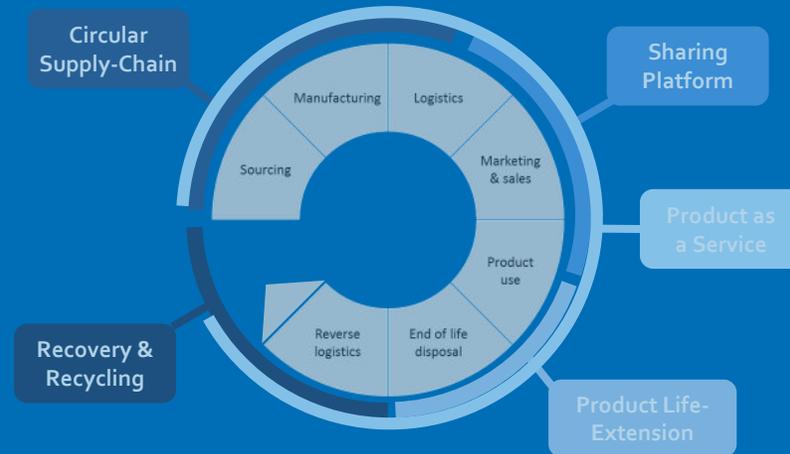


Participant information package

# Circular Business Models in the Nordic Manufacturing Industry



# Outline

- The what, how and why
- Participant testimonials
- Benefits and expectations
- Circular economy in the ecosystem
- Timeline



# WHAT

- A unique program supporting circular economy development across the Nordic manufacturing ecosystem
- Based on successful programs where organizations took part of learnings and developed new business models and pilots
- Five manufacturing sectors are identified:



Machinery & Equipment



Transportation



Maritime



Energy



Construction



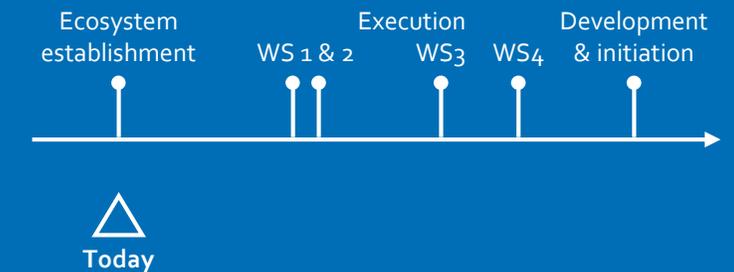
# WHY

- Today's rapid digitalization and regulatory pressure make the timing right to drive Nordic circular economy initiatives
- The program objective is to spark a successful transition towards circular economy through skill building and collaborative pilots – critical for continued innovation and economic growth



# HOW

1. Ecosystem establishment
2. Execution: participants attend four workshops during fall 2020
3. Development & initiation: further development of collaborative business models and pilot initiation



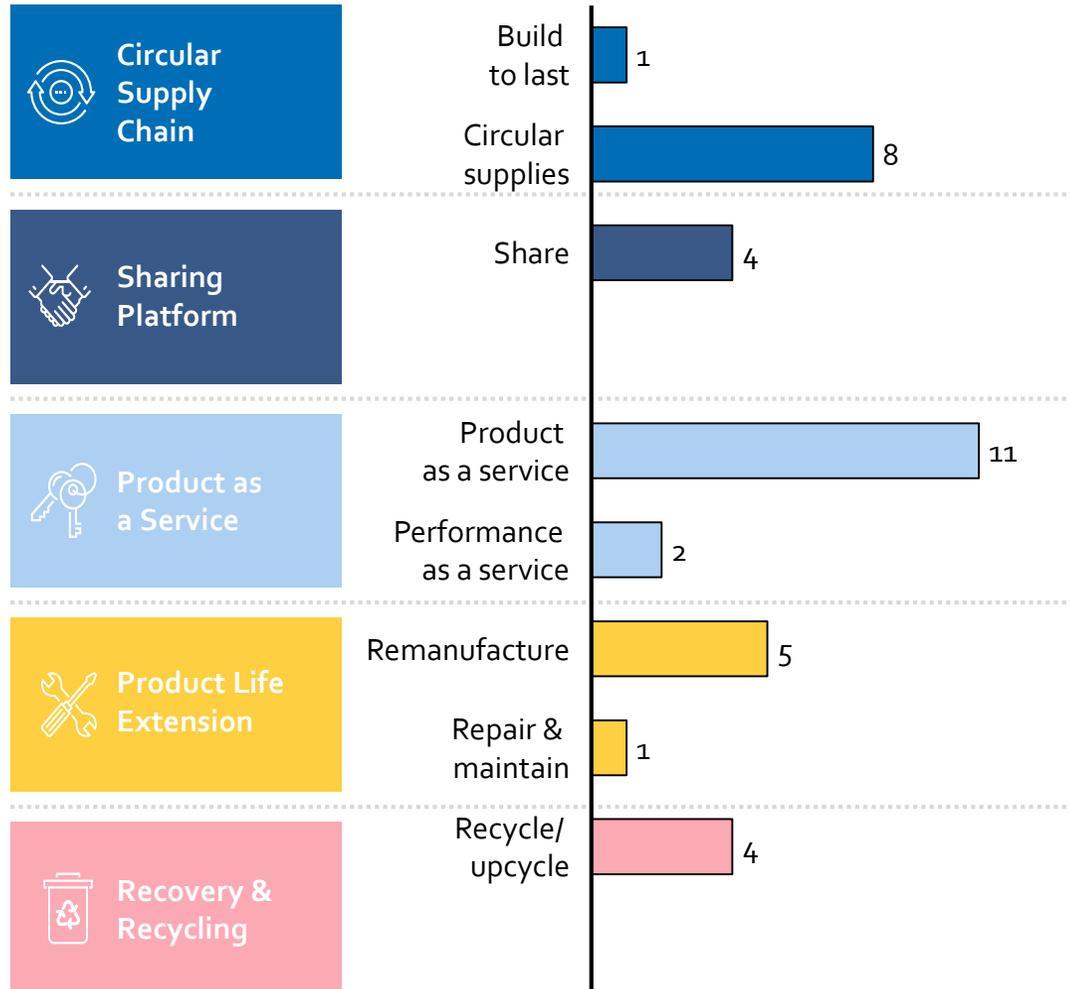
# The program is based on a successful program where ~50 organizations came together to build skills and identify collaborative ideas and pilots

A program with ~50 organizations in the Nordic manufacturing industry took place fall 2019



# During fall 2019, the participants of the last program identified 36 pilot ideas across the five circular business models and sub-models

Distribution of identified pilot ideas into circular business models



Participant testimonials highlight examples of program benefits



### Product life extension of electronics

*"I'm really happy that we got the opportunity to participate and the timing was perfect for us – the quality has been top level and we will definitely use the tools provided in the workshops when continuing to explore circular economy and to start up initiatives."*



### Factory as a service

*"The program gave a good overview of the circular economy frameworks and the workshops were a good arena to meet different Nordic companies and potential partners."*

### Ruter#

### High value products from ocean waste plastics

*"The program is good for understanding circular economy methods and models more in-depth and for networking. Through our participation we established a collaboration with KTH about exploring the possibilities of using recycled ocean plastics in bus interior."*



# You now have the opportunity to participate in the cross Nordic innovation program supporting circular economy development

## BY PARTICIPATING, YOU HAVE THE UNIQUE OPPORTUNITY TO



**Collaborate with leading actors**, such as suppliers and customers, in an ecosystem and **find new ways to approach their respective businesses** from a circular economy perspective.



**Secure competence building** for innovation and continued economic growth through Accenture's experts and unique tools in digital, circular business models.



**Take a leading role in shaping unique Nordic value chains and networks** critical for developing ecosystems, initiating collaborations and new solutions with innovative business models.

## EXPECTATIONS OF YOU AS A PARTICIPANT

1

**There is no program fee for you as a participant.** However, every participant is responsible for their own travel arrangements and related expenses.

2

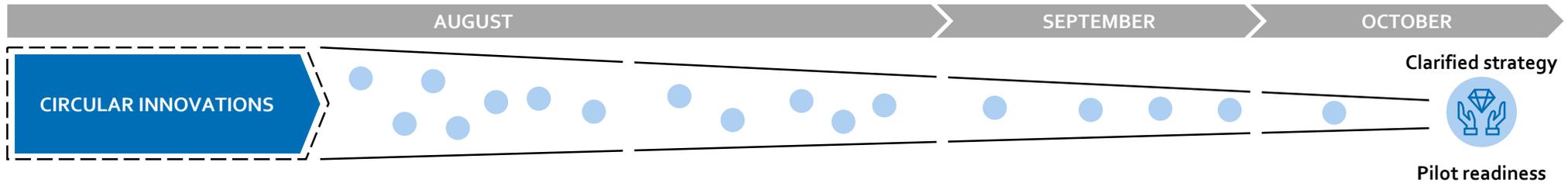
**Each organization is encouraged to participate with 2-3 people.** Likely profiles are business development, digital, sustainability or in similar functions. However, interest in business innovation and engagement are most important to create value for all involved.

3

**Active participation** in the four bootcamps during fall 2020 with supplementing exercises in between the sessions.



# To accommodate for different goals and ambitions, participants can choose between two parallel tracks – learning vs. pilot development



	AUGUST	SEPTEMBER	OCTOBER
<b>PROGRAM TRACK A – LEARNING &amp; OPPORTUNITY DEVELOPMENT</b>  Goal: increase knowledge and identify circular economy business models	<b>Kick-off: "WHY"</b> <i>Understand drivers &amp; opportunity</i> • When: Thursday, August 20, 13.30 am-14.30 am (CEST) • Where: Online	<b>Workshop 1: "WHAT"</b> <i>Assess &amp; shortlist your opportunities</i> • When: Wednesday, August 26, 1 pm – 6 pm (local time) <sup>1</sup> • Where: Helsinki 🇫🇮	<b>Workshop 2: "HOW"</b> <i>Evaluate required technologies &amp; capabilities</i> • When: Thursday, August 27, 9 am – 3 pm (local time) <sup>1</sup> • Where: Helsinki 🇫🇮
		<b>Workshop 3: "NEXT STEPS"</b> <i>Plan your journey</i> • When: Tuesday, September 15, 10 am – 4 pm (local time) <sup>1</sup> • Where: Oslo 🇳🇴	
			<b>Workshop 4: "SUCCESS FACTORS"</b> <i>Inspire and be inspired by ecosystem partners</i> • When: Tuesday, October 06, 10 am – 4 pm (local time) <sup>1</sup> • Where: Stockholm 🇸🇪
<b>PROGRAM TRACK B – PILOT DEVELOPMENT<sup>2</sup></b>  Goal: develop collaborative pilots across industry ecosystem	<b>Kick-off: "WHY"</b> <i>Understand drivers &amp; opportunity</i> • When: Friday, August 21, 13.30 am-14.30 am (CEST) • Where: Online	<b>Workshop 1: "EXPLORE"</b> <i>Share and iterate your circular concept and roadmap with other participants</i> • When: Monday, August 31, 1 pm – 6 pm (local time) <sup>1</sup> • Where: Copenhagen 🇩🇰	<b>Workshop 2: "ATTRACT"</b> <i>Detail business model and attract partners in the program</i> • When: Tuesday, September 01, 9 am – 3 pm (local time) <sup>1</sup> • Where: Copenhagen 🇩🇰
		<b>Workshop 3: "LAUNCH"</b> <i>Initiate detailed planning of pilot together with partners</i> • When: Wednesday, September 16, 10 am – 4 pm (local time) <sup>1</sup> • Where: Oslo 🇳🇴	

Common for both tracks

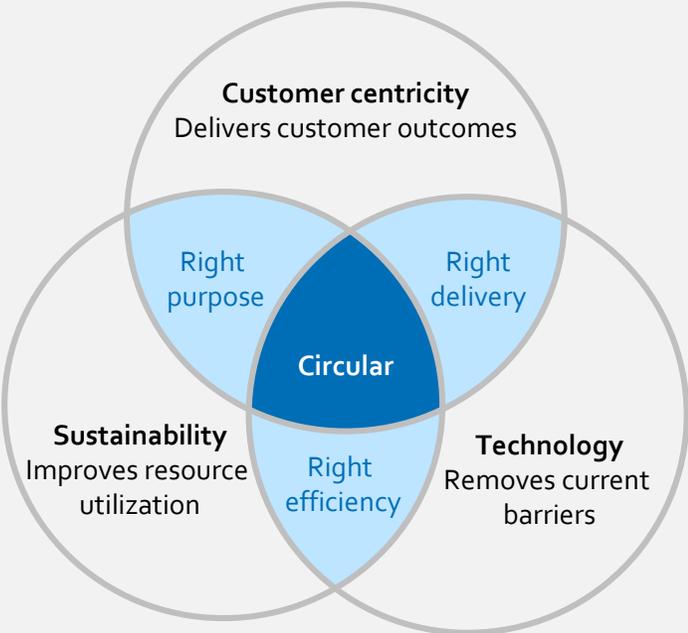
◆ Networking event



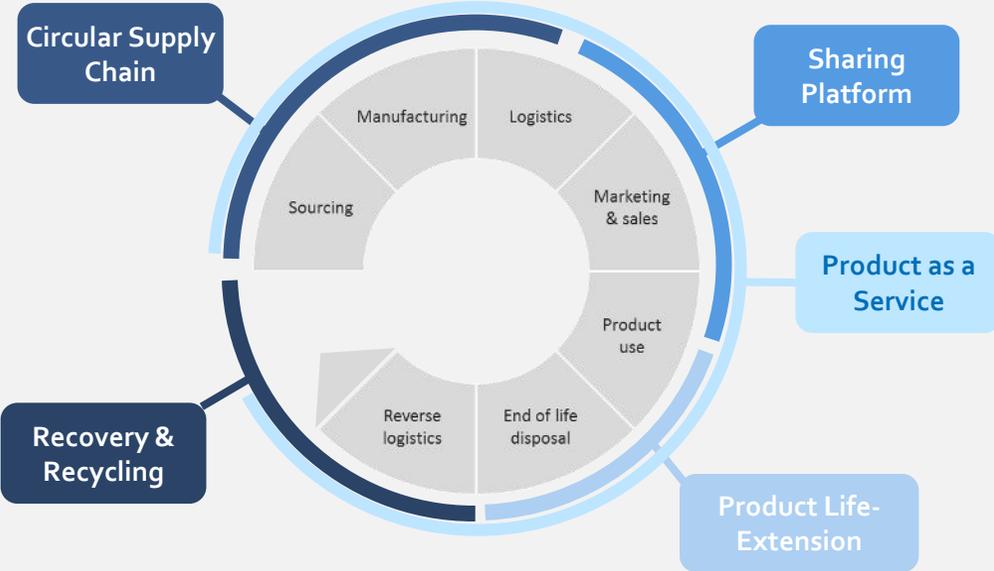
<sup>1</sup>Pre-work is shared the week before each workshop, and summary exercises the week after, <sup>2</sup>Indicative – design is to be based on participating organizations

# The program aims to build competence in circular economy and enable capturing value along the value chain through collaborative models

## UNDERSTANDING THE DRIVERS OF CIRCULARITY



## EXPLORING THE 5 CIRCULAR BUSINESS MODELS

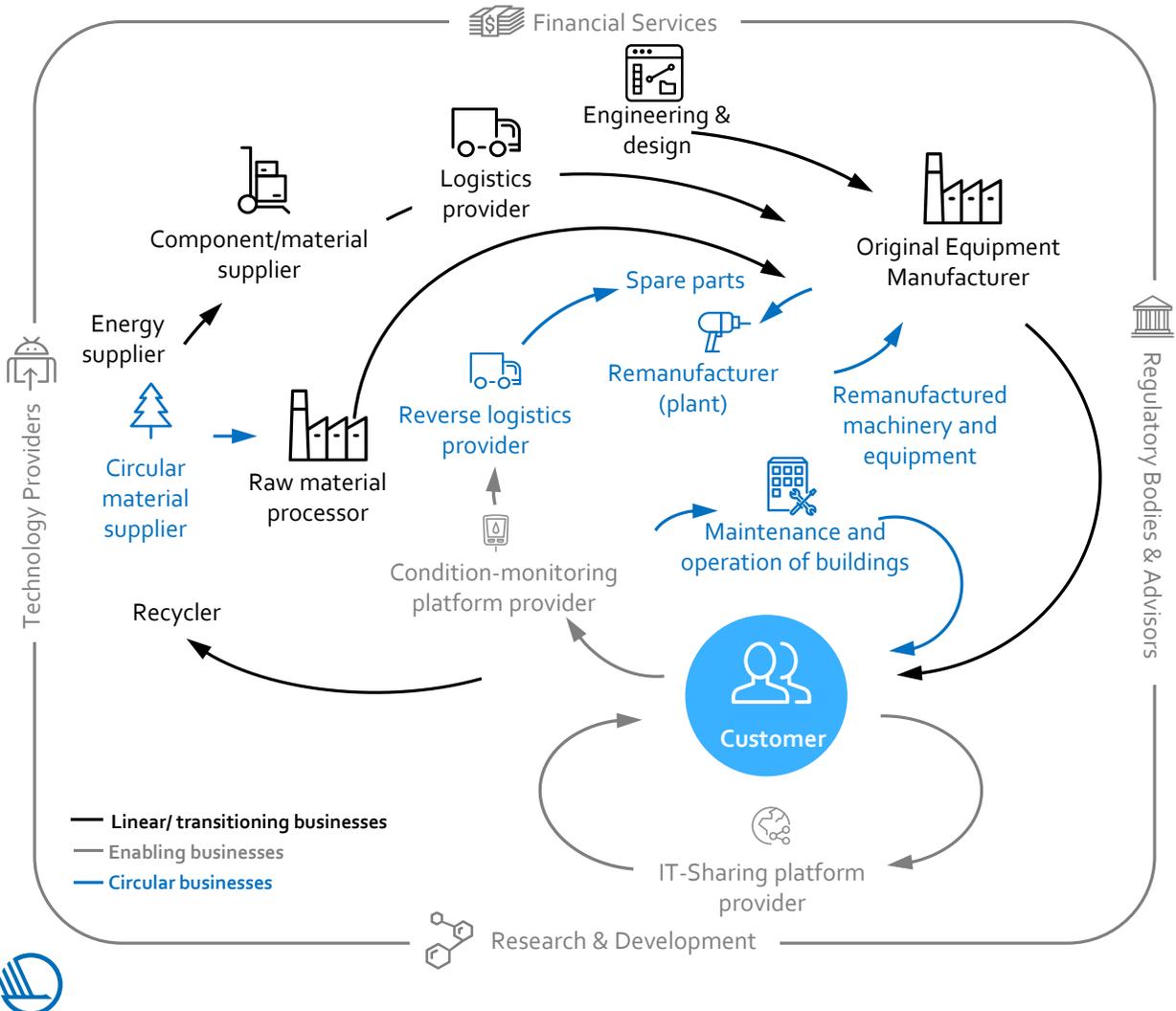


Collaborating with partners within the ecosystem is key to succeed with circular business models



# Throughout the program you will learn from and collaborate with other leading players in the manufacturing industry

Manufacturing ecosystem (illustrative)



Examples of collaborations in the manufacturing ecosystem (non-exhaustive)

**UTILIZING EXCESS HEAT**

Data-center operator DigiPlex and Stockholm Exergi are collaborating on using excess heat from DigiPlex' servers to heat the equivalent of 10,000 households ([read more](#))

**BUILDINGS FOR THE FUTURE**

The Powerhouse coalition constructs buildings that are energy positive and generate more energy than they consumes over a one-year span ([read more](#))

**DIGITAL SHARING PLATFORM**

Kongsberg and MAN have entered an agreement to develop a common data infrastructure to harvest and analyze data from systems on ships ([read more](#))



# Reach out for more information and questions

Please contact us for more information or  
for signing up to the program:  
[Silje.haugland@accenture.com](mailto:Silje.haugland@accenture.com)