

A person in a black puffer jacket is seen from behind, looking out over a calm lake that reflects the sky and a large, snow-capped mountain peak. The scene is set during sunset or sunrise, with soft, warm light and scattered clouds. A large, dark rock sits in the middle of the lake, also reflected in the water.

circulist.

Boye & Co Conversations

**Selecting The Right Version
of The Circular Economy To
Better Drive Positive
Impact.**

**Nick Gonios
Founder & CEO | [circulist.com](https://www.circulist.com)**

March 7th 2022

What We Will Cover Today?

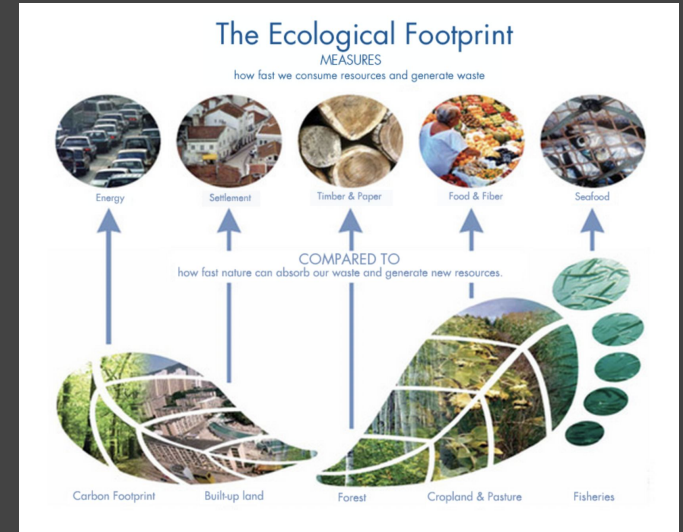
- Current economy, society, and the built world
- The declining industrial paradigm – what next?
- Circular economy has 2 versions – which one will you focus on?
- The new battleground – scaleups vs transformers. Who will win?
- Circulists have arrived; the new breed of business leaders who are on a mission to solve the climate & consumption crisis
- Q&A

Fact #1

By 2050, humanity will need 3 times the earth's ecologic resources to continue to consume as we currently do. It's currently 1.6 times!

source: Footprint Network

<https://www.footprintnetwork.org/our-work/ecological-footprint/>



Fact #2

By 2050, to mitigate earth's climate crisis, 50% would be achieved by electrifying 100% of the world's energy needs with renewables.

Most of the other 50% will be harder as it will come from changing our wasteful production and consumption behaviours.

source: Ellen Macarthur Foundation

<https://www.ellenmacarthurfoundation.org/our-work/activities/climate-change>

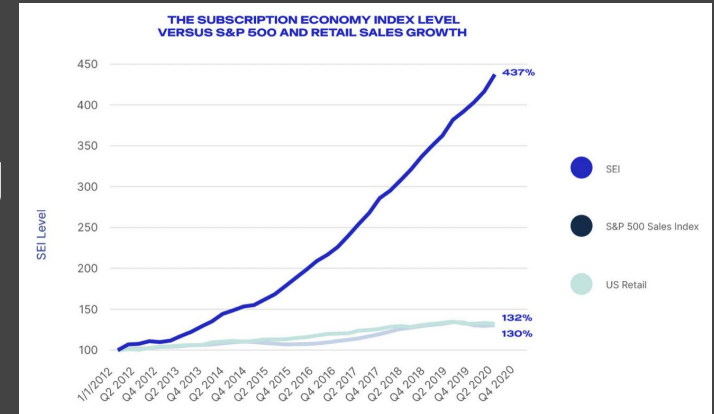
The Global Economy Is In Crisis.

The exponential exhaustion of natural resources, declining productivity, slow growth, rising unemployment, and steep inequality means people and the planet are close to 'breaking' point.

Today's economic and production systems are broken making GDP irrelevant now.

Fact #3

Shifting to a subscription based business model has proven to being 6 times more valuable for tech companies than traditional models.



source: Zuora Subscription Index

<https://www.zuora.com/resource/subscription-economy-index/>

The Industrial Paradigm Is Declining

After centuries of neglect, a new paradigm is forming.

key ecosystem
elements:

energy
technology + comms
mobility

food
live/work/play

agricultural

1st revolution



fire, water streams, farms, horses,
carriages, villages, towns, guilds.

industrial

2nd revolution has matured & declining



extract fossil fuels/minerals,
cars/trains/ships/factories,
food overproduced at scale,
urban sprawl, tall skyscrapers/large
industrial sites/city congestion.

sustainable

entering 3rd revolution



sun/wind/water energy, robots,
autonomous mobility,
smart/reusable materials,
biodiverse/regenerative food,
electrified cities to live/work/play.

Productivity Is Being Challenged

GDP is slowing around the world because productivity has been declining for last 25 years.

core premise

'software is eating the world' yet valuable customer & stakeholder experiences are delivering a happy & harmonious people & planet.



key productivity shifts

automation changes
work & purpose



accelerate
convergent innovation

excess
management



bullshit
jobs

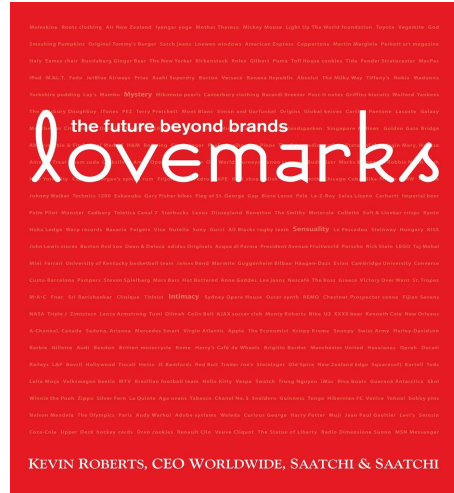


Increasing Consumerism = Growing Waste

with 20th century advertising thriving, industrialist manufacturers produced an oversupply of products and subsequently harming the people and the planet.



advertising



brand



waste

**We are running out
of resources yet
we continue to
create more
waste.**

big, wicked problem.

**Convenience of
buying products for
the best price.**

The enemy

What we realise is all people want to do is

**have a reliable
product to complete a
task that is not
harmful to the planet.**

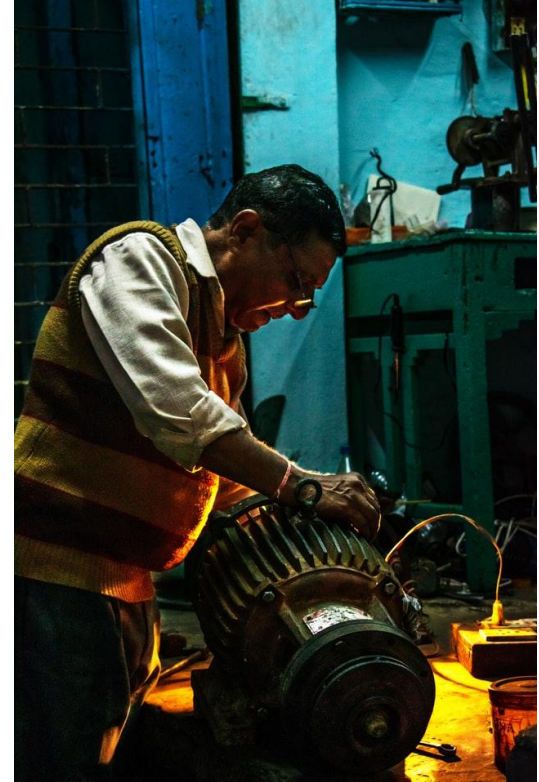
The promised land

**But to complete a
task, people
shouldn't have to
buy, use, and
dispose products.**

Possible capabilities as 'magic' for slaying 'monsters'

Core Problem? What's Holding Us Back?

industrialist (manufacturer) who produce and sell products polluting the world for financial short term profits only.



The linear iPhone journey example



**Design at
Apple HQ**



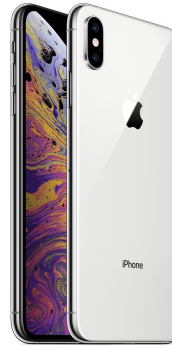
**Assembly
at Foxconn**



**Ship &
Warehouse
Globally**



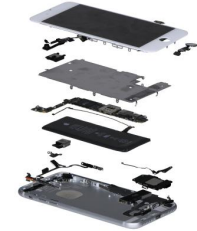
**Sell At Stores
And Online
Globally**



**Apple
iPhone**



**Apple 'Daisy'
disassembly
robot**



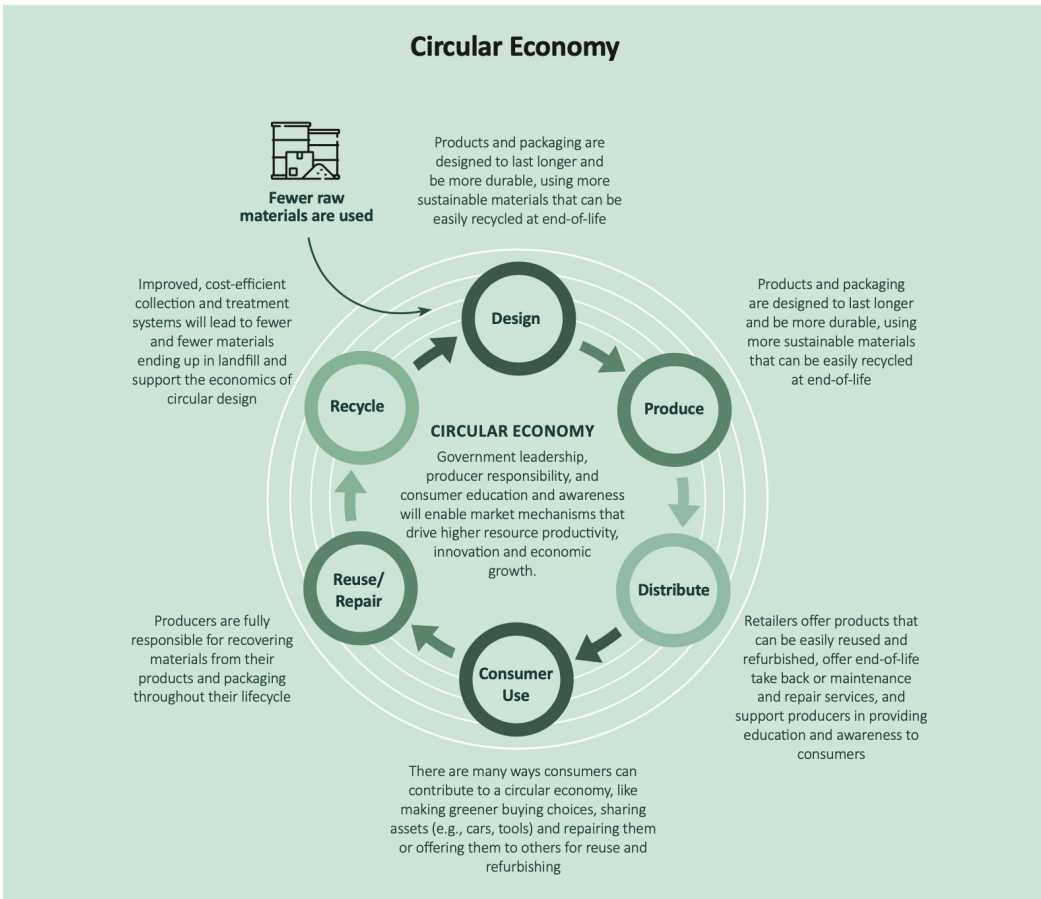
**Raw iPhone
materials**



**What
Next?
It's A
Black Box**

Circuitlist Perspective Post: [How Apple Is Transforming Into a Closed Loop Product-As-A-Service Provider](#)

Circular Economy



Source: [The Circulist Imperative White Paper – Dec 2021](#)

There Are 2 Versions of The Circular Economy

We are at the beginning of a long circular economy transition.

Circular Economy v1

Symptoms of the current linear economy challenges such as **waste, recycling, right to repair, and extended product life** are attracting more companies and leaders to find solutions to solve these problems.

Circular Economy v2

More action required to designing and building a future economy + society where **products are designed for use, as-a-service offering, recycle, remade, re-use**, eliminating waste via 100% sustainable energy.

Circular Economy v1

Focusing on solving for waste, recycling, right to repair, extended product life.



great wrap.™



REDWOOD
MATERIALS



BackMarket

Circular Economy v2 Momentum is growing with new scaleup players arriving...

people, mindset, strategy, growth, and capabilities are reshaping value and impact.



SPACEX



AFFIVAL



FAIRPHONE

...and large incumbents transforming their business

people, mindset, strategy, growth, and capabilities are reshaping value and impact.



Interface®



 **Rolls-Royce®**

Goodbye industrialist. Hello circulist.

the transition from
industrialist to **circulist**
has begun.

we're at an inflection point in history which represents an unparalleled opportunity for global businesses, policy-makers and workers worldwide.

Those who can rethink the value chain for complex high tech products, prioritize dematerialization, and closed loop systems (which means reducing reliance on primary resources), could have an incredible advantage.

Our Mission



Reimagining products for good.

We are building a tomorrow where products
are made to be used rather than thrown
away.



Target Market


Conscious customers (consumers & businesses)

People proactively want to be part of **doing good** for people & planet in **everyday** life.

Apr 29, 2021, 05:19am EDT | 1,758 views

Brands, You Need To Listen To The Conscious Consumer Of The Future



Jonquil Hackenberg Contributor 
Sustainability

I write about sustainable business & ESG trends supported by tech

Follow



Listen to this article now

Powered by [Trinity Audio](#)

-05:33 

f
t
in



Most of us are emerging from the COVID-19 pandemic much more conscious as consumers than we were ... [+] [GETTY](#)

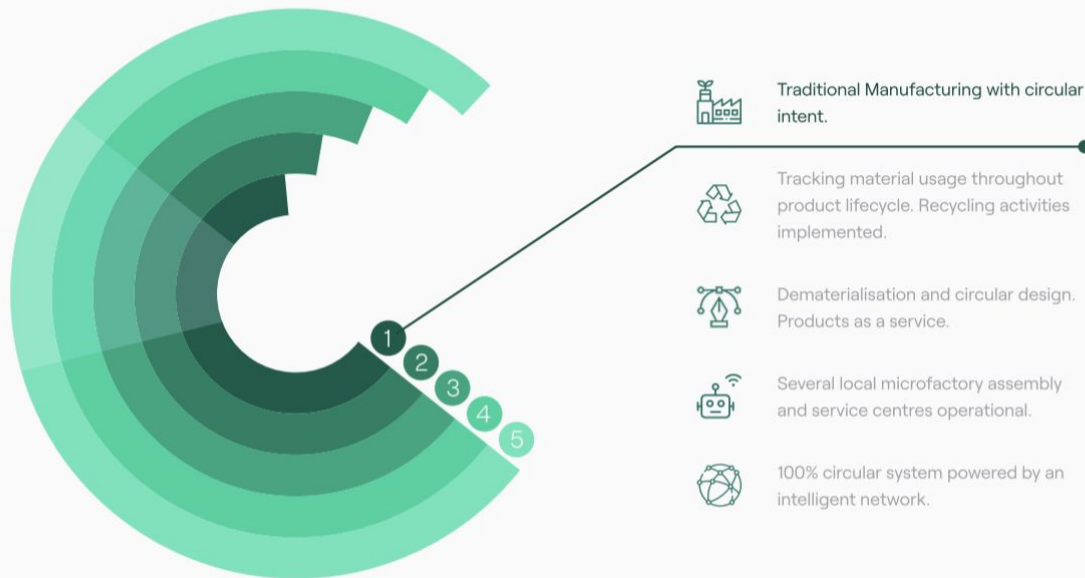
Over the last year, many of us have become much more conscious of the way we shop, consume, and dispose of everyday items. There have been countless catalysts for this groundswell of support for environmentally and socially responsible choices: wildfires ravaging the U.S. and Australia, the voices of Extinction Rebellion and Greta Thunberg, fast fashion giants being exposed for under-paying garment

Leading
towards 5
levels of
circulist
advancement

It will take
decades not years.

The Circulist Imperative.

Before we get to 100% circular systems eliminating waste and pollution locally, manufacturing will first have to progress through five levels of technology, organisation, product dematerialisation and build world advancements.



Source: Download The Circulist Imperative White Paper on the [Mission Page](#).

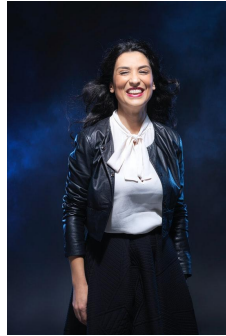
Our growing circulist 'tribe'

A diverse global network of circulist, who are aligned by our circulist charter, and aspire to collectively learn, share, and take action with how they build and scale their circulist ventures, committed to circularity.



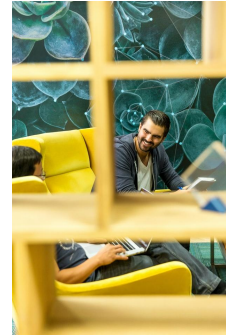
Product Manufacturers

who aspire shifting to a circular model and do good for people and planet.



Visionary Entrepreneurs

who foresee a circular driven world, and are driven to reimagine manufacturing and the built world.



Designers, Engineers, & Scientists

who are motivated to make a circular shift to become a leading force for good with circular design philosophy & principles.



Government Leaders

striving to enable positive economic, social, and environmental benefits for their citizens, job creation, and stakeholders.

Getting Started | Three reasons circularist commit

You Would Commit To Strive Towards **Net Zero** With Circularist.

**Your Customers
Should Not Need To
Own The Product.**

Reason #1

**Your Customers
Should Not Be
Solely Responsible
For Product Repair
& Maintenance.**

Reason #2

**Creating Products
That Are Destined
To Become Waste
Is Just Wrong.**

Reason #3

circulist.

**Thank You.
Q&A**

circulist.com

**Nick Gonios
nick@circulist.org
@nickgonios**