



Innovation for the circular economy

14th November 2017

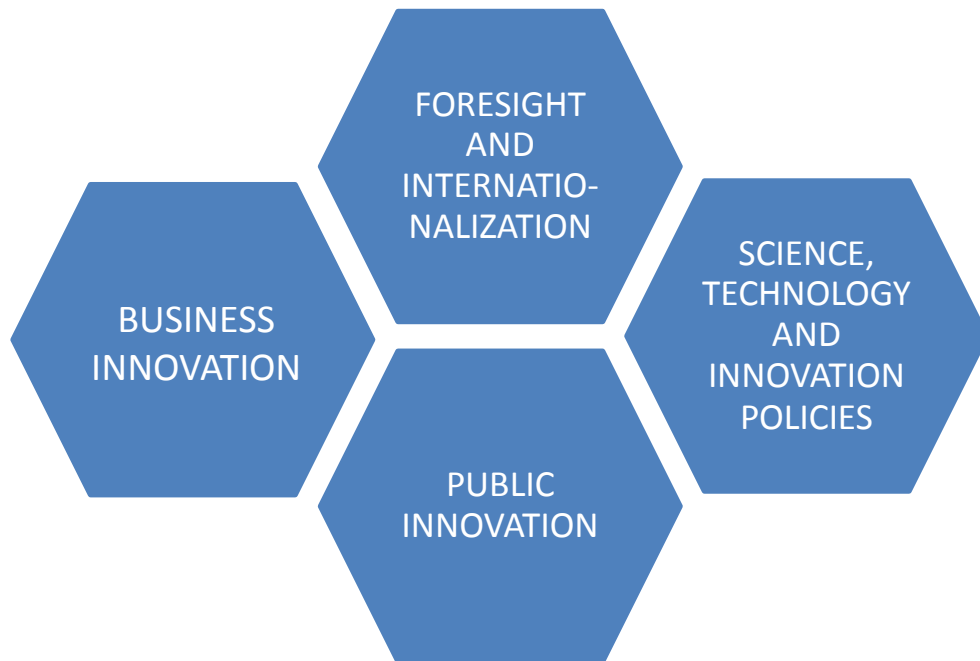
Circularity in the City: Opportunities and Challenges
Smart City Expo World Congress

- **How can cities scale of circular efforts beyond individual initiatives?**
- **How can they boost circularity's impacts and benefits?**

What is Innobasque

We are a private, non-profit association which involves civil society, companies, stakeholders in science and technology, and public authorities so that we can

- work together to build a better future for the Basque Country,**
- and give Basque society a better quality of life, both now and in the future**



Bilbao, capital City of the world



Some territorial figures



- **3 provinces**
- **14th autonomous community in terms of surface**
- **Around 2 million inhabitants**
- **High industrial concentration:** industry GVA 23,6% (European mean 19,3%)
- **High dependence on energy and materials**
- **Very interlinked cities**
- **Cities are connected systems**

Is this a valid model?

How do we get more out of the same (or less) resources?



How do you get more
out of the same resources?

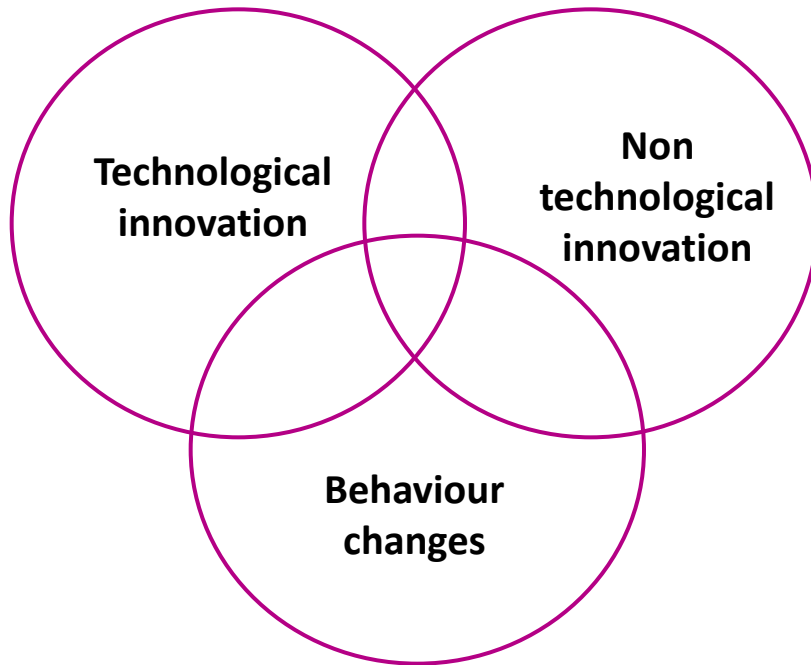
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• Consulting • Technology • Outsourcing

Why is an innovation agency boosting circular economy?

The deployment of circular economy models requires a **visión change** at **business, territory and individual** level, transforming the way we **produce and consume**

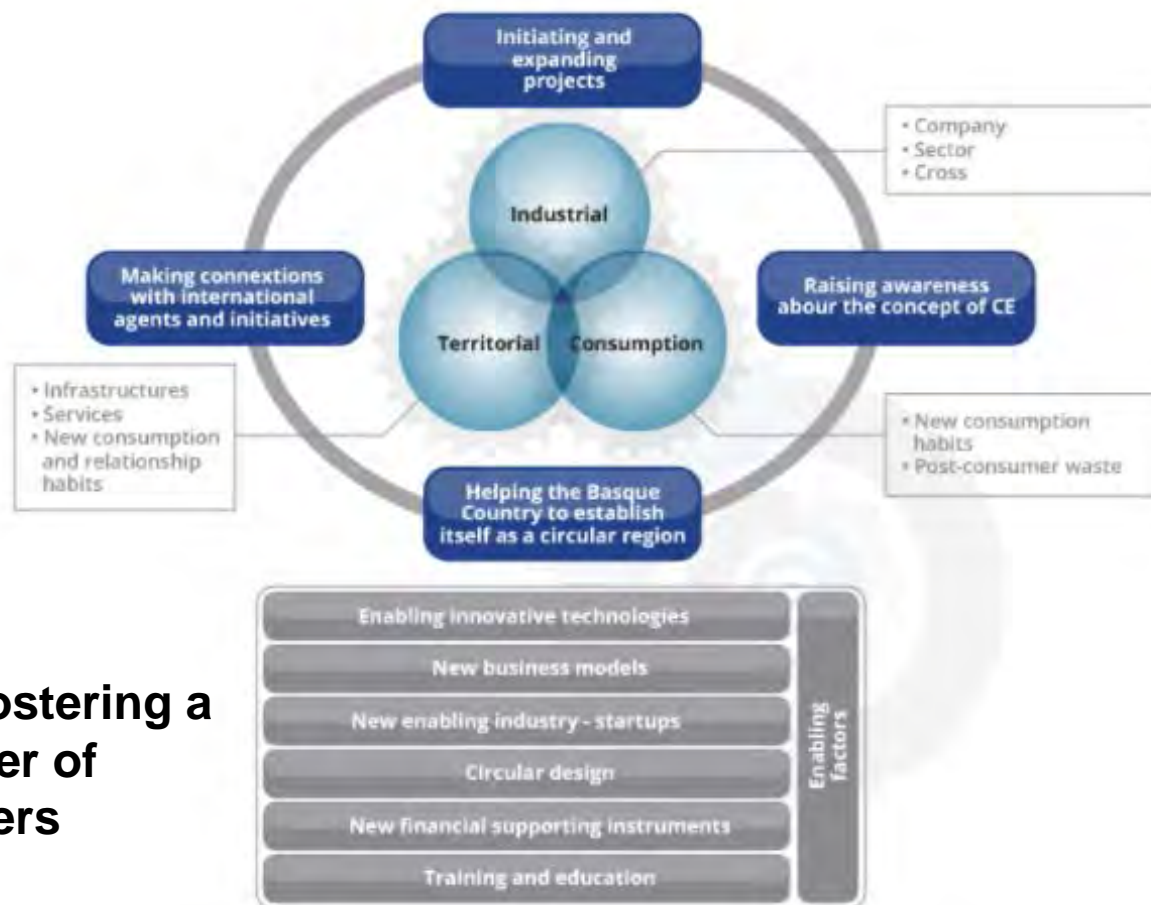
To embrace the CE from an **holistic** perspective, innovation is mandatory:



- **Technological innovation:** necessary to get over the inefficiencies that occur in the value chains, through design of new products and new technologies for its development, ICT, and for a better management of phases of the value chain such as comercialization and logistics.
- **Non technological innovation:** developing new business models linked to funding, comercialization, servitization, etc. Together with a normative development that favours it.
- **Foster those behaviour changes** (“mindset”) that allow and accelerate the adoption of new products/services and consumer models, accompanied with measures of public procurement, among others.

Innobasque's proposal

Innobasque suggest to tackle the circular economy in the Basque Country combining 4 types of initiatives, with 3 different scopes...



Opportunities for the circular economy in the Basque Country

The Circular Basque initiative aims to serve as a showcase for the existing circular organizations and practices in the Basque Country, with the objective of extending them, act as good practices for others, and position us as a circular territory



✓ Visualizing organizations in a real map

✓ Initiatives

✓ Type of organizations

Conclusions

- We understand that the circular economy shows important **opportunities** from different points of view: **reducing resource dependence, improving productivities, reducing environmental impacts, and developing new technologies and new business models.**
- The intersection between **circular economy** and **IoT** is key.
- Even though there are many **models** to address the circular economy, there is no proven one, so **exploration** is a must;
- The big **challenge** is still **collaboration**, as different stakeholders are needed, and an holistic vision;

THANK YOU!

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