

New strategies and business models for a circular plastics transition

Presented by: Fernando Lit (ESR 5)



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CIRCULAR PLASTICS NETWORK
FOR TRAINING



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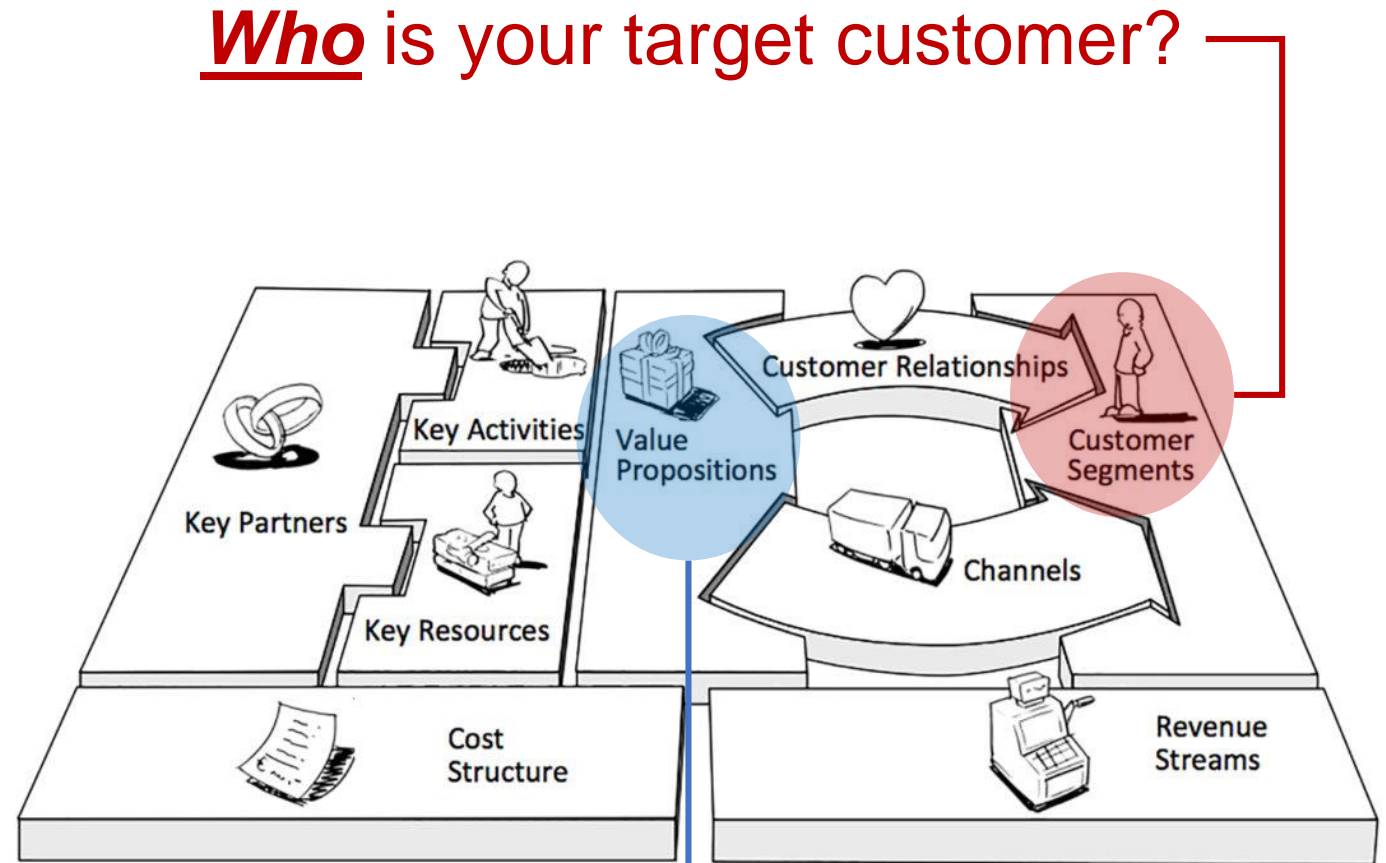
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<https://www.pnaitem.com/middle/133x111/blue-material-illustration-euclid-eu-vector-shading-blue-vector/>

Business Model: the underlying logic of the firm

(Casadesus-Masanell & Ricart, 2010)



What value are you offering them?

GLASS

Google Glass:
2012 Launch

Target: General Public





Google Glass: 2019 Comeback

Target: Industrial Enterprises

If your tech innovation...

relies on hype without a
clear 'logic', you might be
bound for **failure**



If your tech innovation...
is paired with a carefully-
planned business model, you
are probably bound for
success

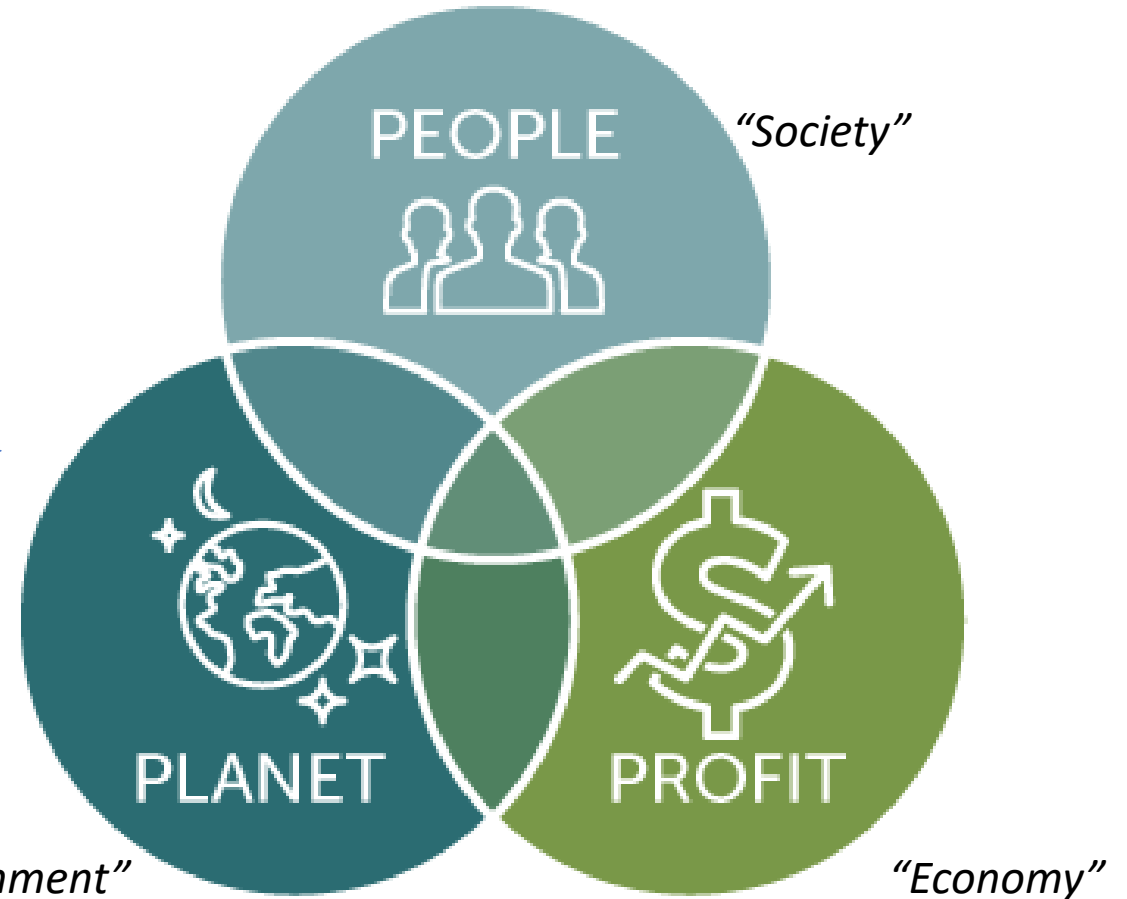


Traditional BMs vs

Sustainable BMs



Profit



Example 1: Traditional Business Model for Household Goods



PURCHASE + USE



DISPOSE / RECYCLE



A TYPICAL BOTTLE OF CLEANER IS
90% WATER AND LESS THAN
10% ACTUAL INGREDIENTS.



Example 2: Traditional Business Model for Lego



BUY new sets, OWN new sets,
get bored (?), STORE them

<https://www.brickshop.eu/lego/lego-super-mario/lego-71363-desert-pokey-expansion-set.html>



<https://www.amazon.com/LEGO-6283895-Ideas-2019-4/dp/B07PX3X5WL>

THE BETTER WAY TO BUILD

Pick Your Plan and Borrow our Bricks
More Fun for Lower Cost

START NOW

RENT LEGOS. HUGE SELECTION. PLAY ON.

Select a Monthly Plan

Select a Plan

Tailor it by choosing what you want when you want it.

Pick Awesome Sets

Pick Awesome Sets

Choose Lego® sets from our massive inventory.



Fast Shipping

Build

Fast Shipping means sets will arrive soon. Enjoy!

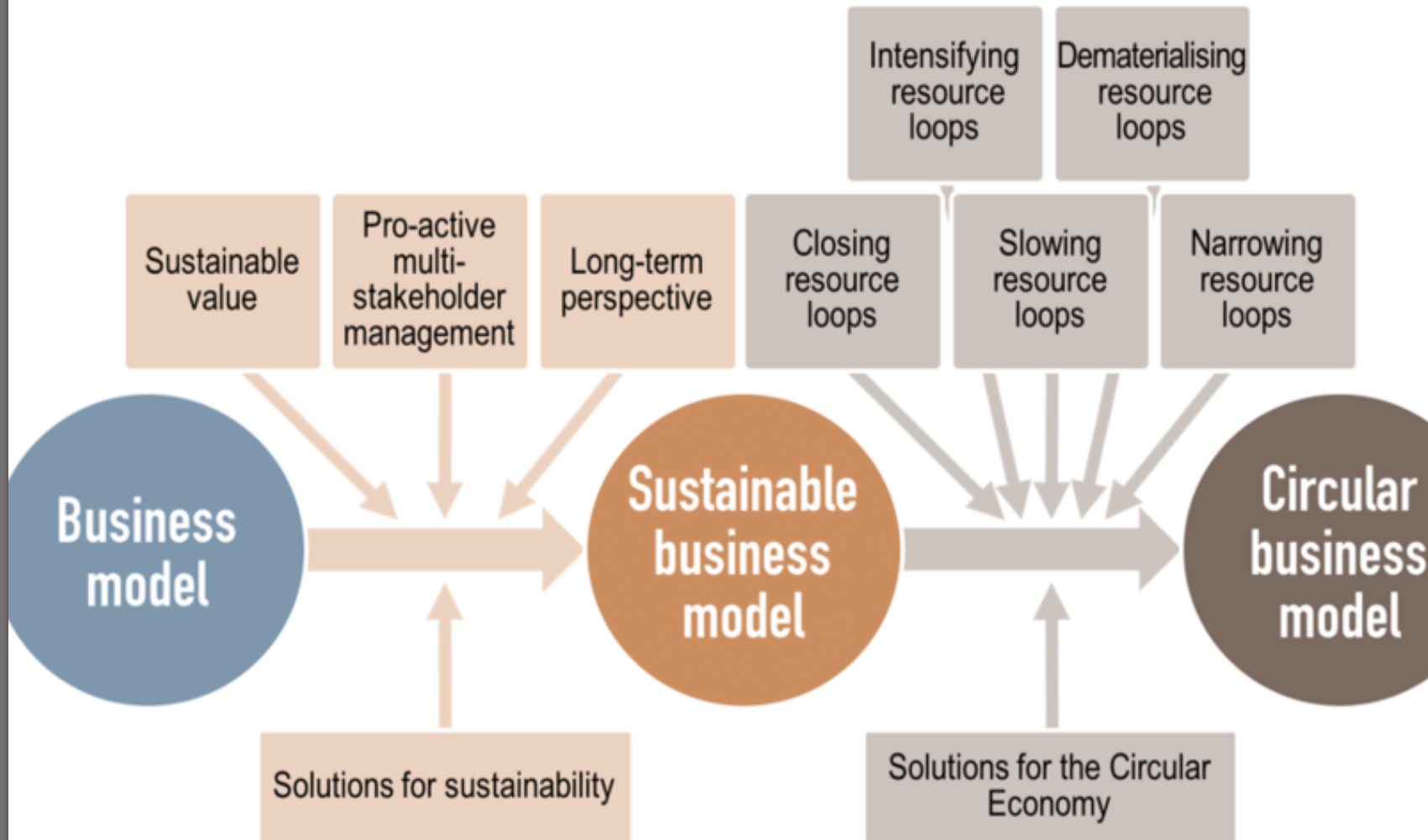
Return and Get More

Return and Get More

Ship them back for FREE and get your next shipment.



Circular Business Models



“sustainable business models that are specifically aiming at solutions for the Circular Economy through a circular value chain and stakeholder incentive alignment”

(Geissdoerfer, 2018)

Research Objective

- To design new business models for circular plastics to stimulate their market adoption

Research Approach:

- The research will build on best practices from existing business models for circular plastics as well as circular-economy business models from other sectors.
- Existing stakeholders in the plastics industry as well as future intra- and inter-industry stakeholders needed for operating these business models will be thoroughly analyzed.
- Political as well as other contextual influences on the business model design will be examined.



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Thank you for listening!

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