FRONTRUNNERS?

Source: Laures / iStock

Potential Agents of Change:

- Large Companies
- SME
- Customers
- Municipalities and Regions
- Agencies & Tools
- Policies & Measures
- Science

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Learnings by the Prosperkolleg Project

Wolfgang Irrek

Professor at Hochschule Ruhr West / Second Chairman of Prosperkolleg e.V.

Circular Economy Hotspot, Impulse & Discussion II – Learning from the front runners
Bottrop, 14 September 2022

HRW HOCHSCHULE RUHR WEST UNIVERSITY OF APPLIED SCIENCES

WIN EMSCHER-LIPPE GMBH

EFFIZIENZ AGENTUR NRW

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Ministerium für Wirtschaft, Industrie, Klimaschutz und Energie des Landes Nordrhein-Westfalen

Conducive Stakeholder Situation of the Prosperkolleg Project in the Emscher-Lippe Region

Close co-operation of Science, Municipal and Regional Economic Development Offices and Resource Efficiency Agency

HRW Hochschule Ruhr West University of Applied Sciences

Effizienz Agentur NRW efa+

WiN Emscher-Lippe GmbH

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„Transform to Zero" initiative by frontrunner companies like ZINQ and Bleistahl Group with existing good practice examples

transform to zero im Prosperkolleg

Further supportive stakeholders like Chamber of Commerce, Chamber of Crafts, Municipalities, etc.

How to become a frontrunner – Driver 1

Source: SBRS GmbH

Mindset of Top Management

Products by SBRS: Charging Solutions for e-mobility fleets of buses, trucks, ships

R strategies: Refurbishment, repair

- Reverse logistics
- 25% of product components potentially reusable (if allowed by state funding conditions)
  - Conclusions for product design of heat sinks

How to become a frontrunner – Driver 2

Source: nobilia-Werke J. Stickling GmbH & Co. KG.

Further contextual factors like corporate culture & experience

Products by nobilia: Kitchen furnitures

R strategies: recycle, reduce

- ➢ Increasing the recycled content of kitchens by co-operation with selected suppliers
  - ➢ model procedure for analysing the proportion of recyclate

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How to become a frontrunner – Driver 3

Source: Rattay Metallschlauch- und Kompensatorentechnik GmbH

Integration of stakeholders in the value chain

Products by Rattay: corrugated stainless steel hoses

R strategies: Remanufacturing

- Return system for 50-60% of hoses for reuse of flanges and fittings of one pilot customer only saves 4.6 t stainless steel per year and thus ca. 21 t CO_{2eq}/a
  - Extension to other customers

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How to become a frontrunner – Driver 4

Market developments, e.g., customer demand (customer orientation)

Products by Venti Oelde: Air technology like dust collection and process cleaning plants

R strategies: rethink, refurbishment (predictive maintenance), recycling

➢ Product-service system (pay-per-performance) reducing CAPEX of furniture and cement industry customers

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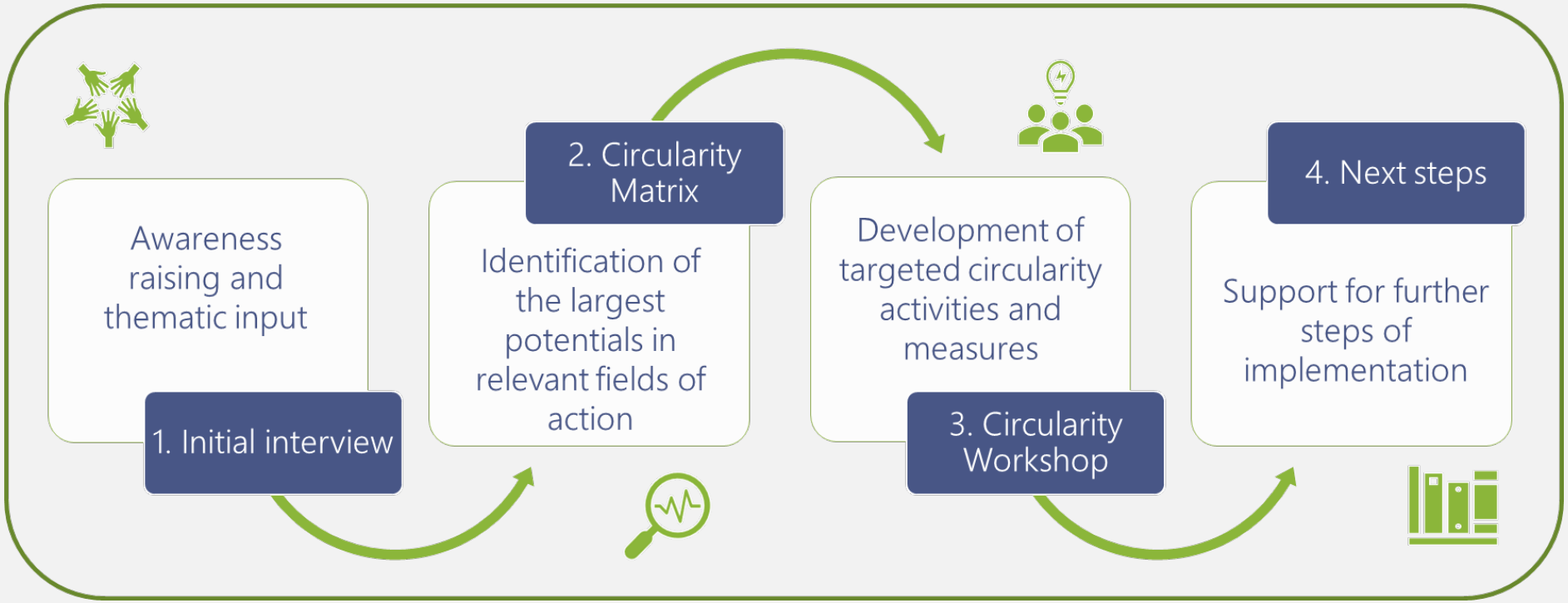
How to become a frontrunner – SME need support

Support for first steps of initiation and implementation often needed



Potential Check Circular Economy:

- Personal communication
- Good practice examples
- Helpful tools

Source: Prosperkolleg project 2022

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Conclusions for Transformation Success

Regulatory pressure, e.g. by the revised **Ecodesign Directive** or other norms, could have a substantial impact. In the absence, important drivers are:

- Mindset Top Management
- Further contextual factors like corporate culture & experience
- Integration of other stakeholders in the value chain
- Market developments

➢ Support for first steps of initiation and implementation needed (particularly for SME): personal communication, good practice examples, helpful tools

  ➢ Promoting the willingness and ability of companies (particularly SME) to implement changes

THANK YOU FOR YOUR ATTENTION! FOLLOW US!

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