

# CIRCULAR BUSINESS

ROUNDTABLE  
2022

**Summary**







**Circular Business Roundtable** is a pan-European project aiming to gather and meet international entrepreneurs developing their circular solutions, products and services, to share their experiences, ideas and knowledge. The first edition of the project took place this year, organized by the INNOWO Institute during the Circular Week 2022 conference.

There were six thematic sessions, each focused on one significant field of the circular economy:

**Waste Management,**

**Textiles,**

**Online Platforms & Sharing Economy,**

**Packaging,**

**Food & Bioeconomy,**

**Construction & Furnishing.**

The event hosted selected companies from Poland, the Netherlands, Italy, Slovakia, England, Denmark, Australia, Spain, Norway, Ireland, Austria and France. Entrepreneurs had the opportunity to meet, present their circular solutions and goals for their businesses, and find potential business partners. Each Roundtable included presentations of each company followed by a moderated discussion.

A total of **45 companies** took part in the project, with **207 participants** as an audience.

Recordings of all meetings are available on YouTube of the INNOWO Institute:

<https://www.youtube.com/watch?v=rx5snv3LgMY&list=PLR-38K6wzMsNKbc1Y591LfMDtit2kOJ6Pq>

A person is shown from the waist down, wearing a dark long-sleeved shirt and blue jeans. They are holding a black plastic trash bag by its top edge. The entire image is overlaid with a semi-transparent blue filter. The background is out of focus, showing what appears to be an outdoor setting with some structures.

# Waste Management



During this session, we learned about eight innovative solutions that are transforming the waste management sector into a more circular one. We met representatives of both large companies operating on a European scale and young start-ups boldly entering European markets. The companies presented ideas from Poland, the Netherlands, Slovakia, Italy, and Ireland.

The services and products described cover many aspects and areas of waste management. Among others, we learned about circular waste usage in the IT sector, steel production, recycling of panel displays and residuals from solid waste incineration, water treatment, and both software and hardware solutions for waste recycling.

Speakers were highlighting the main barriers to introducing and implementing their innovative solutions into the market - the same challenges were frequently repeated regardless of the country of companies' activity, such as the status quo in the waste management industry, inflexibility of municipalities and their unwillingness to implement changes.

## Sensoneo

<https://sensoneo.com/>

Country: Slovakia

((SENSONEO))

Martin Kosak from Sensoneo highlighted the importance of data in waste management. Their Slovakian company occupies with the digitalisation of waste management and advanced services based on data processing. The company provides hardware and software solutions, such as take-back systems, factory and bin access management, and waste monitoring through smart sensors - all significantly reducing costs. As the main challenges in the sector, Martin indicated the status quo, inflexibility and the unwillingness to implement changes in the waste management industry.

## Flex IT Distribution

<https://flexitdistribution.com/>

Country: the Netherlands

**FLEXIT**

During the next speech, Werner Mars representing Flex IT Distribution emphasized the importance of making the IT sector more circular referring to the current economic situation - the blow-up of energy prices and fossil fuel depletion. The company deals with this problem by extending the life cycle of IT products. They established a new project with HP - HP Approved Selection - to deliver the best in a class workspace: B2B service of refurbished products featuring durability and sustainability.

However, there are some obstacles to developing the idea: the market shares are reported on only newly sold units and circular products were already sold so they are not included in the indicator. Such things are holding back the next step in the company's circular movements. Moreover, Werner highlighted the relevance of legislation and the need for its improvement. As an example of best practice, he gave France, where in tender business min. 20-30% of materials must be circular.

## Hydratico

<http://www.hhlabs.tech/>

Country: Poland

hydratico  
WATER DOCTORS

The next speech was about fast and ecological desalination and water treatment which is the core business of Hydratico - a Polish start-up. Sea water has an enormous potential to meet drinking water supplies, Hydratico provides a new approach to water desalination - SUPERCAVITATION, which compared to two traditional methods (thermal desalination and reverse osmosis) is two times more energy efficient, emits less CO<sub>2</sub> and reduces costs. They offer fast, modular, CO<sub>2</sub>-neutral water treatment plants.

## Votechnik

<https://votechnik.com/>

Country: Ireland

Votechnik  
deep technologies

Votechnik is a spin-off company that recycles LCD TVs and flat panel displays which contain not only recyclable, valuable materials but also hazardous components. They created a robotics machine system to depollute displays of hazardous components, process them at high speed and turn them into "gold", aluminium & more.

## Contento Trade

<https://contentotrade.com/>

Country: Italy



Contento Trade operates mainly as a research centre in the environmental field, developing new systems for recycling, reuse and valorization of industrial waste. It also carries out research on new materials for the building industry. Their product addresses the problem of valorization of residuals from solid waste incineration, their concept is to transform an environmental issue into an economic opportunity.

## Isuschem SRL

<http://www.isuschem.it/index.php/en/>

Country: Italy



Isuschem SRL is an innovative start-up and university spin-off, which operates in the field of chemical products for industrial use synthesized from fatty acids from waste vegetable oils. Their products, derived from medium-short chain fatty acids of waste vegetable oils, have been successfully used in the formulations of offset printing inks for food packaging, for cleaning agents of printing machines and as a starting base for wood surface coatings and ceramics. These esters that the company intends to place on the market have also been preliminarily used as surfactants and eco-sustainable emulsifying agents as well as additives for the formulation of cosmetics in the hair colour treatment and sunscreen sector.

## T-Master

<https://t-master.pl/>

Country: Poland



T-MASTER S.A. is a Polish technology company focused on designing and manufacturing intelligent containers for the selective collection of municipal waste and creating IT solutions for infrastructure management, data aggregation and analysis. The company was established in 2017 and its core is a team having experience in creating large IT and electronic systems and designing and mass production of devices. Many years of cooperation with local government representatives allow us to provide our clients with expert support and consultations in the field of diagnosis of the current state of waste management and implementation of system solutions for effective selective collection in municipalities.

## Celsa Huta Ostrowiec

<https://www.celsa.com/>

Country: Poland



European group that produces 7 million tons of circular steel each year. Circular means that steel is being produced only from scrap. This process allows not only reduces basic raw material usage but also saves energy, and avoids emissions. Only in Poland Celsa is purchasing 1.3 million tons of scrap and producing 1.2 million tons of steel each year. The group has a goal to become net positive in 2040. Their current projects in progress: 1) deoxidizing aluminium foundry; 2) Green DRI plant - from iron ore pellets and green hydrogen; 3) Slag, mill scale, refractories and dust; 4) new waste stream: E-waste and End Of Life Vehicles.



# Food & Bioeconomy





Did you know that food wastage in Poland is estimated at **5 MILLION TONNES per year**? Did you know that 15% of food losses are generated in the agricultural sector, 15% in the production and 60% of food thrown away is the work of CONSUMERS?

During the Food & Bioeconomy session, we met nine entrepreneurs who are responding to the above problems in the food industry every day by developing their innovative circular business solutions. We had an opportunity to listen to the young Polish startup that is using every available organic raw material (such as organic agricultural waste, algae, spropel, peat, brown coal) and upcycling it into organic fertilizers. Another company creates designer products from fully biodegradable materials made exclusively from by-products of the food chain, such as peels, shells, seeds, and coffee grounds. We learned how many different products, food, drinks or cosmetics can be made from only one "wasted" raw material... bread waste! There were also presentations from companies upcycling used cooking oil or manufacturing sustainable plant extracts, as well as one that tackles the food waste problem in supermarkets.

Some entrepreneurs stressed that the biggest challenge is energy sourcing and the fact that high technological innovations increase energy consumption in the short term. It was underlined that we need to rethink cost counting to include environmental costs and that it is crucial to impose standards and favour sustainable solutions to balance the competition.



## Duynie Polska

<https://www.duynie.com/pl/>

Country: Poland



Duynie Sp. z o.o. is a feed company specializing in the distribution of feeds based exclusively on co-products of the food industry. The business model is based on direct service to food plants in receiving coproducts, valorizing them in terms of nutrition and then delivering coproducts directly to growers. Both parties gain by saving water management (low dry weight products), energy expenditure (no drying) and management of protein and energy components. Typical industries served include: brewing, starch processing, and spirits industry and customers are dairy, meat and pig farmers.

## REWOW

<https://rewow.eu/>

Country: Italy



Rewow increases the sustainability of the cosmetic sector through the development of bio-based, biodegradable and circular polymers used as raw material in different formulations. The polymers are specifically aliphatic polyesters which can substitute other polyolefins which are not biodegradable. REWOW's polymers derive from waste materials and they show high versatility. In particular, these polymers can be used as dispersants and thickeners in cosmetic formulations such as sunscreen and make-up."

## Krill Design

<https://www.krilldesign.net/>



Krill has patented an innovative material called Rekrill®: 100% biodegradable and compostable, made from the start of the by-products of the food chain, homogeneous organic waste such as peels, shells, seeds, and coffee grounds. Thanks to Rekrill® we give life to eco-design products that become a concrete realization of a productive new culture and a sustainable way of living.

## Humati.co

<https://www.humati.co/>

Country: Poland



Upcycling ORGANIC WASTE into ORGANIC FERTILISER. Humati.co's technology provides the ability to create high-quality organic fertiliser from any available organic raw material, including organic agricultural waste, algae, sapropel, peat, brown coal, etc. The company provides technological equipment for the local processing of organic waste from industrial and agricultural processes and the on-site production of a high-quality organic fertiliser - potassium humate, which can fully replace chemical fertilisers.

## Rebread

<https://www.rebread.com/>

Country: Poland



Rebread is working on creating an ecosystem that systemically and efficiently addresses the problem of bread waste worldwide by co-creating know-how in an open manufacturing framework, connecting suppliers with buyers through a marketplace, and creating local hubs - communities committed to the idea of saving bread from landfill.

## Last Minute Otto Casa

[www.lastminutesottocasa.it](http://www.lastminutesottocasa.it)

Country: Italy



We are running a solution against food waste since 2015 here in Italy. In the last year we've added a new feature (joining two Apps) thus allowing shops (mainly supermarkets) to track every morning, in a few minutes, all products that are about to reach the expiration date, label them as "50% discounted product" and – fully automatically – send a notification to nearby citizens about these products that are available in the supermarket near them, at 50% price. In this way not only we are immediately able to identify products that are "at risk", since close to the expiration date, but also inform people nearby, about their availability at 50% price.

## Vertigo Farms

<https://vertigofarms.eu/>

Country: Poland



We produce plant extracts for healthier food, medicines and cosmetics. We are a first-world manufacturer of plant extracts with integrated and sustainable cultivation and extraction process within a single production facility.

## Xnext

<https://x-next.com/>

Country: Italy



XNEXT - the innovative low-density foreign body inspection technology in real-time quality control.

Xnext is a deep-tech SME that produces and markets X-ray multi-energy inspection solutions. After 10 years of research and development, Xnext has introduced on the market the proprietary and patented XSpectra machinery, the most advanced real-time inspection system currently available, able to detect defects and low-density foreign bodies (for example in foodstuff) such as plastic and rubber fragments, bones and cartilage, wood, insects etc. Like no other technologies, XSpectra revolutionises online monitoring for real-time quality and safety control, resulting from a unique combination of 3 high-level innovations: Photonics, Nuclear Electronics and Artificial Intelligence. XSpectra is a versatile system that, thanks to its unique properties, can be applied in many industrial application fields, not only in the food industry: waste and material recycling, pharmaceuticals, and non-destructive testing.

## PlantaRei Biotech

<https://www.plantareibiotech.it/>

Country: Italy



Elena Sgaravatti is the founder and CEO of PlantaRei Biotech, a tech-transfer company in plant biotechnologies a company with the mission of ensuring the needed knowledge to make safe, standardised, sustainable and scientifically robust, plant extracts/botanicals available to the market fully respecting biodiversity and the circular economy through a networking / open innovation model. PlantaRei Biotech works with the leading market players in collaboration with the main University centres and the Italian National Agency (i.e. Enea) to make its project available effectively contributing to achieving SDGs.



# Packaging



Did you know that humanity **consumes about 1 MILLION plastic bottles every minute?** That globally we produce 1 tonne of plastic per person and that 55% of plastic ends up in landfills or the environment? That in Poland we use **3,5 mln tonnes** of plastic yearly and only 40% of packaging is recycled?

This session brought together several entrepreneurs that know the answers to these questions and do their best to change these numbers through the best business solutions. All of our presenters have the same goal: to reduce plastic production and save our planet by shifting the packaging sector into a more circular one. During 1,5h we could learn about 8 different solutions from Poland, Netherlands, England and France that support this goal but in different ways.

During the discussion, we could observe the creation of two fractions: speakers promoting reusable packaging as the only proper and the best alternative for single-use plastic ones, and a second part that recommended compostable, biodegradable packages.

In the Q&A session, there was a discussion about the carbon footprint of reusable containers, transportation and the process of washing, among others speakers emphasized the complexity and difficulty of measuring carbon emissions. However, some analyses show that reusable packages (with all washing and transportation processes) after 5 uses have a lower carbon footprint than single-use packaging.

Some entrepreneurs highlighted that the growing ecological awareness of Poles and the growing cost of waste treatment are great opportunities for developing their circular business models. However, at the same time, they still see this popular belief that being eco-friendly is expensive and is one of the biggest challenges.

## Ozarka B.V.

<https://ozarka.nl/>

Country: the Netherlands



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Based in the Netherlands, Ozarka is a full-service company offering reusables for HoReCa and hospitality, plus solutions to keep the reusables in circulation. Our suite of solutions includes RFID-enabled smart return bins, signage, and behavioural design. We offer deposit-based returns where necessary, and are price competitive with premium disposables. We are acutely focused on the customer experience, developing solutions that make reuse effortless for the consumer. The transition toward a zero-waste world is seamless with Ozarka.

## LMPE Srl

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

Country: Italy



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LMPE is an innovative start-up and a spin-off. Specifically for the packaging sector, we have developed: 1) Biodegradable and compostable formulations with the addition of cellulosic and inorganic fillers and with organic waste from agro-industrial processing, for injection or thermoforming packaging application; 2) Coating with barrier properties against Insect contamination, to be used in smart packaging; 3) Oxygen Scavenger additives, to be used in food packaging application; 4) Compostable glue, for industrial Packaging applications; 5) Various PET additives, specifically for packaging recycling

## Drogerie DOT

<https://drogeriedot.pl/>

Country: Poland



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Drogerie DOT is an innovative distribution system of cosmetics and detergents which enables a circular economy. We are an eco alternative and a complete solution that contributed to the reduction of consumption of plastic waste in our customers' households.

## Moree

<https://www.getmoree.com/>

Country: England



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Moree is a zero-waste grocery delivery service. We're on a mission to eliminate single-use plastics from groceries by making zero-waste shopping as easy as ordering a pizza! Moree is a universal tech platform that helps food and FMCG brands easily switch to reusable packaging.



## YoYo Boost Reuse

<https://www.yoyoboostreuse.com/>

Country: Poland



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YoYo's vision is to free nature from takeaway packaging waste. From taking the first step to closing the loop YoYo makes sure that reusable solution is circular and successfully implemented at the workplace.

We believe that the true solution to packaging pollution is not just replacing disposables with „something else” but something better and something that works! That's why we provide an implementation service that creates zero-waste with confidence, which reduces tonnes of packaging litter, brings happiness to users who can enjoy guilt-free takeaway, and promotes convenient reuse culture in closed-loop environments. Companies we work with can be sure about the sustainability of their choices. To achieve that, YoYo combines scientific data and practical experience.

## ZNIKA opakowania

<https://znika.pl/>

Country: Poland



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An environmental startup that works in areas such as 1) B2B compostable packaging for industries such as e-commerce, fashion, beauty, and food; 2) Eco-fillers made from compostable paper and films; 3) Ecological adhesive tapes; 4) Research and development of compostable materials

## Swapp!

<https://swapp.zone/>

Country: Poland



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Swapp! primarily offers Sustainability-as-a-Service (SaaS) to brands helping them to accelerate their sustainable development. It consists of three complementary elements: Refill Station with cutting-edge features and design, Monitored & Reusable Packaging and Applications (mobile/web) for end users & partners.

What stands out in Swapp! is that, we leverage the synergy among Refill Station, Smart Packaging & Connected Apps to help you achieve your sustainability goals in no time.

## Antalis

Country: Poland

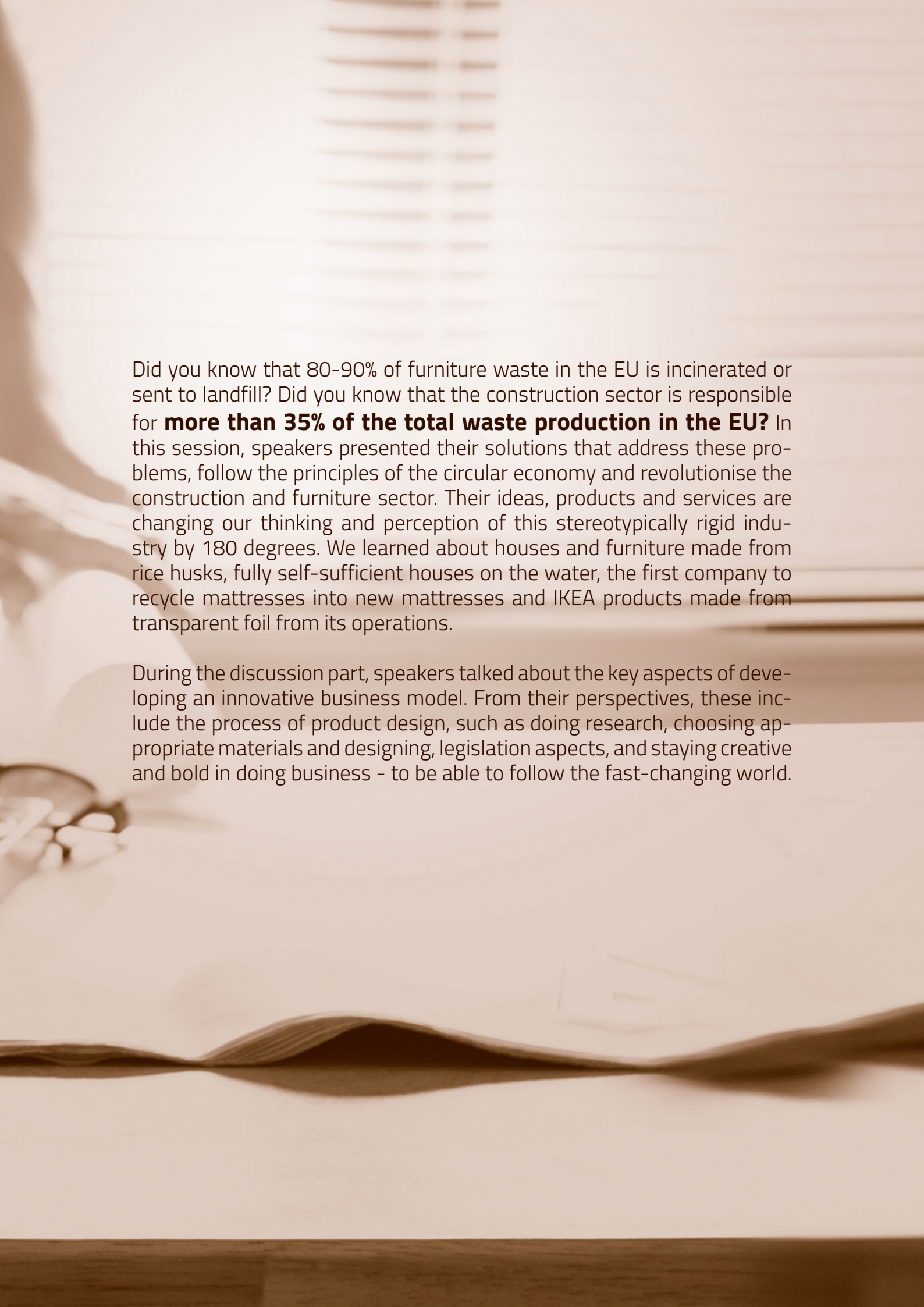


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Antalis is the leading B2B distributor of products and services in Papers and industrial Packaging, and number two in the distribution of Visual Communication media. Our 93 distribution centres are focused on eco-responsibility, providing world-class services. We offer over 20,000 products, including recycled papers, environmentally certified papers, food-grade certified packaging materials, e-commerce solutions and packaging, promotional materials and visual communication products. We provide comprehensive support in the process of designing tailor-made packaging, using the knowledge of experts and engineers from our Packaging Design Center.

# Construction & Furnishing





Did you know that 80-90% of furniture waste in the EU is incinerated or sent to landfill? Did you know that the construction sector is responsible for **more than 35% of the total waste production in the EU?** In this session, speakers presented their solutions that address these problems, follow the principles of the circular economy and revolutionise the construction and furniture sector. Their ideas, products and services are changing our thinking and perception of this stereotypically rigid industry by 180 degrees. We learned about houses and furniture made from rice husks, fully self-sufficient houses on the water, the first company to recycle mattresses into new mattresses and IKEA products made from transparent foil from its operations.

During the discussion part, speakers talked about the key aspects of developing an innovative business model. From their perspectives, these include the process of product design, such as doing research, choosing appropriate materials and designing, legislation aspects, and staying creative and bold in doing business - to be able to follow the fast-changing world.



## Ricehouse

<https://www.ricehouse.it/>

Country: Italy



RicehouseSrl SB is an innovative start-up and B Corp that uses by-products of rice production, from a short supply chain, in order to create natural construction materials. Rice by-products like rice husk and straw become the resource for our 3 business units: Product, Project and Open Innovation. Our architecture moves towards an ethical, cultural, technological and deeply committed transformation of territory, city and the building: that becomes a living system.

## MATЯ

[www.mat.eco](http://www.mat.eco)

Country: Austria



MATЯ is an award-winning circular economy startup based in Vienna offering an innovative mattress-as-a-service solution. Their mission is to enable hotels to provide a premium sleep experience for their guests and improve their environmental footprint in an accessible, effortless way. Their company is the response to the huge problem of mattress waste, a problem that nowadays doesn't take a huge interest - each year 30 million mattresses end up as waste in Europe every year. Their products are made from old mattresses, have modular structures that enable easy refurbishing, and are made only from two materials. MATЯ main target group is hotels.

## Circular Floating Districts

<https://www.circularfloatingdistricts.com/>

Country: the Netherlands



Circular Floating Districts is a concept developer of living, working and recreational environments on the water. We devise future-proof and innovative floating living concepts. The initiative is founded by the duo WillemJan Landman and Michiel Zwart. With each having its own specialisms in architecture, naval architecture, development and design.

## IKEA Polska

<https://www.ikea.com/pl/pl/this-is-ikea/climate-environment/transformacja-w-firme-o-obiegu-zamkniety-m-pub40dc71c0>

Country: Poland



Wiktoria Płocha presented the IKEA approach to circularity. Examples of IKEA activities developing circularity in practice: 1) buyback & re-sell service, 2) offering spare parts of sofas to extend the product life cycle by repairing and refurbishing 3) recycling transparent foil from its operations and creating from produced material new finished products available in IKEA offers.

# Textiles

The discussion gathered companies that work in the textiles field: producers offering sustainable clothing solutions, **Producer Responsibility Organization** - a stakeholder platform for the textile industry, a company producing new types of vegan fabrics, but also a public organization that helps circular SMEs to find financing.

Thanks to Laura Ducoulumbier from Refashion - the first Producer Responsibility Organization (PRO) for textiles whose goal is to make sure that the producer has the responsibility and financial contribution to the end-of-life of each piece of the product. PRO collects eco-contribution from all textile producers for each material put on the market. We learned about a company that managed to produce textiles without using any raw materials, an Italian brand that sells a cruelty-free and vegan alternative to animal leather made with oranges and cactuses, and more enterprises with fascinating solutions.



## Refashion

<https://refashion.fr/en>

Country: France

# Re\_fashion

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As the first and only Producer Responsibility Organization (PRO) for textiles and shoes in Europe, Refashion federates all the industry stakeholders to develop the eco-design, reuse and recycling of textiles and footwear. Refashion gathers the stakeholders around a common project: to accompany the transition towards a more circular and responsible fashion. The eco-organization is driven by three priorities: 1) Put environmental benefits back at the heart of the Extended Producer Responsibility approach; 2) Support the development of a sustainable textiles and footwear recycling industry; 3) Meet the legitimate expectations of transparency and traceability of all actors in the sector.

## Circularity B.V.

<https://circularity-works.com/>

Country: the Netherlands



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Circularity products are made WITHOUT using new raw materials. In addition to saving on raw materials, they also achieve demonstrable ecological benefits and ensure economic growth. The impact of just one t-shirt (workwear quality) is CO2: 1.51 kilo, water: 2.942 litres, cotton: 0.17 kilo, oil: 0.17 litre, and pesticides: 0.43 kilo. From 2022 the company will produce 100% circular yarn in the Netherlands, and from 2023 aims to produce T-shirts, polo's and sweatshirts with our TÜV tested yarn.

Han Hamers shared with us his plans for implementing this business model in Ghana, where enormous amounts of European "used" textiles are being transferred and utilised in an extremely damaging way for the environment.

## Daema Srl

<https://www.daema.it/>

Country: Italy



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DAEMA is an Italian brand of sportswear for tennis, padel and golf eco-designed to be circular and to live a second life at the end of its lifespan. At the end of their lifespan, Daema's clothes are recuperated, and the fabrics are used once again as secondary raw materials. Entrusted to the hands of expert craftsmen, they take on a new life, becoming original accessories of the highest quality.

## Ohoskin Srl

<https://www.ohoskin.com/>

Country: Italy



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Ohoskin is the first made in Italy, cruelty-free, vegan alternative to animal leather made with oranges and cactuses. The company aims to make the Italian design sustainable for the animals, the environment, and the people.



## Centrocot


<https://www.centrocot.it/>

Country: Italy



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Centrocot was founded out of the need to support all the companies of the whole textile chain from fibres to garments, by providing highly specialized services, from traditional to technical textiles. The company provides tests and certifications and also offers services on sustainable development. In 2021 a new multisectoral experimental laboratory was established, to study the recyclability of fabrics and other textile materials, by mechanical and thermo-mechanical processes. The laboratory is dedicated to research, development and training to support companies in addressing new innovation trends, related to recycling materials and products and verification of performance, and, more generally, to circular economy. The new multi-sector approach intends to encourage the development of new applications, the experimentation of new materials and the growth of technical skills to support manufacturing companies on the path towards circularity.



# Online Platforms & Sharing Economy



At this session, we gathered **11 innovative companies** from Norway, Spain, Denmark, Poland, Italy, the Netherlands and Australia, that support the transition to a circular economy by developing online platforms and marketplaces for many stakeholders - low-cost and easily scalable solutions.

Did you know that 2.1 million tonnes of textile waste is collected in the EU every year and 80% end up in landfill? Five enterprises from all presenting here are dealing with this issue through their peer-to-peer, B2C and/or B2B online marketplaces for exclusively the textile industry. One facilitates a match of B2B supply and demand, another one encourages consumers to think of fashion as an investment and earn income. The third company offer innovative AI technology to facilitate circular e-commerce, next is the big logistic operator that develops a new model to enable fashion brands to extend product lifecycle.

There are also three businesses that offer more complex online marketplaces for more stakeholders: one is Europe's largest platform for industrial waste, management and green sourcing, the second is more focused on the healthcare and pharmacy sector, and the third operates mainly with designers and artists using waste for new projects.

Thanks to other speakers we learned about the importance of logistics and transportation in circular business models, and familiarized ourselves with the operation of the carbon footprint management platform and with Product Services Systems developing in Nordics.



## Atelier Riforma

<https://atelier-riforma.it/>

Country: Italy



Atelier Riforma's aim is to facilitate the directing of each textile waste to the most suitable circular destination (between reuse, recycling or upcycling). Our solution, Re4Circular, is a digital platform that efficiently matches all stakeholders in the supply chain, from those who collect used clothing to those who give them a second life. Our AI tech allows them to extract all useful data from the waste and digitize it so that the data are shared throughout the supply chain. In this way, we ensure that each used garment is valued as a resource to be re-introduced into the economic cycle, rather than being landfilled as waste.

## The Volte

<https://thevolte.com/>

Country: Australia



The Volte is the largest designer fashion rental marketplace globally. We are enabling consumers to monetize their wardrobe and see fashion as an investment rather than as disposable. Through our platform, designer fashion can be utilised more and in circulation for longer. This is key for fashion to become a sustainable industry.

## FLOWW2

<https://www.floww2.com/>

Country: the Netherlands



Floww2 (est. 2012) is a global leader in developing sharing marketplaces for businesses and organizations. They strongly believe that transparency and collaboration are drivers for a circular economy, and their marketplaces help organizations save costs, earn additional income and work more circularly at the same time. FLOWW2 has developed sharing platforms for pharmacists to exchange medication (PharmaSwap.com), for healthcare in various countries (e.g. Denmark, Netherlands and Canada) and other sectors (e.g. construction and retail).

## POSTEN NORGE

<https://www.posten.no/>

Country: Norway



During his speech, Alexander Haneng - SVP Innovation Partner in Norway Post and Bring underlined the importance of logistics and transportation in ALL circular business models, such as Product As a service, Sharing Platforms, reuse etc. Therefore he stressed how crucial is the proper choice of a green and sustainable logistic partner, a partner that can be a "neutral" part of the ecosystem. Norway Post (or "Bring") is listed as Europe's Climate Leader 2022 by Financial Times and has reduced its CO2 emissions by 51% since 2012.

At Norway Post, we built an online platform called Amoi that connects small stores and restaurants with consumers using fast home delivery. One of the services we offer is the rental of hiking gear and the food you need for the trip. We are also building an ecosystem for reusable e-commerce packaging, called Repost, that we now pilot with e-commerce stores like IKEA.

## Bakers sp. z o.o.

[www.suuol.com](http://www.suuol.com)

Country: Poland



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Bakers Sp. z o.o. is a company that operates in the re-commerce area of the clothing industry. It carries out management and fulfilment activities for re-commerce platforms and since 2020, it has been building AI-based software dedicated to e-commerce circular stores. This software's main goal is to support online second-hand clothing sales and make it scalable and economically effective.

## CYRKL

<https://cyrkl.com/en/>

Country: Poland (international)



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Cyrkl is an international technology company whose main mission is to introduce circular economy principles into the world of waste management through innovative technologies and data analysis. Cyrkl helps thousands of companies find the best customers for their various waste streams on Europe's largest digital waste platform. There are currently more than 16,000 actives on the Cyrkl platform in 12 countries in Europe. As a result, it saves hundreds of thousands of tonnes of material that would have been landfilled or incinerated and the CO2 emissions associated with this. In consulting activities, a team of waste experts carries out comprehensive projects that result in financial savings for companies, which focus on reusing waste or finding suitable recyclers.

## Dekoeko

<https://dekoeko.com/>

Country: Poland (international)



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Dekoeko is an upcycling platform that is revolutionising the way we think about waste. We work with the best designers and upcycling partners from around the world to create functional and designer consumer products from carefully selected waste materials provided by global companies.

We help companies make the transition from a linear to a circular economy, returning corporate waste back into circulation and creating upcycled products that consumers love.

We work with all sorts of waste materials, including those that are difficult to recycle but have huge image potential. These include, but are not limited to plastics, coffee grounds and other biomaterials, textiles, paper, cardboard, bottles, obsolete marketing materials, advertising banners, large format mesh nets, catalogues, flyers, defective product collections, packaging waste and all other unique materials that seemingly no longer have any value to companies, but provide inspiration for our ecosystem of upcycling designers.

## Recovo

<https://recovo.co/>

Country: Spain



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Recovo is a B2B platform that transforms textile waste into resources for the fashion industry through circularity. Where brands buy & sell surplus fabrics from previous productions. By reusing an existing resource, it reduces the impact of processing new virgin materials.

In Recovo, we reduce textile waste and extend the life of materials by creating connections matching the supply and demand of pre-loved fabrics.

## Alisped Logistics srl

[www.alispedlogistics.it](http://www.alispedlogistics.it)

Country: Italy



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Alisped Logistics is a logistics operator, specialising in fashion, reverse logistics, quality control and refurbishing. We developed a model to enable fashion brands to extend product lifecycle, optimize recycling and develop second-hand business. Logistics for fashion is our business: we decided to focus on repair, rental and resale as we want to make (and help brands to make) a difference for people, the planet and business.

We empower brands to keep products in the loop or to recycle them. Briefly we: 1. collect returned, unsold, second-hand or rented items, 2. check, grade and sort products, 3. wash and repair usable items, 4. redirect non-usable items to specialized partners, 4. manage logistics for rental or resale.

## PlanMiljø

<https://www.norion.dk/>

country: Denmark



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The extensive project for the Nordic Council of ministers, that is going on for already 4 years, where they are going deeply into PSS - Product Service Systems. The goal of such systems is to satisfy customers' needs, in a competitive way, as well as to reduce environmental impact compare to traditional business models. The project aims to select and implement the best PSS pilot projects in the Nordics.

## Envirly

<https://envirly.com/>

Country: Poland



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Envirly is a carbon footprint management platform. They lead companies through the whole process of understanding the carbon footprint of a company, counting and as result leveraging their value through the development of the strategy towards a sustainable future with the all-in-one solution. They are developing the Carbon Management Software - the solution that consists of 3 steps: 1) Data Aggregation 2) Analytics and Understanding: real-time analysis of changes in the emission level, dashboard and report, 3) Reduce and Offset: a decarbonization plan, recommendations and support.





