

NASA  
**SPACE APPS**  
CHALLENGE  
ALICANTE



PROYECTO



CYCLE CHAIN  
CIRCULAR ECONOMY



an NTT DATA Company



# Cambio climático



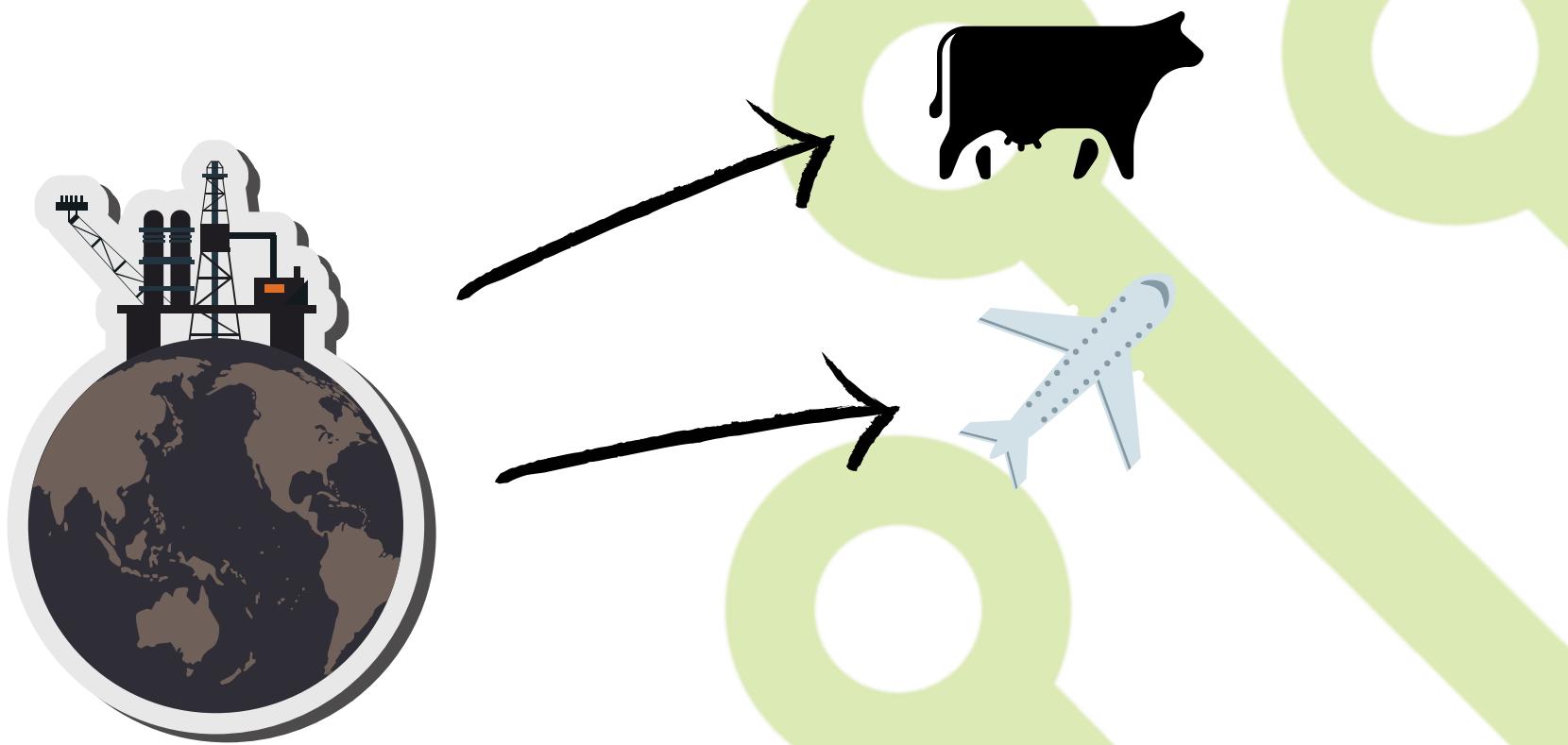
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# Cambio climático



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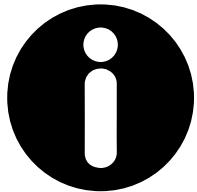
# Cambio climático



# ¿PROHIBIMOS LA INDUSTRIA?



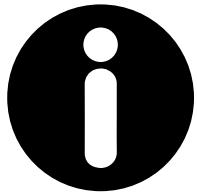
# Propuestas



INFORMACIÓN



# Propuestas



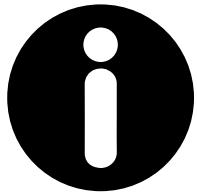
INFORMACIÓN

HERRAMIENTAS



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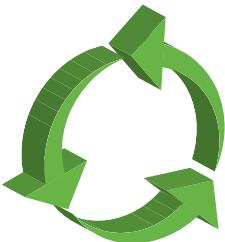
# Propuestas



INFORMACIÓN



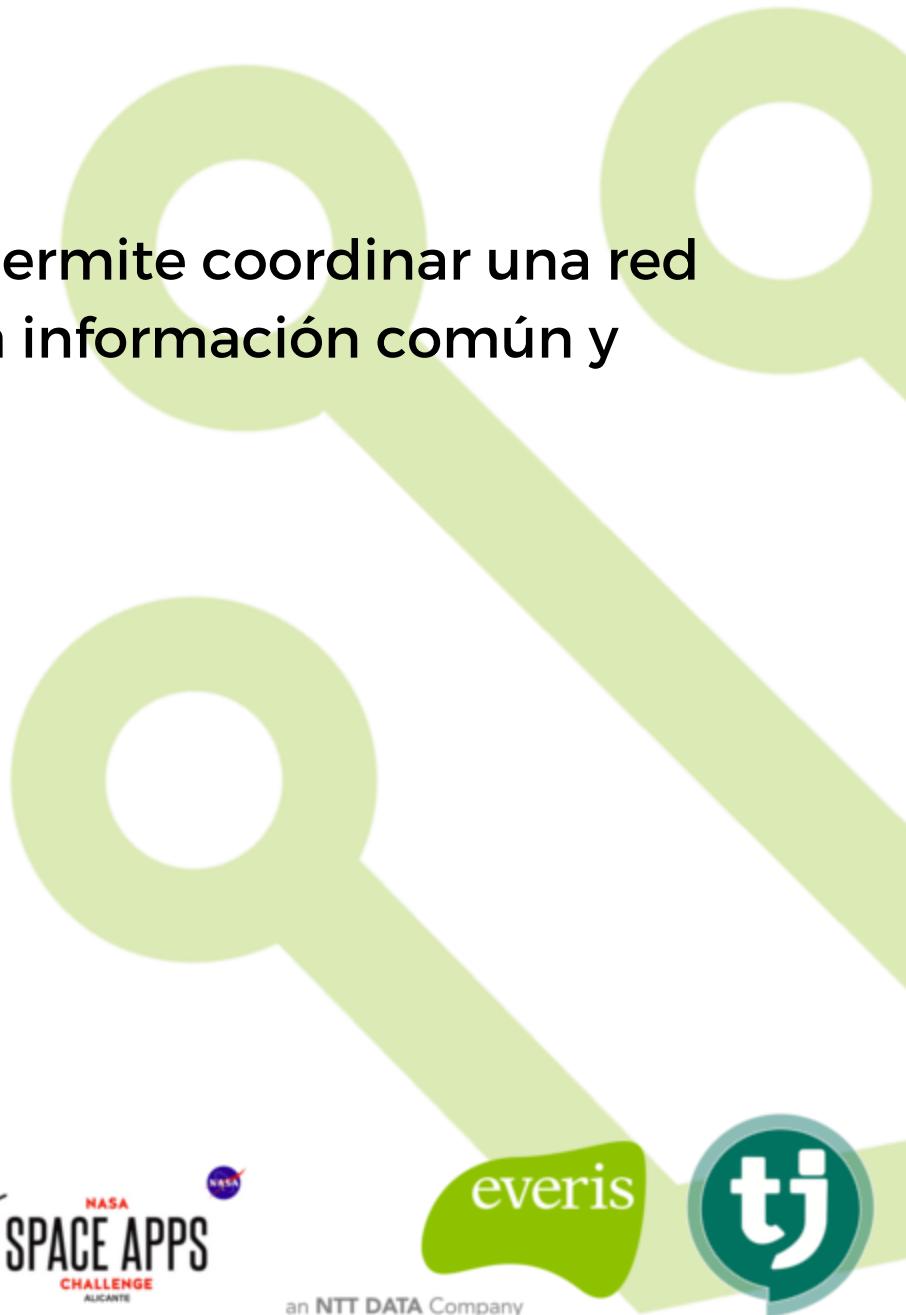
HERRAMIENTAS



ECONOMÍA  
CIRCULAR

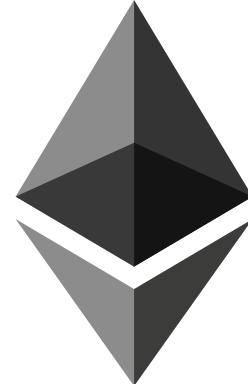
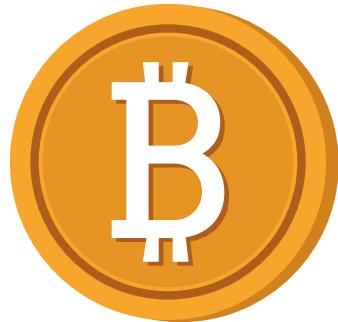
# Blockchain

Blockchain es una tecnología que permite coordinar una red descentralizada para mantener una información común y fiable.



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# Economía lineal / circular

Una estrategia donde los desechos de una manufactura son las materias primas de otro



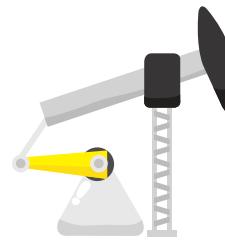
# Economía lineal / circular

Una estrategia donde los desechos de una manufactura son las materias primas de otro



**Reciclaje**

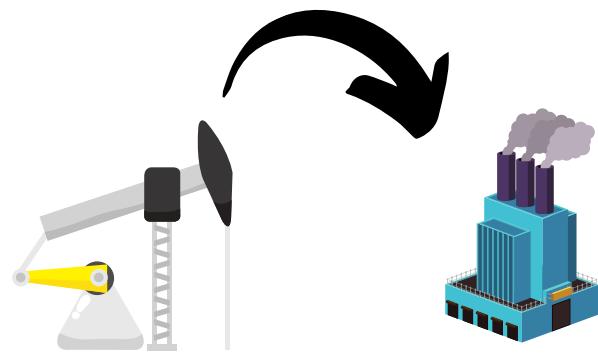
# Economía lineal



**Extracción**



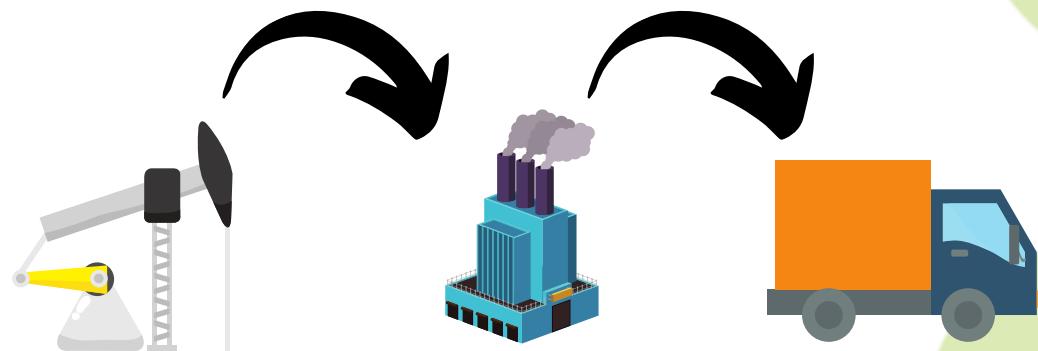
# Economía lineal



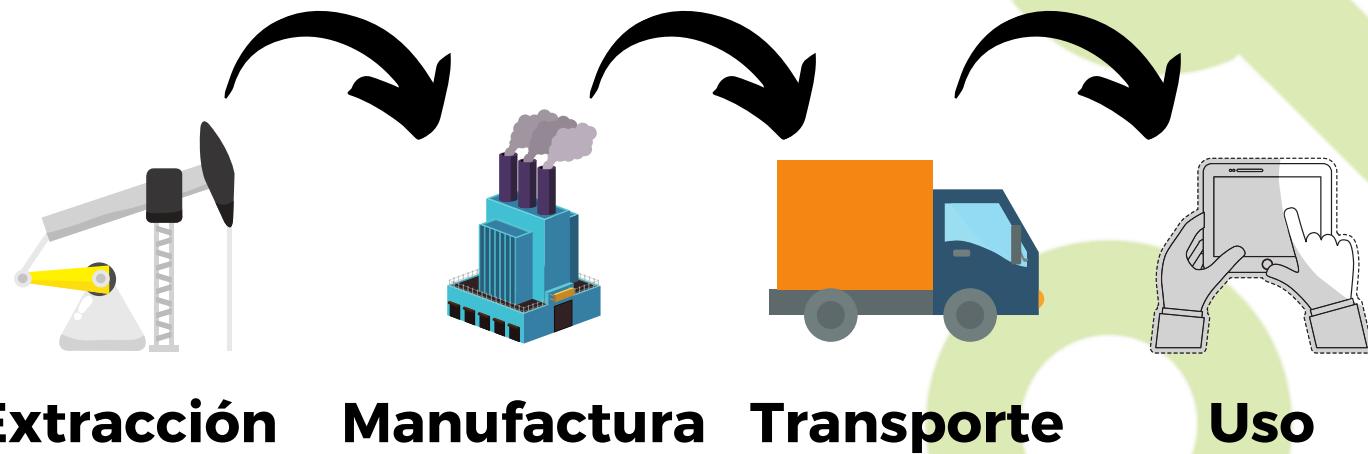
**Extracción      Manufactura**



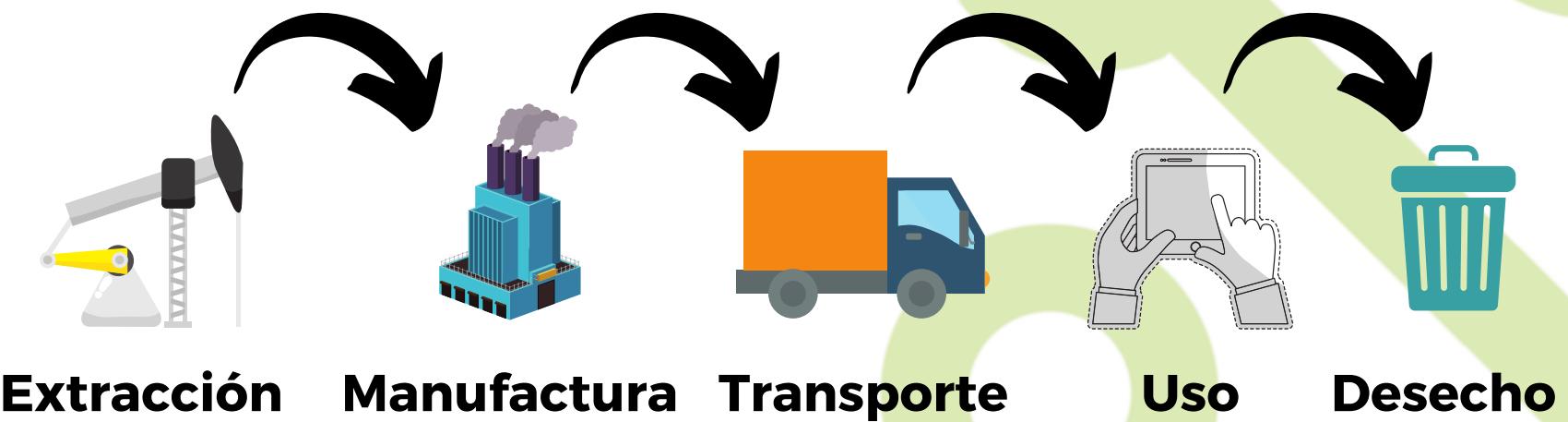
# Economía lineal



# Economía lineal



# Economía lineal



# Economía circular



**Extracción**



# Economía circular



**Extracción**



**Manufactura**



# Economía circular



**Extracción**



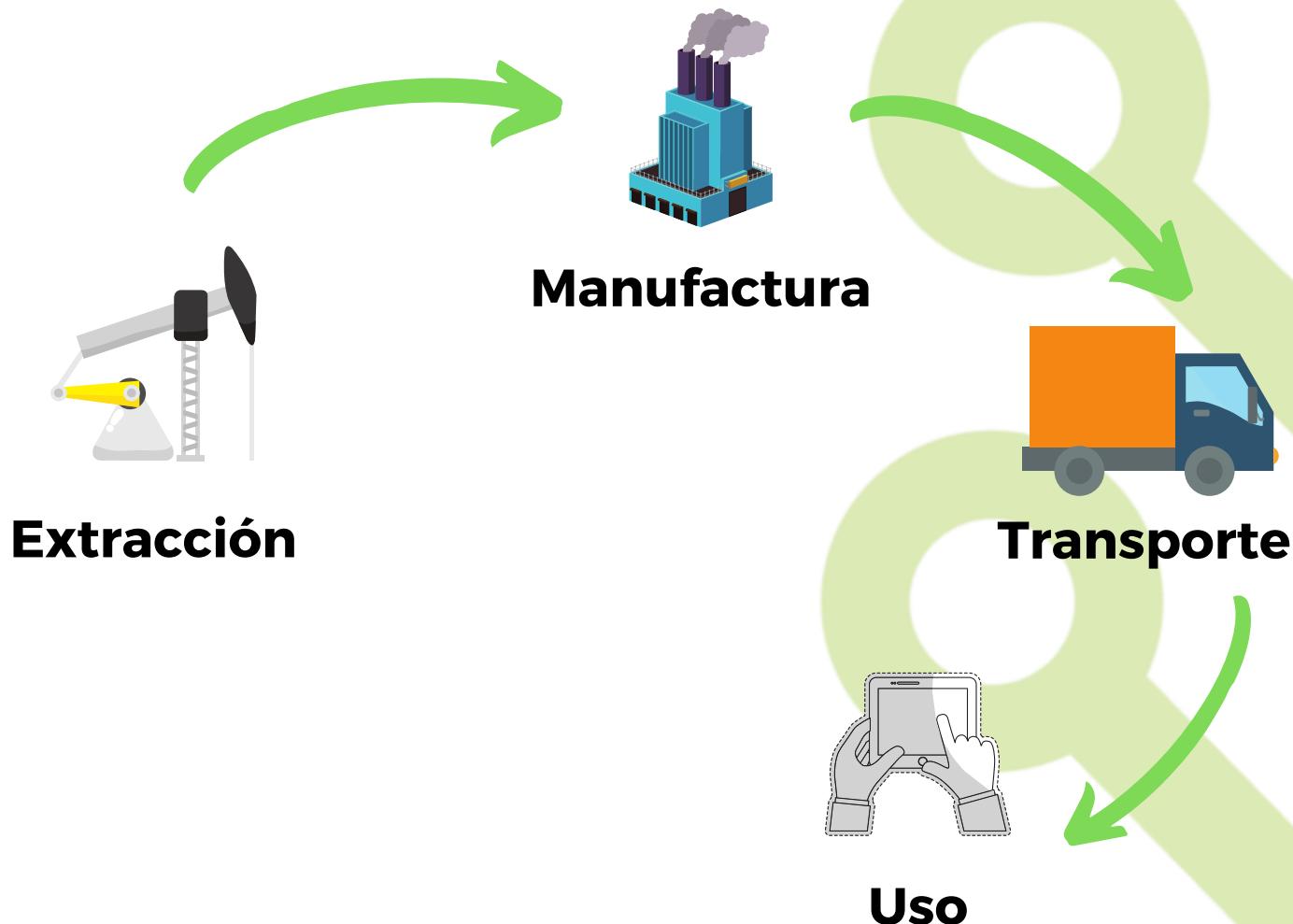
**Manufactura**



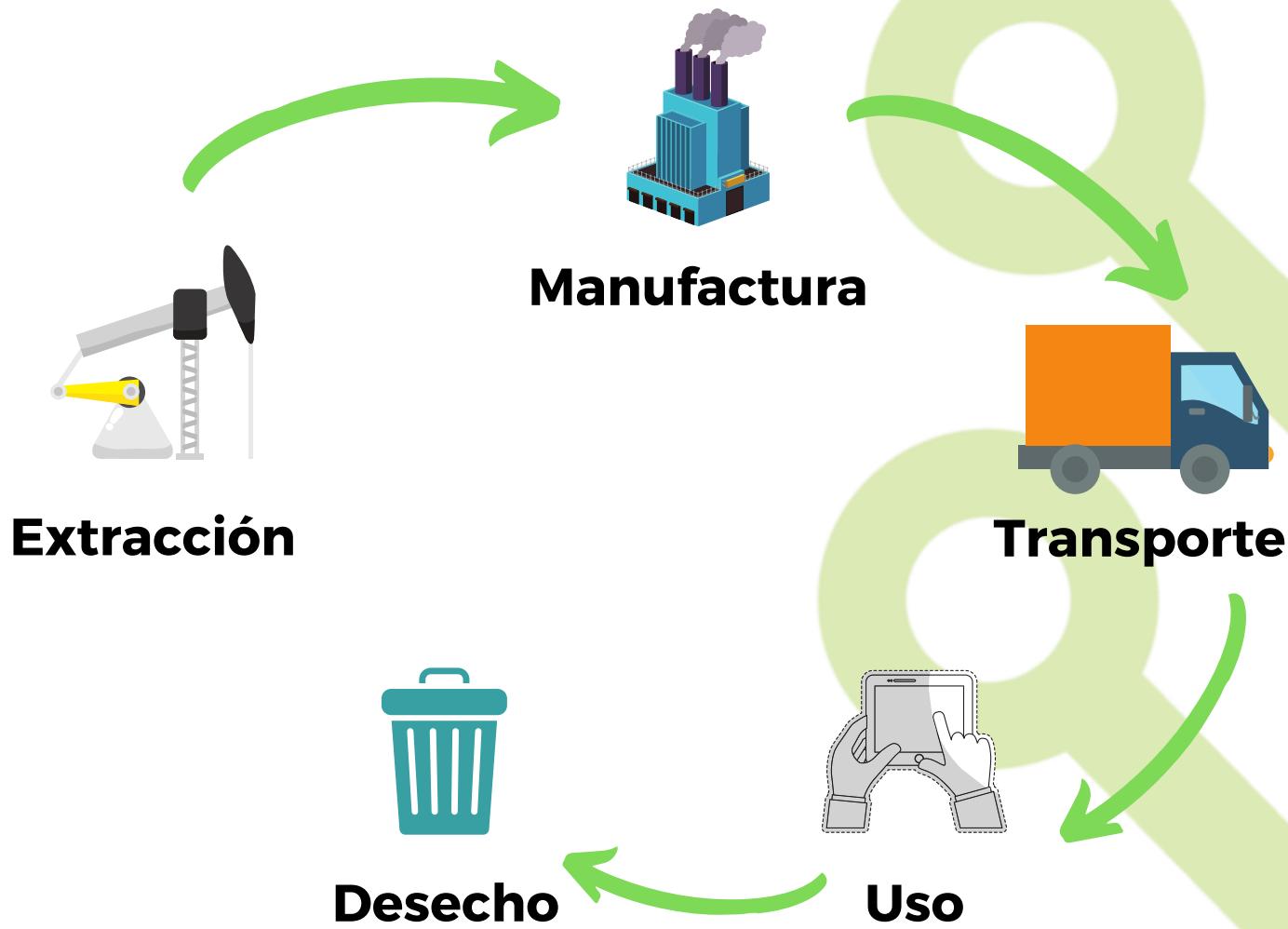
**Transporte**



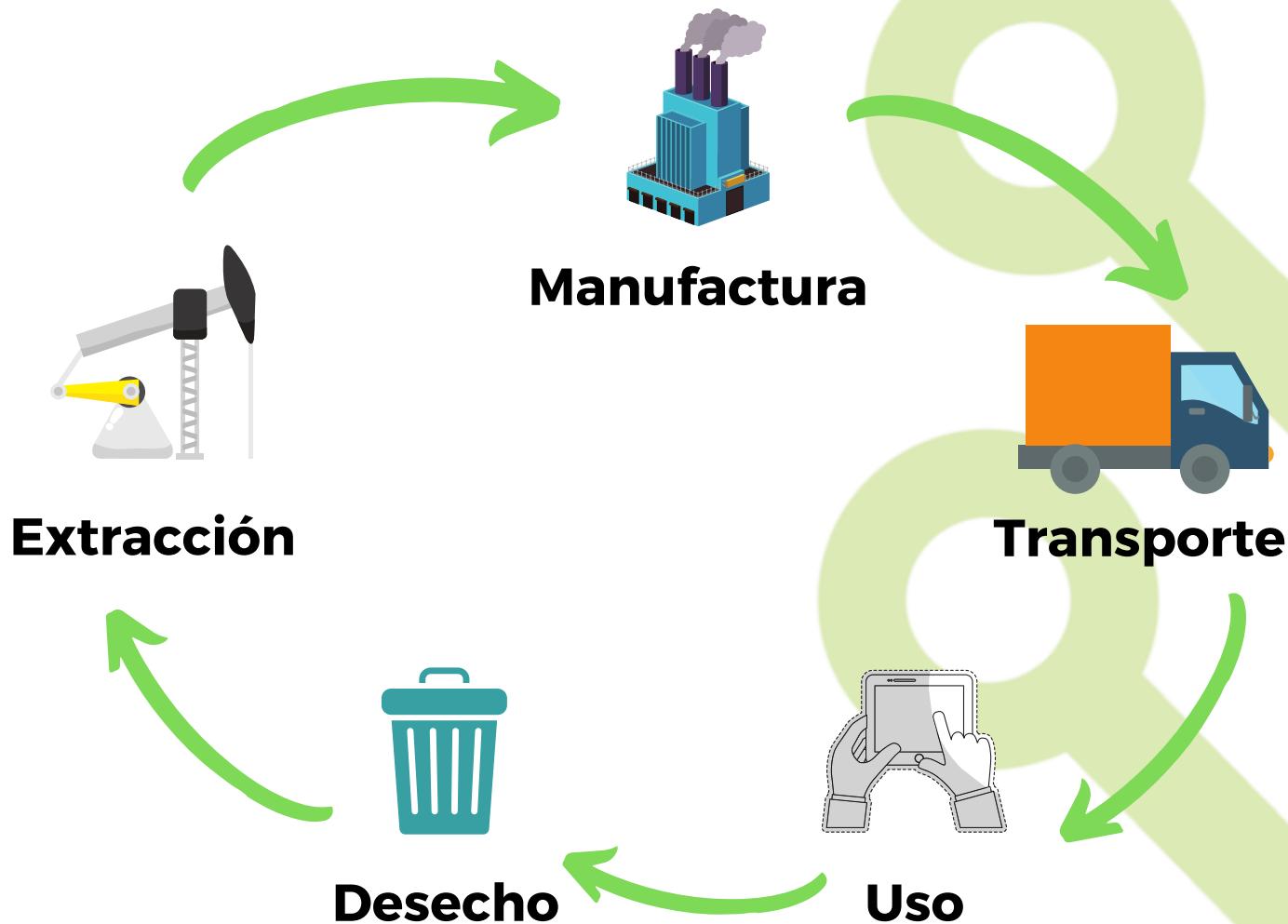
# Economía circular



# Economía circular



# Economía circular



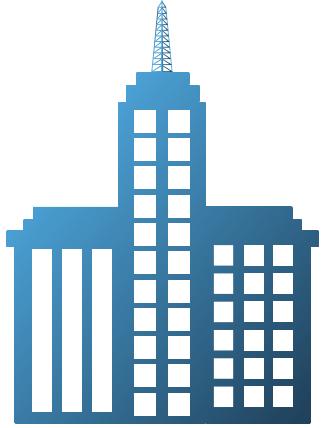
# ¿Cual es el problema entonces?



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# Retorno



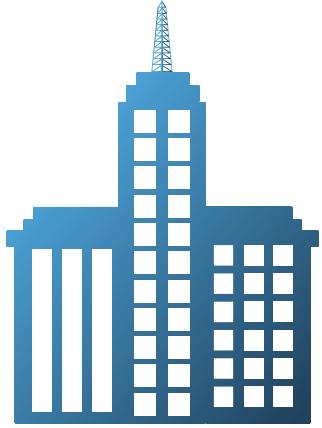
**Empresa**



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# Retorno



**Empresa**



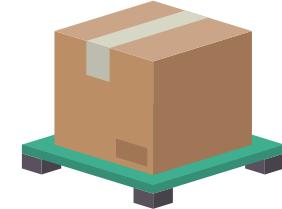
**Producto**



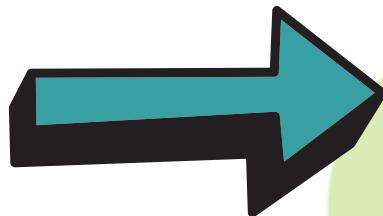
# Retorno



**Empresa**

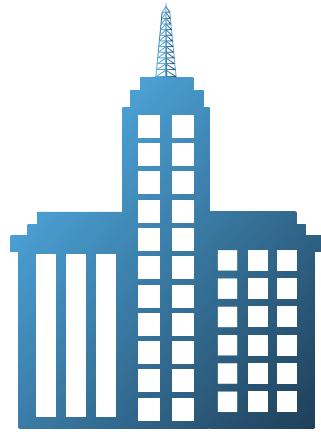


**Producto**

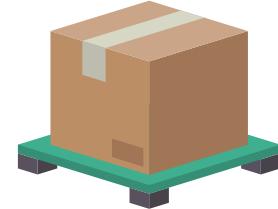


**Mercado**

# Retorno



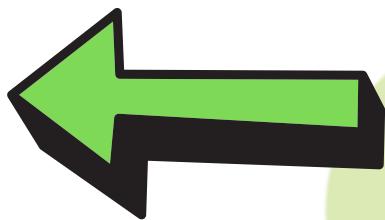
**Empresa**



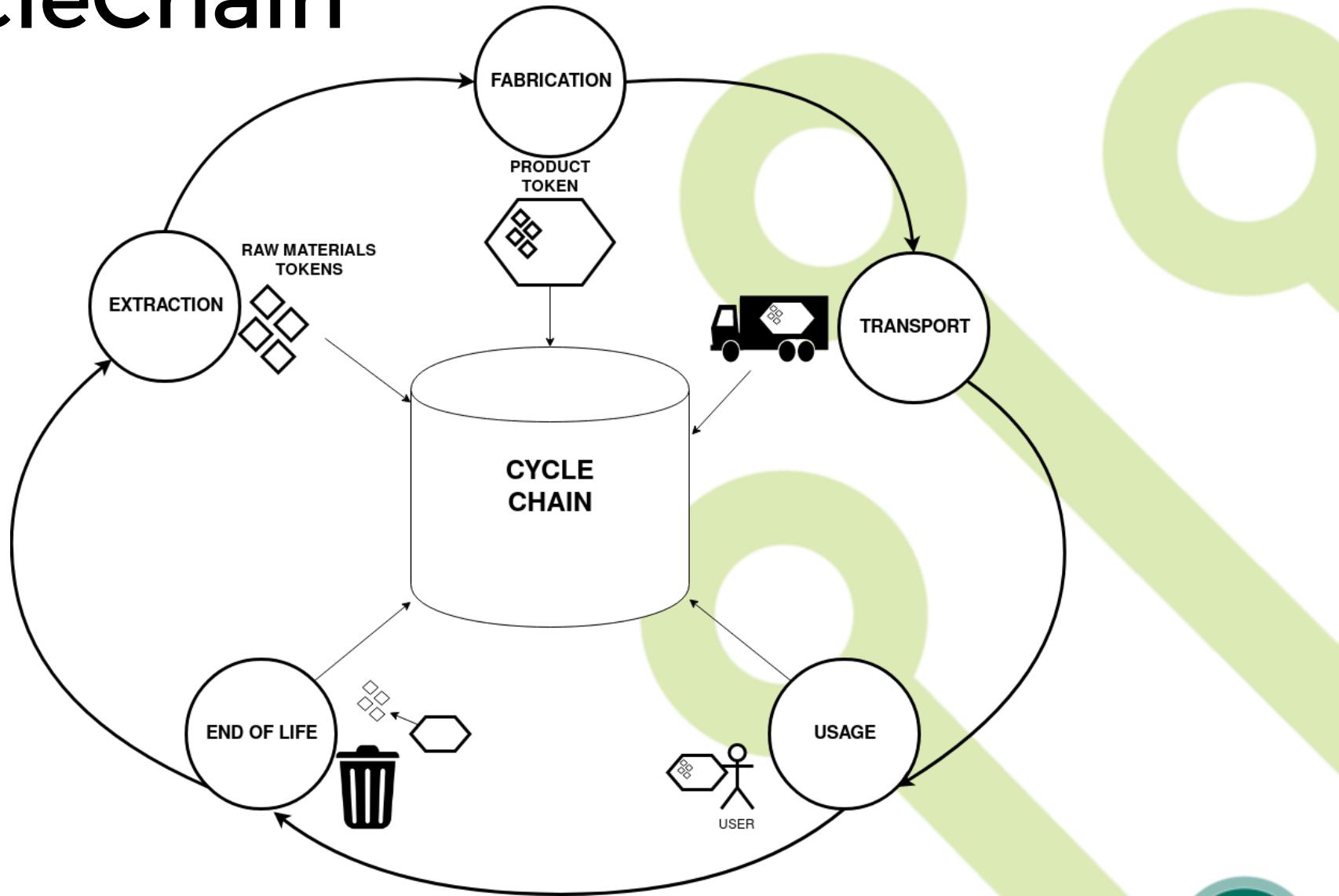
**Producto**



**Mercado**



# CycleChain



# El Oro



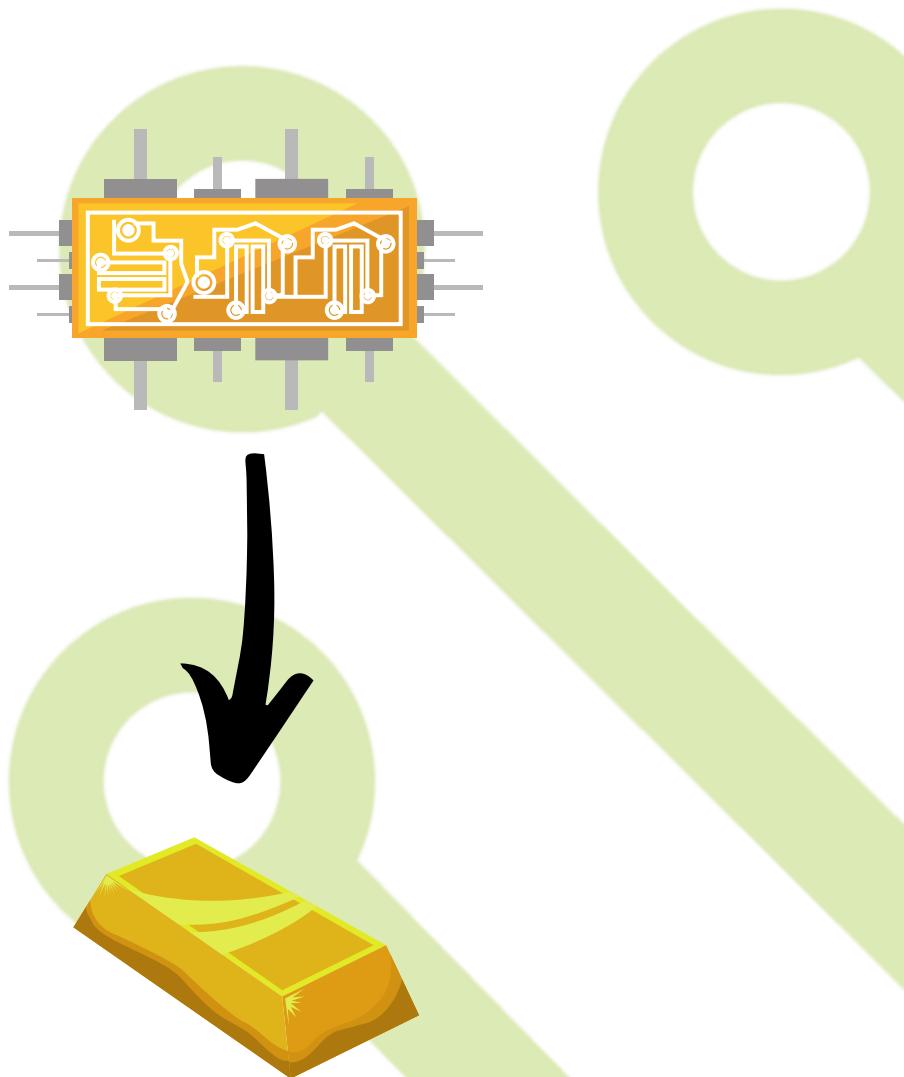
**30% es reciclado**



# El Oro



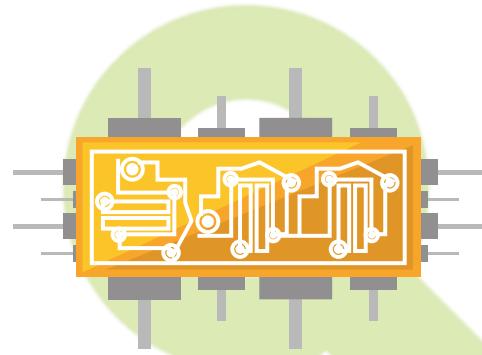
**30% es reciclado**



# El Oro



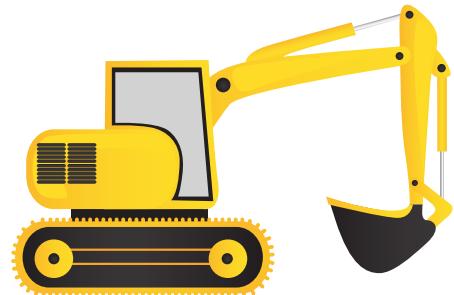
**30% es reciclado**



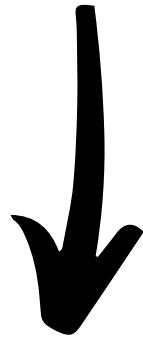
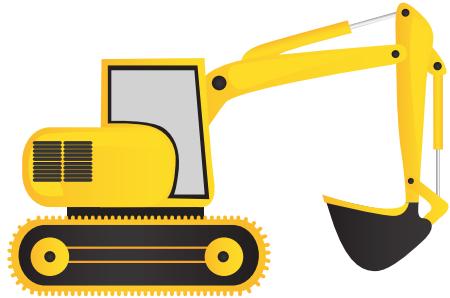
**350 g/ton**



# El Oro



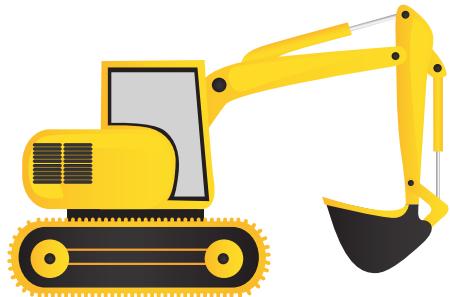
# El Oro



**20 g/ton**



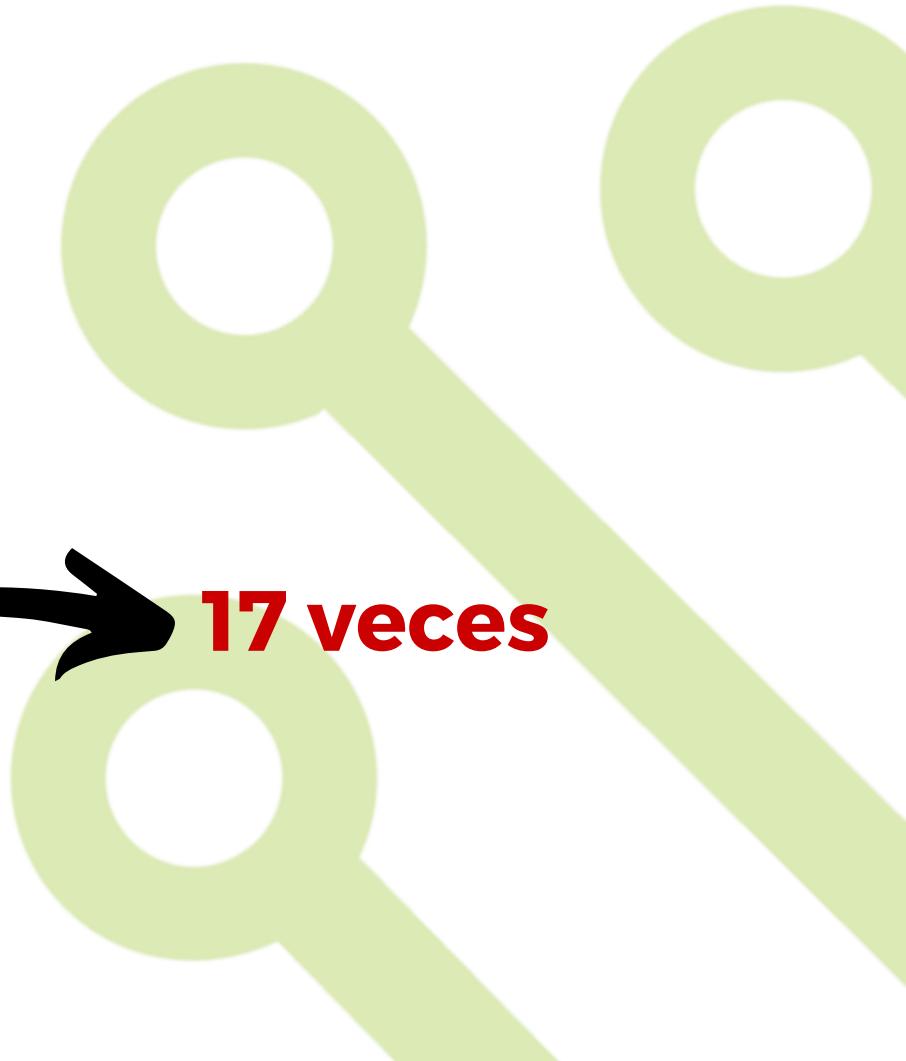
# El Oro



20 g/ton



→ **17 veces**





AP



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# El Oro



**1-2 g/ton**



# El Oro

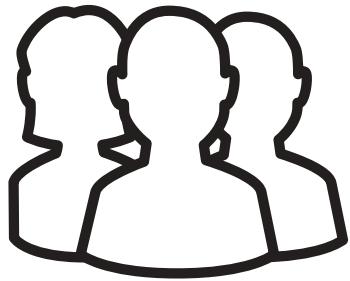


1-2 g/ton

125 - 350 veces



# Otras aplicaciones



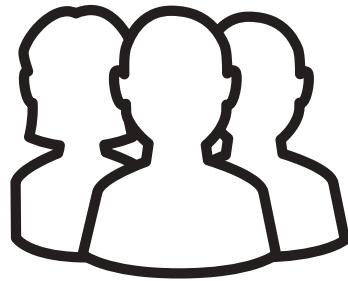
**Ciudadania  
partície**



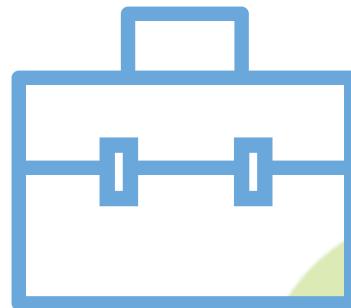
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# Otras aplicaciones



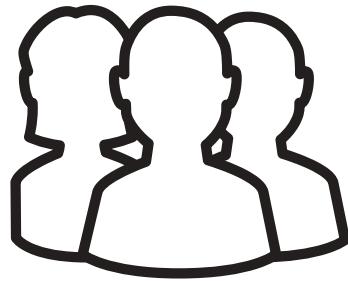
**Ciudadania  
partícipe**



**Empresas  
auditadas**



# Otras aplicaciones



**Ciudadania  
partícipe**



**Empresas  
auditadas**



**Big Data**

# Bibliografía

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# DEMO



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# ¡Muchas gracias!

Héctor Linares Perez

Twitter:

@hec\_linares

Emails:

[hector.linares@bluecodesolutions.com](mailto:hector.linares@bluecodesolutions.com)

[hector.toledo@bluecodesolutions.com](mailto:hector.toledo@bluecodesolutions.com)

Hector Toledo Ballester

Telegram:

@Kromha



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