



# Ondek je duurzame waardeproposities

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# De rol van bedrijven... waardecreatie





# De rol van bedrijven... waardecreatie negatieve waardecreatie?





# Duurzame waardeproposities

**Multi-stakeholder:** binnen én buiten de traditionele toeleverancier-klant focus, ook keten, natuur en maatschappij

**Multi-dimensioneel:**



**gecreëerde waarde:** tastbare en ontastbare waarde (functionaliteit + ..)



**negatieve waarde:** bijv. CO2, schadelijke stoffen, single-use verpakking



**gemiste waarde:** verloren grondstoffen, korte gebruikstijd, overtollige ruimte



**nieuwe waardekansen:** negatief/gemist omzetten in nieuwe waardekansen. Bijv. circulair productontwerp, reductie energieverbruik bij klant, refurbishment



# Voorbeeld: tapijtproducent Interface







Lithiumloop - New life for used e-car batteries



# Resource exchange reimagined

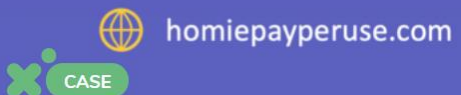
Transform how you source, procure, and  
use resources with Rheaply.



CarbonCure – Subscription model

# homie

## Don't buy our washing machine!



Smol – Super-Concentrated Cleaning Products

[www.circularx.eu](http://www.circularx.eu)



Ikea - "Buy Back" Program

| TECHNOLOGICAL                                                                     |                                                                                   |                                                                                    | SOCIAL                                                                              |                                                                                     |                                                                                     | ORGANISATIONAL                                                                      |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |
| Optimization                                                                      | Circularity                                                                       | Substitution with renewables                                                       | Functionality, not ownership                                                        | Stewardship                                                                         | Slow consumption                                                                    | Co-creation                                                                         | Social entrepreneurship                                                             |
| LEARN MORE                                                                        | LEARN MORE                                                                        | LEARN MORE                                                                         | LEARN MORE                                                                          | LEARN MORE                                                                          | LEARN MORE                                                                          | LEARN MORE                                                                          | LEARN MORE                                                                          |

## EXAMPLES

|                         |                               |                                              |                                                        |                                                    |                                                          |                                                           |                |
|-------------------------|-------------------------------|----------------------------------------------|--------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------|----------------|
| Increased functionality | Circular economy, closed loop | Move from non-renewable to renewable sources | Product-oriented PSS - maintenance, extended warrantee | Radical transparency about eco or societal impacts | Consumer education (models); communication and awareness | Collaborative approaches (sourcing, production, lobbying) | Not for profit |
| Lean                    | Cradle-to-cradle              | Green chemistry                              | Use oriented PSS -                                     | Resource                                           | Responsible                                              | Incubators and                                            | Localisation   |





**VALUE CREATED** - What tangible and intangible value is created for each of your stakeholders? For example, why does your customer buy the products and services offered? Does the business network mitigate or offset some negative outcomes in full or in part (such as carbon emissions)? These should be included in the value created section of the tool.



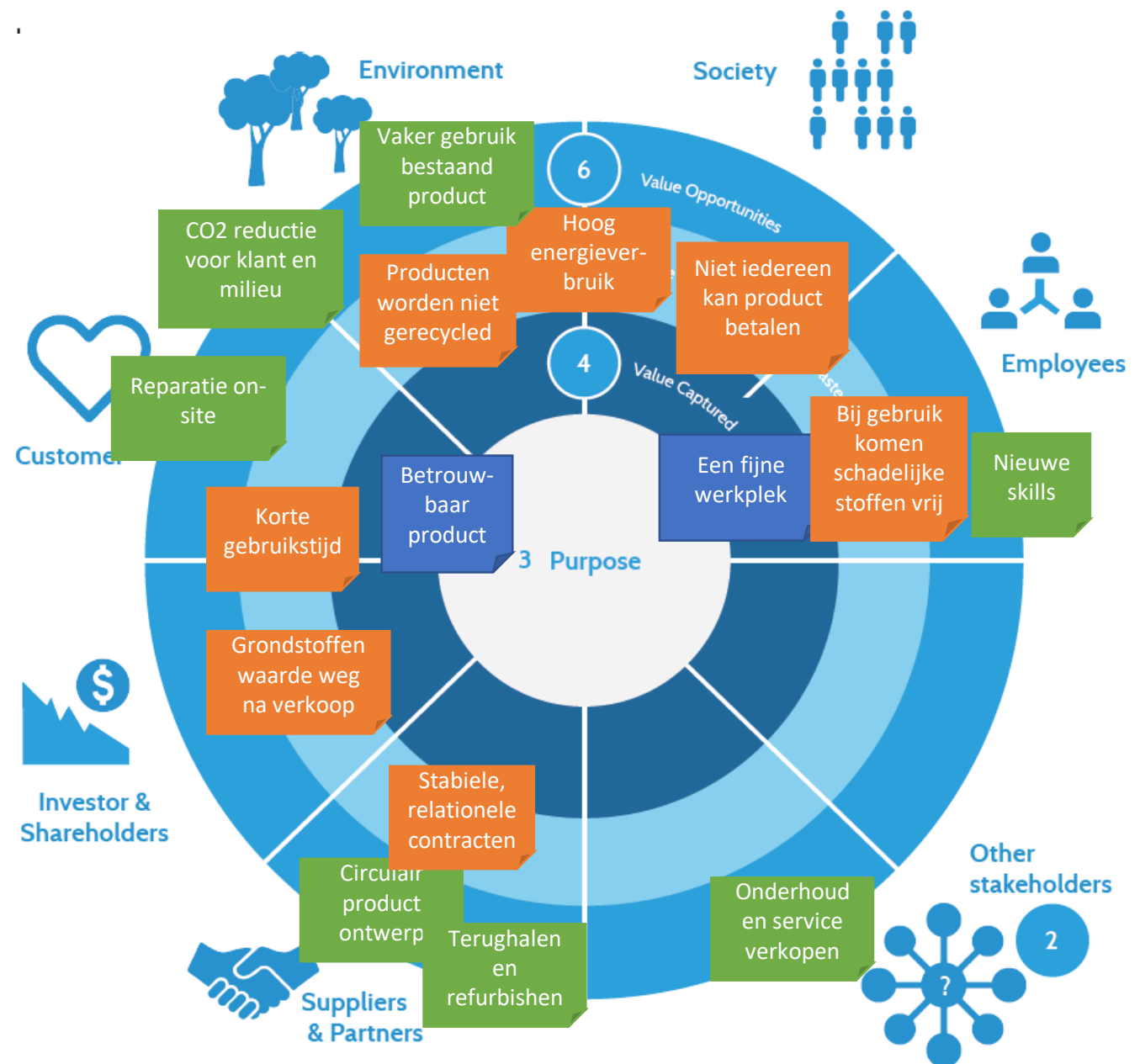
**VALUE DESTROYED** - negative outcomes of the business for any of your stakeholders. Consider for example, environmental impacts such as pollution, or loss of local employment caused by offshoring or global outsourcing.



**VALUE MISSED** - How might the business be missing an opportunity to capture value, or wasting or squandering value in its existing operations? For example, are customers not receiving what they really want? Are potentially useful materials going to landfill?



**VALUE OPPORTUNITIES** - What new forms of value might the business create for its stakeholders through introduction of new capabilities, activities and relationships?





# Wat zijn de take-aways voor jouw bedrijf?

**Deze oefening uitvoeren  
met studenten?**

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