



Supply Chain Design Supporting the Circular Economy

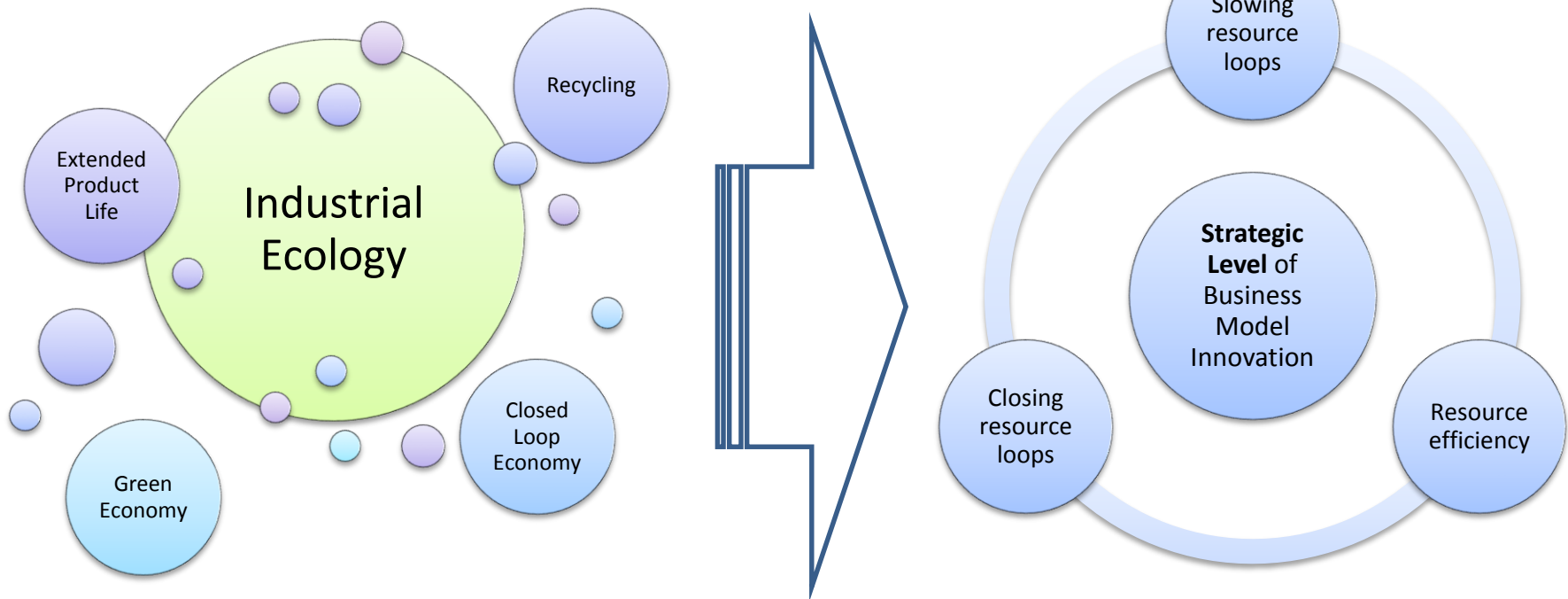
Dr Donato Masi

Assistant Professor

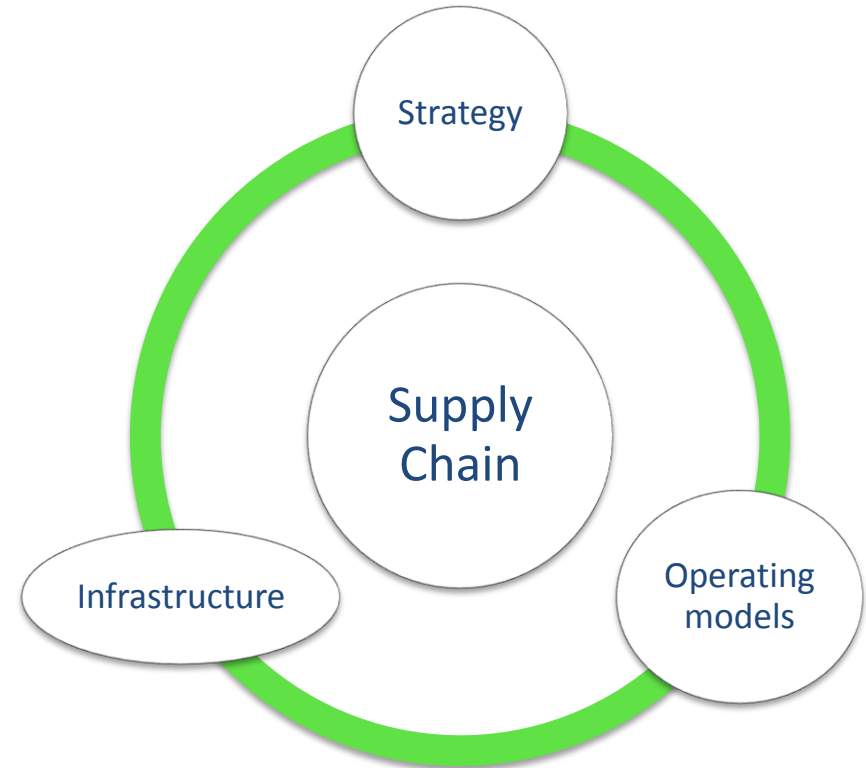
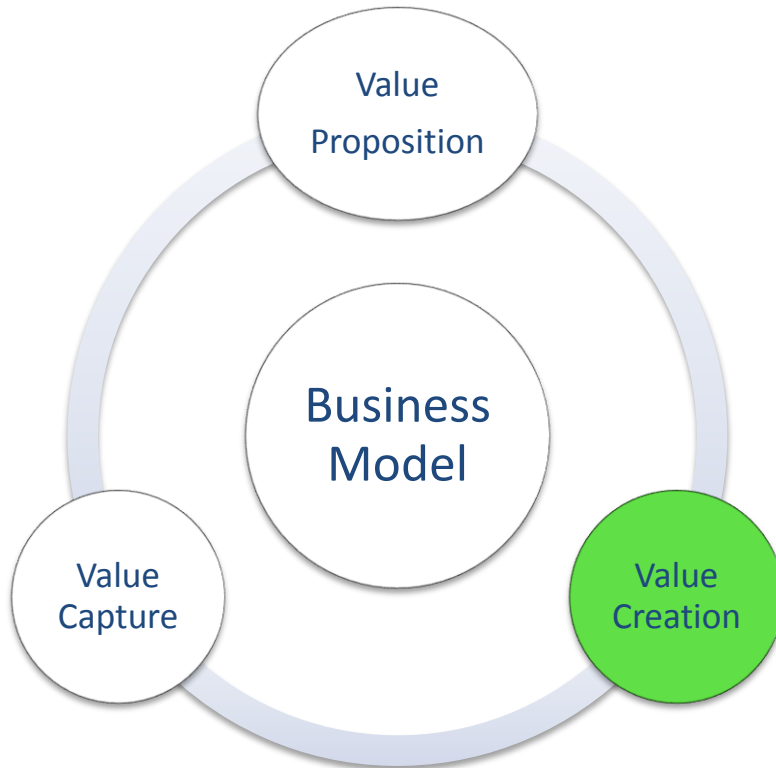
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- Circular Economy: What's new?
- Business Models Design & SC Design
 - Access and Performance Model
 - Extending Product Value
 - Extending Resource Value
 - Industrial Symbiosis

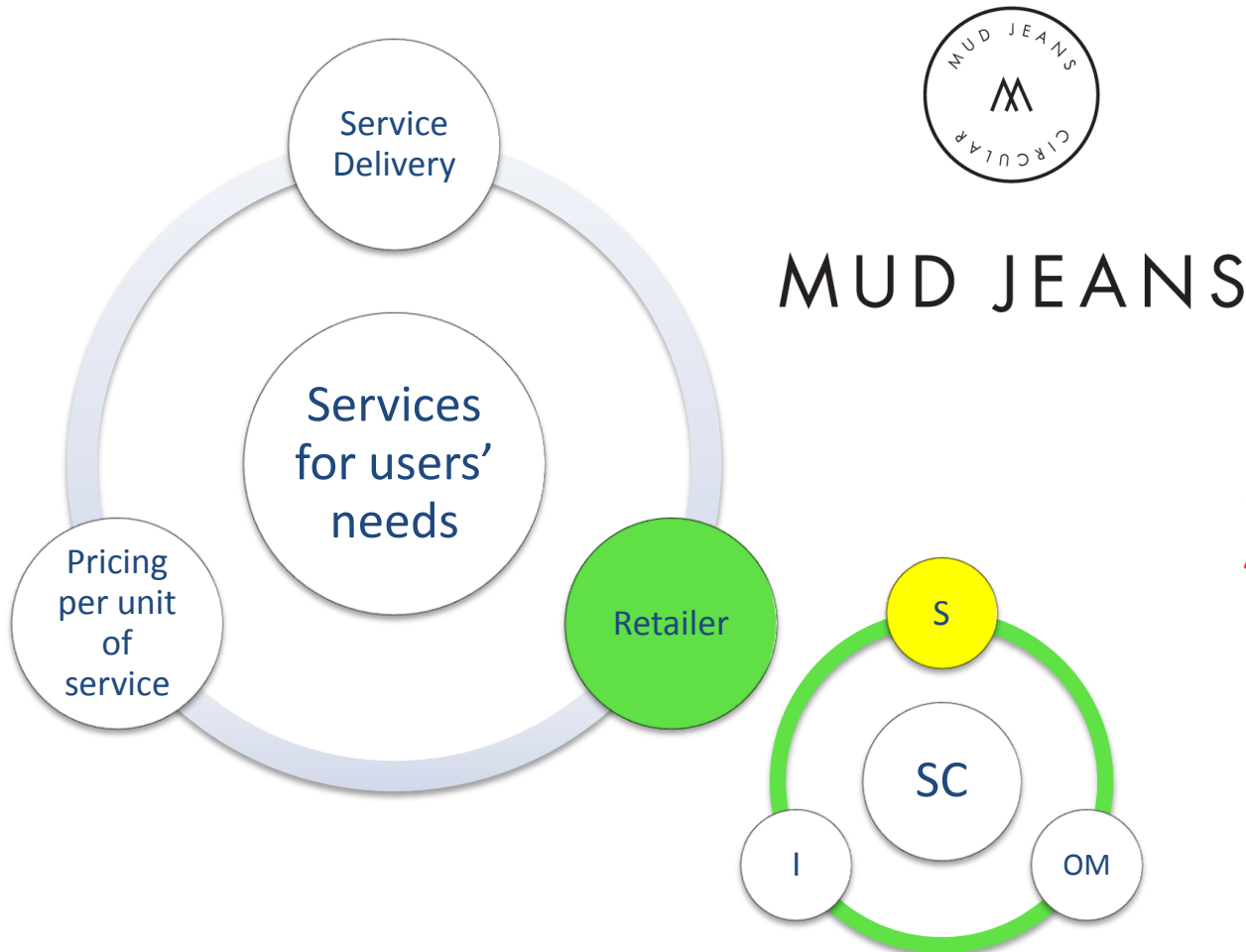
Circular Economy: What's new?



Business Models Design & Supply Chain Design



Access and Performance Model

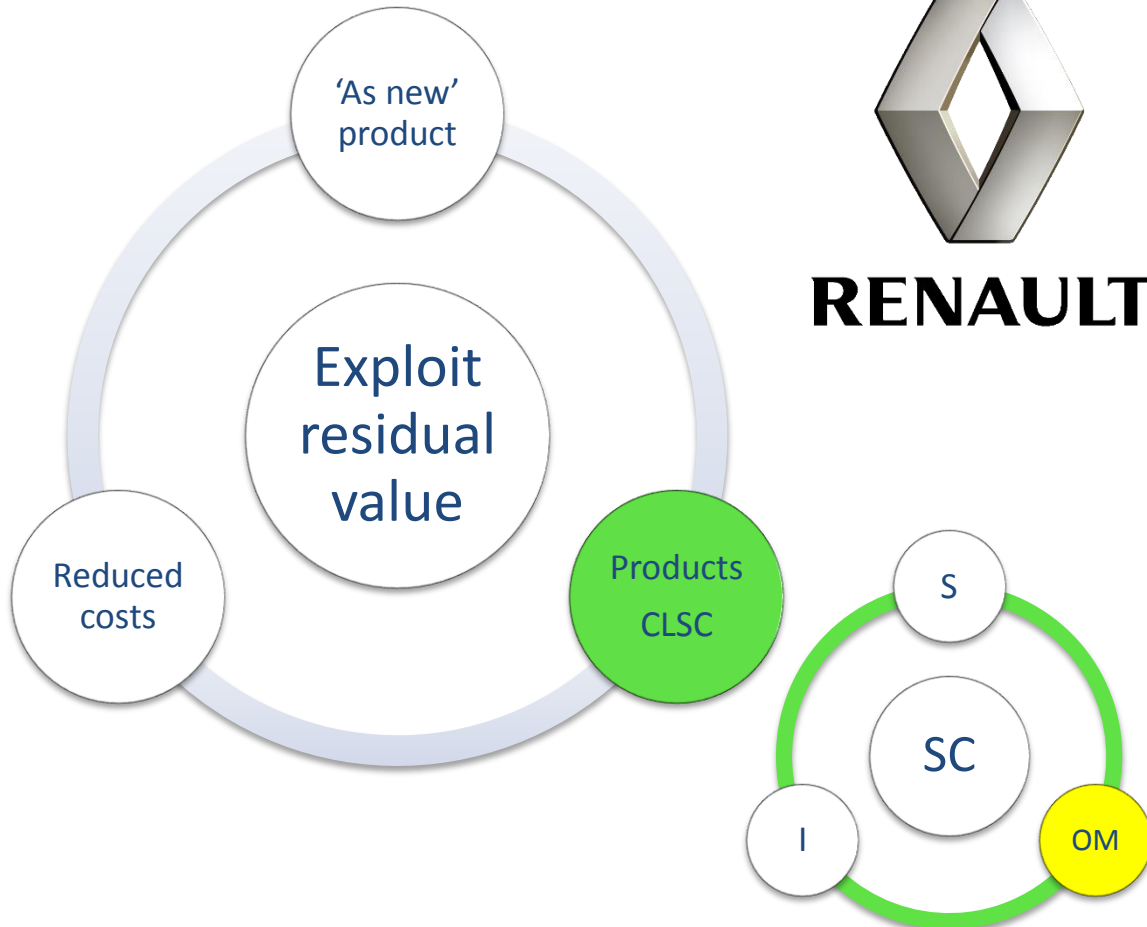


MUD JEANS

“...the only brand that works completely according to the principles of the circular economy”



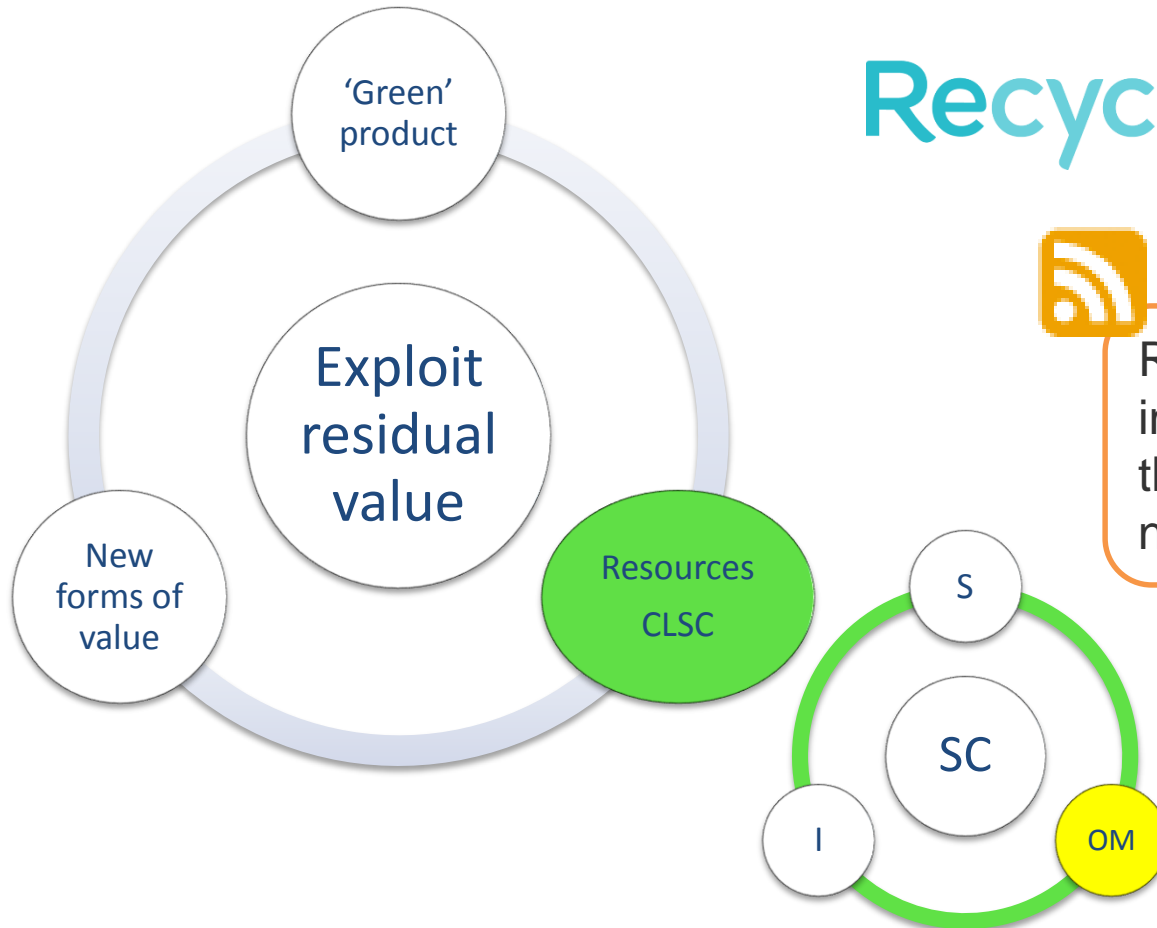
Extending Product Value



RENAULT

- 30-50% less expensive
- 70-80% less energy
- Synergies or trade-offs?





Recyclebank®

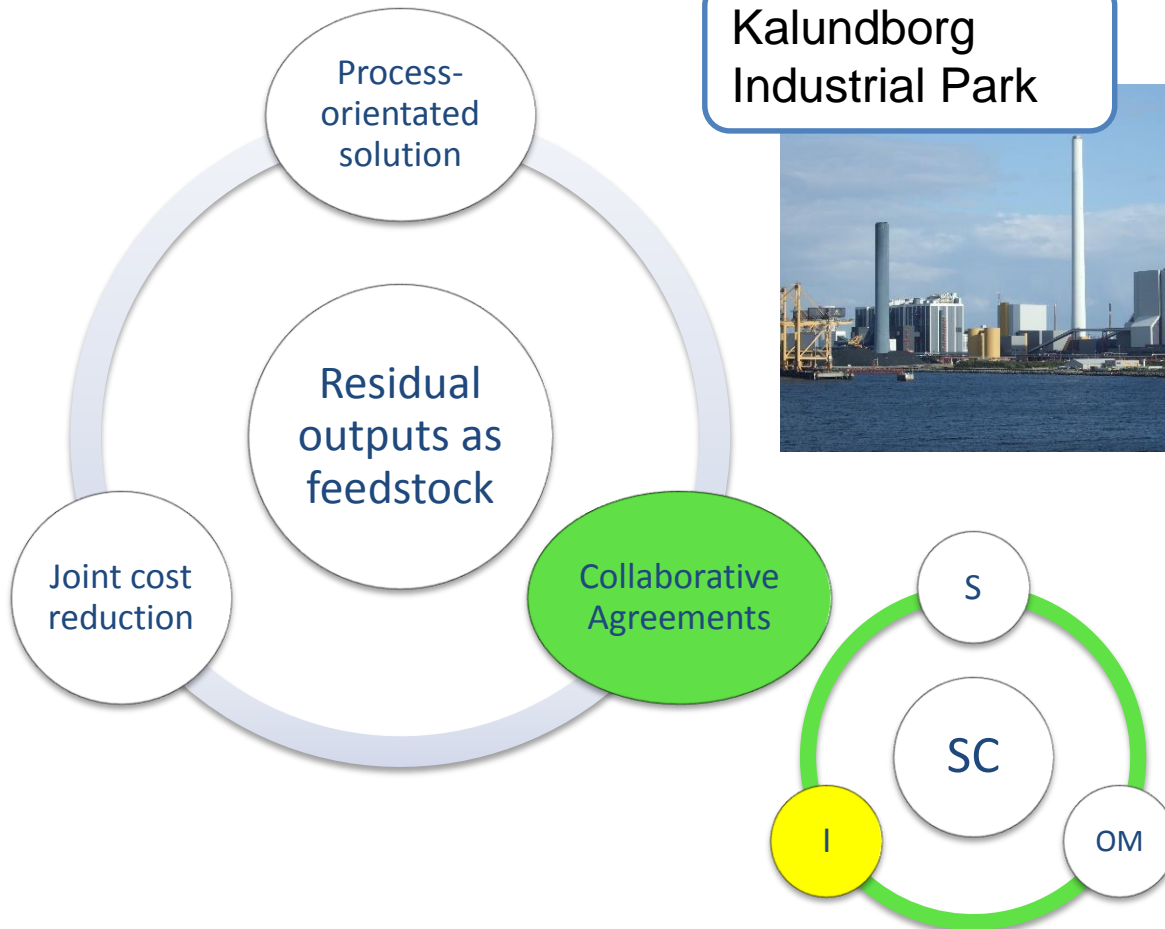


Recyclebank members increasing recycling levels three times faster than national average

Kalundborg Industrial Park

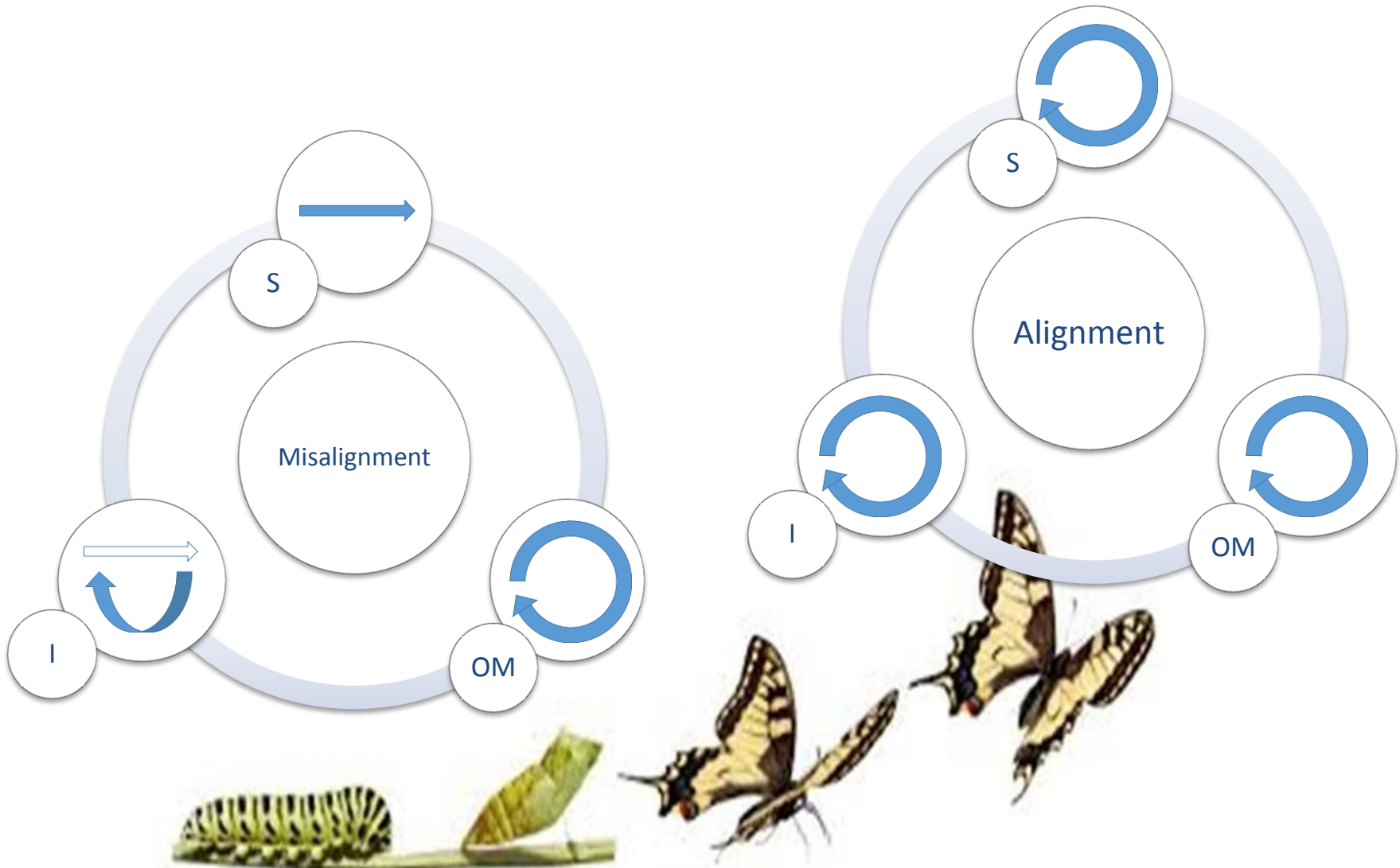


Direct or indirect economic returns?



| Comparative index cost profile for steam production | | | |
|---|--------|---------------|---------------|
| | IS Sol | Stand Alone 1 | Stand Alone 2 |
| Price per ton | 100 | 108 | 100 |
| Total Investment | 100 | 174 | 120 |

What do supply chains need?



Thank you !

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