

Digital, creativity and collaboration for a circular future

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Katrine Sundbye

Digital leader and innovator

Mother

Clothes junkie

I will talk about:

Why the future has to be circular

What that means

Why smart digital solutions, creativity and collaboration are key drivers to make this shift happen

3,6 x



Take-make-waste

Responsible for:

90% of biodiversity loss

90% of water related issues

50% of climate emissions

33% of health issues from emissions

Source: Circular Norway



We **must** save resources and keep them in use longer



A circular economy; Illustration borrowed from Atria Innovation: <https://www.atriainnovation.com/en/circular-economy/>



Cross Chair by Takt



Climate footprint



Less processing and handling = better for the planet

1

Reduce

Refuse
Redesign
Rethink

2

Reuse

Repair
Refurbish
Remanufacture

3

Recycle

Repurpose
Recycle
Recover

Strategies to
achieve a circular
economy mode:

Regenerate
e
Share
Optimize
Loop
Virtualize
Exchange

* Framework by The Ellen MacArthur foundation and McKinsey

Regenerate

Protect, recover and regenerate natural resources

Thousands of whales are killed by ship strikes each year

By [Zach Fitzner](#)
Earth.com staff writer

According to research carried out by non-profit [Friend of the Sea](#), ship strikes kill 20,000 whales every year. This is an alarming number, especially considering how [extinction](#) some species (such as the North Atlantic right whale) already are.

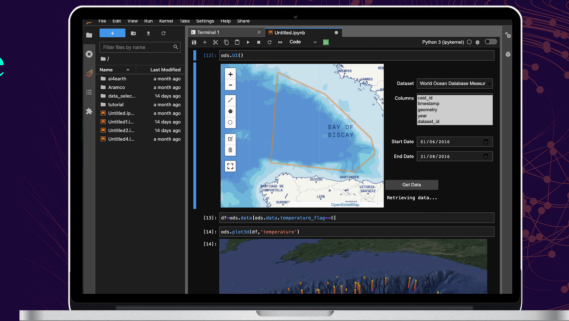


The
Ocean Data Platform

An open collaborative
tool for ocean data

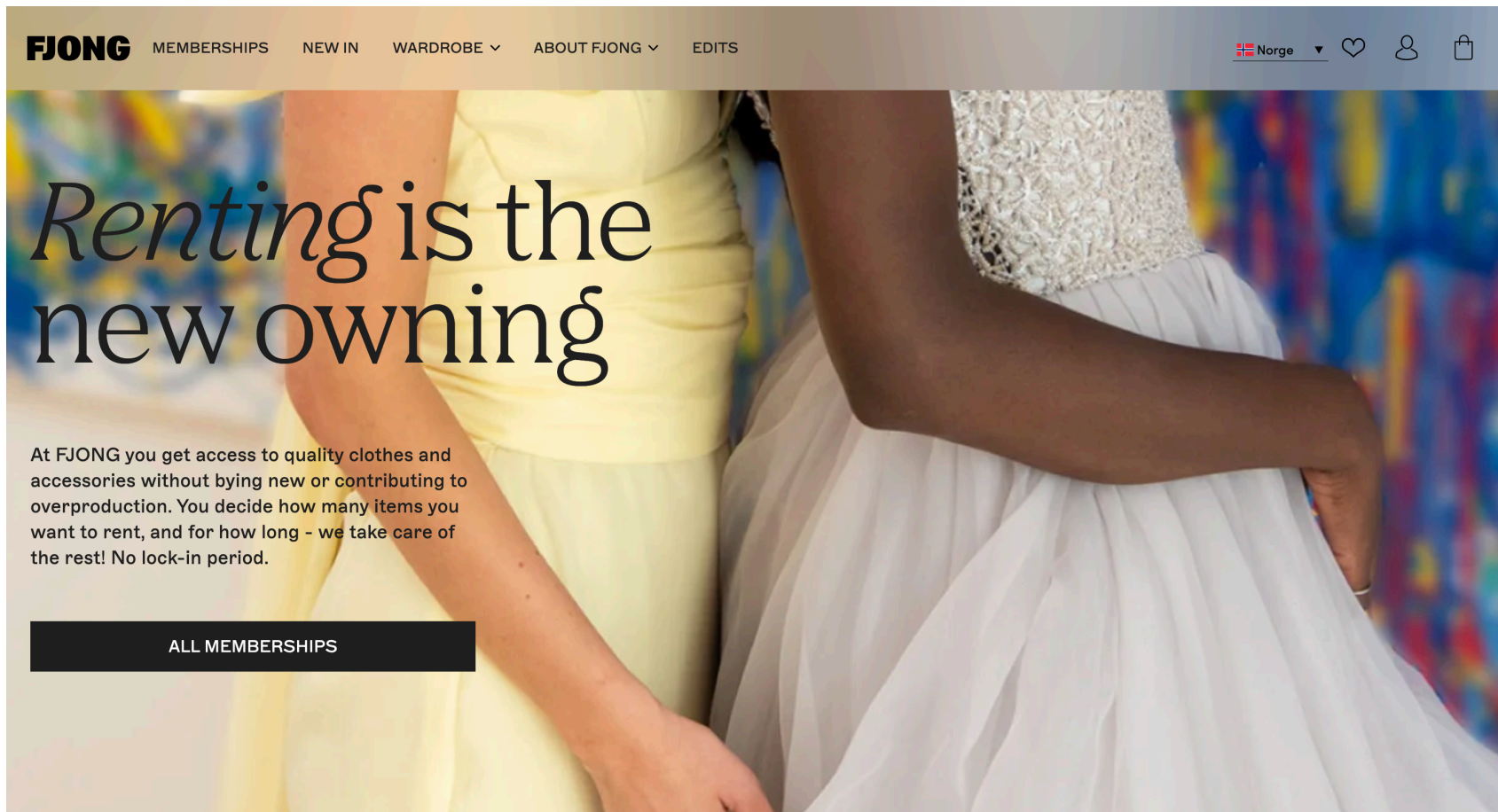
The Ocean Data Platform allows for data from many sources to be used in a single cloud-based environment.

[Learn more](#)



Share

Maximise the use of assets by sharing resources



FJONG MEMBERSHIPS NEW IN WARDROBE ▾ ABOUT FJONG ▾ EDITS 🇳🇴 Norge ▾ ♡ 👤 🛒

Renting is the new owning

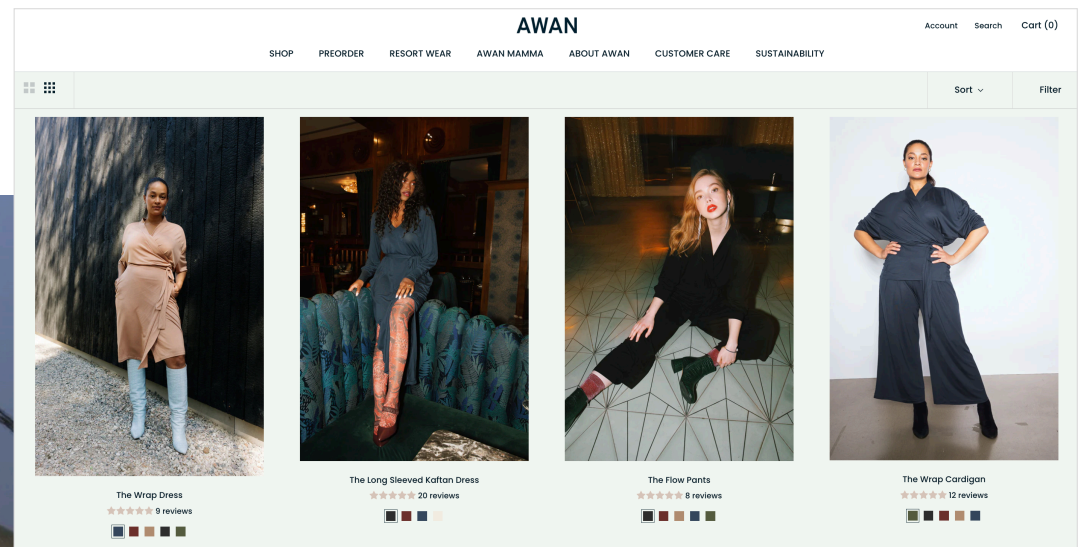
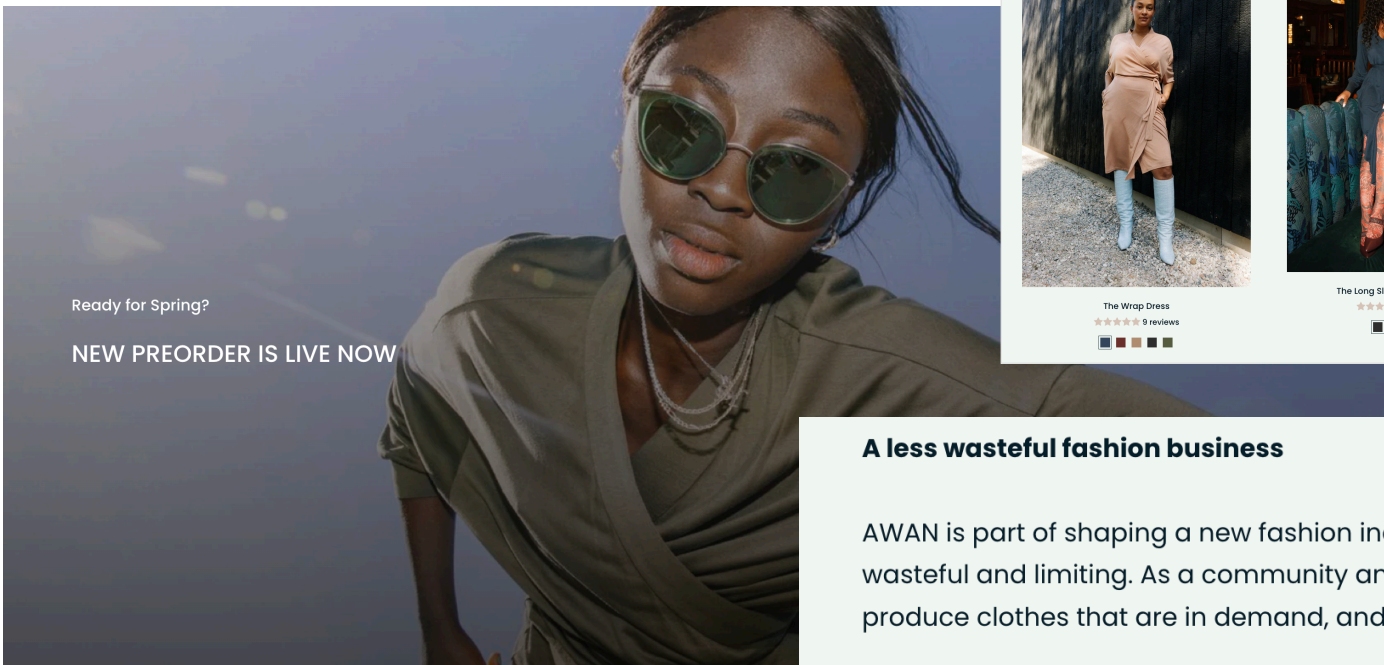
At FJONG you get access to quality clothes and accessories without buying new or contributing to overproduction. You decide how many items you want to rent, and for how long - we take care of the rest! No lock-in period.

[ALL MEMBERSHIPS](#)

Optimize

Increase efficiency of product and remove waste production

AWAN



A less wasteful fashion business

AWAN is part of shaping a new fashion industry that is smart and intentional instead of wasteful and limiting. As a community and data driven fashion brand, we aim to only produce clothes that are in demand, and to leverage technology to minimize waste.

Loop

Keep closed production cycles through remanufacturing and recycling



🌐 Eng

[About us](#)

[Book a demo](#)



We use sensors to streamline waste management

Let our software find ways to cut costs and emissions by using sensor data and cutting edge analytics. We are replacing the analogue ways of waste management and we are on a mission to make our cities greener.

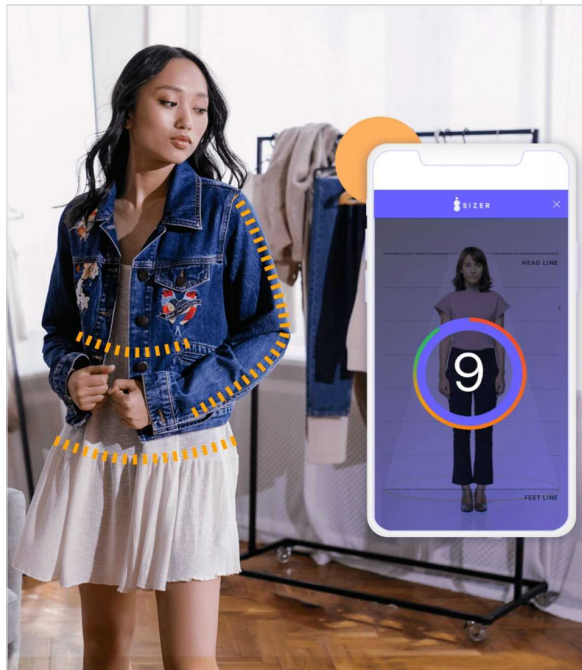
Virtualize

Dematerialize through digitalisation and virtualization



[Product](#) [Solutions](#) [Customer Stories](#) [Resources](#) [Company](#)

[Request a demo](#)



Looking to reduce returns while increasing revenue?

*Give your customers the **digital sizing** experience they deserve*

With Sizer, customers can use their own smartphone camera to digitally measure their body and get an accurate size recommendation

[Request a Demo](#)



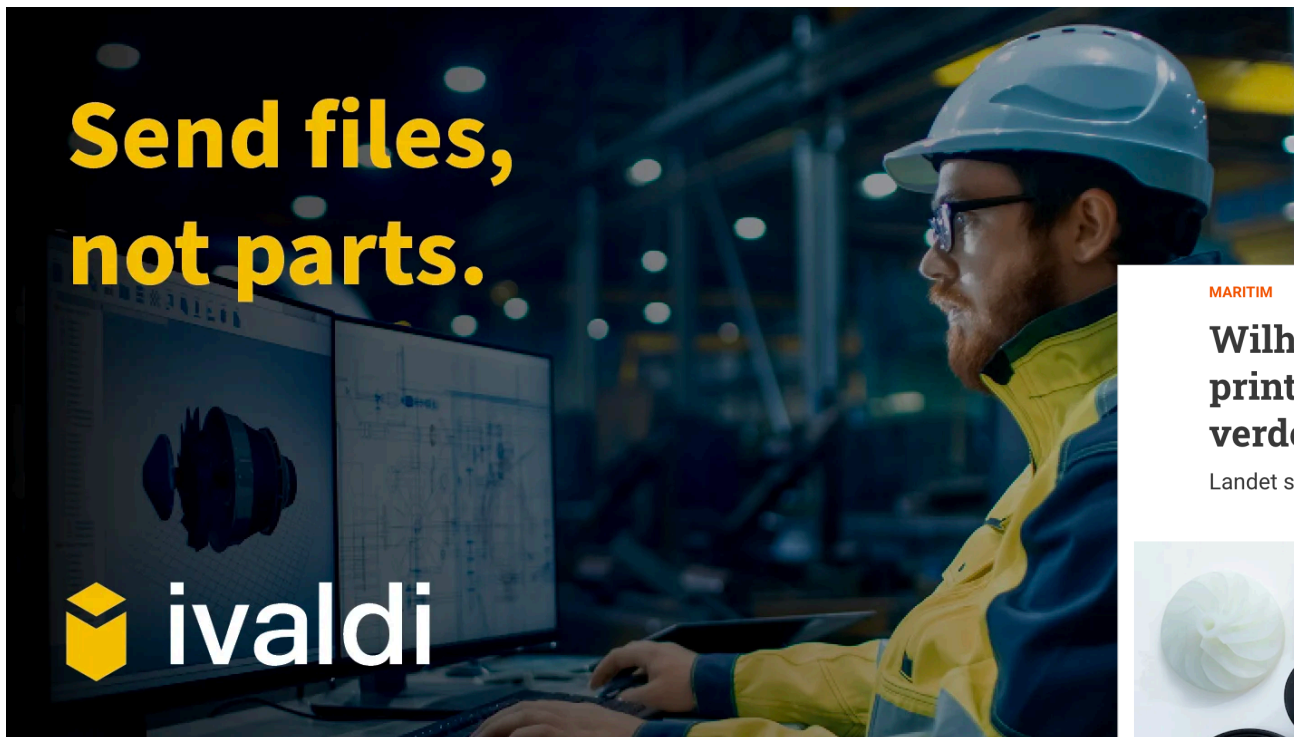
97% accurate
AI Powered
Body-Measuring
Technology

[Request a Demo](#)



Exchange

Replace materials and processes with more advanced ones



MARITIM

Wilhelmsen og Ivaldi skal levere 3D-printede reservedeler til skip over hele verden

Landet stor avtale.



We must:

Reimagine consumption and business models

Collaborate around integrated value chains

Connect and **scale** using smart digital solutions, data and AI



Now let's workshop

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