

# JUUNOO

THE WALL  
THAT PAYS OFF.

## How we use a MASCO

2024-02-01 – community circular building



## Chris Van de Voorde

CEO & Founder

38y, Belgian

**Has a passion for interior walls**



Master in engineering.

Scaled walls before from €3 to 50 million.

Circular economy expert.

## WHY JUUNOO?

### Juul & Noor

The kids of Eline & Chris.



**“Dad, you knew about climate change.  
what did you do?”**

# THE PROBLEM.



€300 billion wasted yearly  
 1.05% of global CO2 emissions

## To make it worse:



**sustainable laws**  
 scarcity of materials



less skilled workers  
**labor cost**



increasing **flexibility** in  
 how we live & work

# CLICK A WALL LIKE LEGO.

slow, single-use



fast, multi-use



00:00:00:00

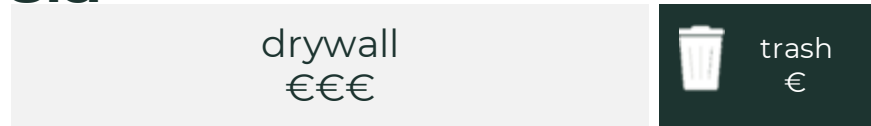


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## buyback warranty

We buy back the goods at the end of their life.

**old**

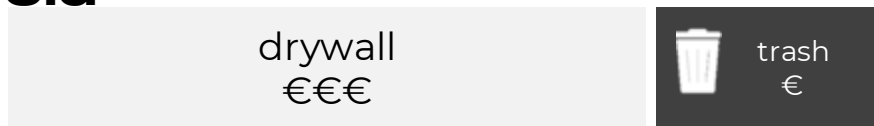


**new**

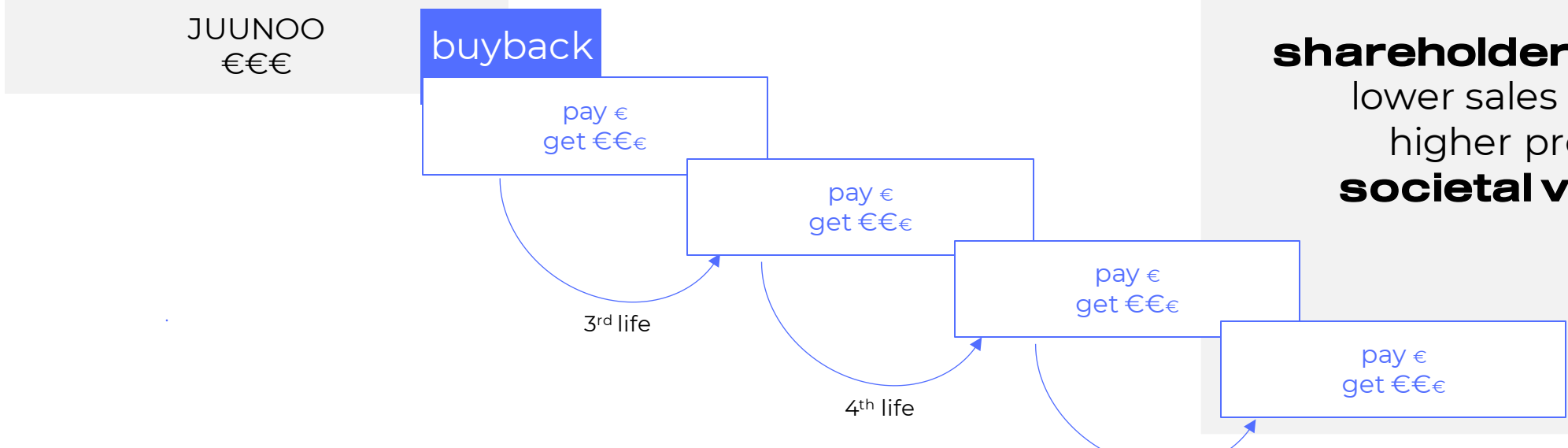


# result? circular value

**old**



**new**



**shareholders value**  
lower sales price  
higher profit  
**societal value**

## result? less initial CO2

DIRTT  
Build better.™



DIRTT Standard MDF Solid Wall (Phoenix plant)  
Source: LCA database

JUUNOO

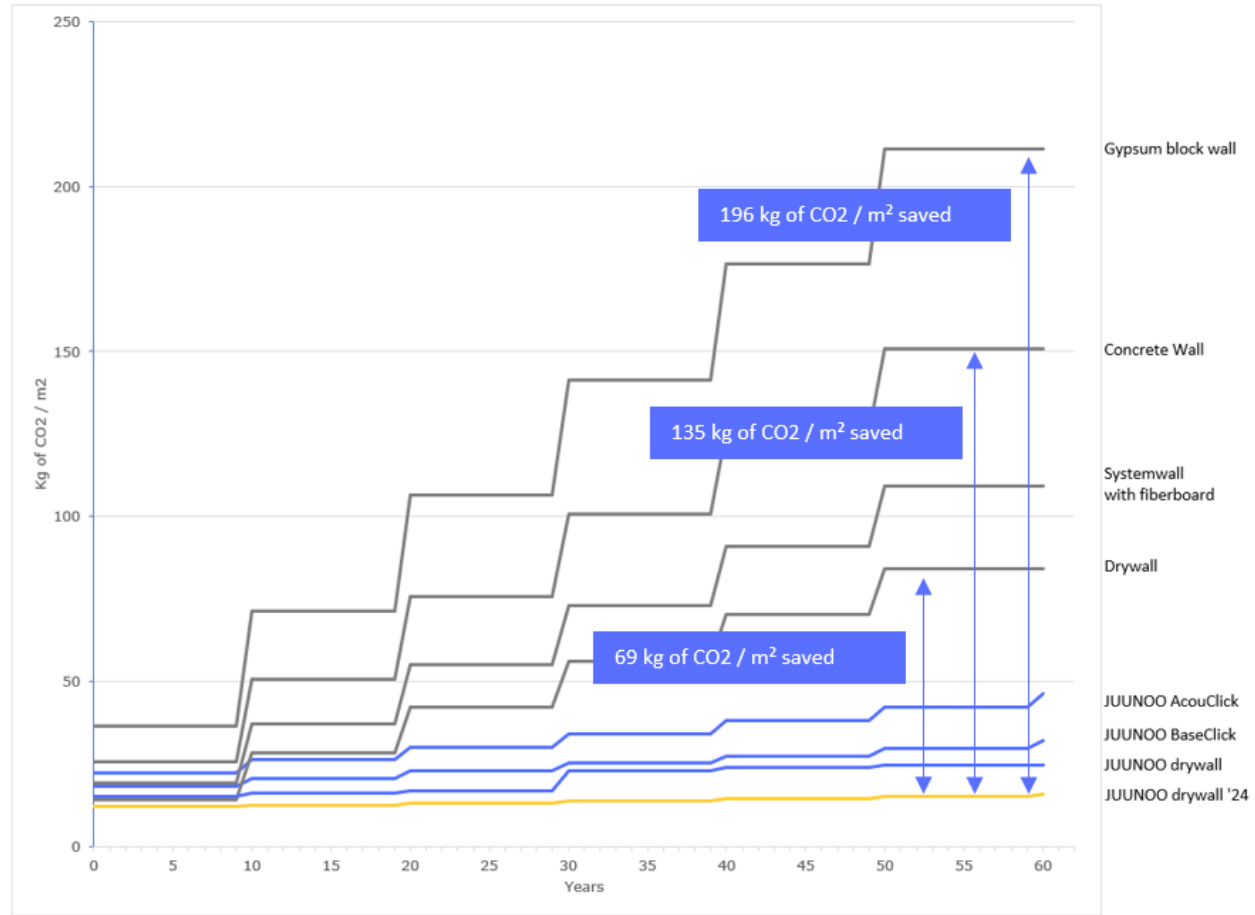


JUUNOO BaseClick  
[Source document](#)

GRAMITHERM®  
Sustainable Grass Insulation

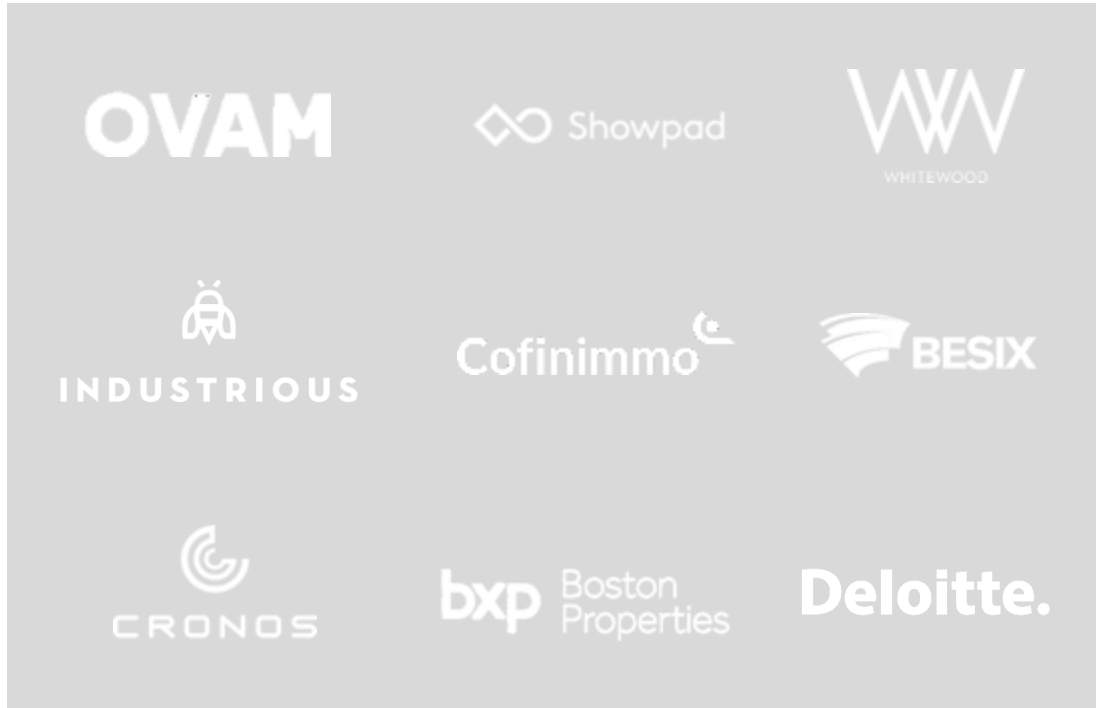
XCarb®  
Towards carbon neutral steel

# result? less CO2 over time





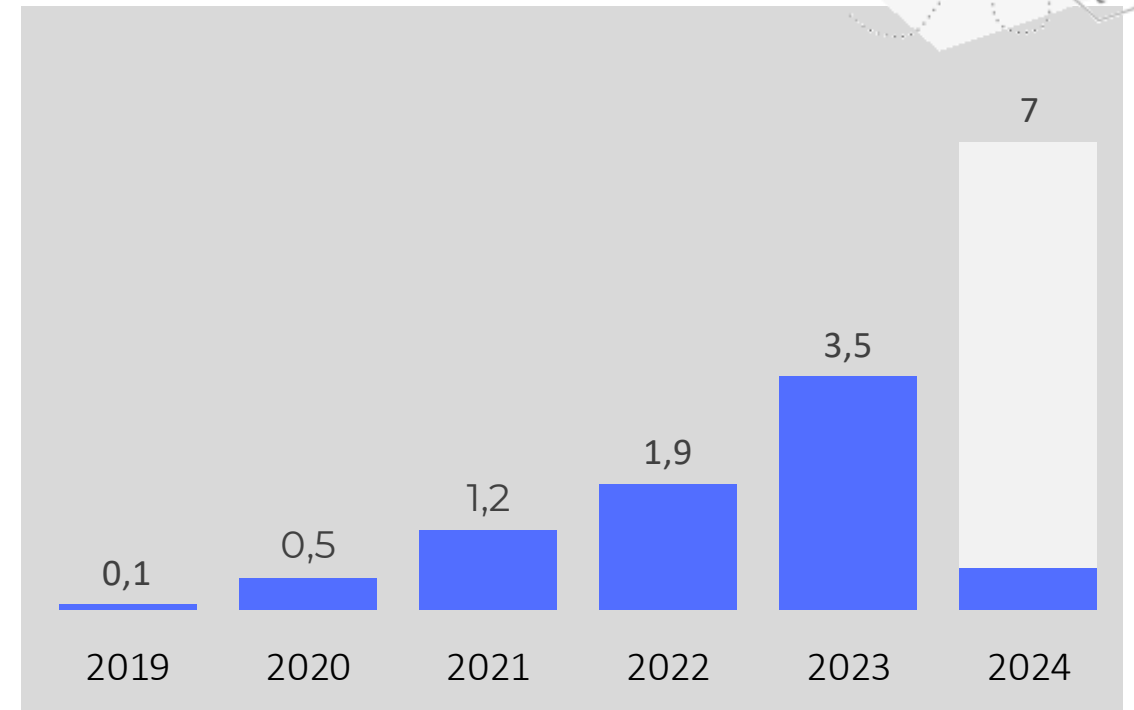
## IMPACTFULL CLIENTS



## STRONG PARTNERS



## TRACTION



**too little, too slow**



**NNOF**



IMPACT HOUSE



# Materials-as-a-service-company

Using a **MASCO** to speed up the transition towards a circular economy

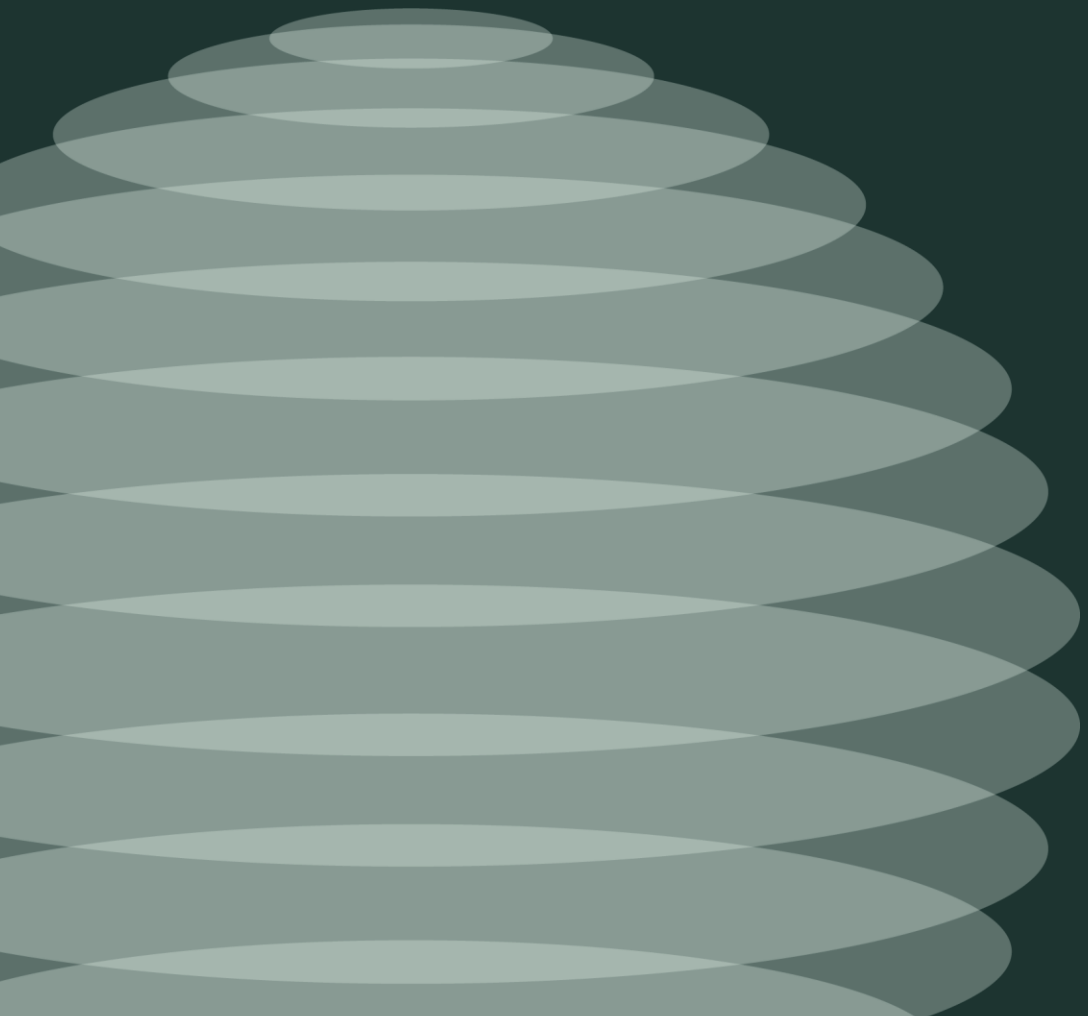
**MASCO** (Materials-as-a-Service-Company)

offers financing solutions

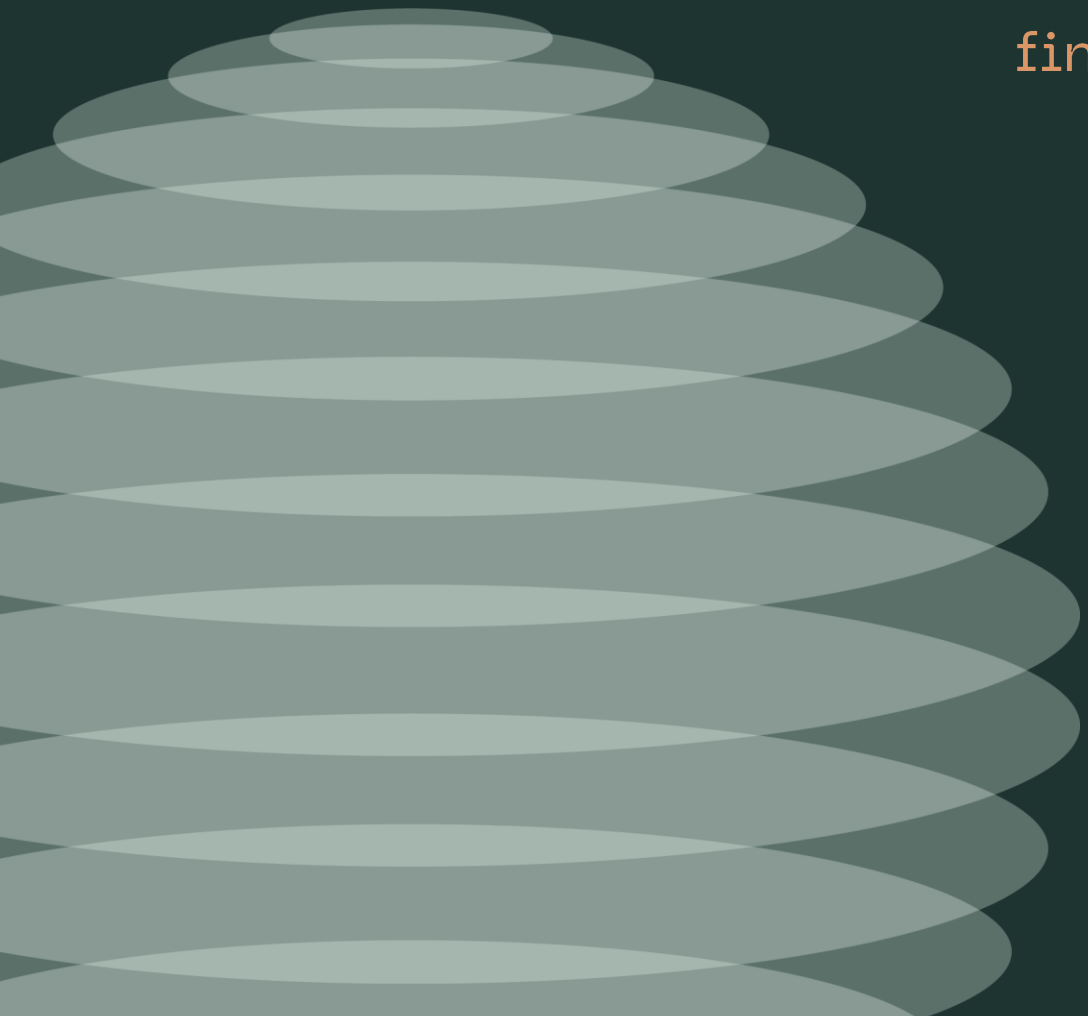
to producers of circular valuable products

with the benefit of:

1. lower costs for building owners
2. faster uptake
3. drastic CO<sub>2</sub> reduction

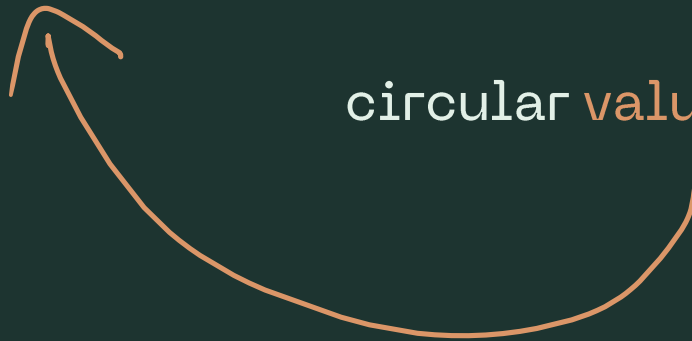


circular **valuable** products



financing

circular **valuable** products



# Measuring Circular Value



# Measuring Circular Value

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

$$\frac{€ 0}{€ 26} < 1 = \text{no reuse}$$



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



# Measuring Circular Value

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

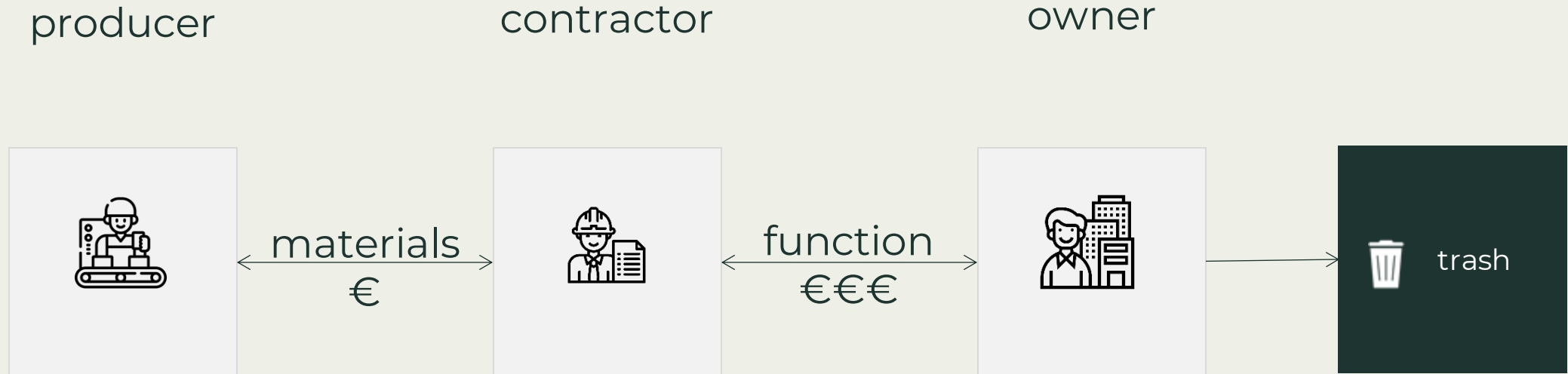
Product design,

unlocks disrupting business models.

business models.

Linear economy ☹️

# Linear economy ☹️



Why?: Circular Value less than 1

Design strategy?:  
1) low embodied carbon or carbon storage  
2) reinvent for higher Circular Value

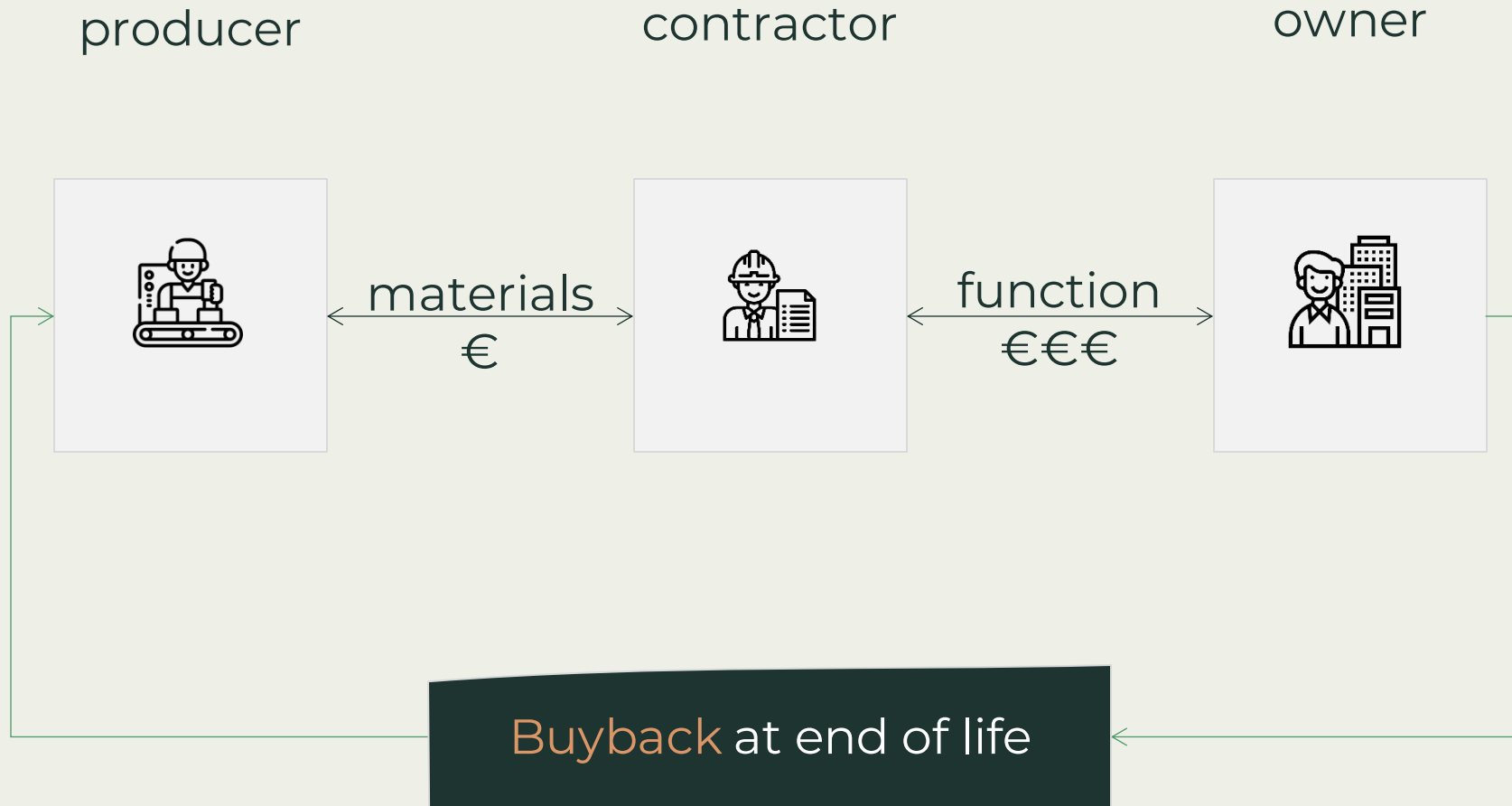
# Circular economy 😊



1. buyback



# 1. buyback



CVI > 3 = shareholder value reused >> virgin



Almost **nobody** cares

end of life

MASCO

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

producer

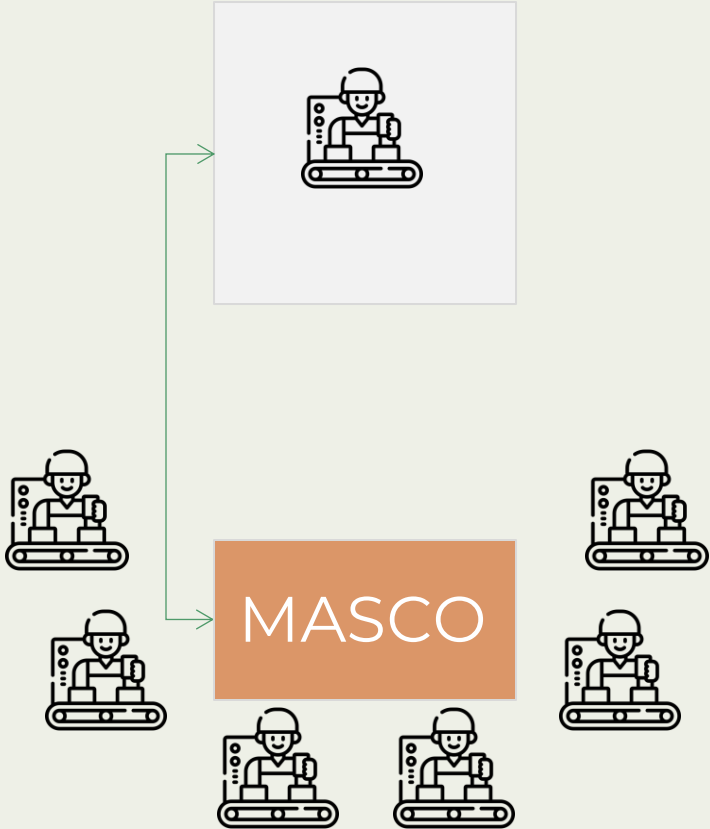
offers financing solutions

to producers of circular valuable products.

It's services include:

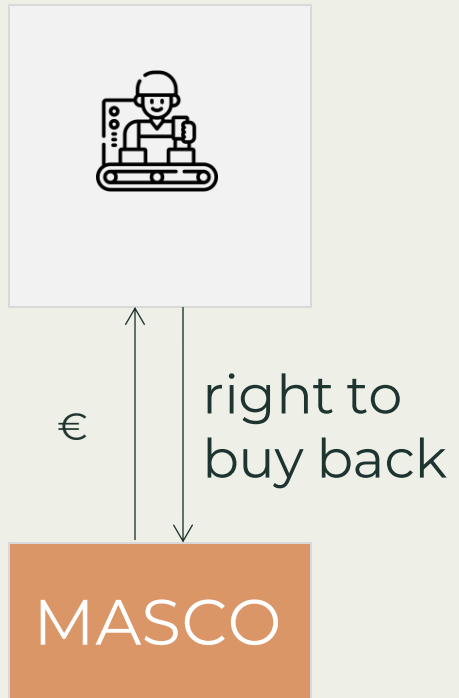
- 1. business model setup
- 2. legal
- 3. capital

for multiple producers.



## 2. circular discount

producer



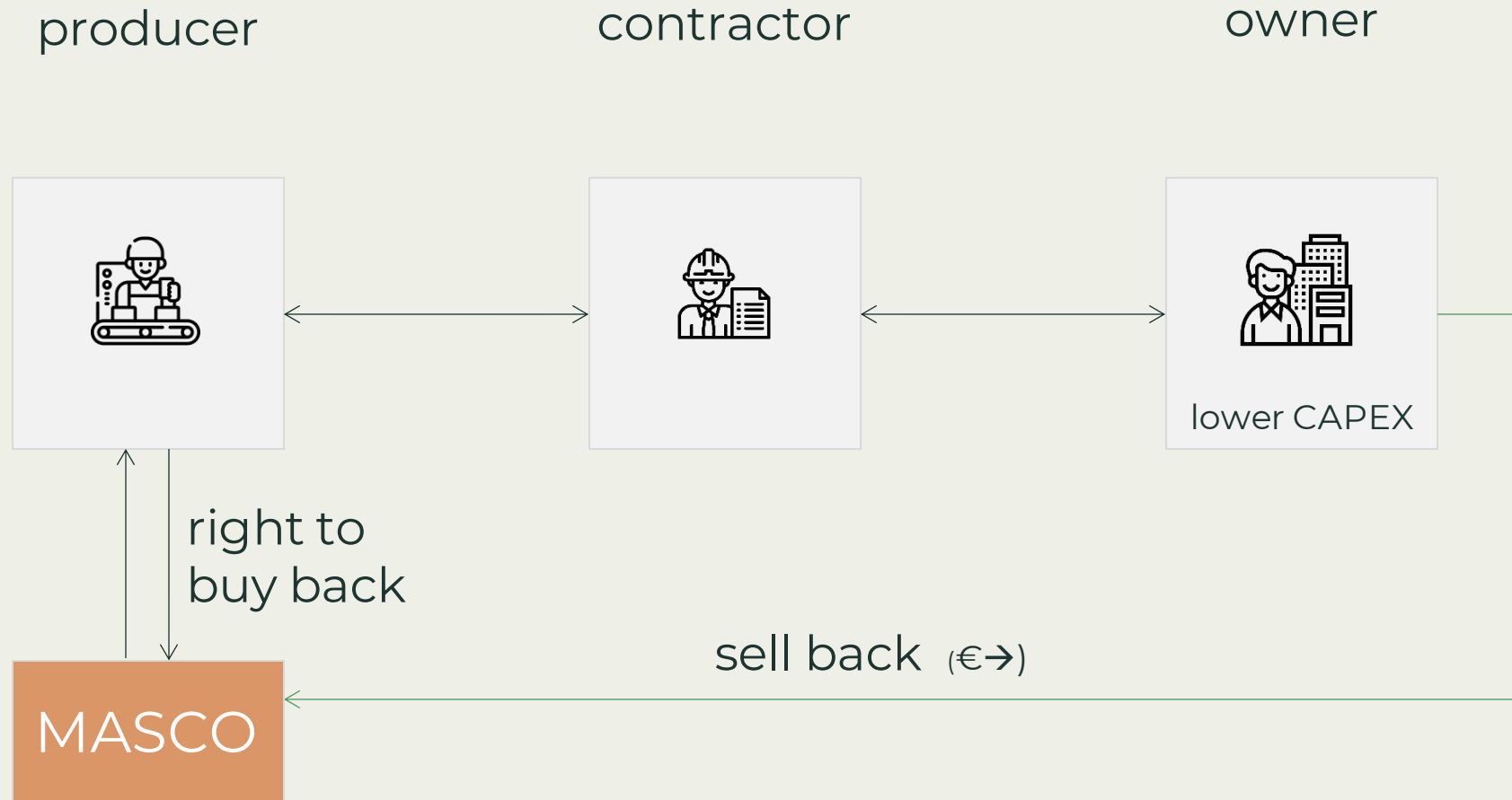
## 2. circular discount



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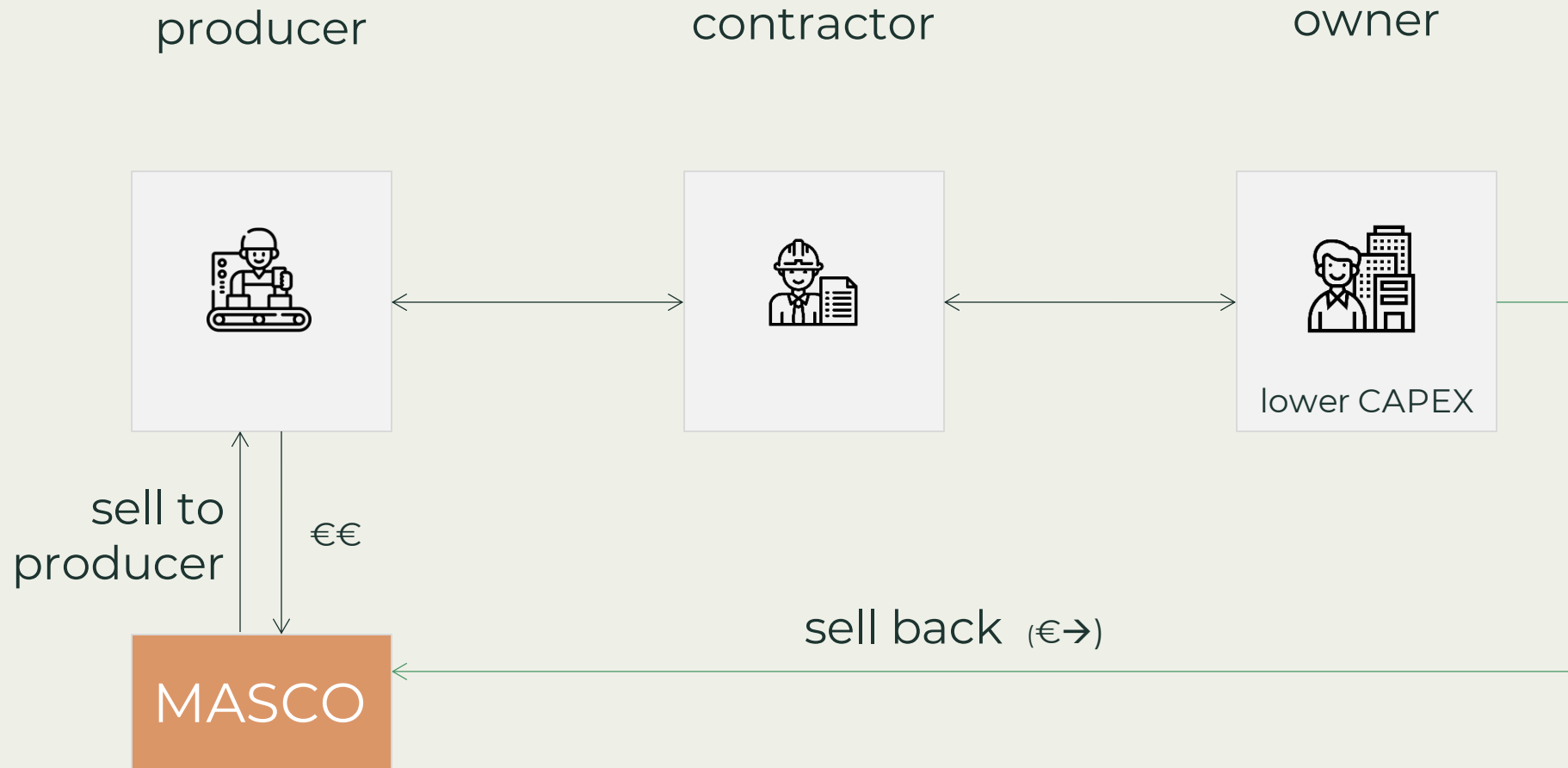


## 2. circular discount

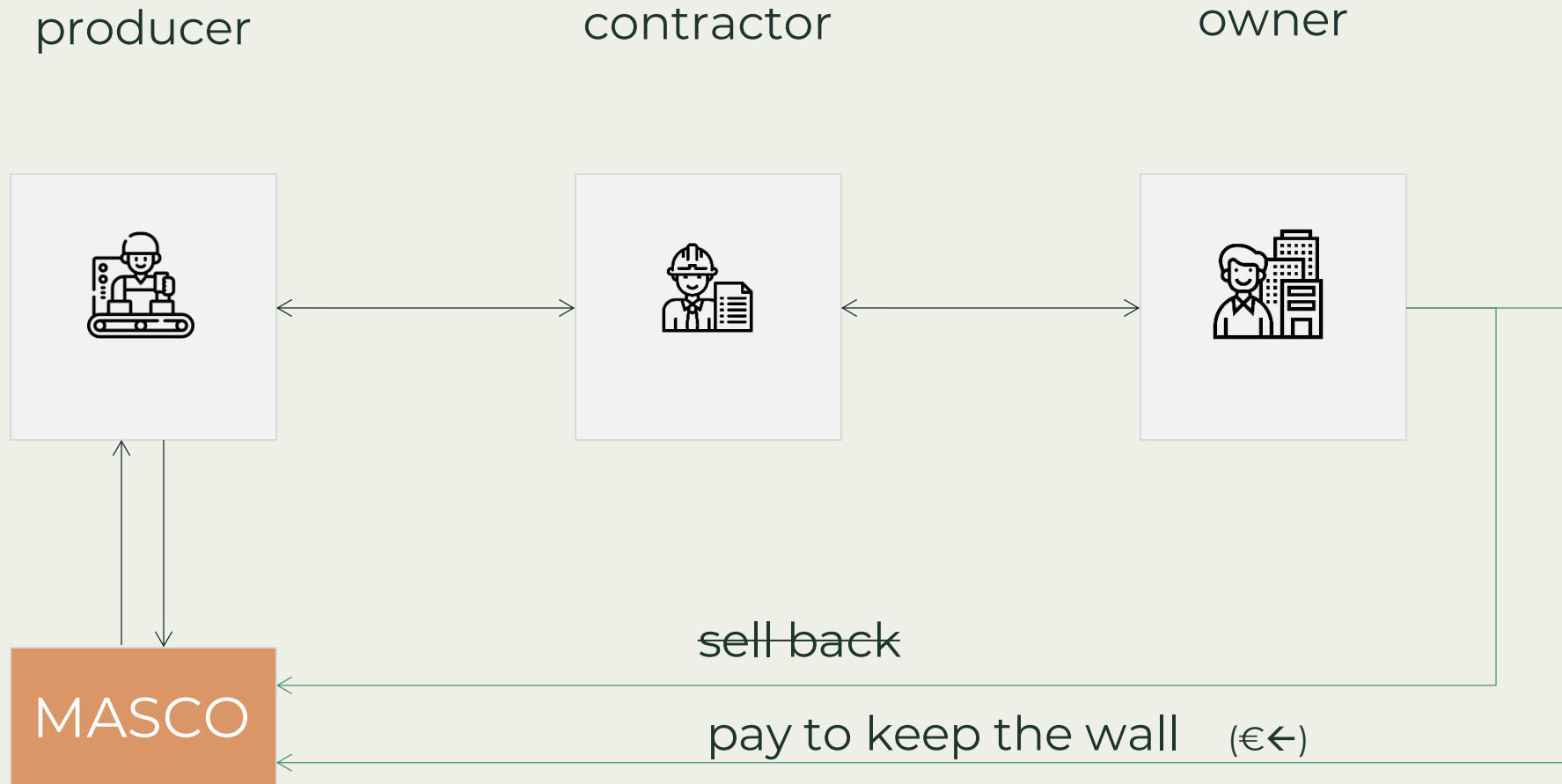




## 2. circular discount



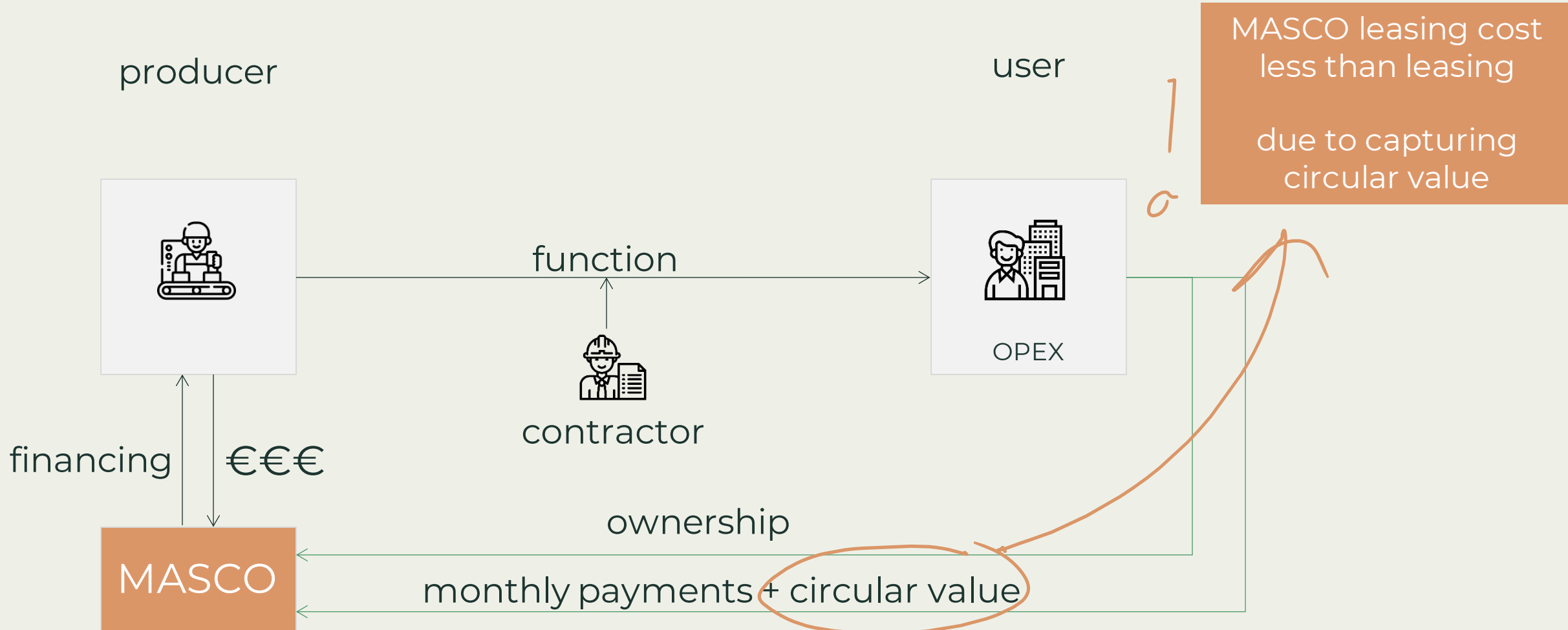
## 2. circular discount



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

### 3. MASCO leasing

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Requires: CVI > 3 + < 5y

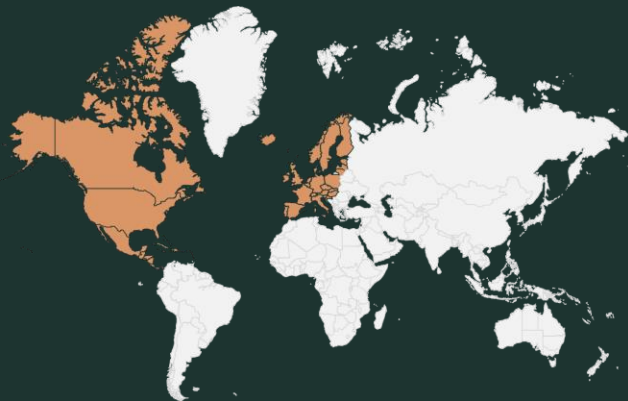
bonus: service

# The ambition by end of 2024\*\*



active in 20 regions  
via 20 consultant agencies  
in sustainable consulting

∩ find a passionate leader



The MASCO

launched the first fund  
10 mio€ capital  
IRR > 6%

Together with Lore De Laere ∩ Stefaan Quinart



# THE CIRCULAR VALUE INSTITUTE

Get in touch

[www.circularvalueinstitute.com](http://www.circularvalueinstitute.com)  
& learn through the in-depth\* paper

