

Sirkulær økonomi som forretningsmulighet

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12.000.000.000.000

5 disipliner



Fig 2.

Figur: SB Insight, 2017

Workaround: Plattform for kontordeling

- ▶ Matchmaking
- ▶ Meglertjeneste
- ▶ Reduserer kostnader og bedre kvalitet
- ▶ Ny inntektsstrøm
- ▶ $1+1>2$
- ▶ Optimalisering av ressurser - kjernen i deleøkonomi og plattformøkonomi



Skive kommune: Big Data + sirkulær økonomi

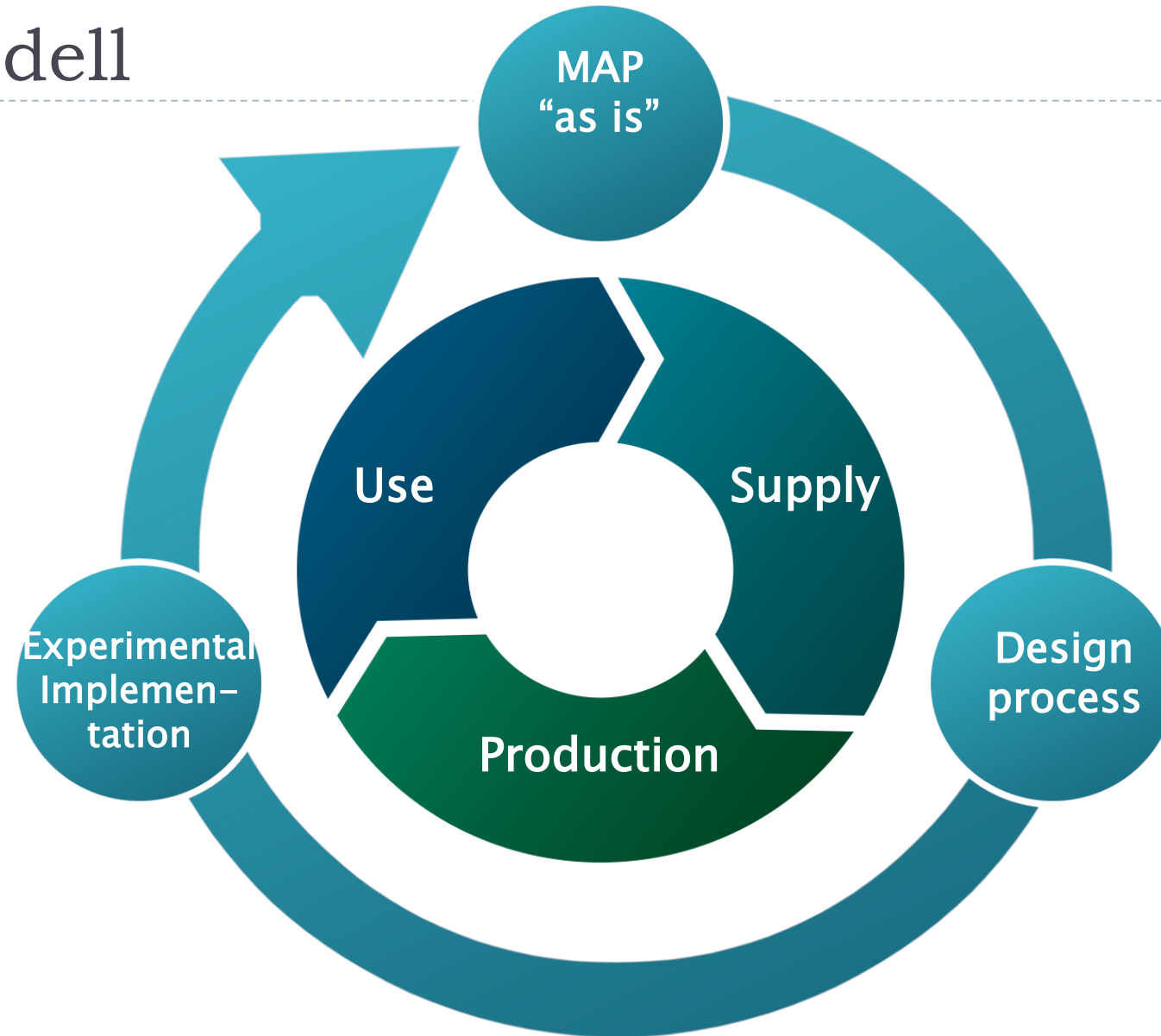
- ▶ Muliggjørende data
- ▶ Gjør eksisterende bygninger om til lager
- ▶ Multi-stakeholder
- ▶ Plattform
- ▶ Skalerbarhet
- ▶ *Small steps to bigger results*

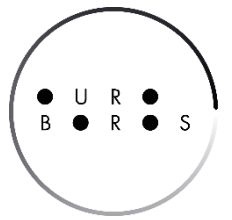




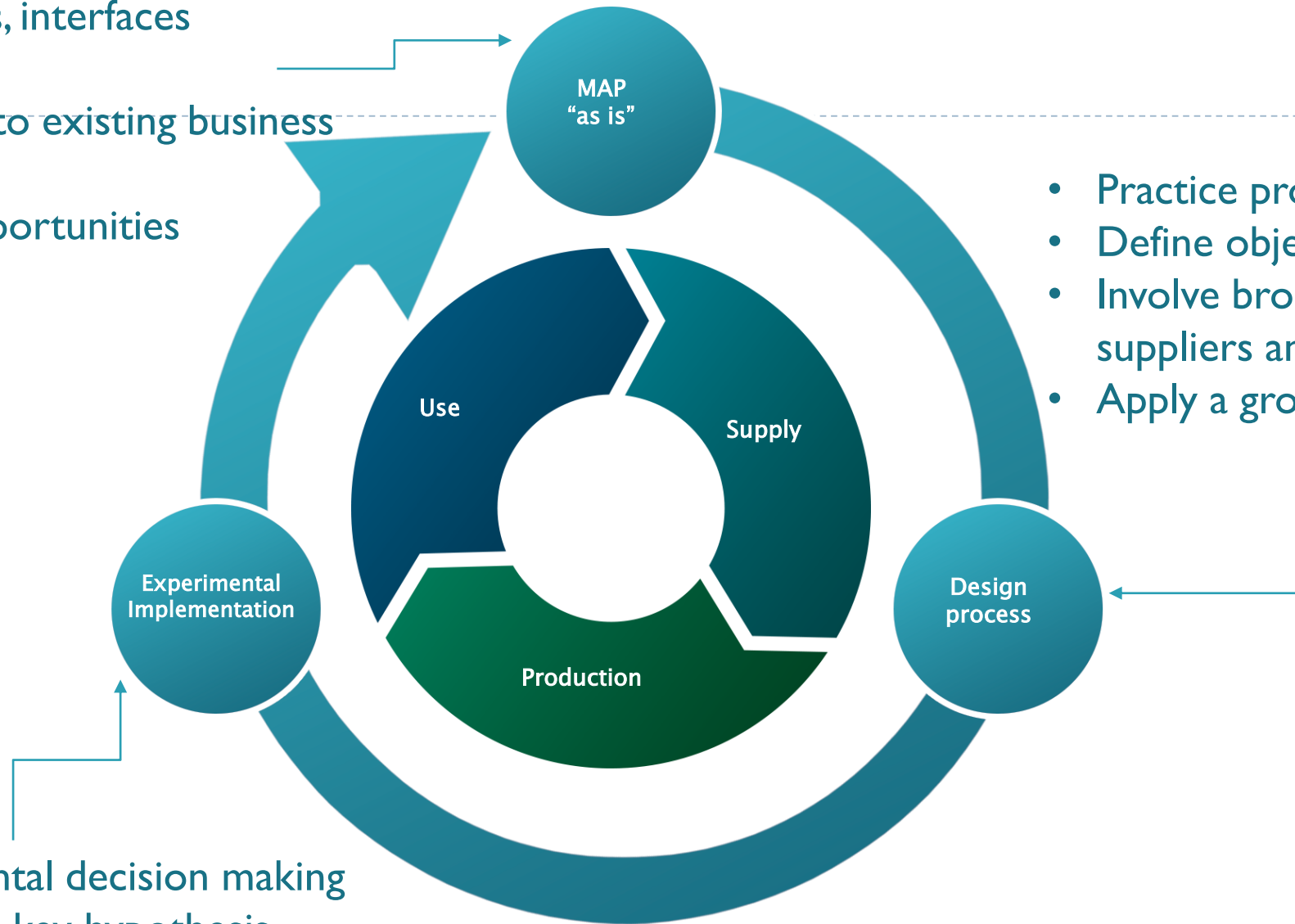
“All models are wrong,
but some are useful”

3 trinns modell





- Follow the flow of resources
- Note key activities, interfaces and interactions
- Clarify challenges to existing business setup and strategy
- View potential opportunities



- Practice process design
- Define objective
- Involve broadly – employees, suppliers and customers
- Apply a growth mindset

- Apply experimental decision making
- Test and validate key hypothesis
- Pivot or persevere



”Everybody wants to change the World,
but nobody wants to change”

