

WHY DIGITAL SOLUTIONS ARE KEY TO A SUSTAINABLE FUTURE

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MARCH 22, 2023

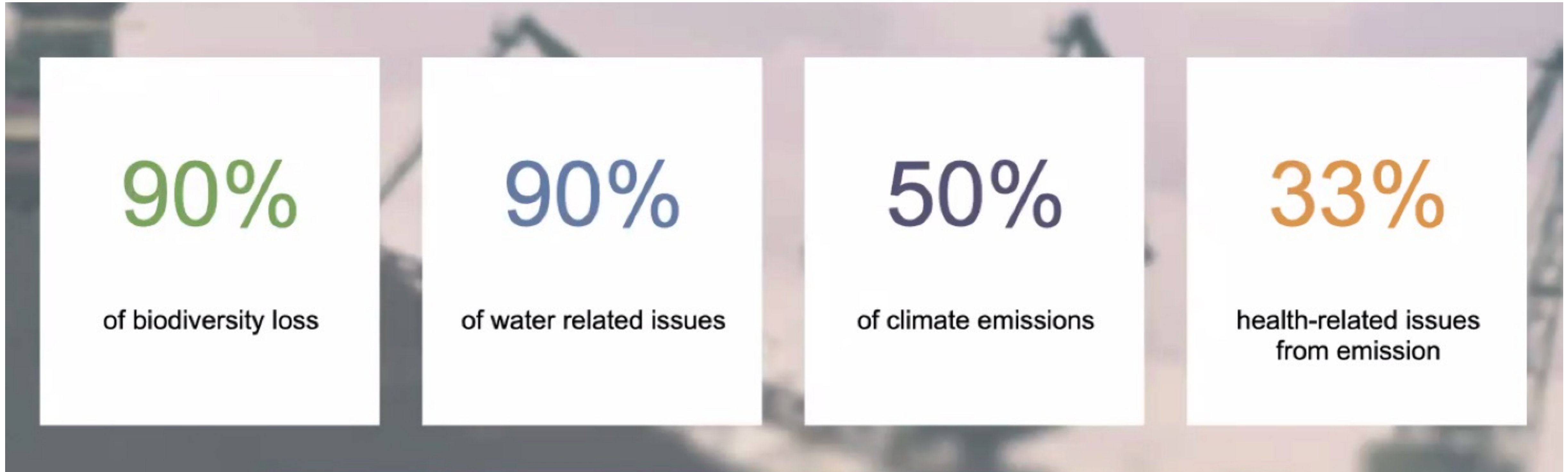




**We are using too
much of the
earth's resources
– too fast**



Extraction and processing of raw materials is responsible for..



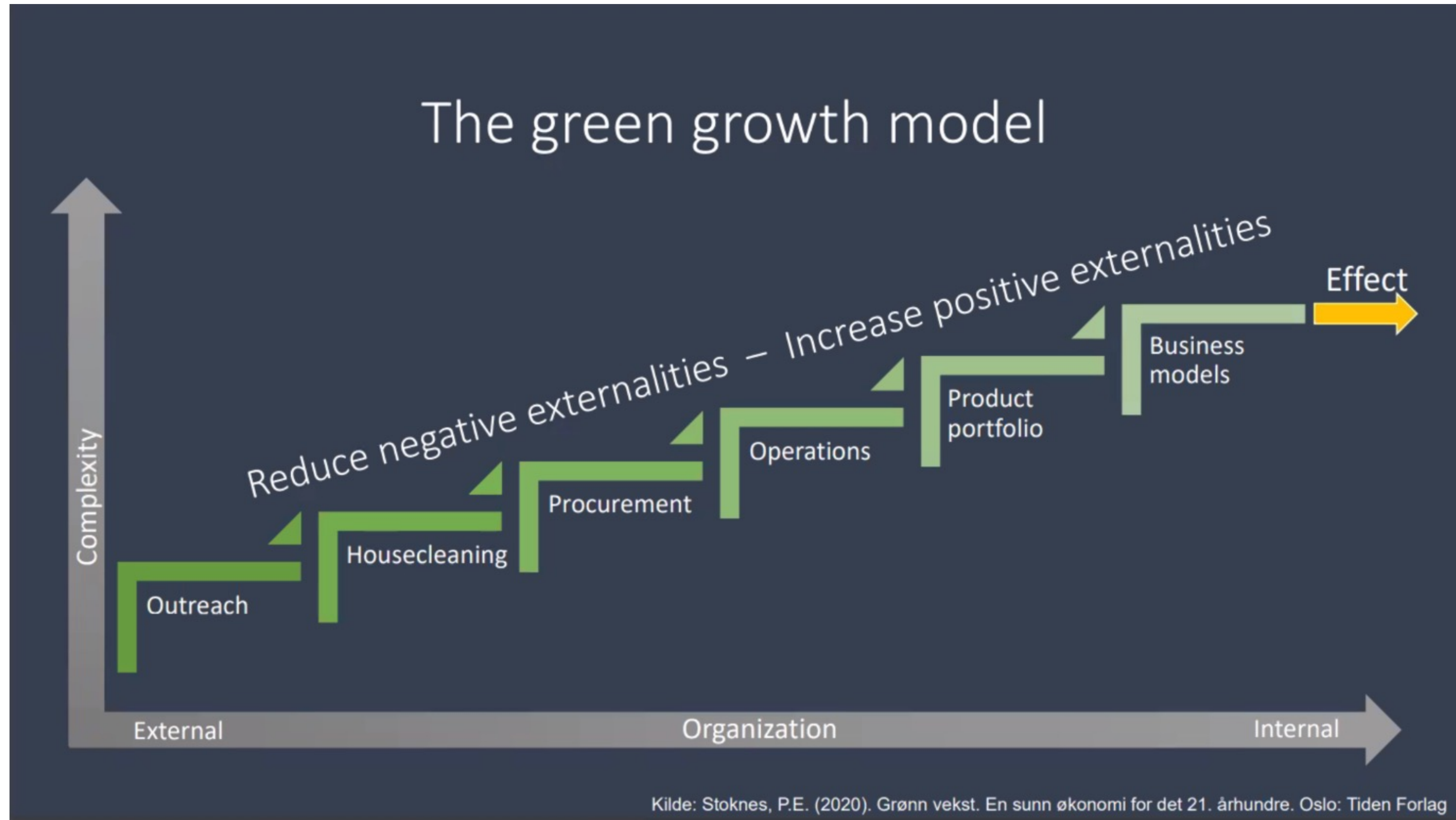
Source: Circular Norway

It is critical to move to a more circular economy
– using resources more productively, creatively and longer

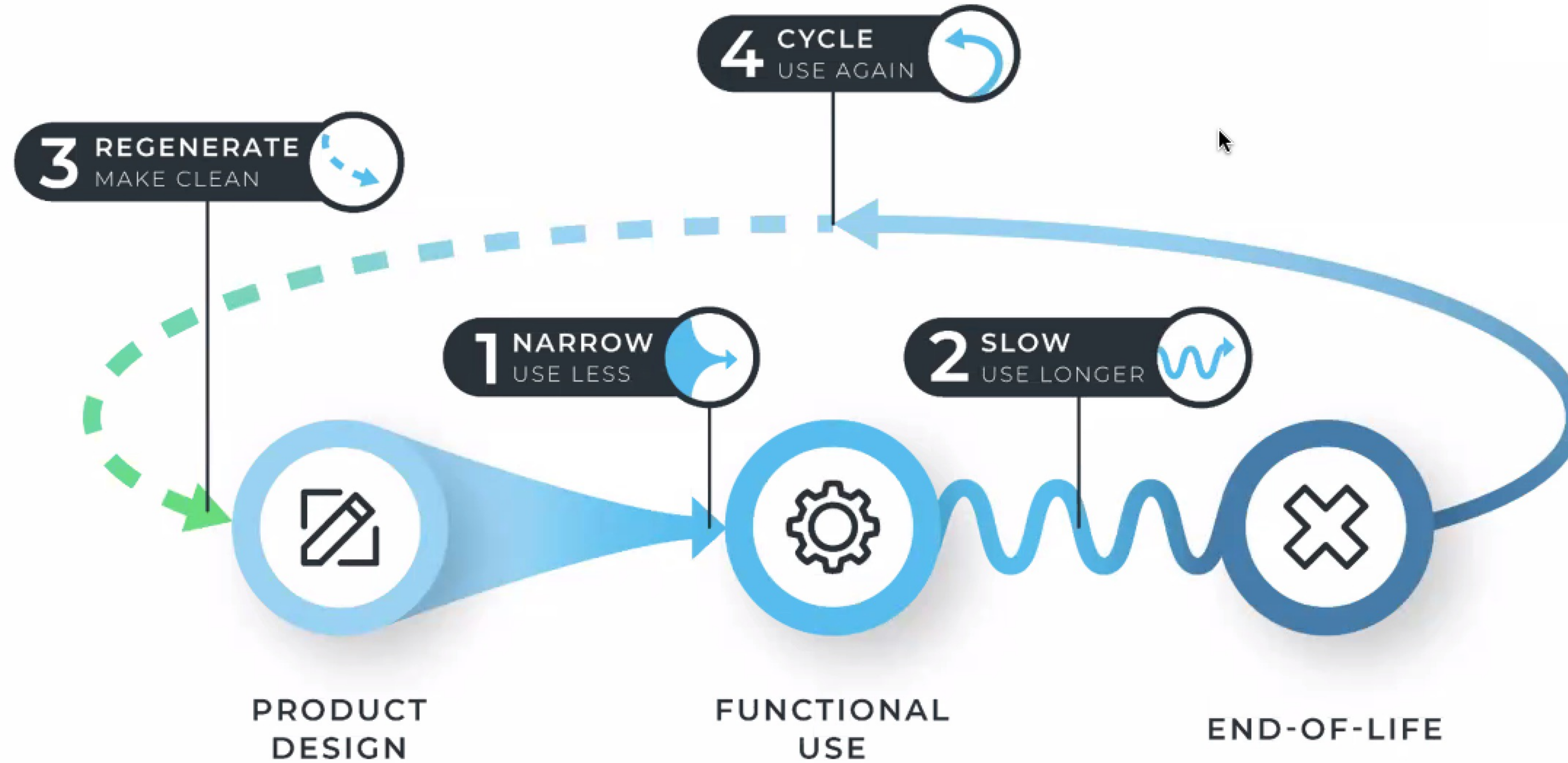


Illustration borrowed from Atria Innovation: <https://www.atriainnovation.com/en/circular-economy/>

What steps can businesses take to become more sustainable?



The circular product model



How circular is today's economy?

World average: 8.6%

Norway: 2.4%

The Netherlands: 24.5%

Data and digital solutions are key enablers for keeping resources in use more and longer. **How?**



McKinsey developed the ReSOLVE framework to identify the key elements that will guide businesses towards achieving a circular economy model

**HOW MIGHT DIGITAL SOLUTIONS HELP TO
SOLVE THE FOLLOWING PROBLEMS?**





(Norway): Only 40% of waste from buildings and construction is recycled into new materials



PRODUCT

SERVICES

ABOUT ▾

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Circularity of Construction

Buy & Sell Reusable Materials and Aggregates, Save CO₂ & Get Certified

 JOIN NOW

2023 Material Waste Forecast & CO₂ Potential Savings (Oslo City)

71,315,998 Tons

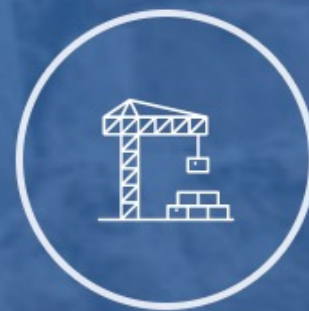
Building waste will be generated

1,896,155,698 kg CO₂-eq.

Potential CO₂ saved if reused



► Municipalities



► Building Developers



► Contractors



► Architects & Consultants

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 more than 20,000 whales every year. This is an alarming number, especially considering how close to [extinction](#) some species (such as the North Atlantic right whale) already are.



CANADIAN WILDLIFE
FEDERATION



FÉDÉRATION
CANADIENNE DE LA FAUNE



PROTECTING BLUE CORRIDORS

Challenges and solutions for migratory whales navigating national and international seas



UC SANTA CRUZ



UNIVERSITY OF SOUTHAMPTON



Green corridors: A lane for zero-carbon shipping

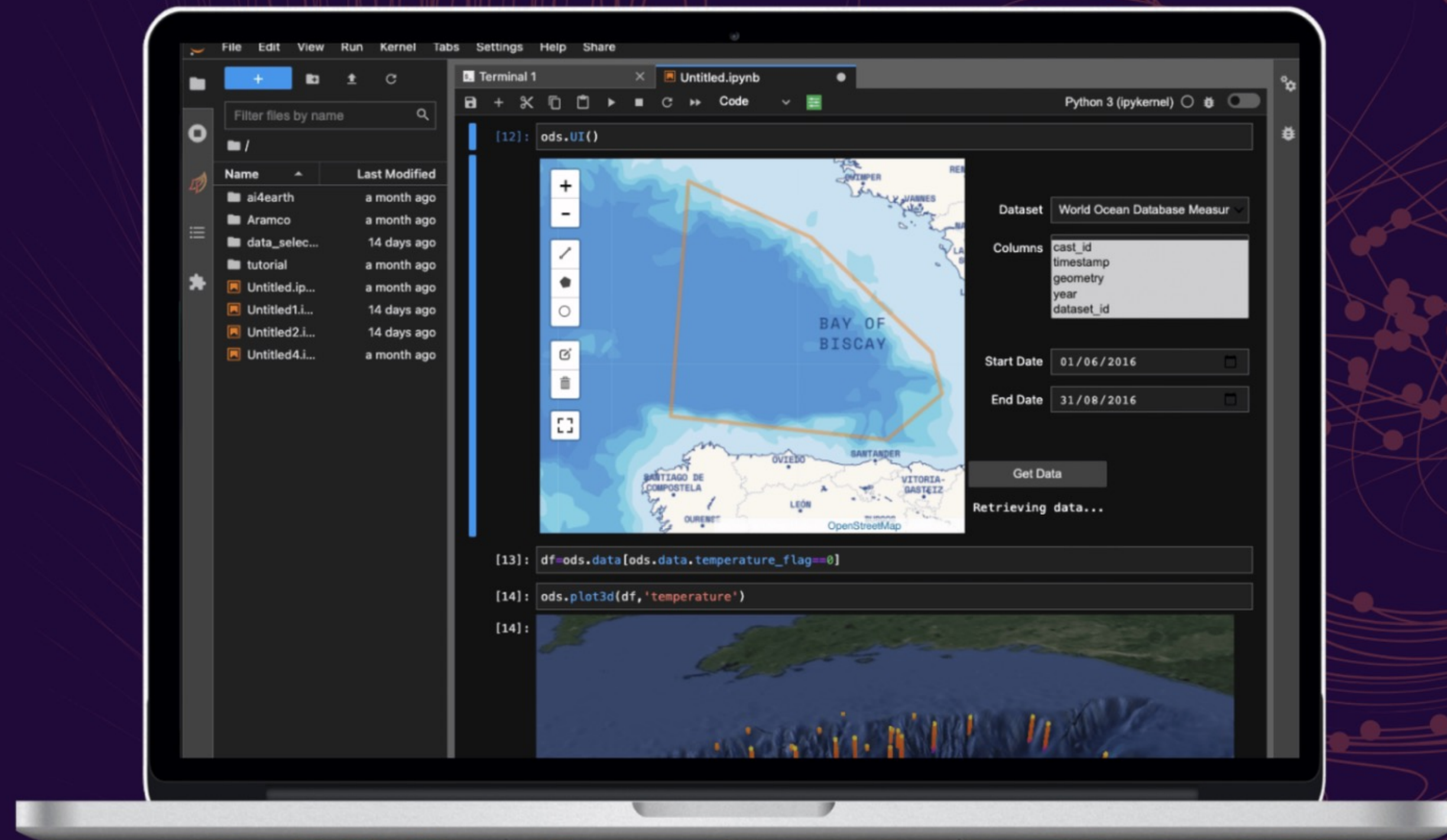
December 21, 2021 | Report

The Ocean Data Platform

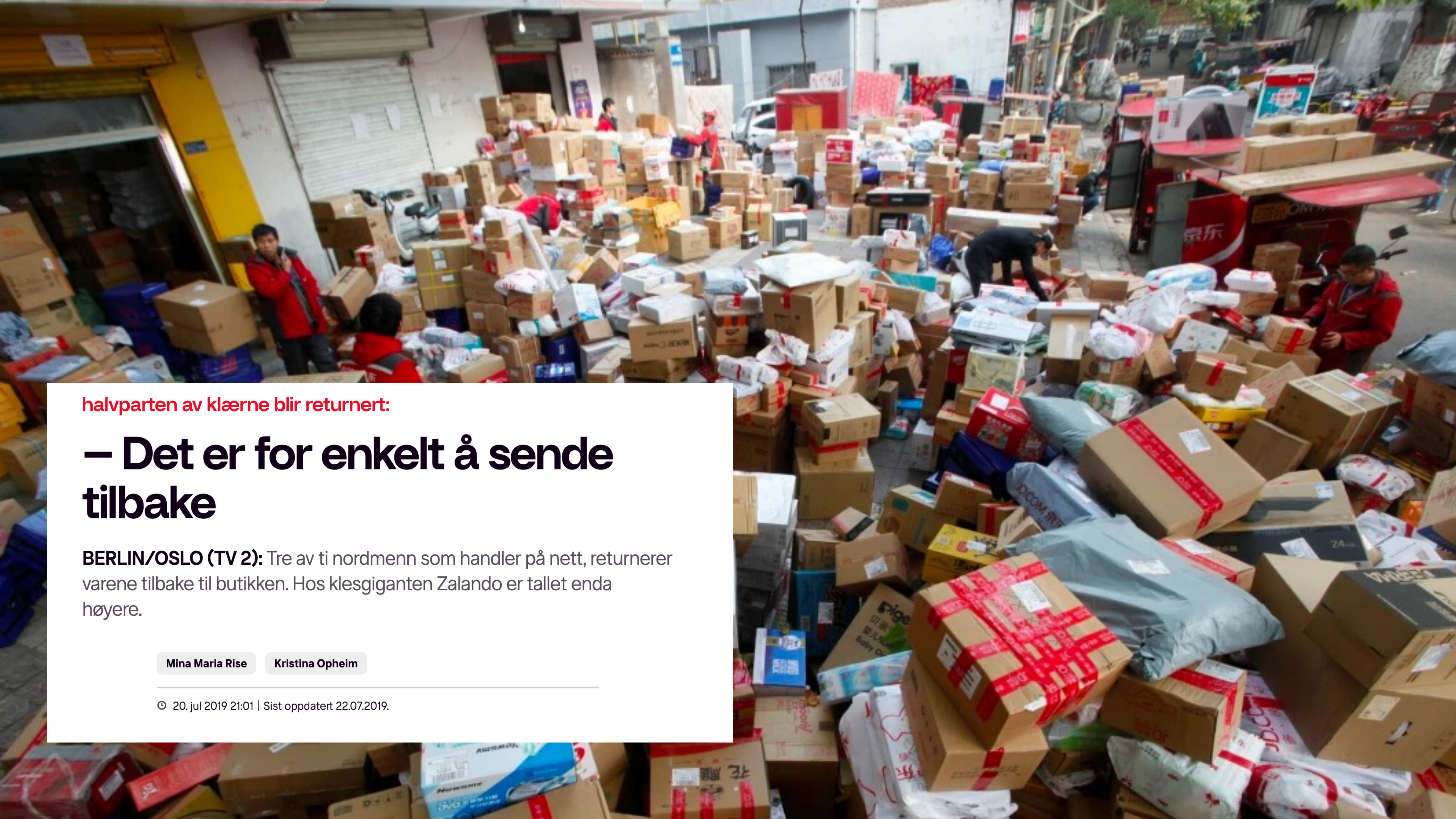
Empowering data-driven decisions

The Ocean Data Platform is an open collaborative tool that unlocks and aggregates ocean data to encourage scientific collaboration, industry transparency and regulatory power. The goal is to heal the ocean.

The platform is the core project of HUB Ocean, and the tool is currently under private preview.



Get notified of our public launch



halvparten av klærne blir returnert:

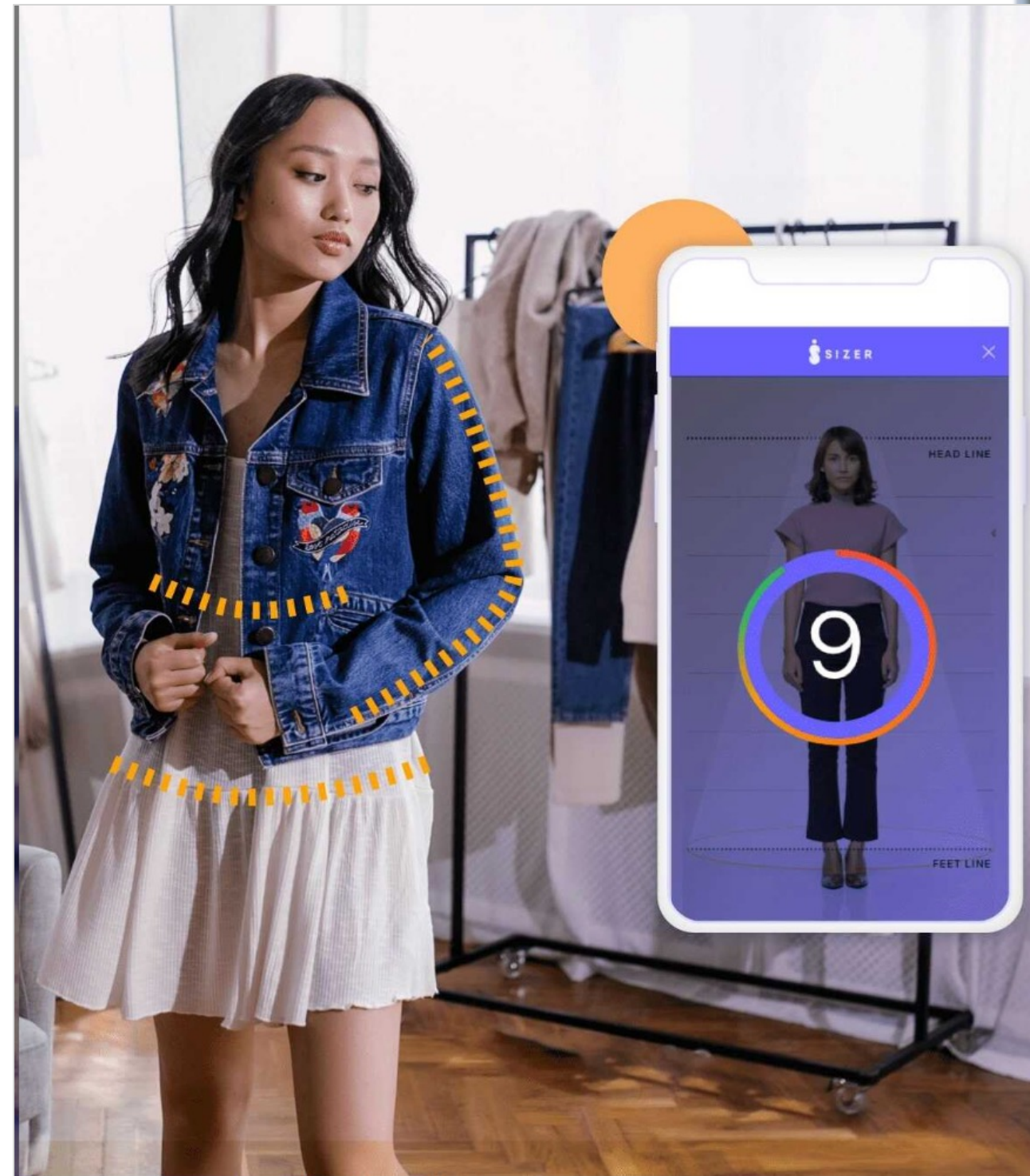
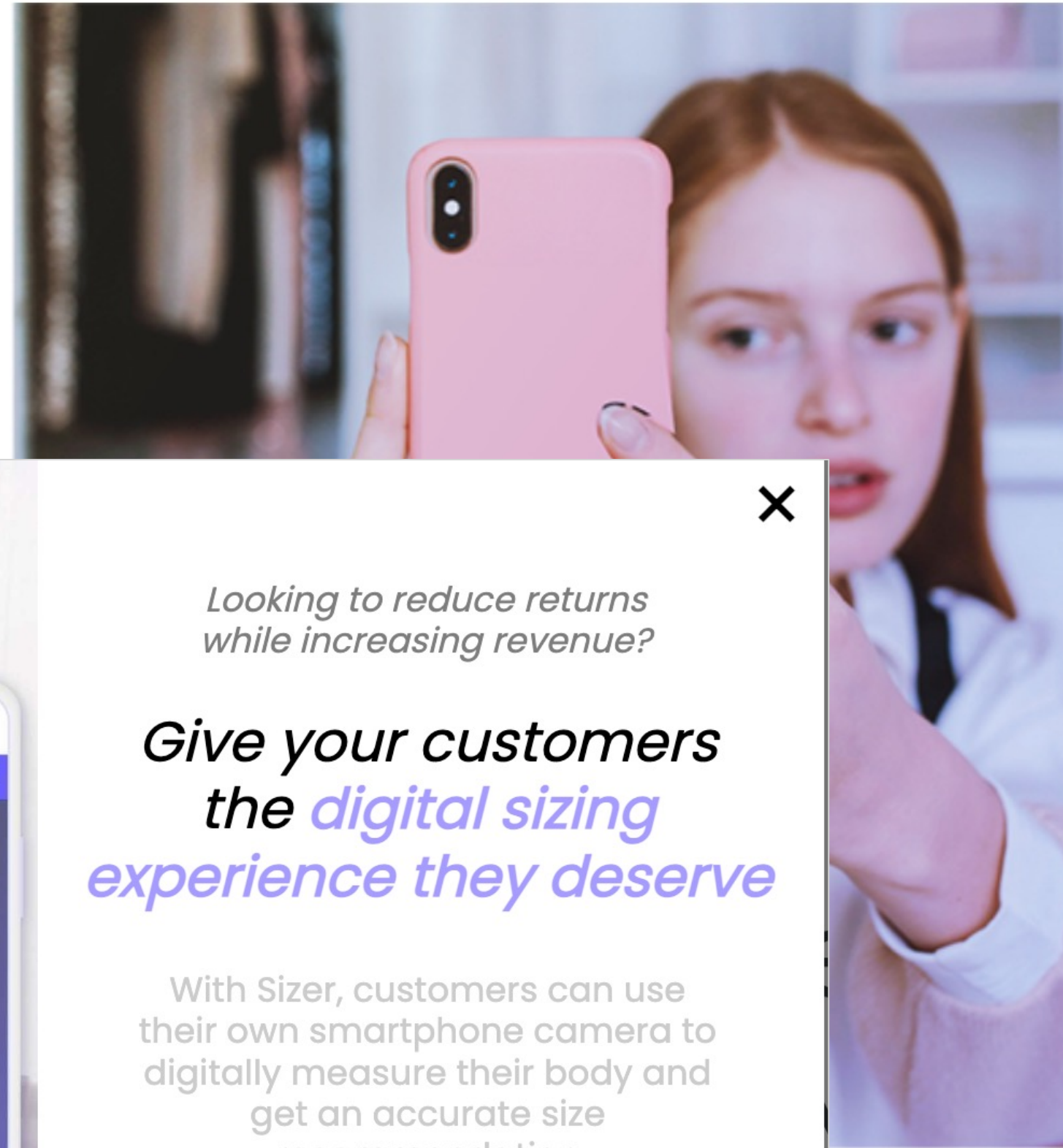
– Det er for enkelt å sende tilbake

BERLIN/OSLO (TV 2): Tre av ti nordmenn som handler på nett, returnerer varene tilbake til butikken. Hos klesgiganten Zalando er tallet enda høyere.

Mina Maria Rise

Kristina Opheim

© 20. jul 2019 21:01 | Sist oppdatert 22.07.2019.



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THANK YOU!

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