

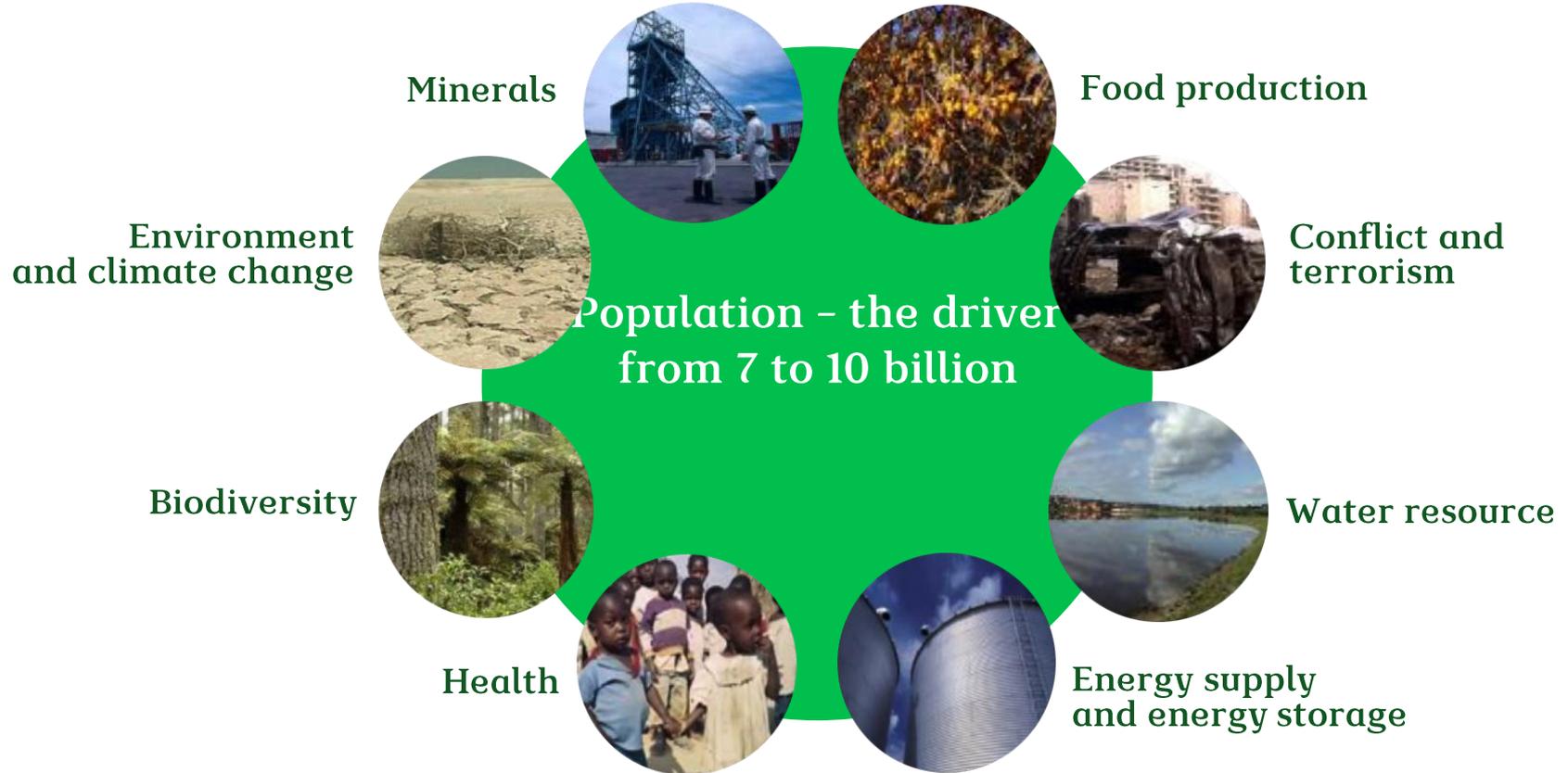
Cirkulær økonomi og nye forretningsmodeller

Flemming Besenbacher

Bestyrelsesformand, Carlsberg A/S og Carlsbergfondet

Formand for regeringens Advisory Board for CØ

21st century grand challenges





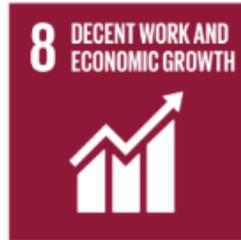
3 mia.

Urban challenges



- Urbanisation: half of the world population now lives in urban areas
- 25 cities with over 10 million population (Chongqing - China the most promising city)
- 300 cities with over a million population

Cirkulær økonomi kan bidrage til mange af verdensmålene



The linear economy

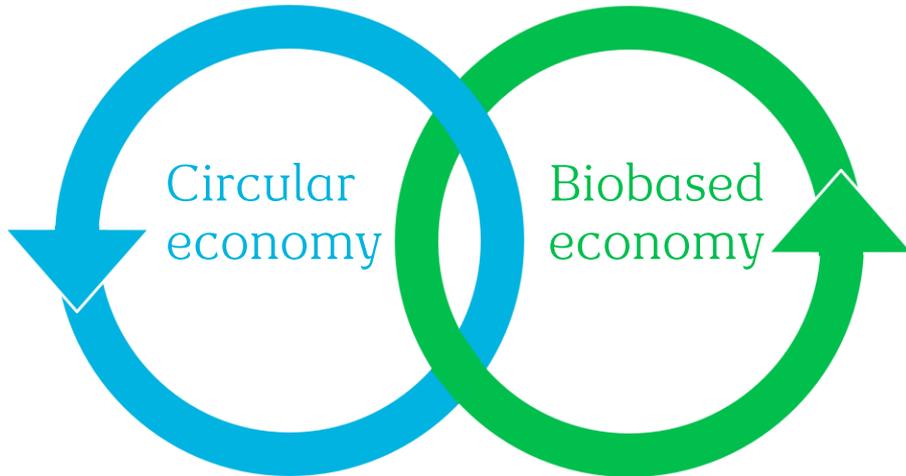
$$I = P * A * T$$

Environmental impact Population Affluence Technology

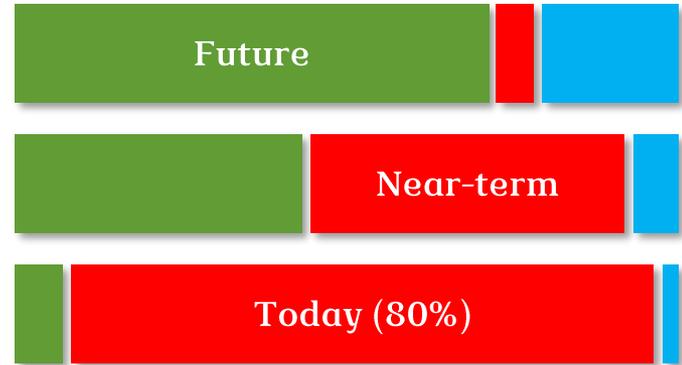


Redesigning business models circular design for higher business value

Circular design



From Waste to Value



CARLSBERG COMMITTED TO GROWING RESPONSIBLY

Focusing on



RESOURCES &
ENVIRONMENT



HEALTH &
WELL-BEING



PEOPLE &
POLICIES



~ 45%

Carlsberg Circular Community driver partnerskaber i hele værdikæden



17 PARTNERSHIPS FOR THE GOALS

THE SUSTAINABLE PACKAGING PROGRAMME



■ Reduce weight or change to lower environmental impact packaging

■ Increase re-use of packaging materials, main focus on glass bottles

■ Encourage consumers to recycle packaging and increase the amount of recycled content in new packaging

■ Re-think packaging and waste, for example recycling of packaging materials by channelling the material into other products.

VUGGE-TIL-VUGGE CERTIFICERINGER OG GENBRUG AF MATERIALER



GREEN FIBER BOTTLE I PARTNERSKAB MELLEM CARLSBERG, ECOXPAC OG DTU



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



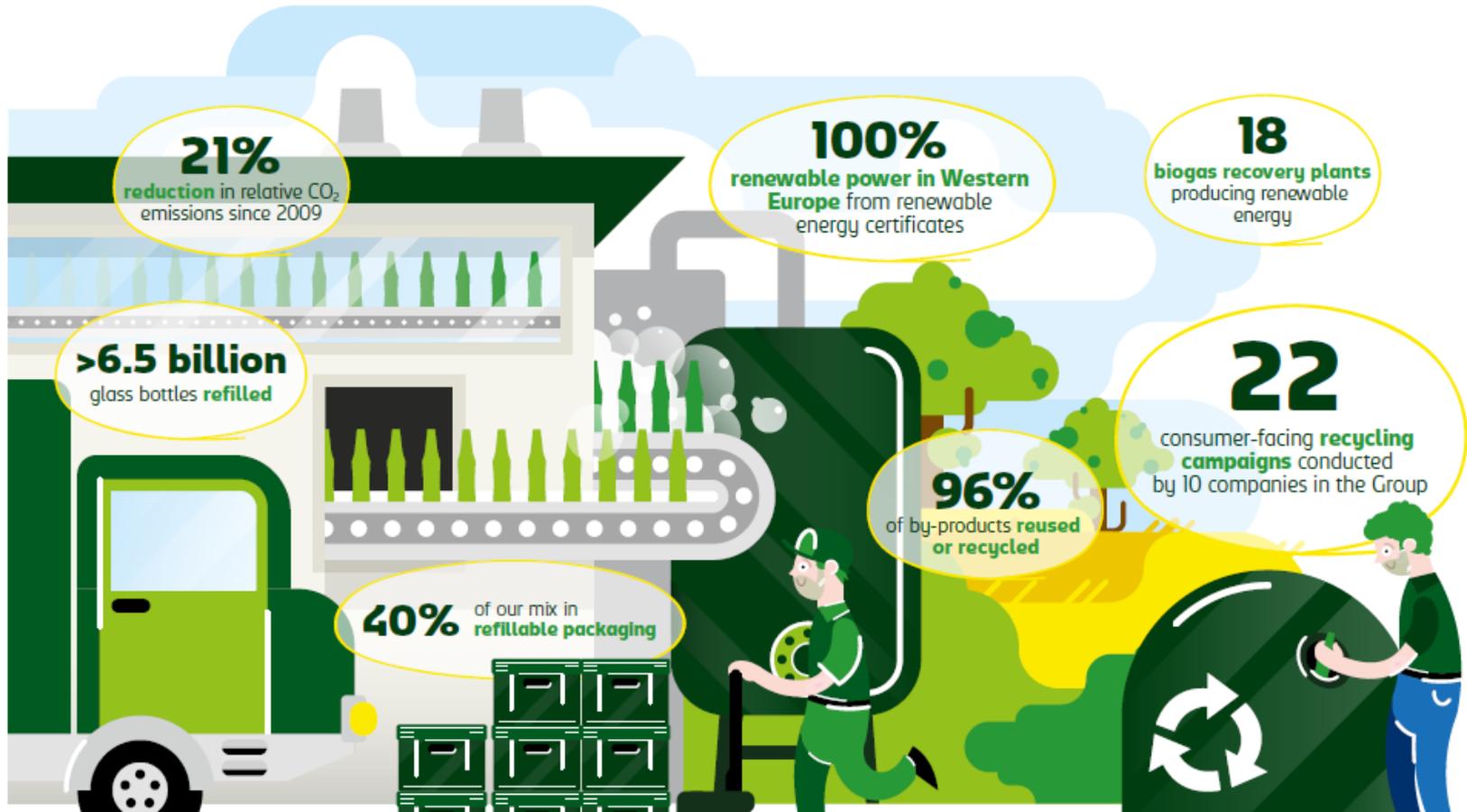
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



Some circular activities from accross the Group





Green Fiber Bottle Development project

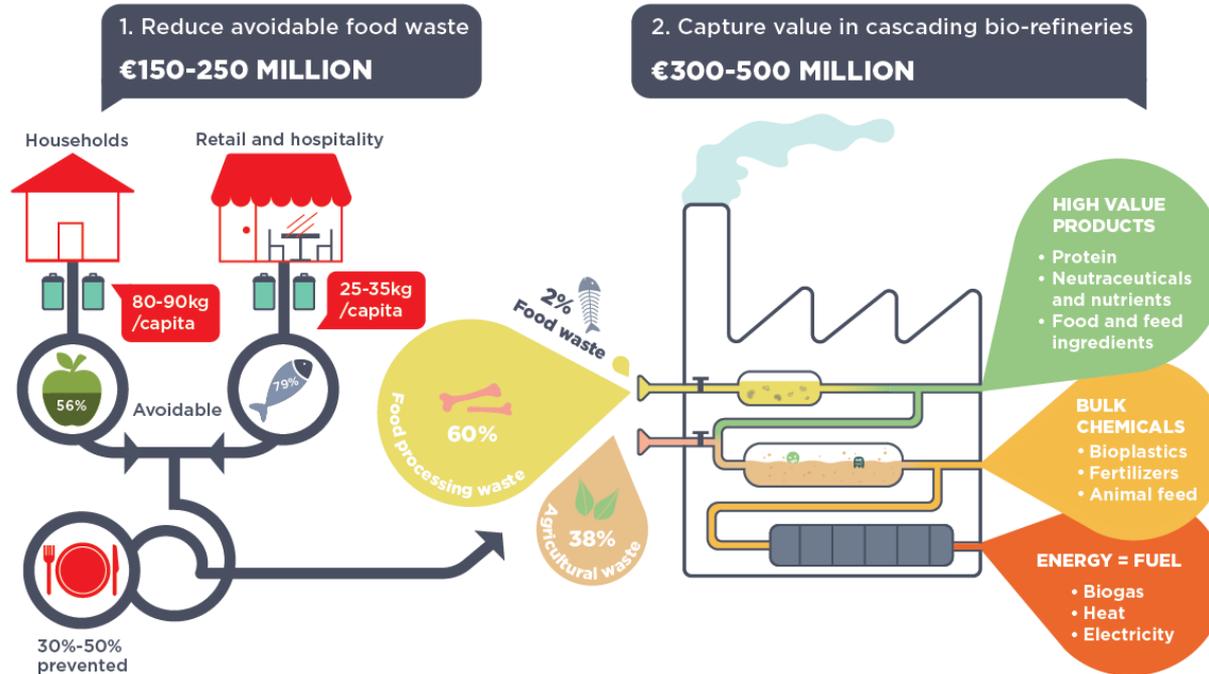


Benefit	Description
<u>Biodegradable</u>	<ul style="list-style-type: none">Includes a biodegradable fail-safe mechanism. Can degrade if unintentionally left as branded waste – Gives the nutrients back to nature
<u>Bio-based</u>	<ul style="list-style-type: none">Reduce reliance on fossil fuels by using a renewable resource as raw material
<u>Functional & durable</u>	<ul style="list-style-type: none">Ensure that consumers get same or better functional benefits and explore additional benefits to consumers (e.g. pack will keep beer colder for longer)Ensure shelf-life and quality aspects



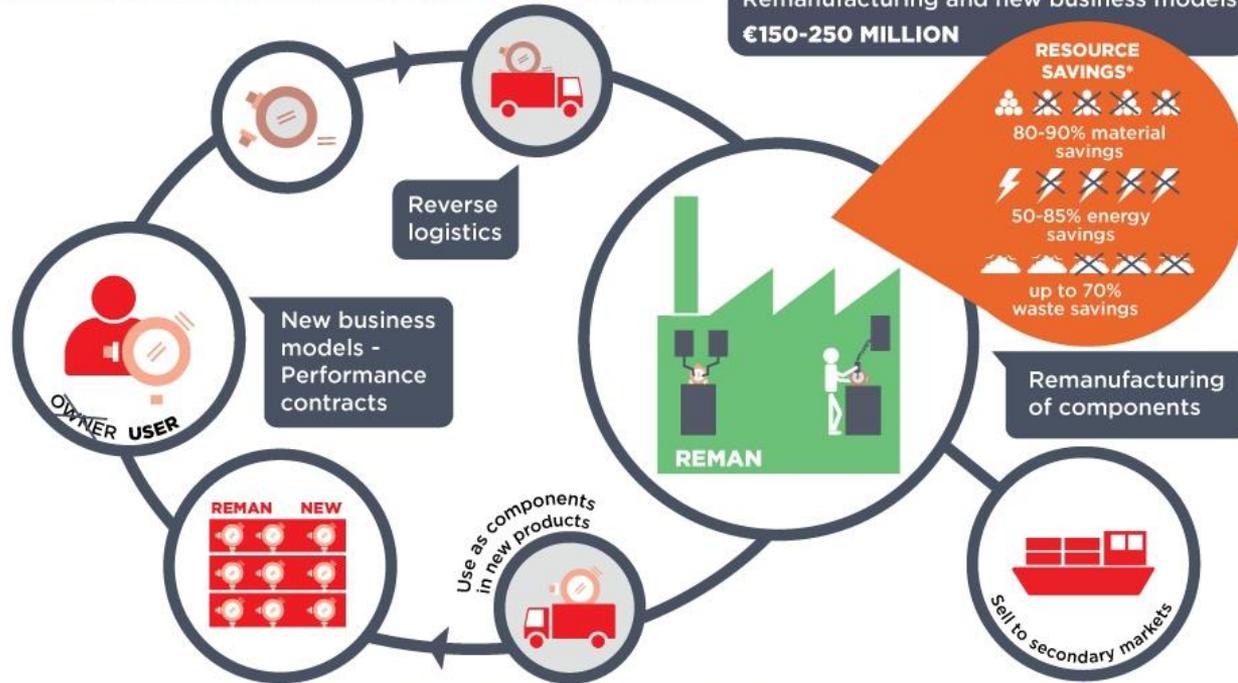
Potentialet i fødevarerektoren

FOOD & BEVERAGE OPPORTUNITIES IN DENMARK



Potentialet i industrisektoren

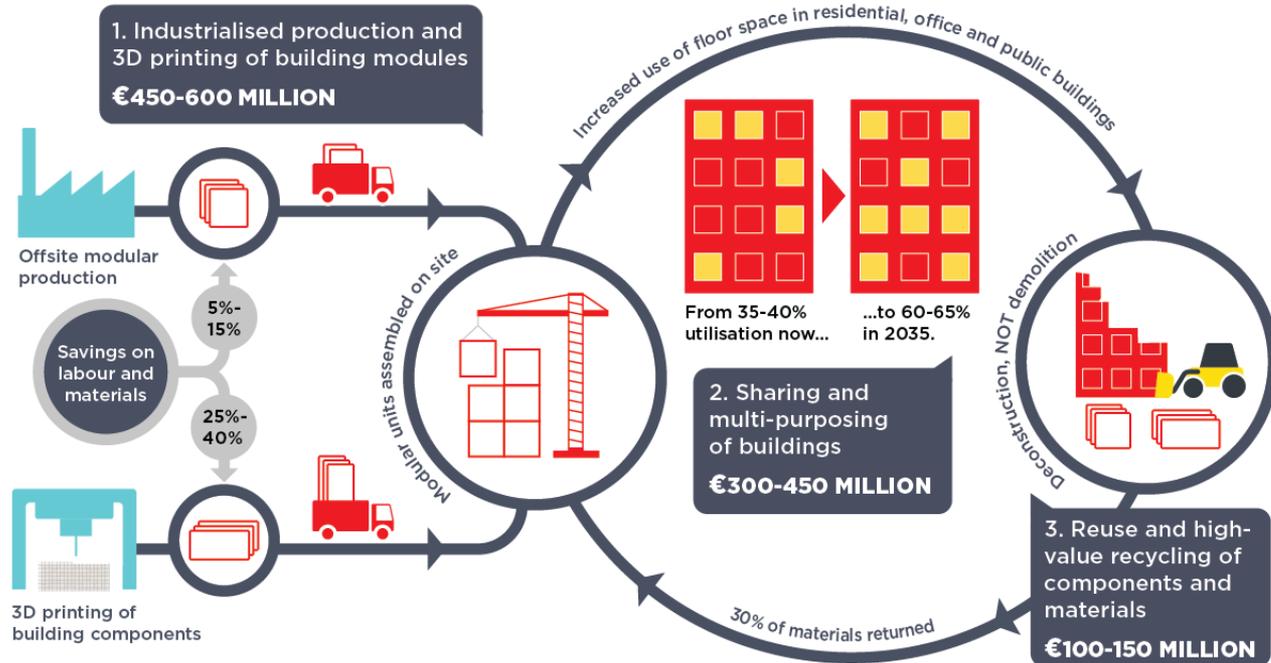
MACHINERY OPPORTUNITIES IN DENMARK



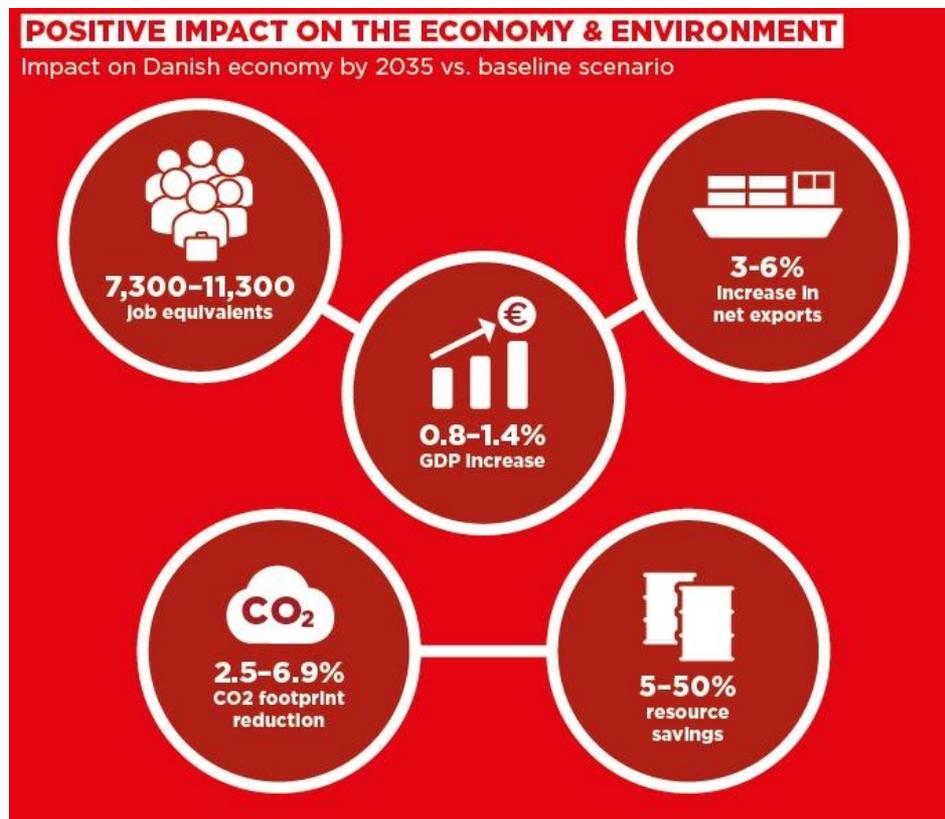
*Compared to manufacturing of a new component. Compiled from case assessments outside Denmark. Materials include, e.g. steel, aluminum and water.

Potentialet i bygge-/anlægssektoren

CONSTRUCTION & REAL ESTATE OPPORTUNITIES IN DENMARK



Dansk potentiale for cirkulær økonomi



Advisory board for cirkulær økonomi

- Regeringen har nedsat et Advisory Board, som skal rådgive regeringen om cirkulær økonomi
- Advisory Boardet skal inden sommeren 2017 udarbejde:
 - En **vision** for, hvordan dansk erhvervsliv kan omstilles til en mere cirkulær økonomi
 - **Målsætninger** for dansk erhvervslivs omstilling frem mod 2030
 - **Anbefalinger** til konkrete indsatser, som kan styrke omstillingen til en mere cirkulær økonomi, herunder også indsatser som erhvervslivet selv kan iværksætte

Carlsberg biodegradable bottle



Tak for opmærksomheden