

2018

## Business experiments for circular urban food systems

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# **CIRCULAR BUSINESS MODEL DESIGN**

RSD7 Symposium, Oct 2018

Jan Konietzko

Circular European Economy  
Innovative Training Network



Universiteit Leiden



NTNU – Trondheim  
Norwegian University of  
Science and Technology

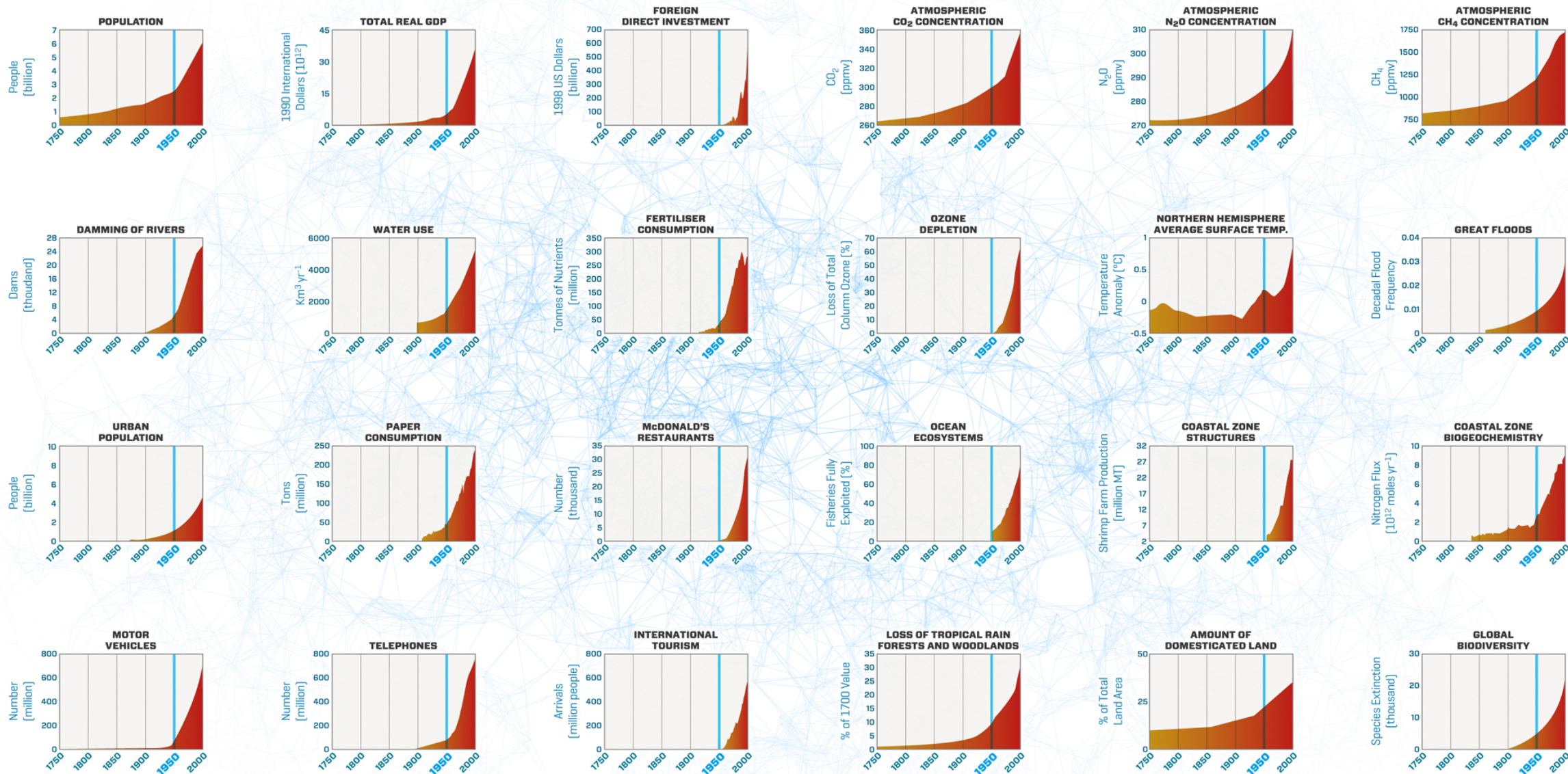


Aston Business School



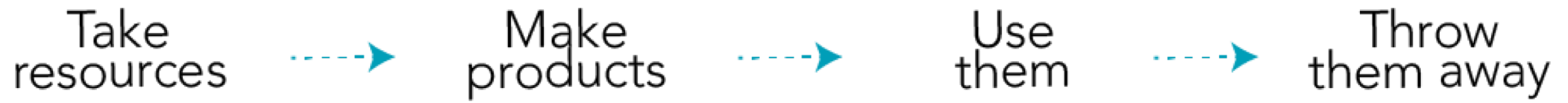
European  
Commission

Horizon 2020  
European Union funding  
for Research & Innovation

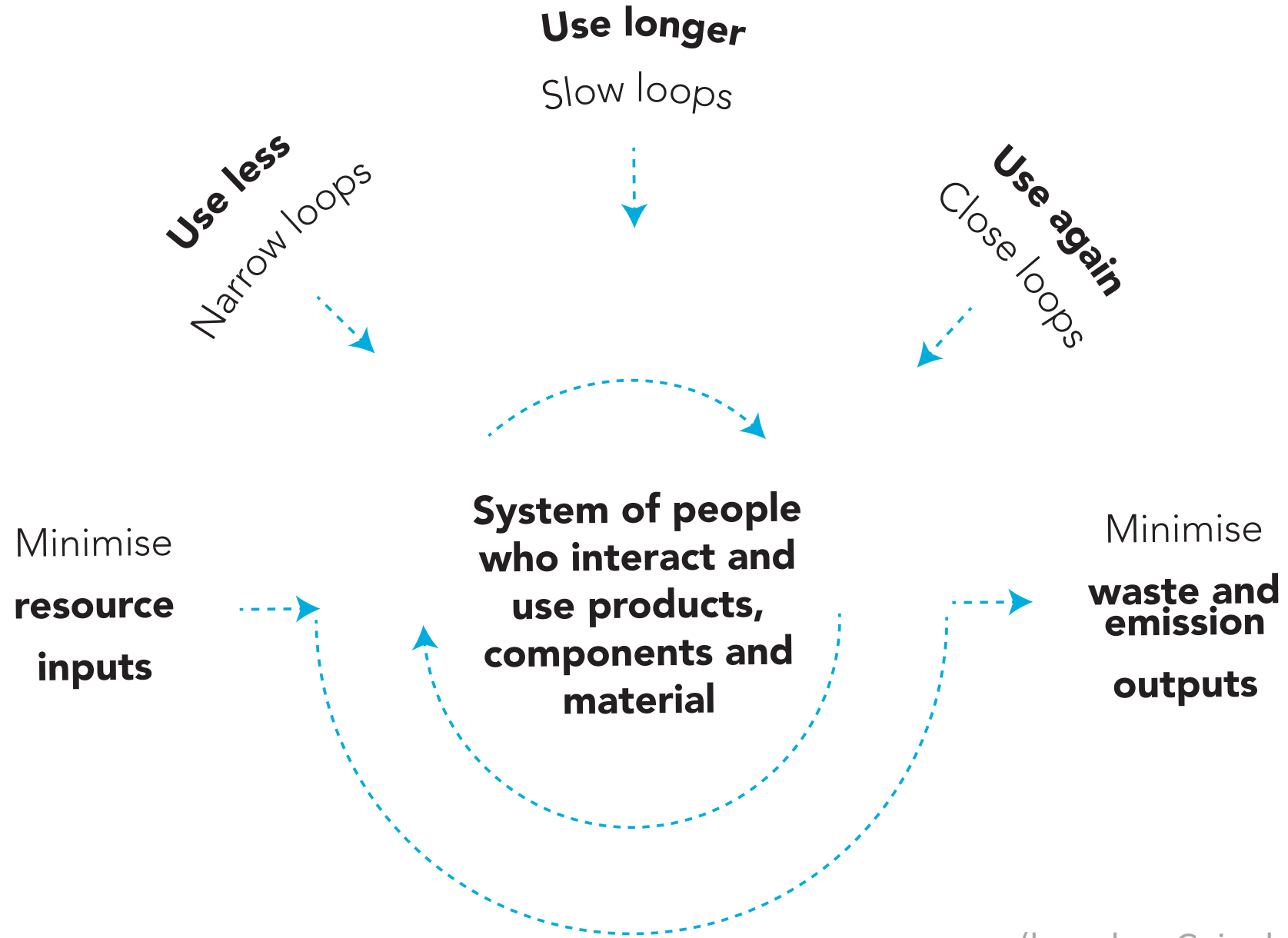




# The *linear* economy



# The *circular* economy



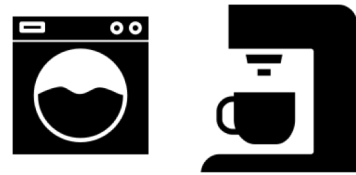
# Four *priority* sectors



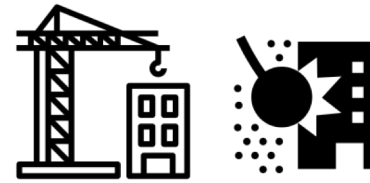
**Mobility**



**Food**



**Household  
goods**



**Construction**

**> 70 % of global life cycle environmental  
impacts**

The  
New  
Farm

Think vertical

Join!

the  
new



BUILDING MATERIALS OUT OF  
MUSHROOM ROOTS (MYCELIUM)

FUNGALOGIC

RECYCLING OLD FABRICS AND EMPLOYING  
PEOPLE WHO STRUGGLE TO GET A JOB

I-DID

URBAN FARMING AND LOCAL  
FOOD PRODUCTION ON ROOFTOPS

URBAN  
FARMERS

COOKING WORKSHOPS FOR  
BIG GROUPS

KOOKFABRIEK

HYDROPONIC SYSTEM AND  
EDUCATION IN FOOD PRODUCTION

ASTROPLANT

CATERING COMPANY WITH  
EASTERN FOOD

TABOULE

URBAN FARMING AND  
LOCAL FOOD PRODUCTION

UPTOWN  
GREENS

GROWING MUSHROOM ON LEFTOVER  
COFFEE GROUNDS

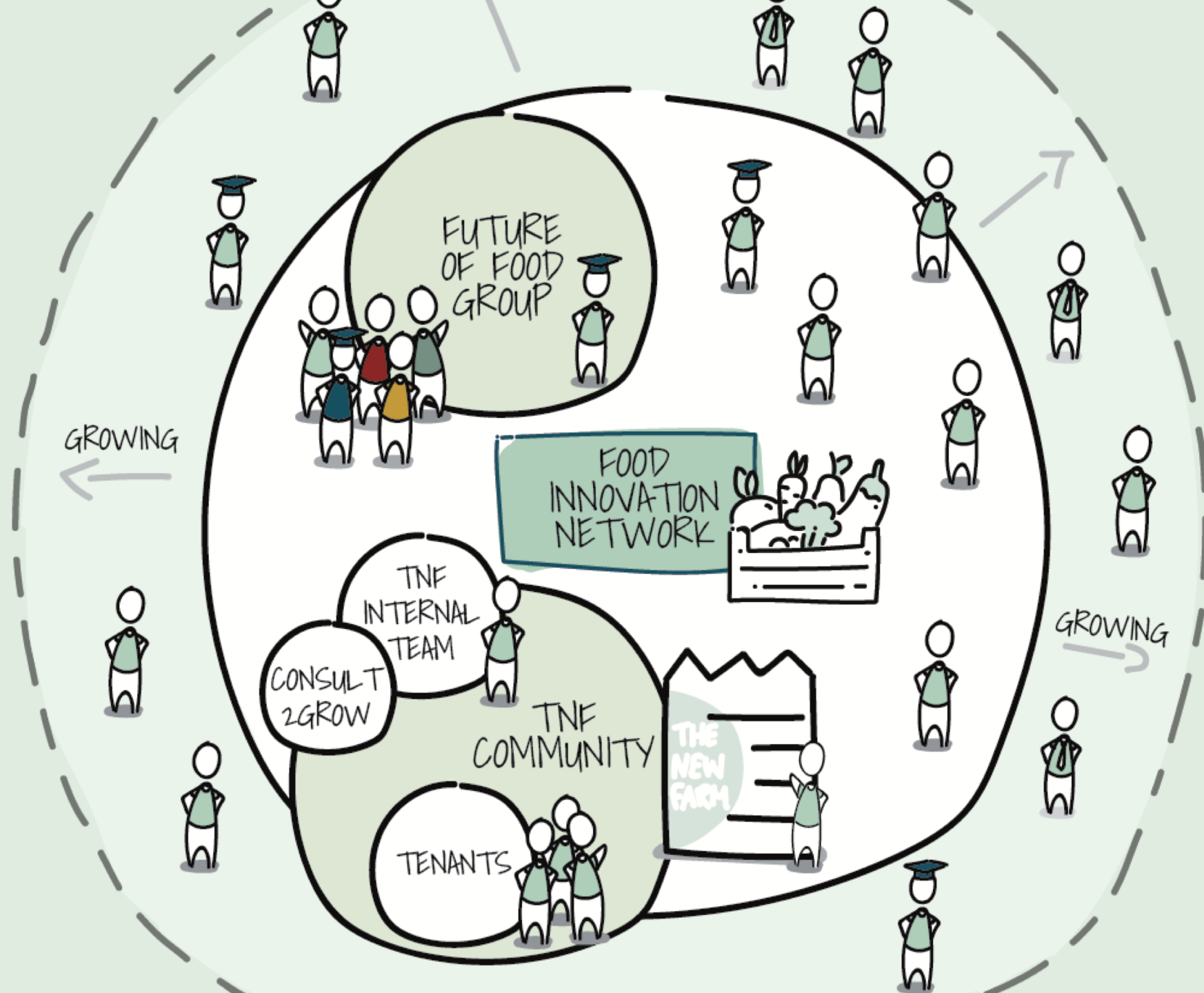
HAAGSE  
ZWAM

URBAN FARMING ON HYDROPHONICS  
IN SHIPPING CONTAINERS

FREIGHT  
FARMS



TENANTS  
of TNF



# Stadslandbouw klinkt prachtig, maar levert geen geld op

Europa's grootste stadskas en viskwekerij, op het dak van een kantoorgebouw in Den Haag, is na twee jaar al failliet.

Anouk Boone • 12 juli 2018, 11:47



# Circular business models

## Desirability

What product/service are you offering and to whom?

Who needs/wants this and why?

What sets you apart?

Why is your product/service better than others?

## Viability

How do you earn money with the product/service?

What does it cost to create and deliver it?

## Feasibility

How do you create and deliver the product/service?

What activities, resources and partners are needed?

Through which channels do you reach your intended users/customers?

## Circularity

How does the product minimize emissions, waste and pollution, and maximise the resource efficiency of products and services?



# Circular business model design: *effectuation theory*



## Who am I?

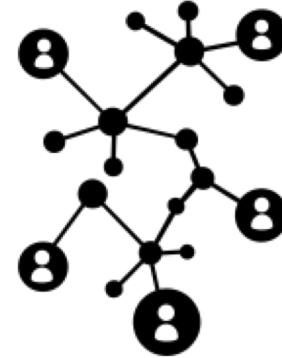
What do I find important?

What do I prefer to happen?



## What do I know?

What skills and knowledge do I have?

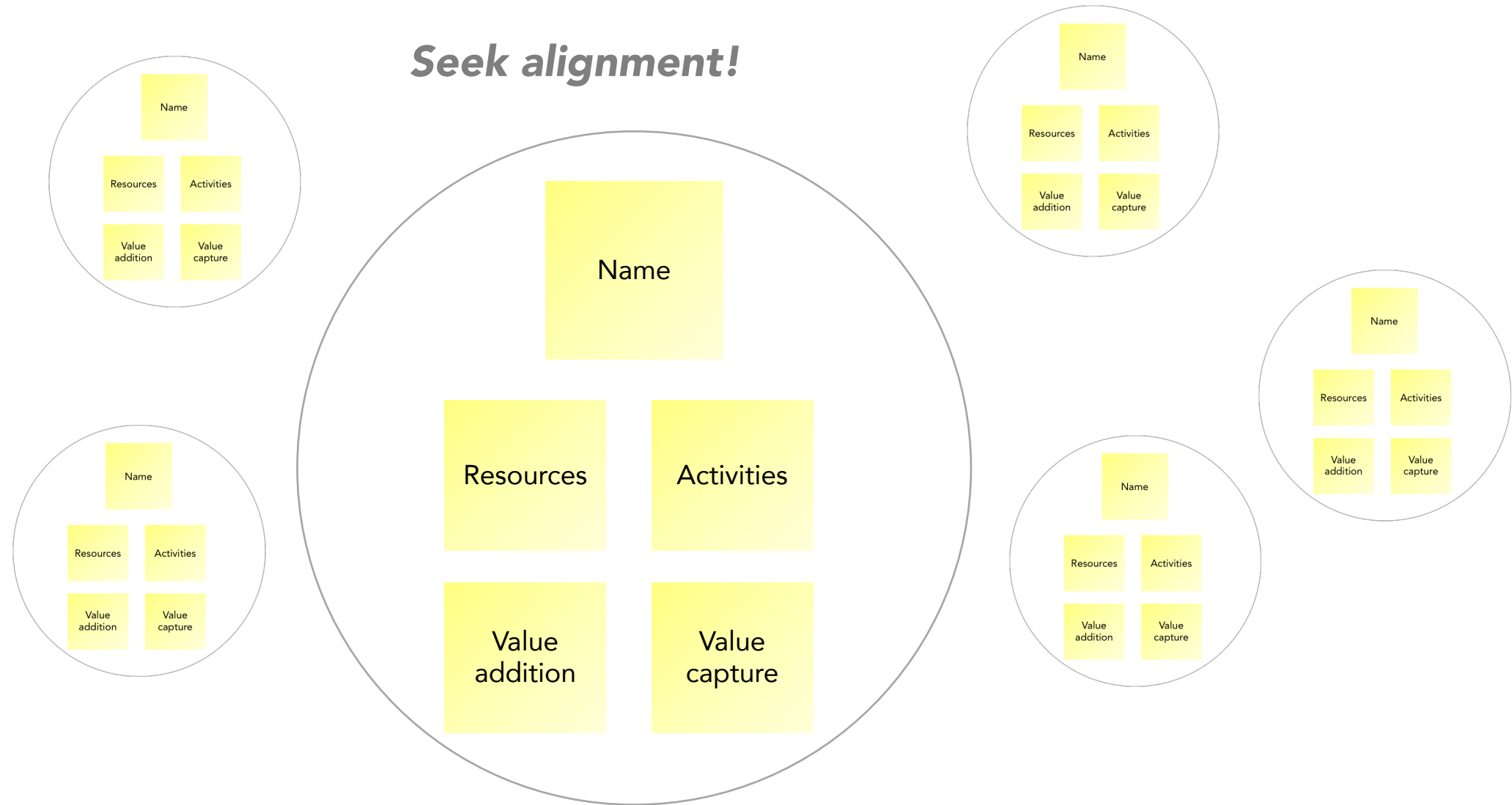


## Whom do I know?

How can others help me?

Whose commitment and buy-in do I need?

# Circular business model design: *ecosystem strategy*



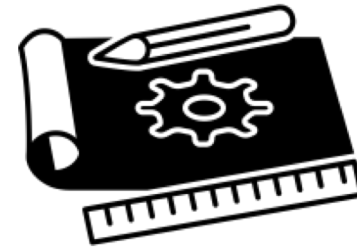
# Circular business model design: *deciding what to do*



## **What do we need to find out?**

What is it that we don't know?

What can we do right now to find out?



## **(How) can we prototype the product/service to find out?**

How can we prototype this to get commitment and buy-in from relevant stakeholders?

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