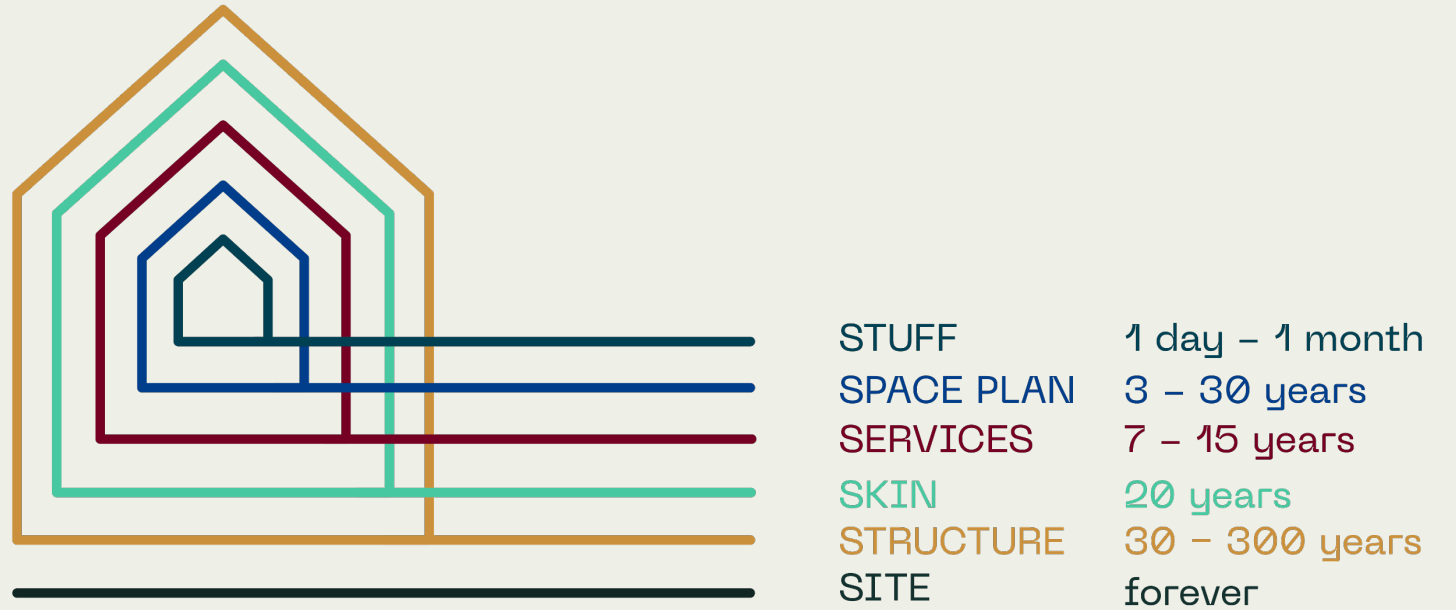




Buildings

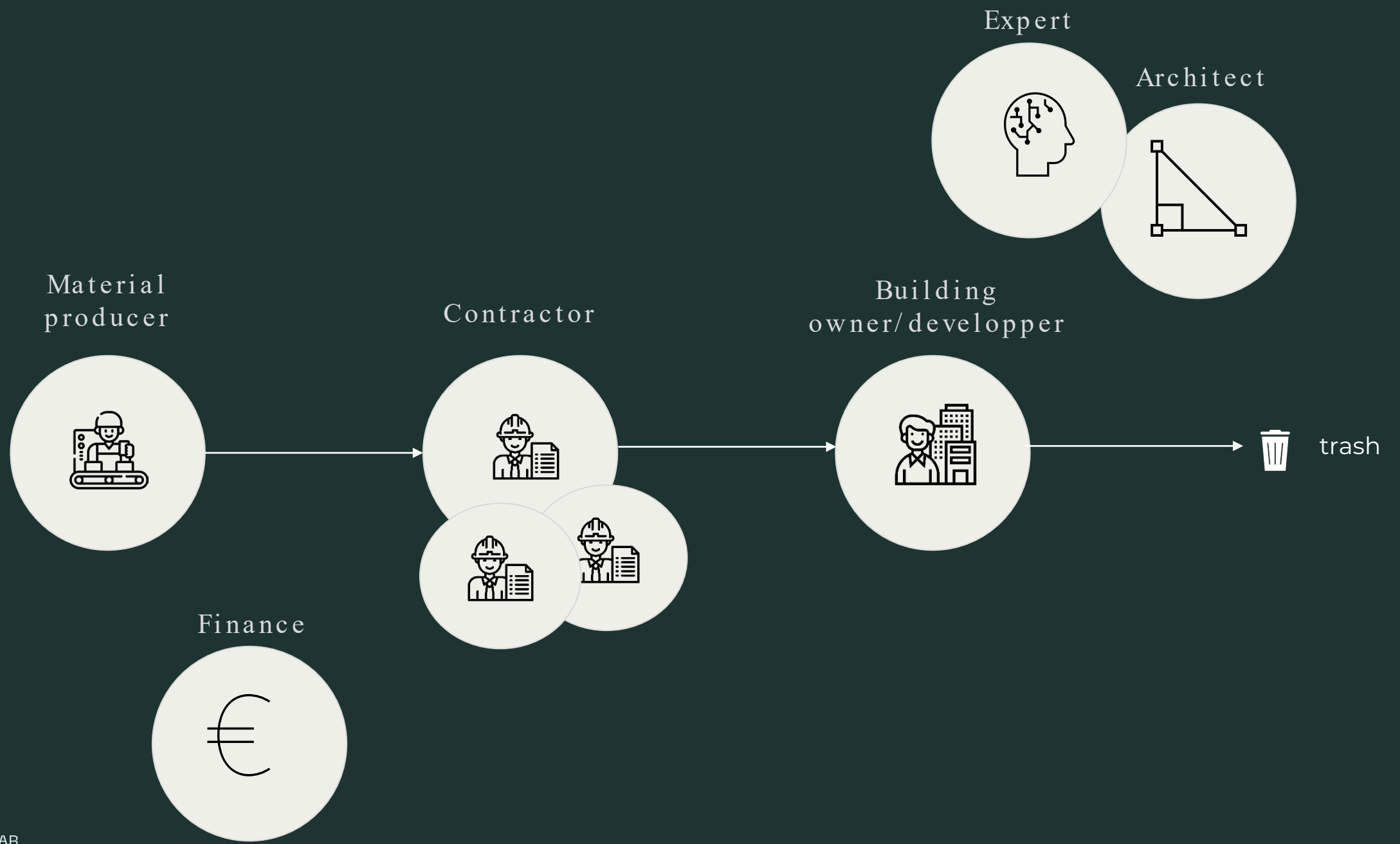
- Multiple space use
- Technical reversible
- Spatial reversible
- Closed loops
-

Layers of Brand



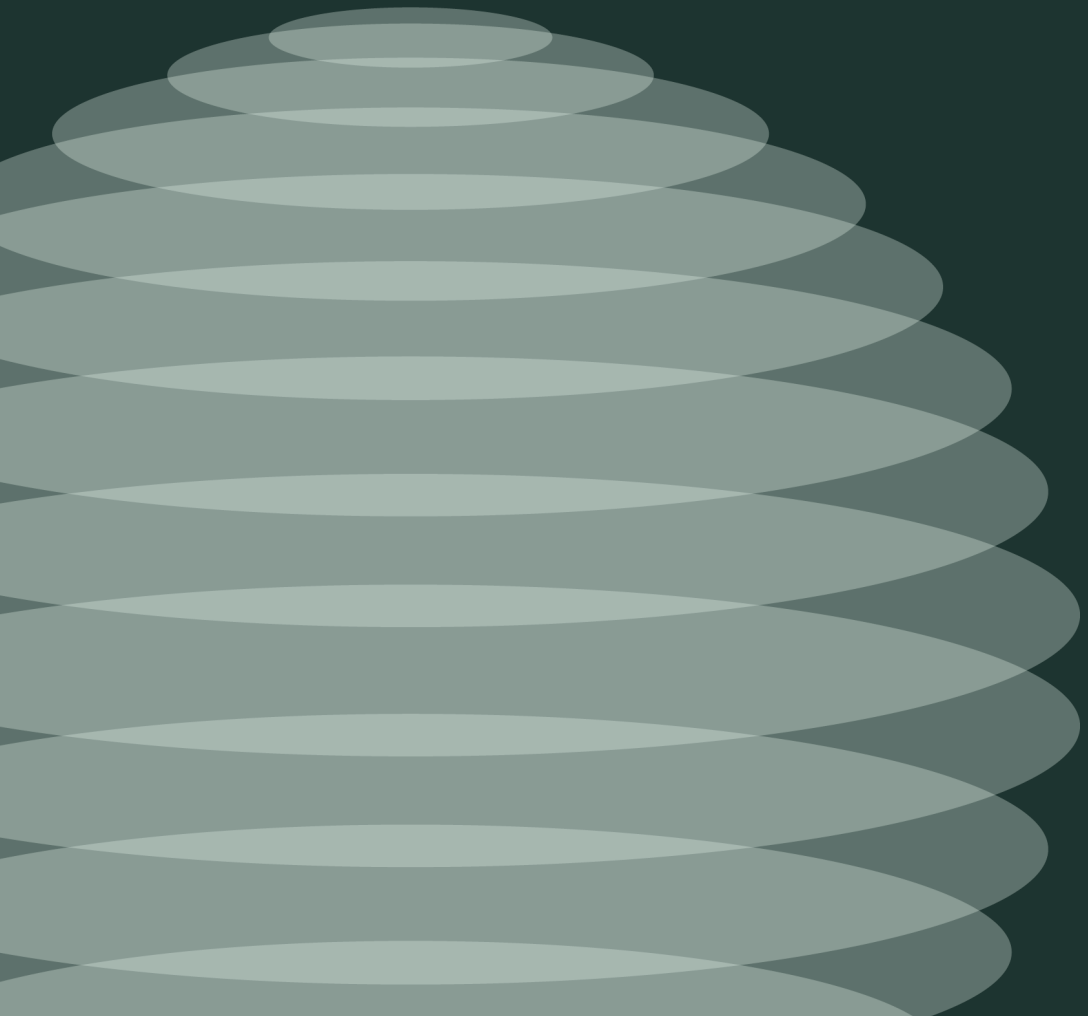
To accelerate you need to:

1. understand circular strategies
2. design for circularity
3. go together

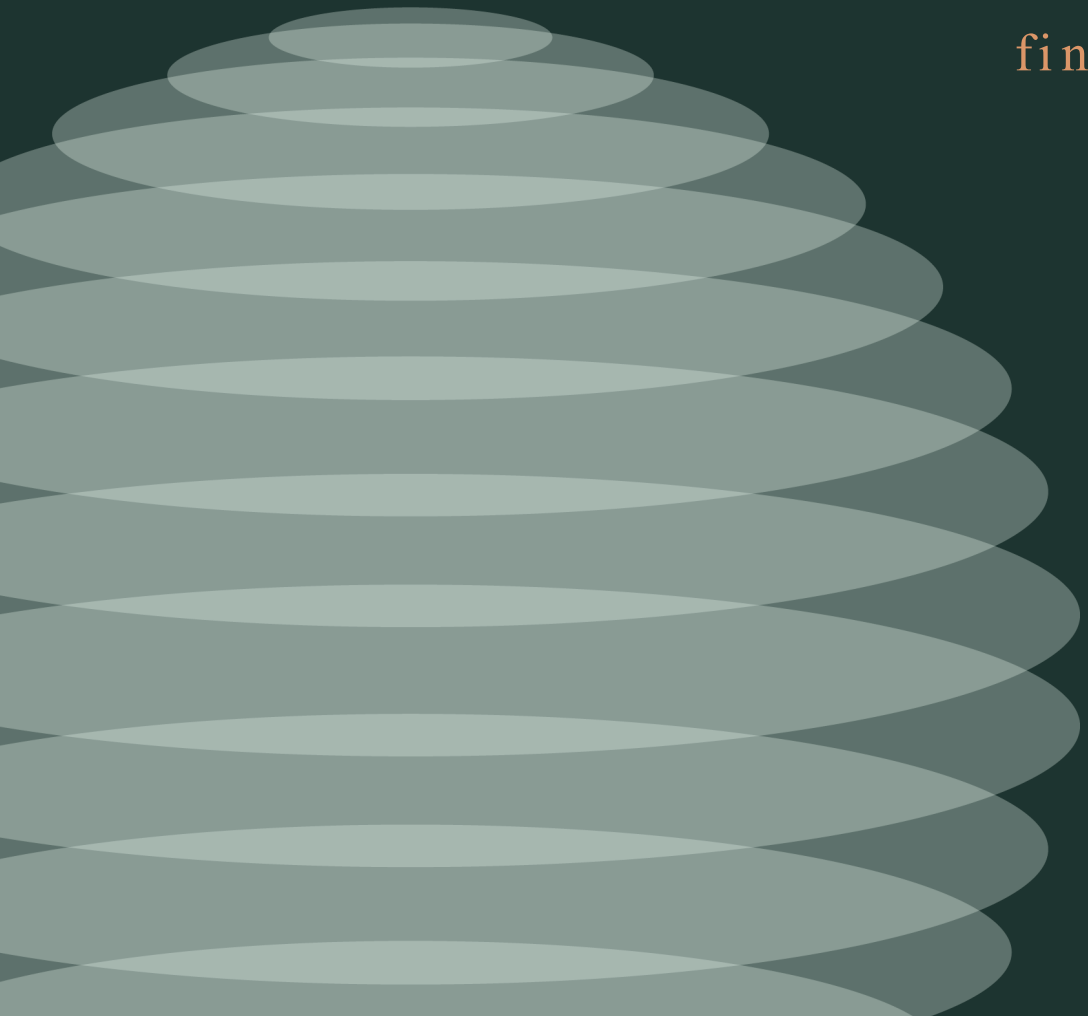


To accelerate you need to:

1. understand circular strategies
2. design for circularity
3. go together
4. finance it



circular products



financing

circular **valuable** products

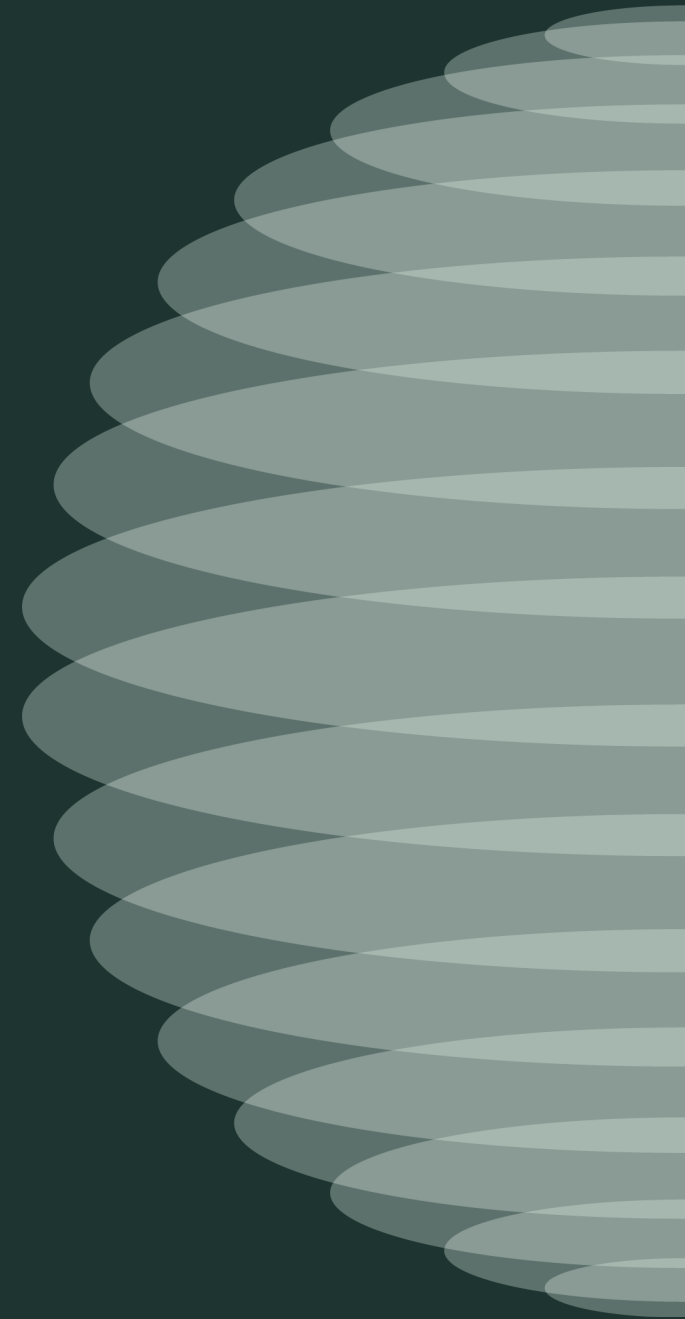
agenda

~~We know what to do~~

Circular Value

Business models

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Measuring Circular Value

$$\text{Circular Value Index} = \frac{\text{residual value}}{\text{cost of reuse}} \times \text{risk}$$

$$\frac{€ 4}{€ 36} < 1 = \text{no reuse}$$



$$\frac{€ 2,2}{€ 0,09} > 1 = \text{reuse}$$



Measuring Circular Value

$$\begin{aligned}
 \text{Circular Value Index} &= \frac{\text{residual value}}{\text{cost of reuse}} \times \text{risk} \\
 &= \frac{\text{maximum of } \left(\begin{array}{l} \text{emotional value} \\ \text{2}^{\text{nd}} \text{ hand value} \\ \text{buyback value} \\ \text{resource value} \end{array} \right) - \text{losses}}{\text{sum of costs of } \left(\begin{array}{l} \text{dismounting} \\ \text{quality} \\ \text{repairing} \\ \text{dumping} \\ \text{transport 2}^{\text{nd}} \text{ life vs. 1}^{\text{st}} \\ \text{storage 2}^{\text{nd}} \text{ life vs. 1}^{\text{st}} \\ \text{sales 2}^{\text{nd}} \text{ life vs. 1}^{\text{st}} \end{array} \right)} \times \text{risk link to } \left(\begin{array}{l} \text{regulations} \\ \text{toxicity} \\ \text{trends} \\ \text{producer} \\ \text{custom} \\ \text{technology} \end{array} \right)
 \end{aligned}$$

Circular Value is linked to your scenario!

Questions:

Who gets the value ?

How to get out the value ?

What do you do to collect the value?

Reuse on same floor ?

Reuse in same building ?

Reuse in same city ?

What labor cost? DIY or professional ?

Takeback by producer ?

Buyback by producer ?

...

Solution:

- Calculate based on today's facts.
- Use different scenarios & point of views.
- Clearly explain your reasoning.

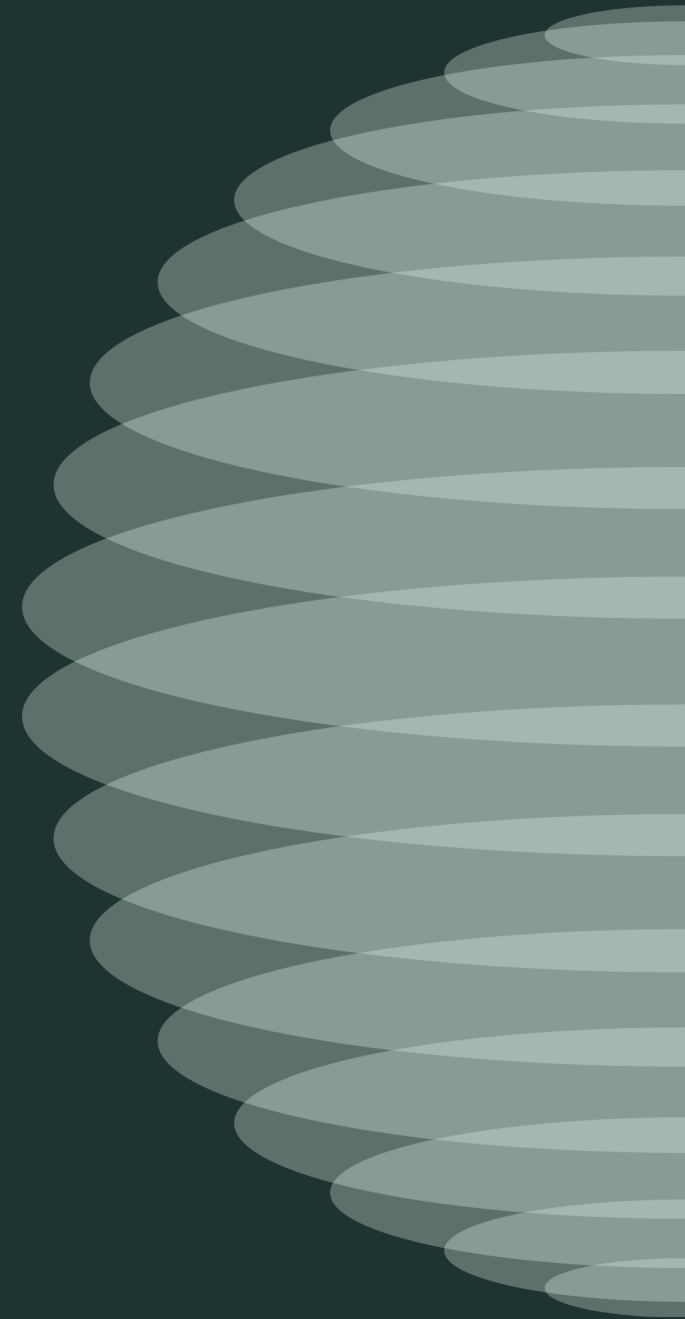
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~~We know what to do~~

~~Circular Value~~

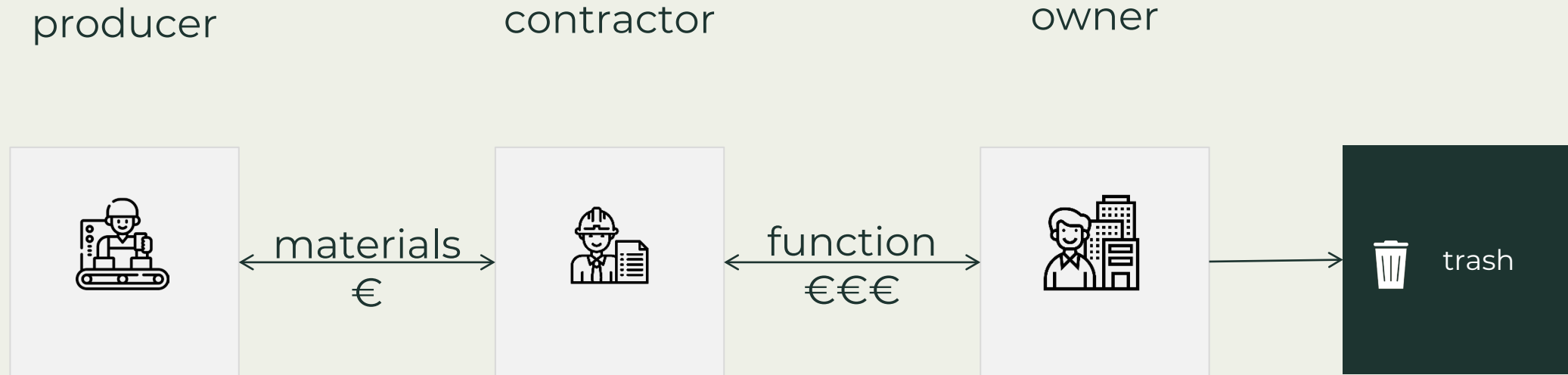
Business models

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Linear economy ☹️

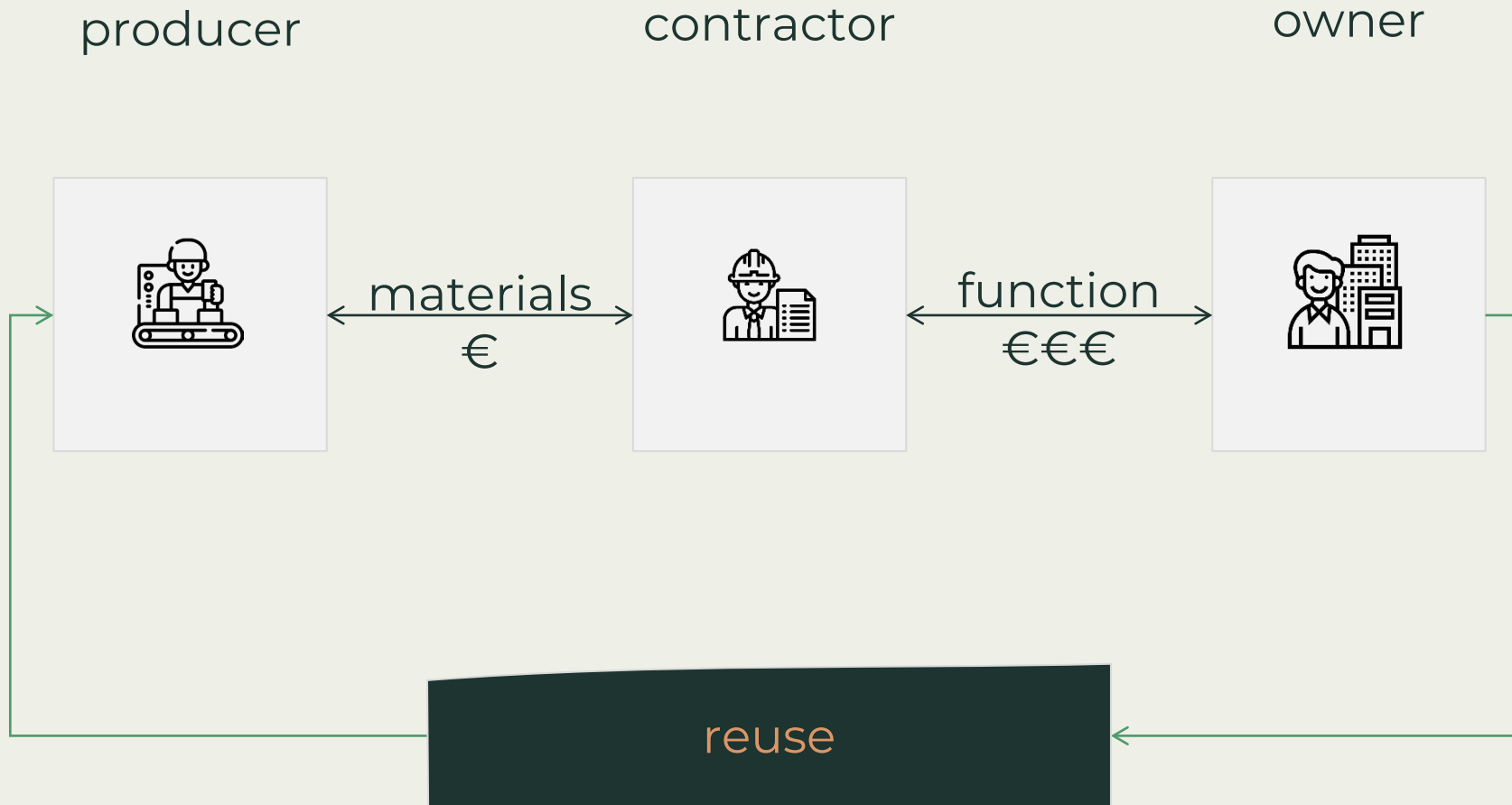
Linear economy ☹️



Why?: Circular Value less than 1

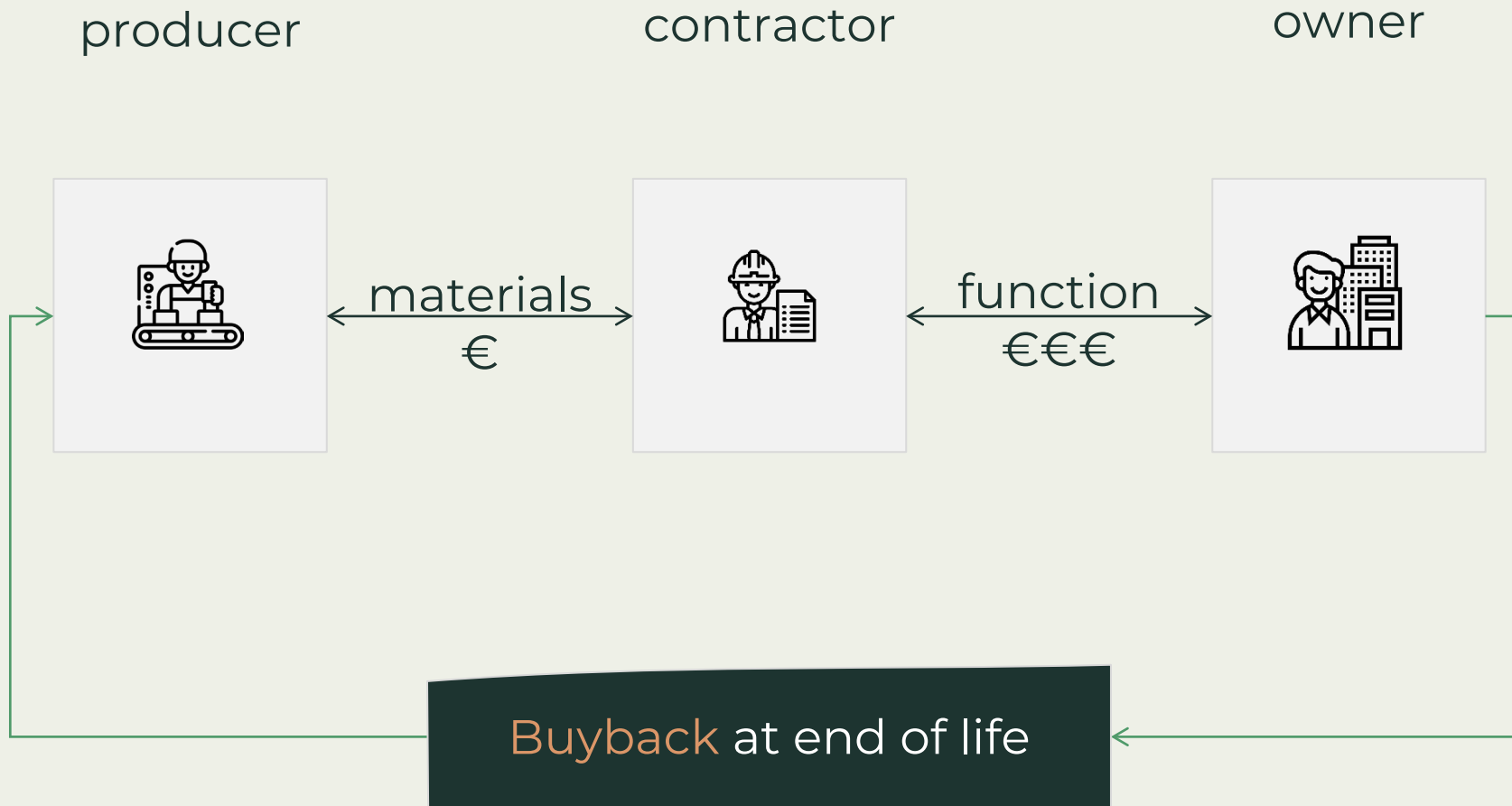
Design strategy?:
1) carbon capture
2) reinvent

Circular economy 😊



1. buyback

1. buyback





Almost **nobody** cares

end of life

MASCO

MASCO (Materials- as- a- Service- Company)

producer

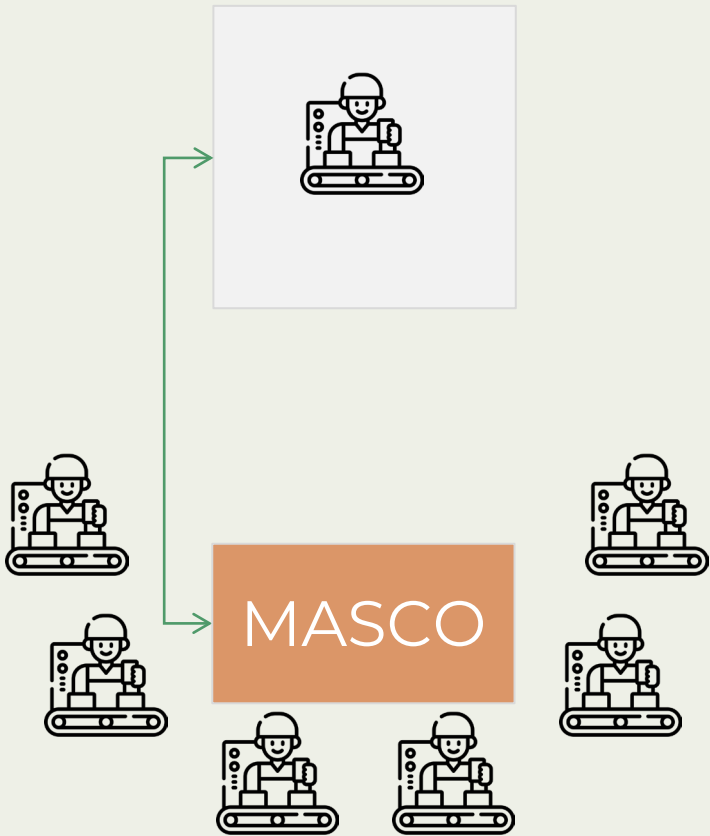
offers financing solutions

to producers of circular valuable products.

It's services include:

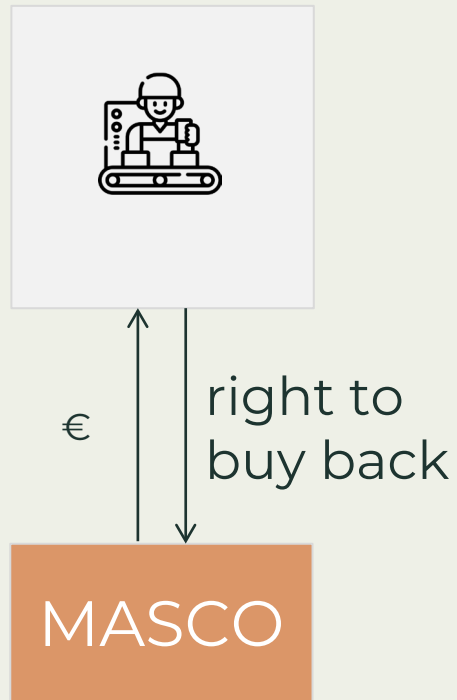
- 1. business model setup
- 2. legal
- 3. capital

for multiple producers.

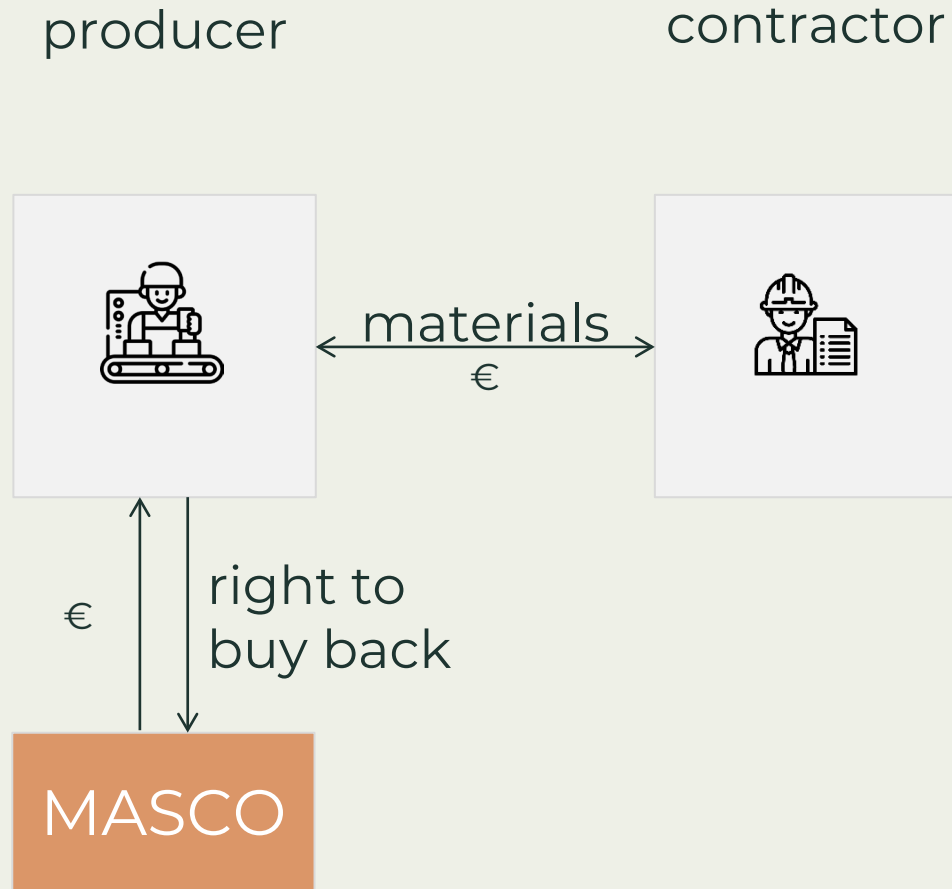


2. circular discount

producer



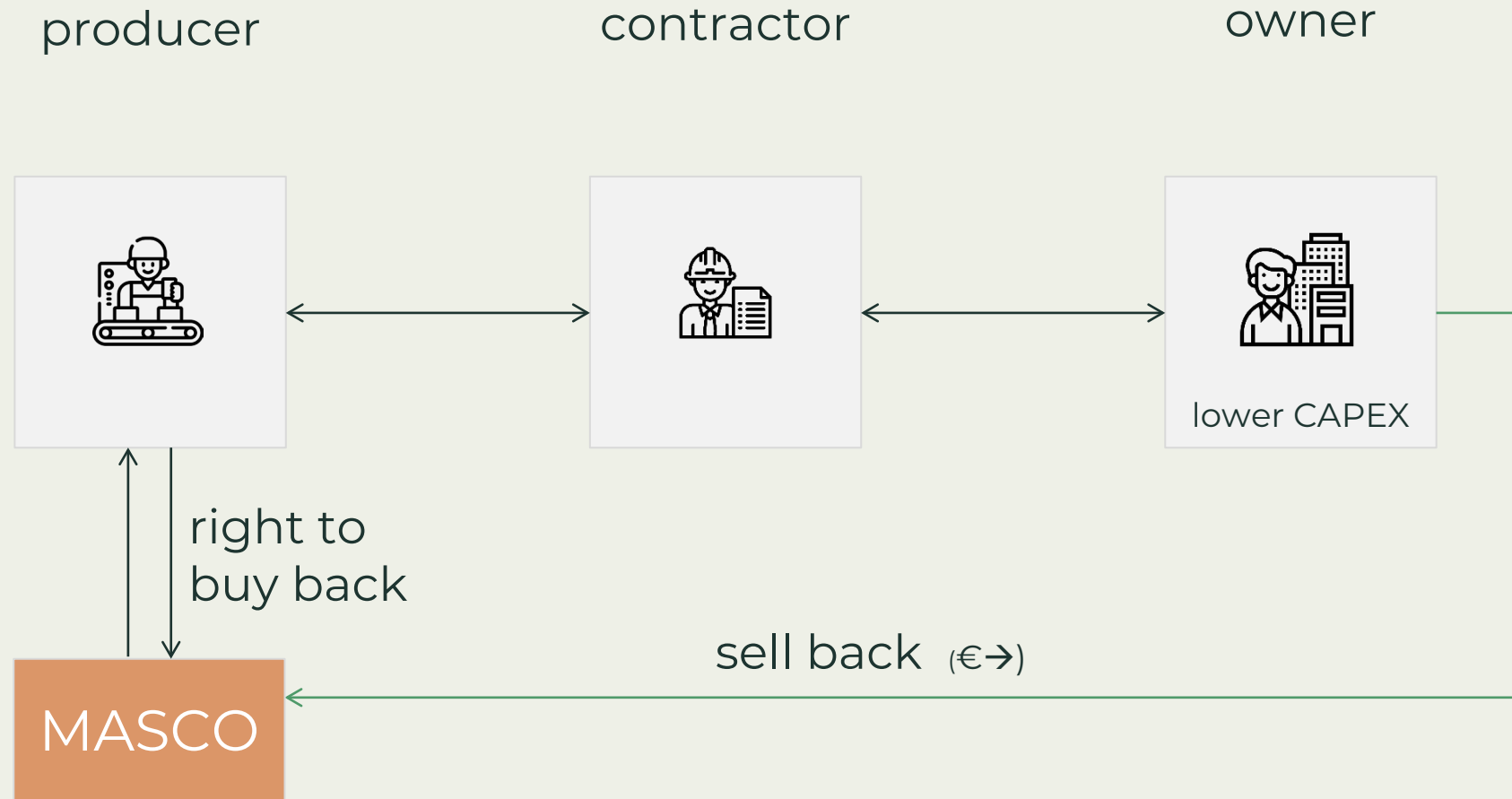
2. circular discount



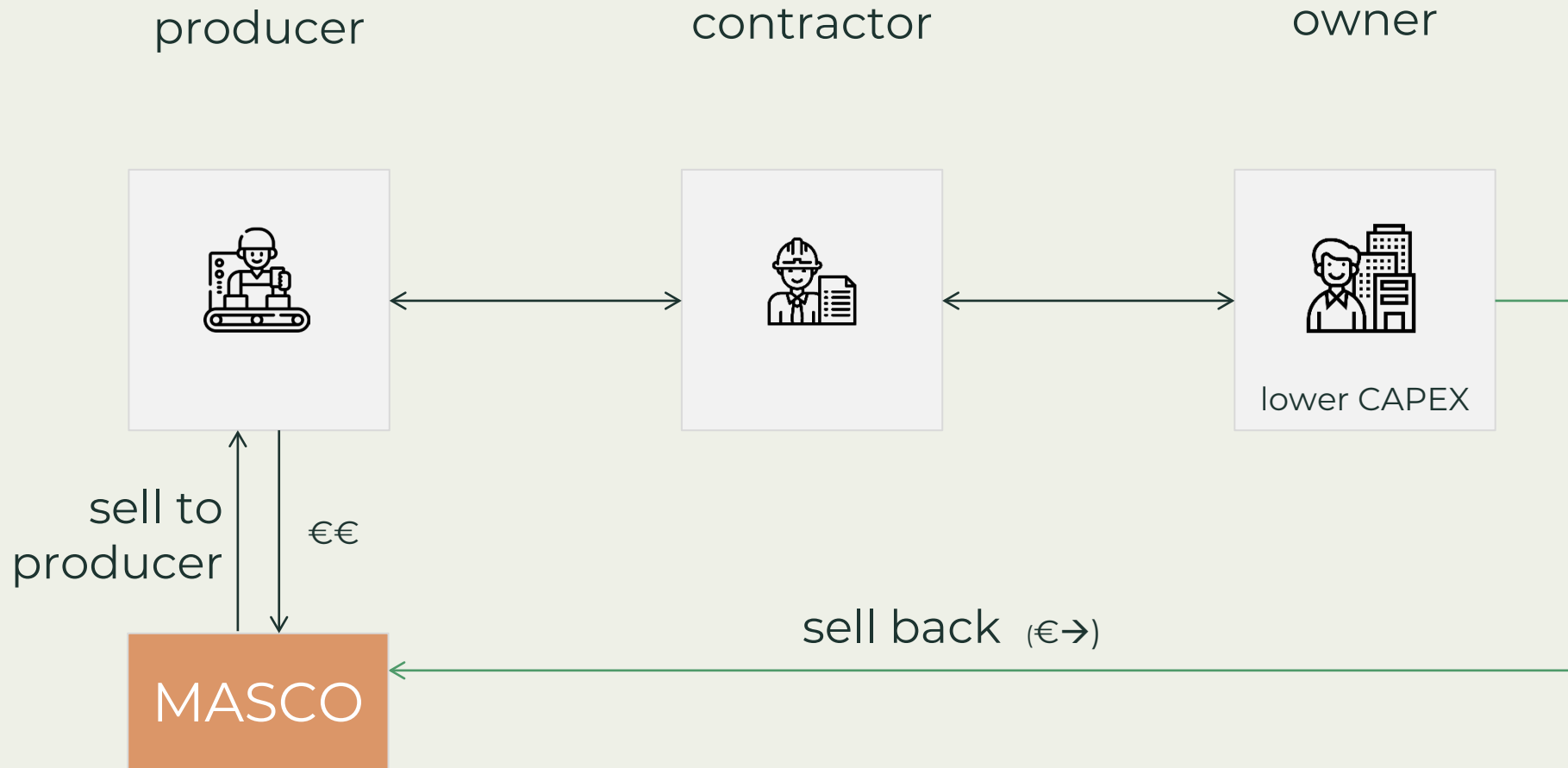
2. circular discount



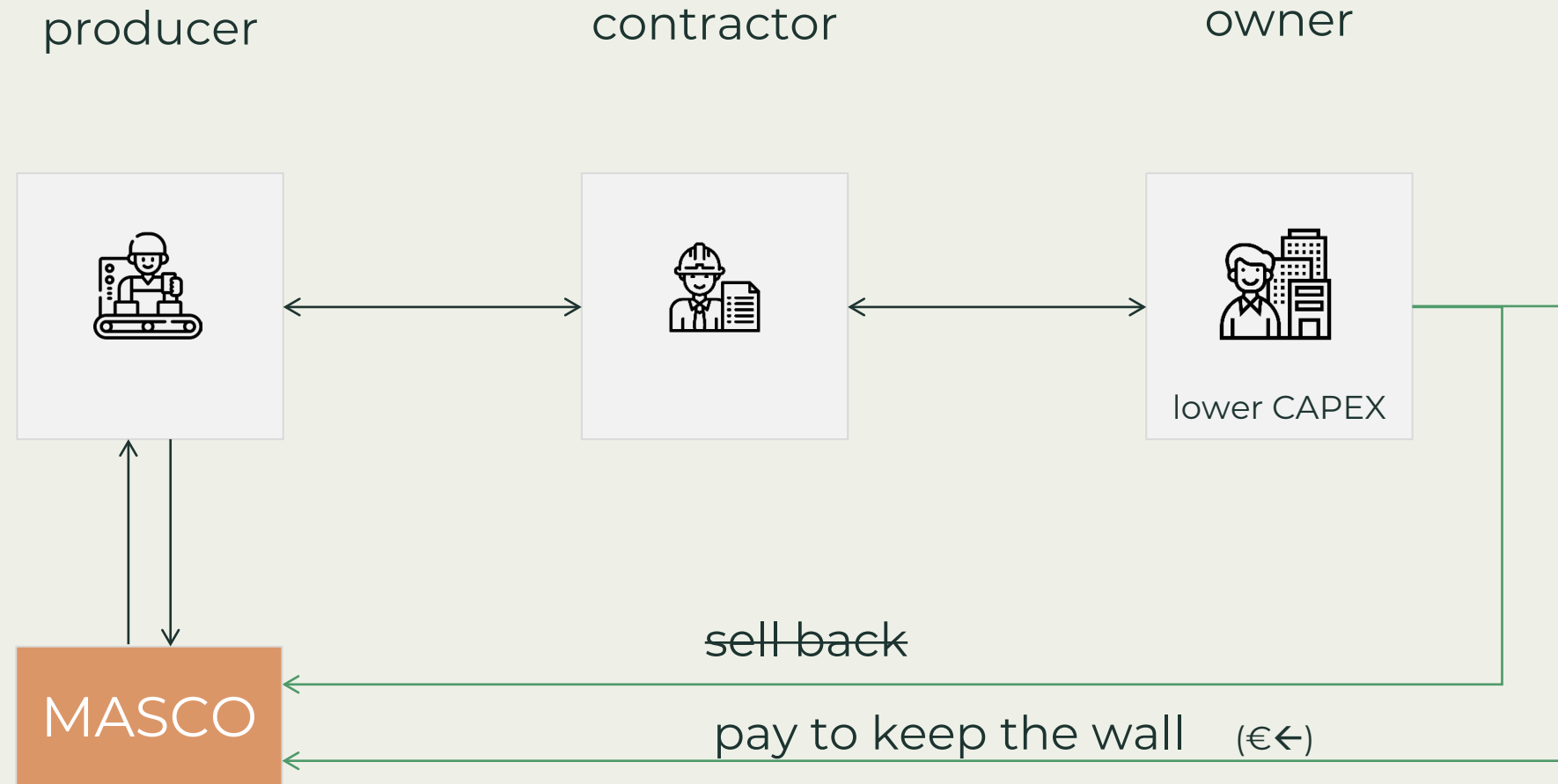
2. circular discount



2. circular discount



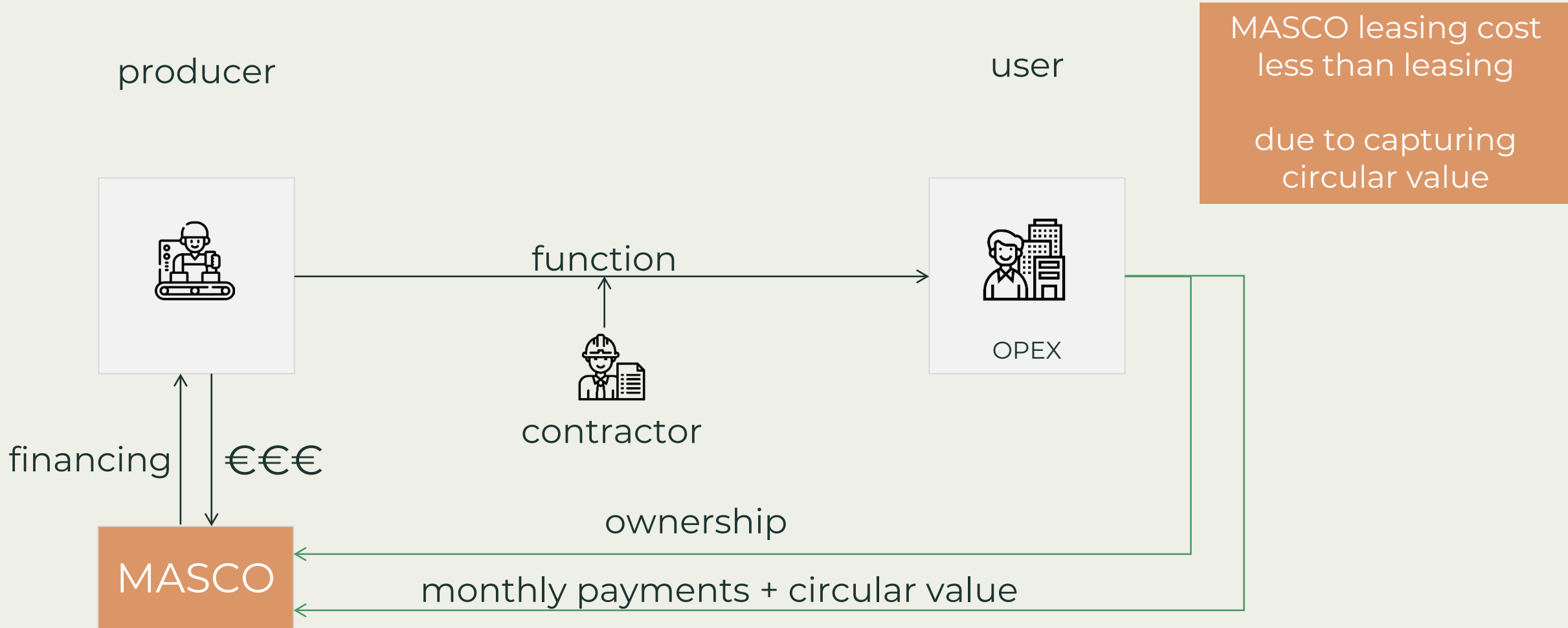
2. circular discount



Requires: $CVI > 10$ + less than 10 y + 50 k€ dealsizes

3. MASCO leasing

3. MASCO leasing



Requires: $CVI > 3 + < 5 y$

bonus: service

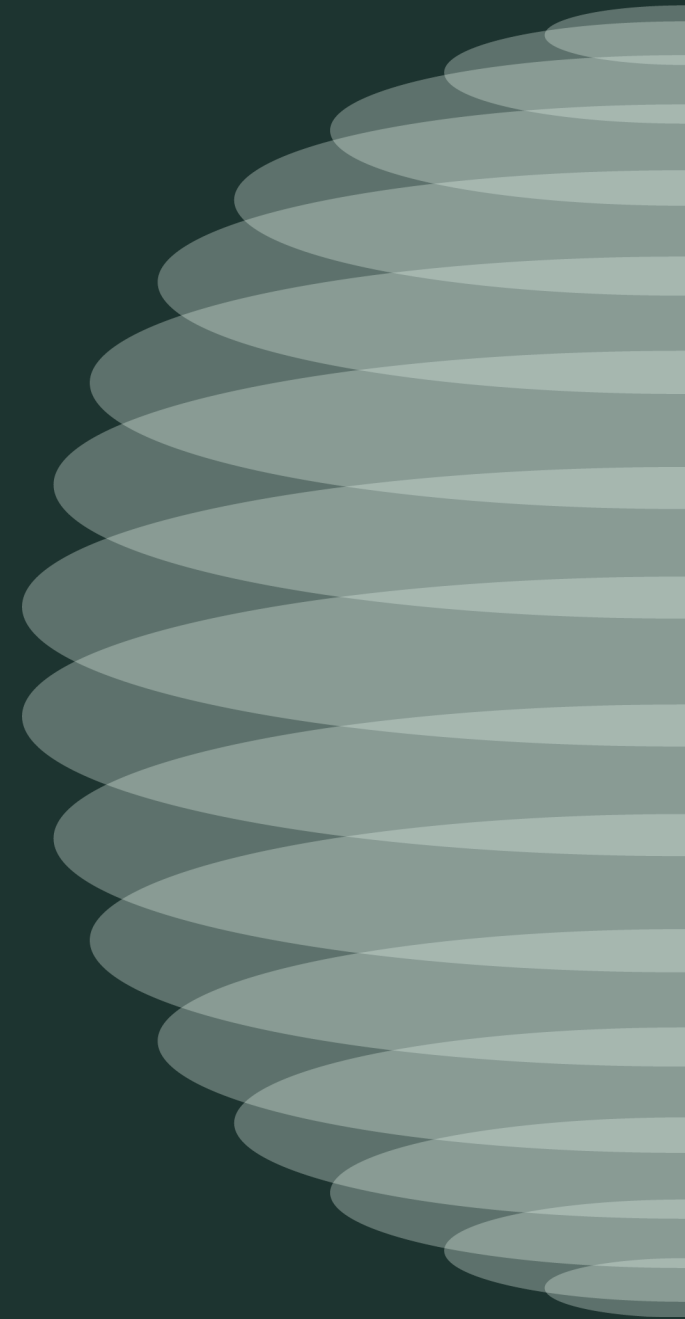
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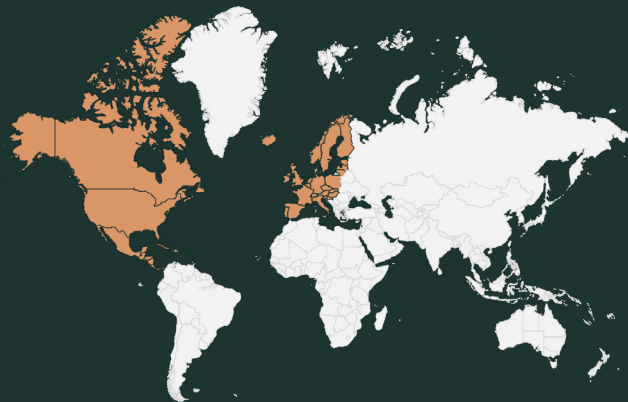


The ambition by end of 2024**



THE CIRCULAR
VALUE INSTITUTE

active in 20 regions
20 circularity agencies
4 core strategic partners
& find a passionate leader



read our whitepaper
funded by the Circular Building Coalition

See us at the WCEF – 17 April



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Get in touch

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