

strategic sustainability consulting company

- ◆ For Municipality of Copenhagen & Waste Service Suppliers

Sorting, reselling and recycling waste

Introduction

- most waste produced in europe
- 28% of waste recycled
- 2022. goal





PAIN FOR COPENHAGEN

Main challenge - Dysfunctional system

- Standardized pick up
- Expensive recycling system
- Still burning 80% (→ 40% of that waste is organic waste)

■ Copenhagen struggle to obtain certain objectives for sustainable waste handling

■ Main Objectives:

- Self sufficient
- Local waste sorting
- Recycling (i.e. plastic, organic waste, etc.)

DENMARK

- 1 million tons of organic waste
- 80% incinerated → toxic fumes



SWEDEN

- 700 000 tons organic waste imported
- 99% recycled
- 99% non-toxic fumes

Standardized pick up



Citizen (private,
business, public)

Municipality

Waste Service
Supplier

Inceneration

Propety Tax
Pays for Waste
Service
→ Recycling system

80% burned →
40% organic waste



PAIN



- Denmark produces the most waste per capita in Europe! → approx. 447 kg each year and rising
- Each year around 1 million tons of organic waste is incinerated. Incineration is an obstacle in Denmark becoming a Carbon-neutral country.
- 80% of waste is being burned to produce heat (40% organic).
- Only 28% of waste currently being recycled. Aim is to achieve 50% by 2022.
- Most organic waste (which is 90% water) ends up in the oven.
- There is a need to incinerate less and recycle more.

NUMBERS



- approx. 447 kg of waste per capita and increasing!
- 80% of waste is incinerated for heat and electricity
- 40% of that waste is organic waste (around 1 million tons per year)
- Only 28% of waste in total is currently being recycled

CURE



- Mediating role
- Consulting
- Finding and creating buyers for waste recycling
- Finding and creating partnerships with SmartBin technology
- Research – optimizing waste handling systems
- Help the municipality invest and implement in new technology for a tailored pickup system = reducing costs and leveraging sorting
- Nudge the citizens to sort their waste By marketing our self – promote our self by taking contact, advertising on tv, social media.

BUSINESS MODEL

The Business Model Canvas

Designed for: **WOFIE 2016**

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Date:
18.03.2016

Version:

