

# SEP Scaleup Summit | Milan

Deep Dive | Circular Economy | Oil & Gas



**Mind the Bridge**



# Outlines

## Variety of **definitions**:

- What does circular economy mean for the food industry?
- How is it different for car producers?
- What is the difference between circular economy for a city and for an energy company?

## Classic Major industries

Automotive, Plastic, Energy, Metals,  
Construction, Chemicals, Food, Agriculture,  
Logistic...



## New Business Models / Markets

- Sharing Economy: enable increased utilization rate of products
- Resource Recovery and Product Life Extension
- Circular Supplies and research of new materials

# Startups Are Helping Corporations to Tackle the Problem at 3 Levels

Transform your core business

- Generate additional revenue or cut cost from waste: [QPinch](#), Heat transformation + [Orcan](#)
- Discover resources to recycle or upcycle: [Recircular](#)

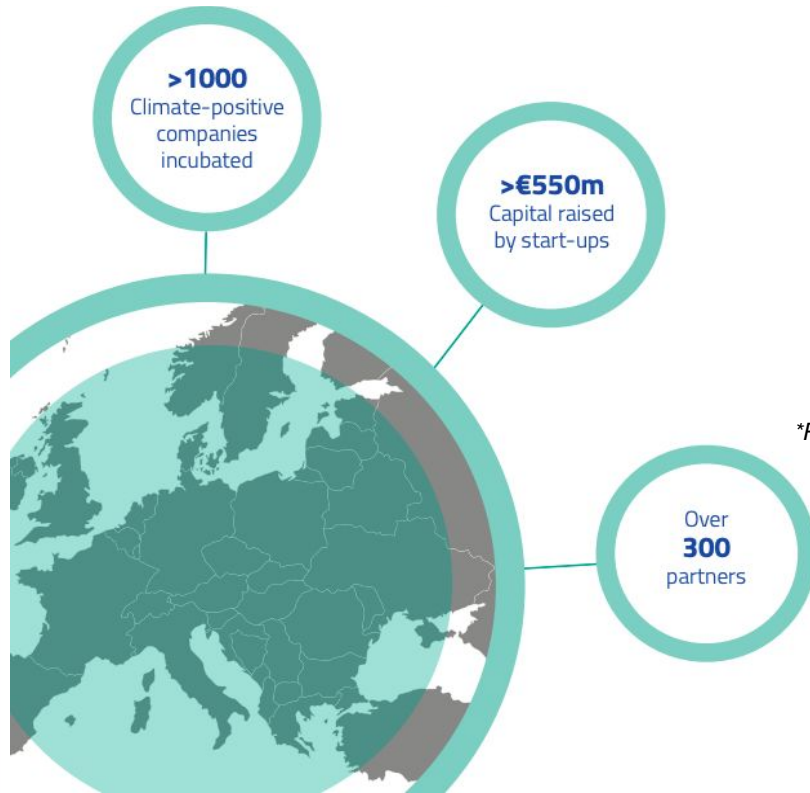
Engage your business partners and vendors

- Choose product designed for biodegradation: [Sulapac](#)
- Optimize resources across industrial companies: [becircle](#)
- Optimize your recycling process: [Novamet](#)
- Measure and compare your environment impact

Lead your consumers & employees to change habits

- Make the **collect** of rare resources collect easy: [aSmartWold](#)
- Incentivise careful appliances usage by lower insurance fee: [Verv](#)
- Reused packaging made easy: [RePack](#)
- Recycling **Gamified**: [Recycl3r](#)

# Innovation and Investments



To accelerate the transition to a circular economy, it is necessary to invest in innovation and to provide support for adapting the industrial base.

Over the 2016-2020 period, the Commission has stepped up efforts in both directions totalling **more than €10 billion in public funding to the transition.\***

*\*Report on the implementation of the Circular Economy Action Plan, March 2019, 3.1*

\*EIT Climate-KIC, 2018

# SEP Milan 2019 - Scaleups

Transform your core business

Engage your business partners to transformation

Lead your consumers & employees to change habits



Too Good To Go

# Safety At Work

Predict issues and take proactive action

- Gather real time environmental and motion data
- detection of internal or external state of the use

 Canaria



 PROXXI

Virtual reality to train employees

- Complex situations can be simplified
- VR makes training enjoyable and entertaining
- changing engagement levels amongst staff



 Walmart

Ensure long-term safety

- Smart devices to detect cognitive fatigue
- wearables for physical accident and falls
- Esochekelters augmenting the physical functions

 SUITX

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Predict issues and take proactive action

Virtual reality to train employees

Ensure long-term safety

