

**alba**  
concepts.

Realizing circular ambitions

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concepts.



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concepts.





**alba**  
concepts.



# **Wouter Roemaat**

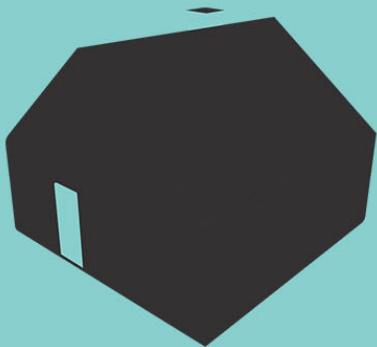
Project-Procesmanager

Partner Alba Concepts

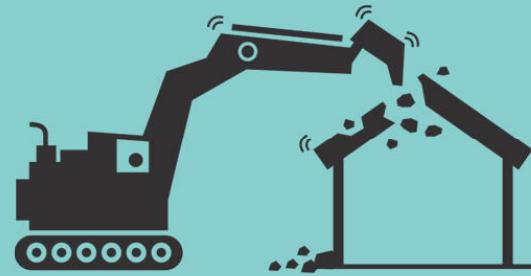




**Take**



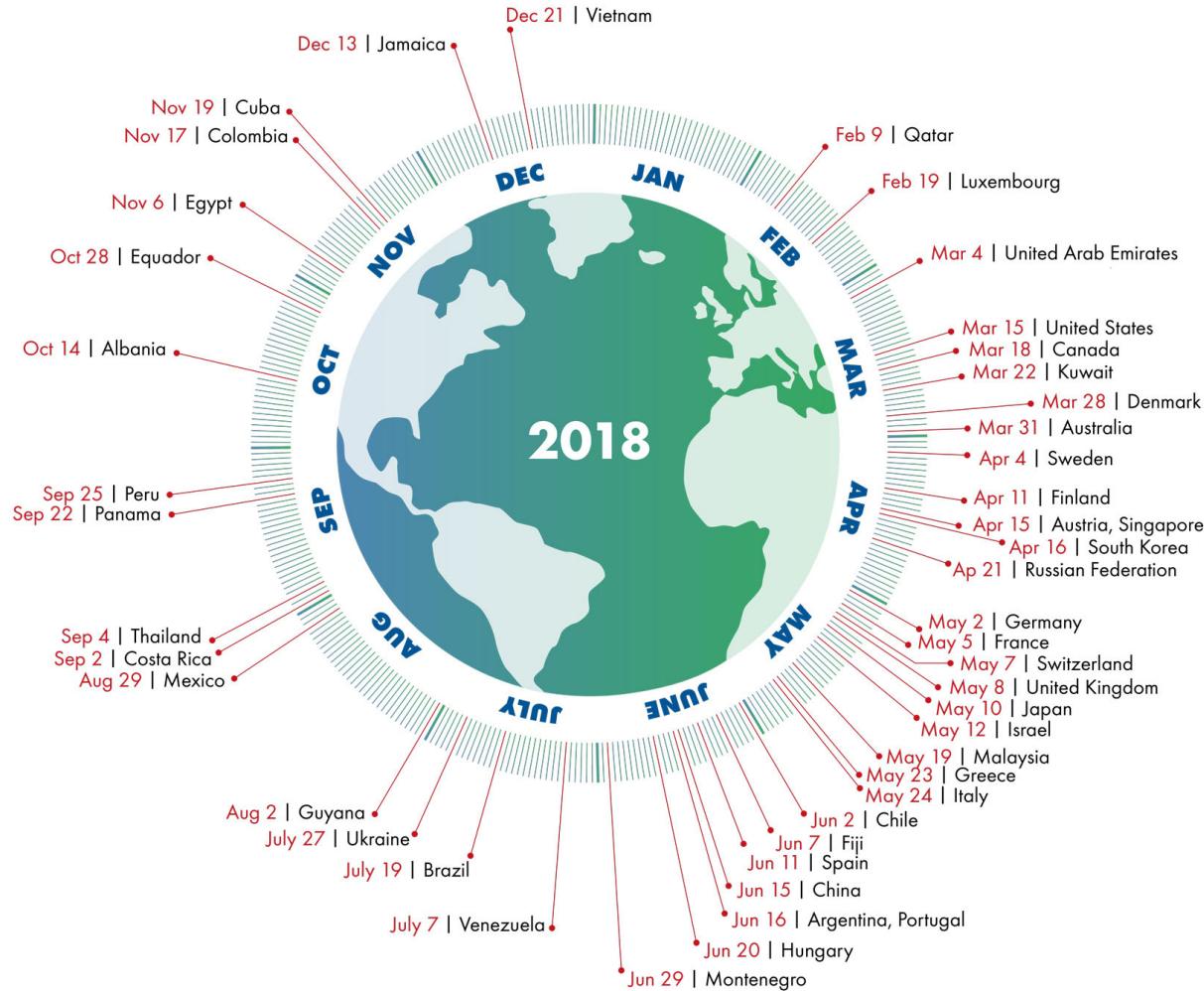
**Make**



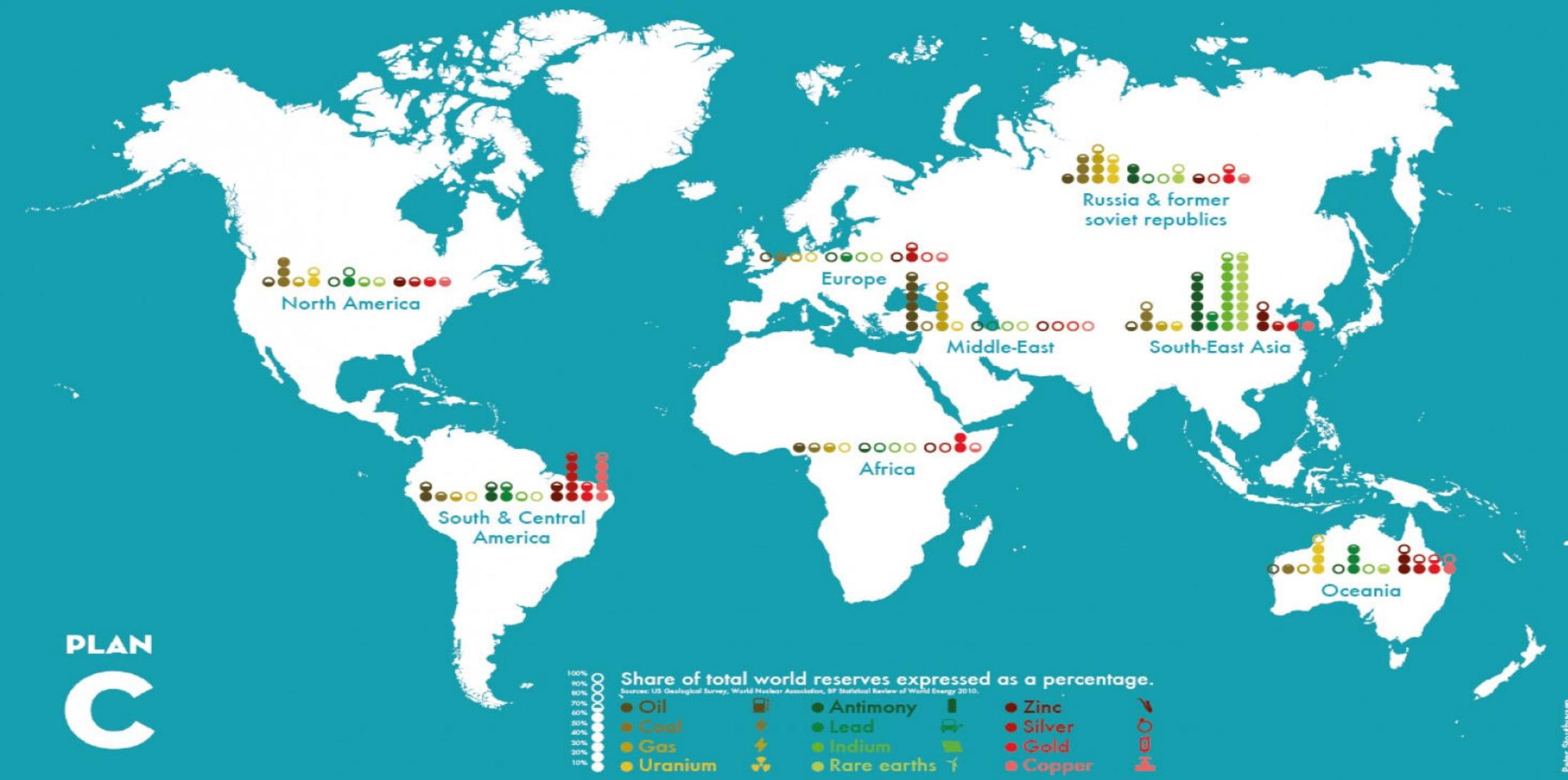
**Dispose**

# Country Overshoot Days 2018

When would Earth Overshoot Day land if the world's population lived like...



# Where to find the leftovers?

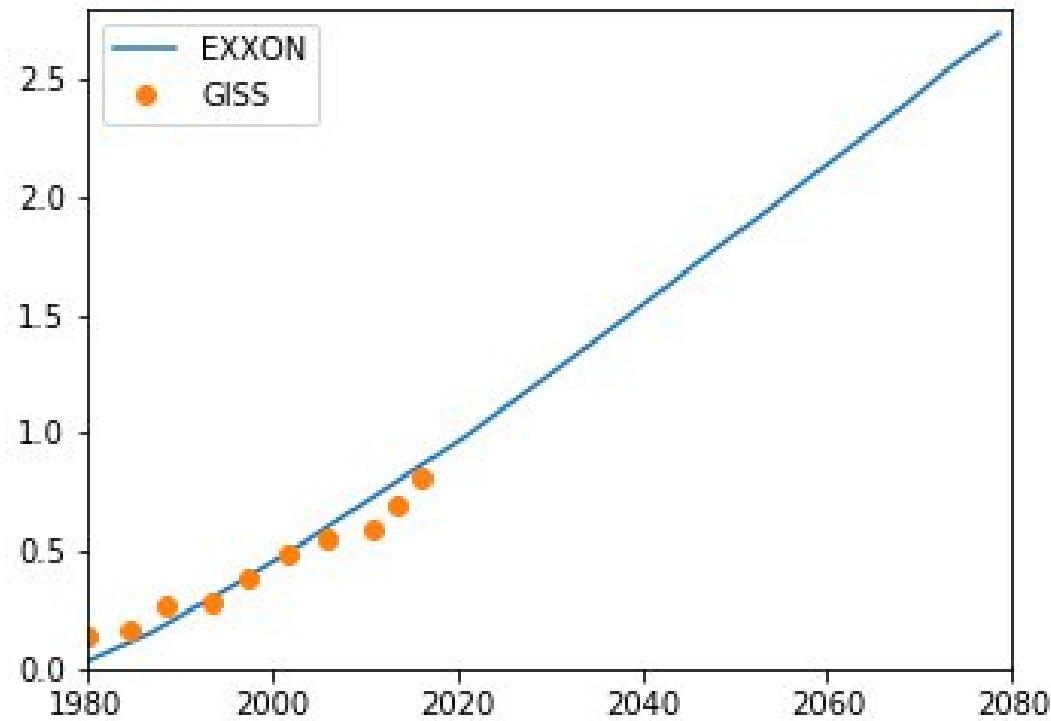


PLAN  
C

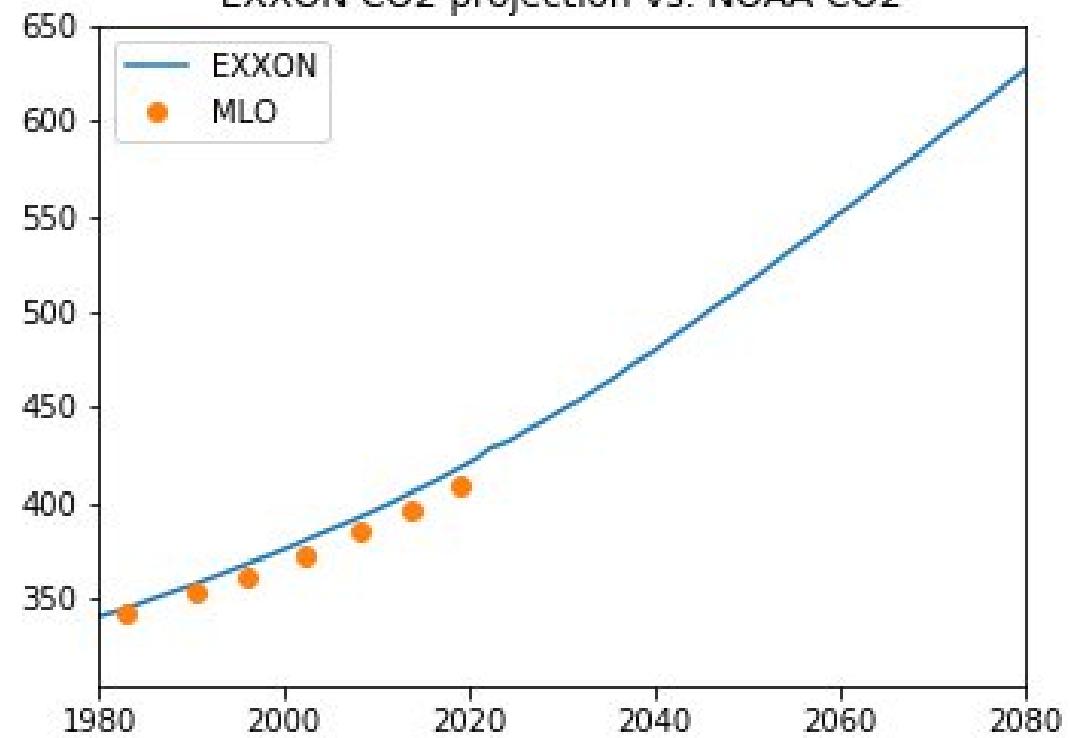
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EXXON temperature projection vs. GISTEMP



EXXON CO2 projection vs. NOAA CO2



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concepts.

35%



36%



40%



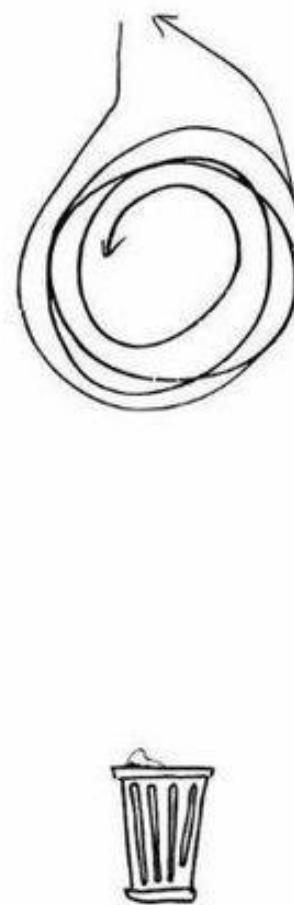
LINEAR ECONOMY



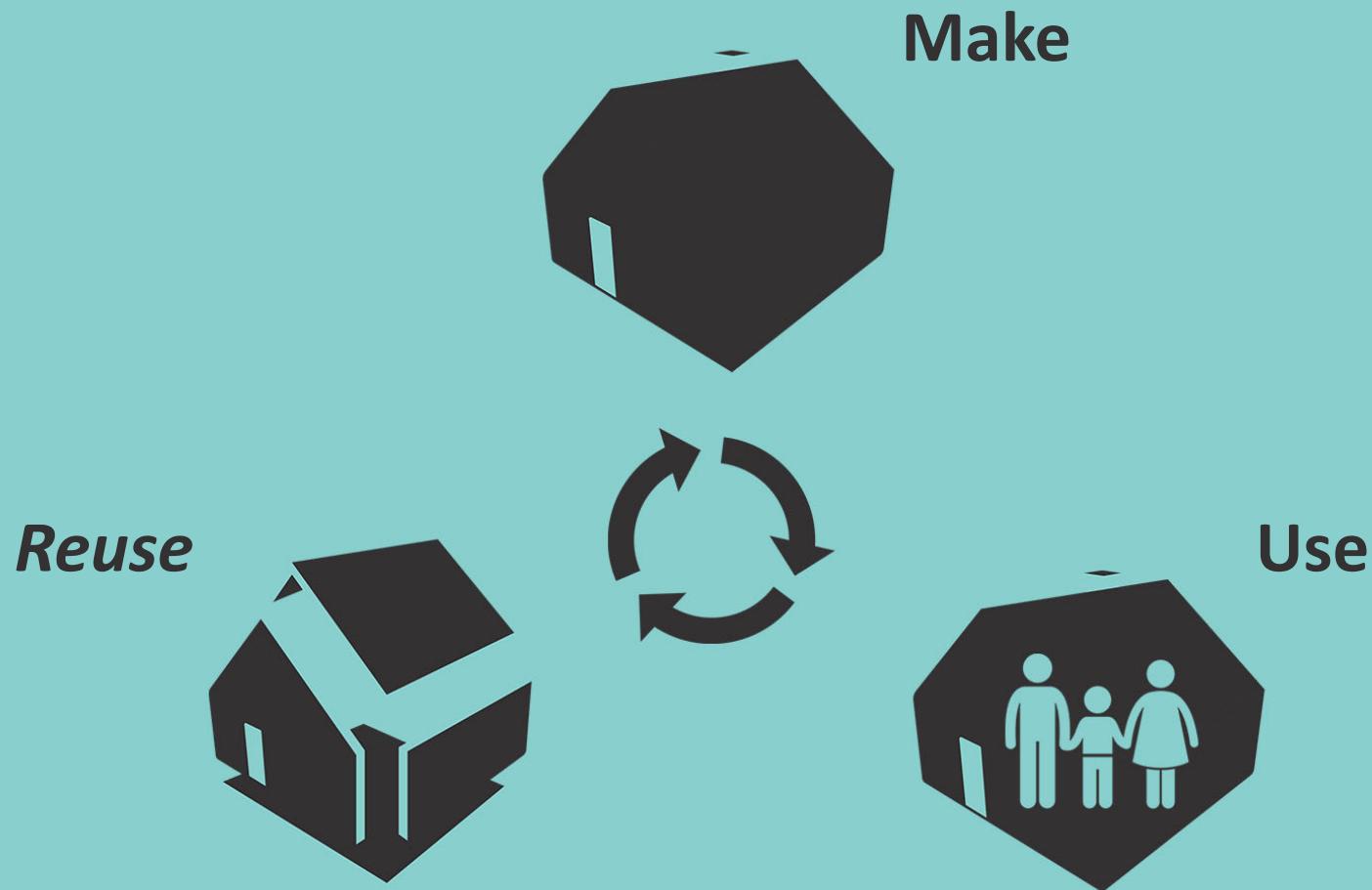
RECYCLING  
ECONOMY



CIRCULAR  
ECONOMY



**alba**  
concepts.



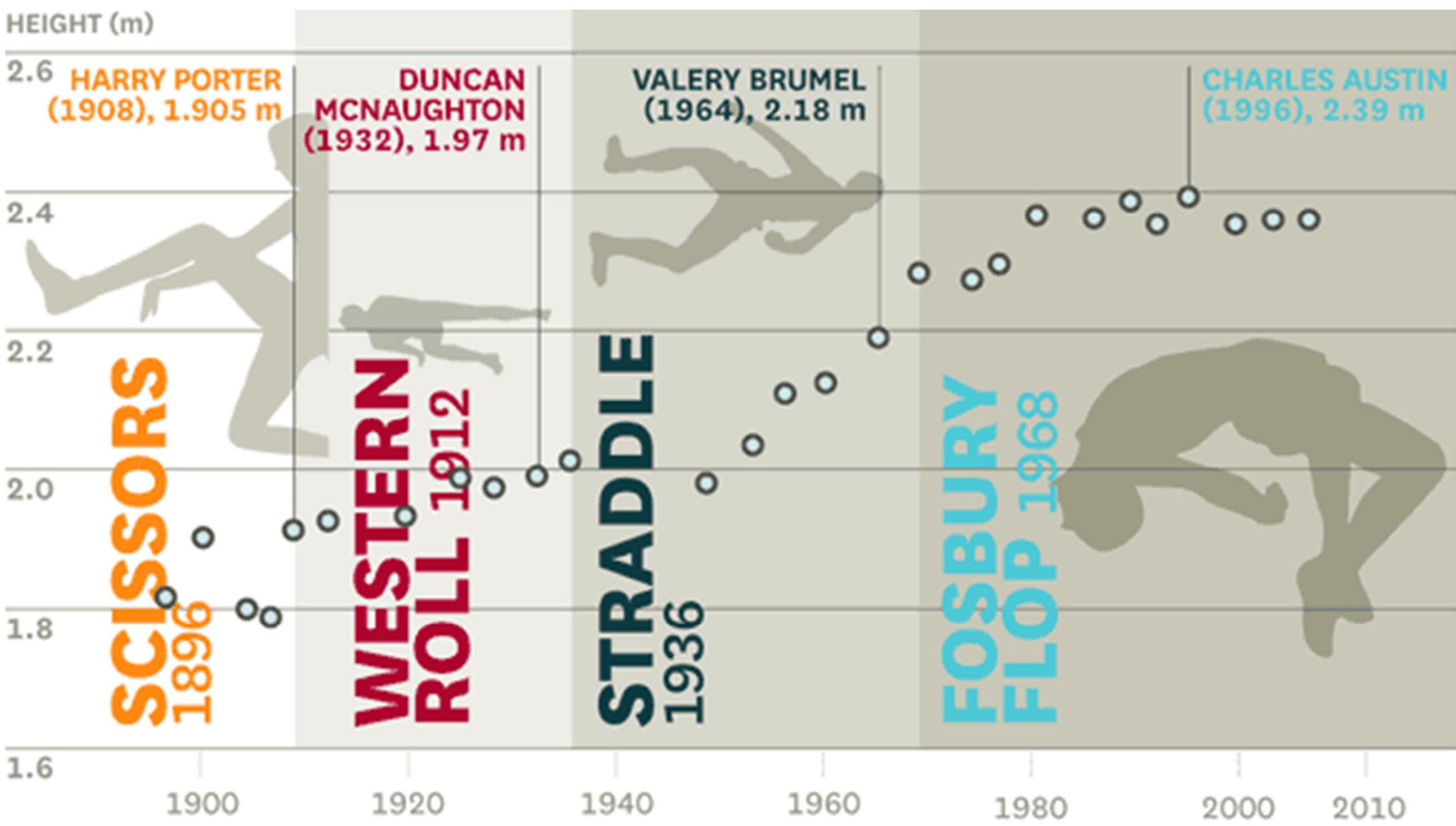
**alba**  
concepts.

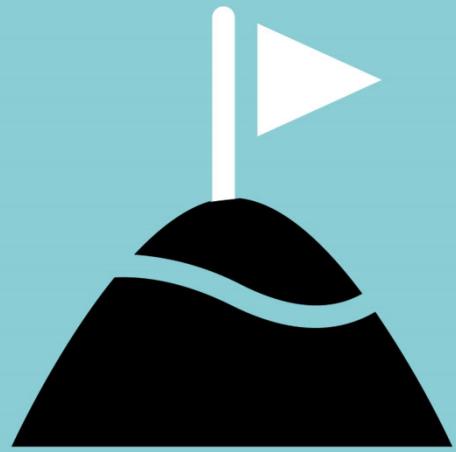




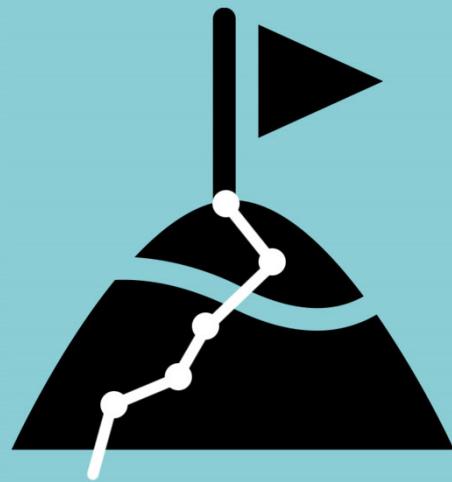
A close-up photograph showing a person's hands holding a Rubik's cube. The cube is partially solved, with visible colors including orange, yellow, blue, green, red, and white. The hands are positioned to show the cube from a three-quarter perspective, highlighting the various faces and the edges where colors meet.

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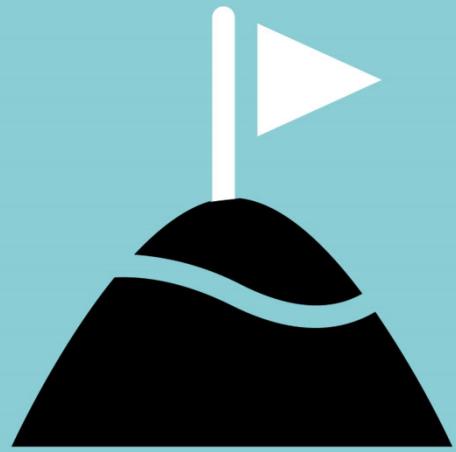
*Set the goal*



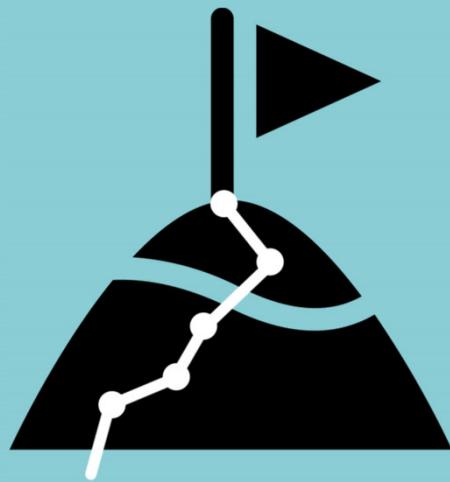
*Draw the path*



*Measure & validate*



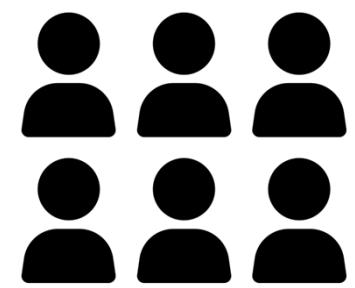
*Set the goal*





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**Drivers**



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concepts.

Image



# Finance



**10** New Business Models for this Decade

TREND RESEARCH BY Trend Firm [trendwatching.com](#)  
MARKET ANALYSIS BY Strategy Boutique Thaeis  
BUSINESS MODEL DESIGN BY Strategy Consultant/Graphic Facilitator Ouke Arts

BETA

Trend  
watching.com  
Thaeis



Leasing carpet,  
a sustainable way  
of doing business



# Laws and regulations



SAMEN BOUWEN AAN  
DE CIRCUulaire ECONOMIE  
VOOR NEDERLAND IN 2050.





# Environment



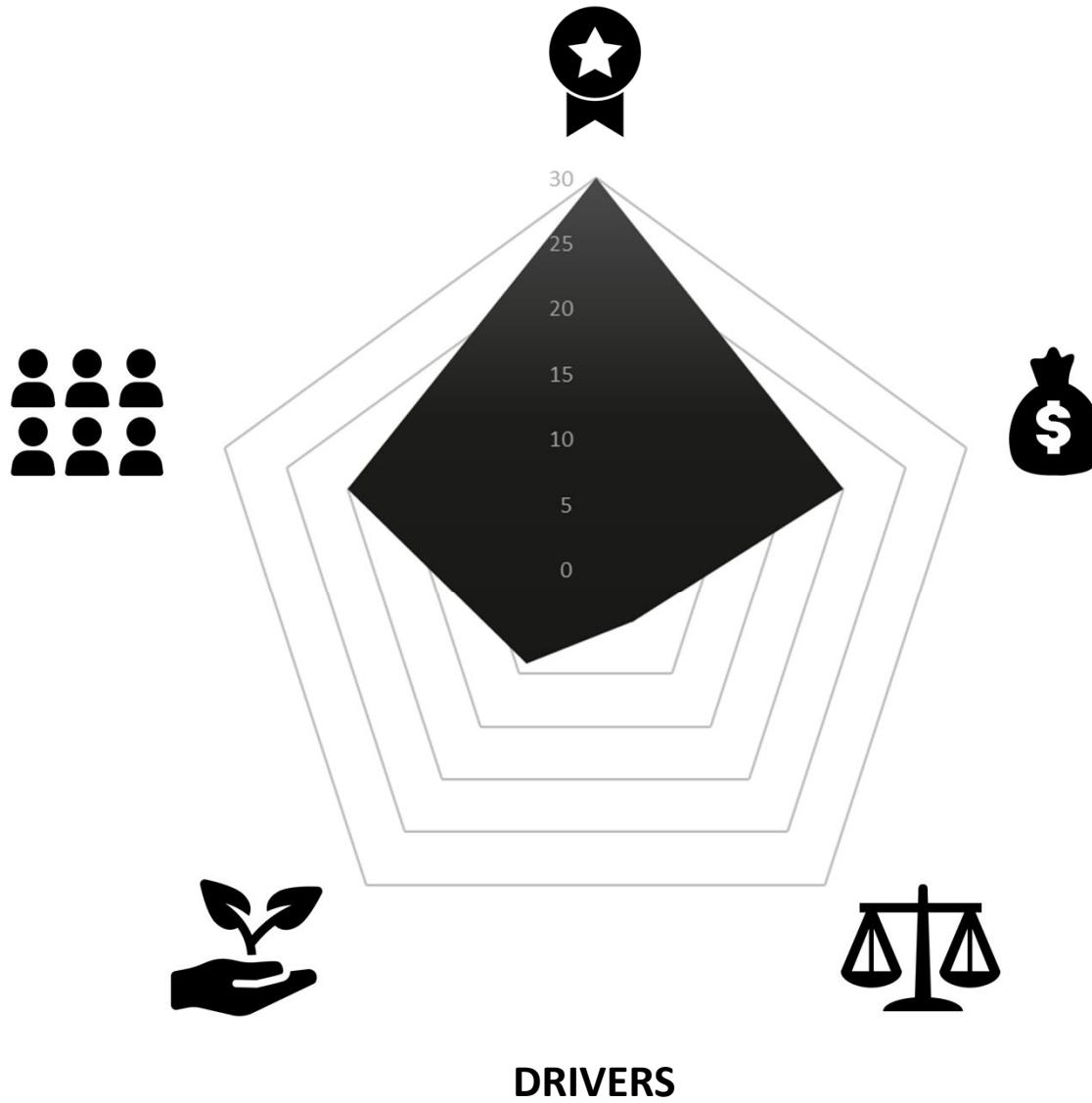


**alba**  
concepts.

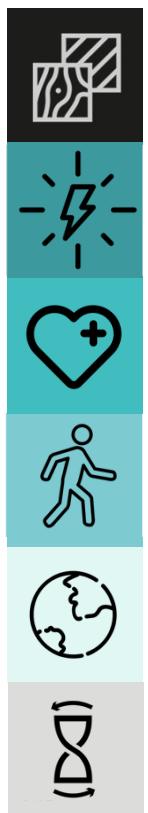
People



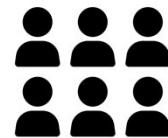
## AMBITION PROFILE



## THEMES



(Raw) materials



Energy

Well-being



Mobility

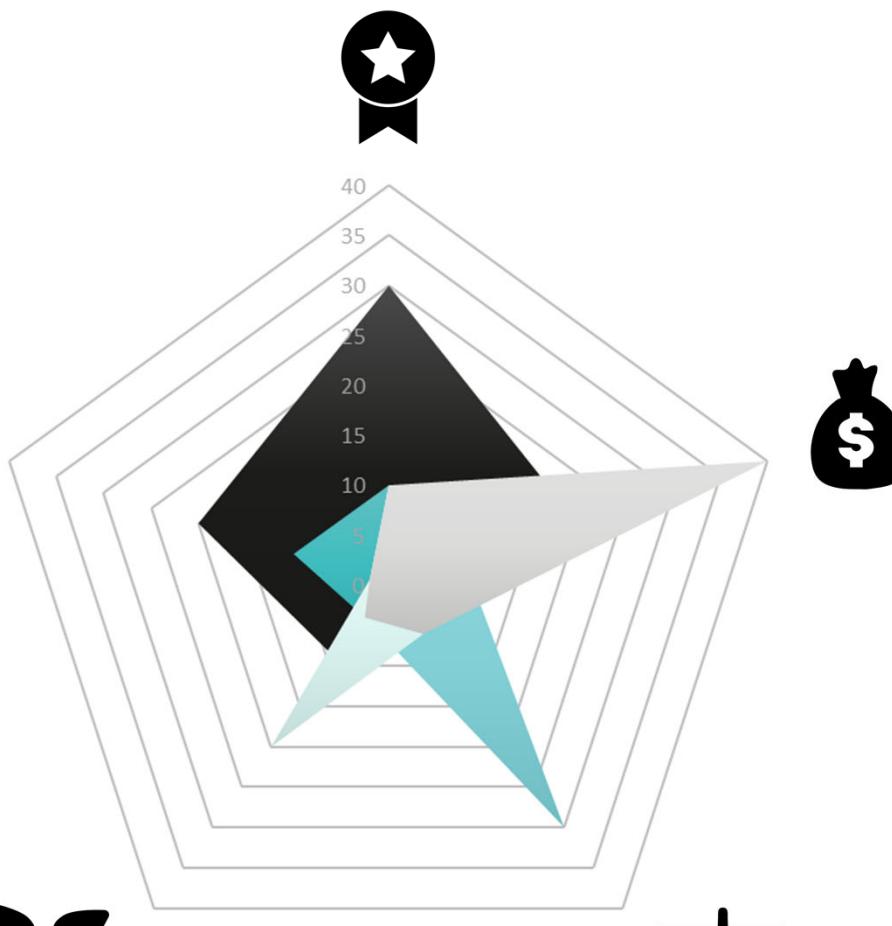


Climate



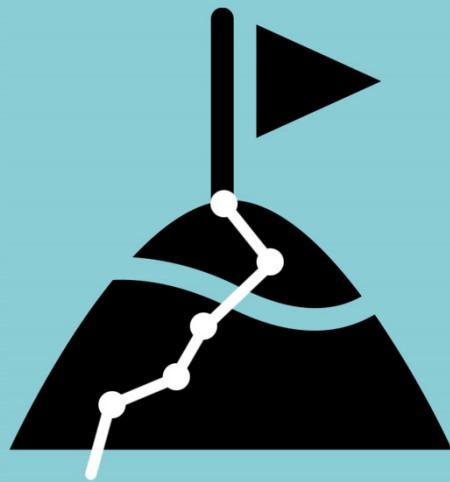
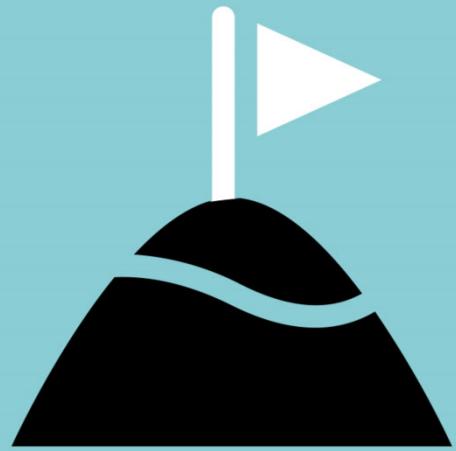
Flexibility

## AMBITION PROFILE



DRIVERS





*Draw the path*



Raise the bar

# Key Performance Indicators

Circularity matrix

THEMES	DRIVERS	IMAGE	FINANCE	LAWS AND REGULATIONS
(RAW) MATERIALS		KPI KPI KPI	KPI KPI	KPI
MOBILITY		...	...	...
CLIMATE		...	...	...
FLEXIBILITY		...	...	...



# Key Performance Indicators

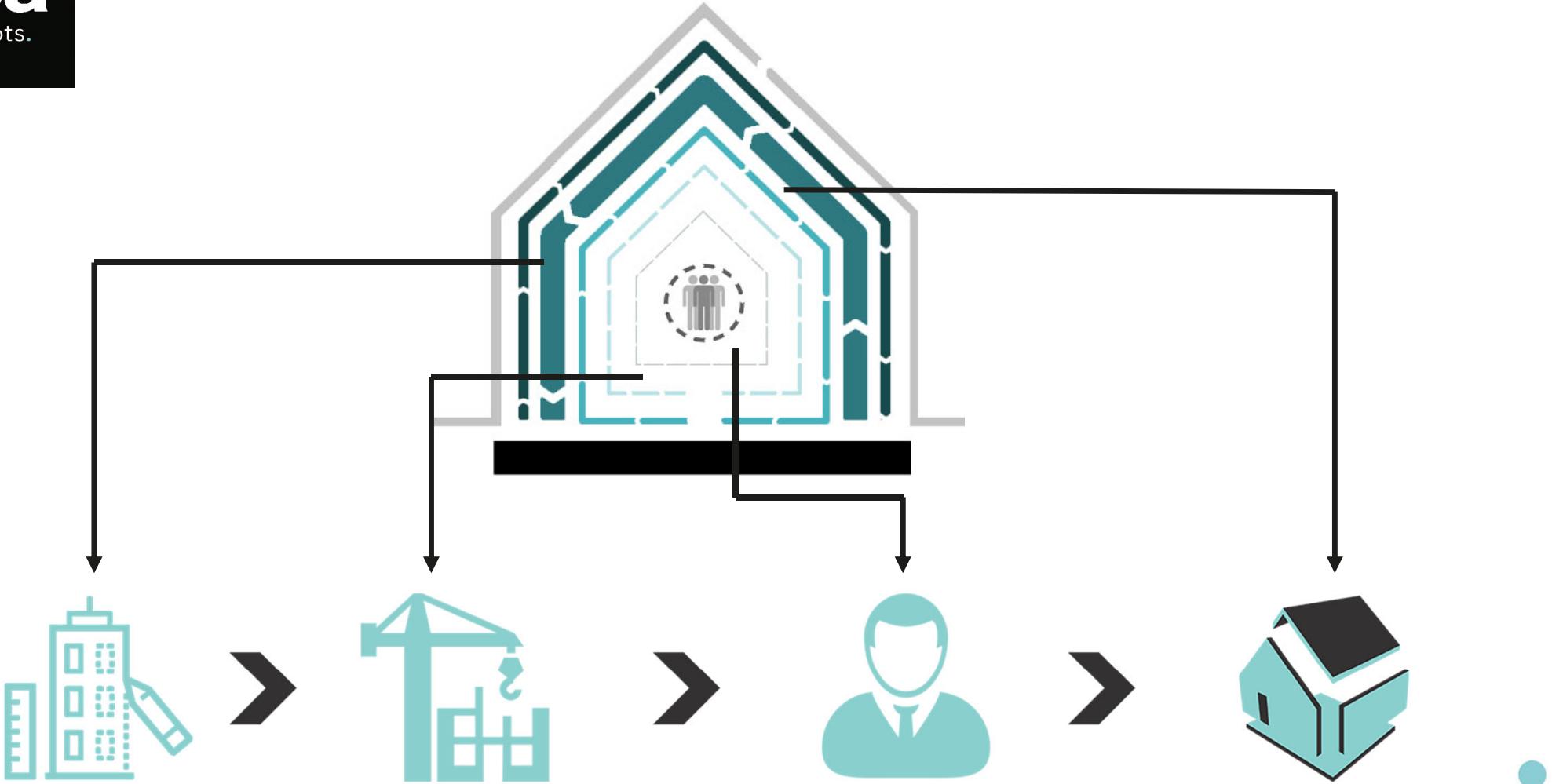
Circularity matrix

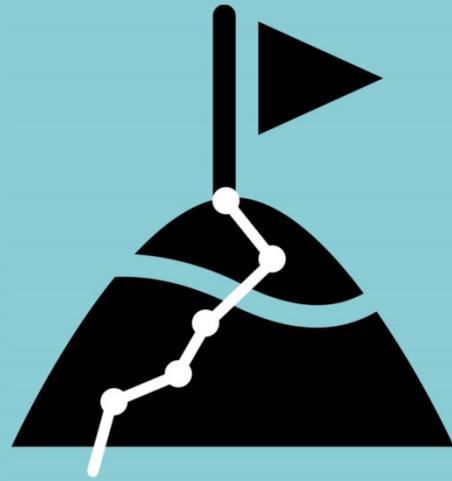
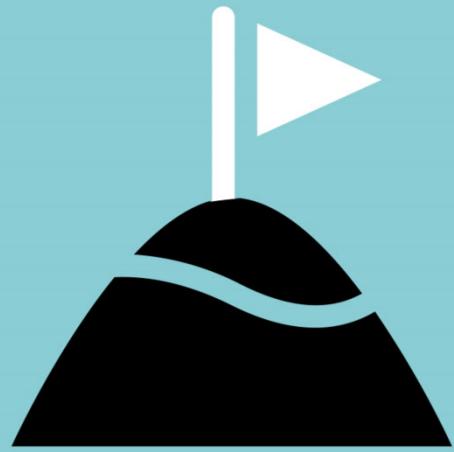
THEMES	DRIVERS	IMAGE	FINANCE	LAWS AND REGULATIONS
(RAW) MATERIALS		KPI KPI KPI	KPI KPI	KPI
MOBILITY		...	...	...
CLIMATE	Incoming materials Outgoing materials (demolition / renovation) Scenario's of waste Environmental Impact (MPG) Dissassembly potential			
FLEXIBILITY				...

# 6S model Layers of Brand



# KPI, Layers and the actors





*Measure & validate*

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WELL

PV Cells

Fair Trade

FSC

#NO GAS

**Energy neutral**

*Green Building Standard*

LEED ≠ ABRACADABRA

Parisproof

LCA

Cradle2Cradle

Sustainable Development Goals

People Planet Profit

Carbon neutral

ZEN

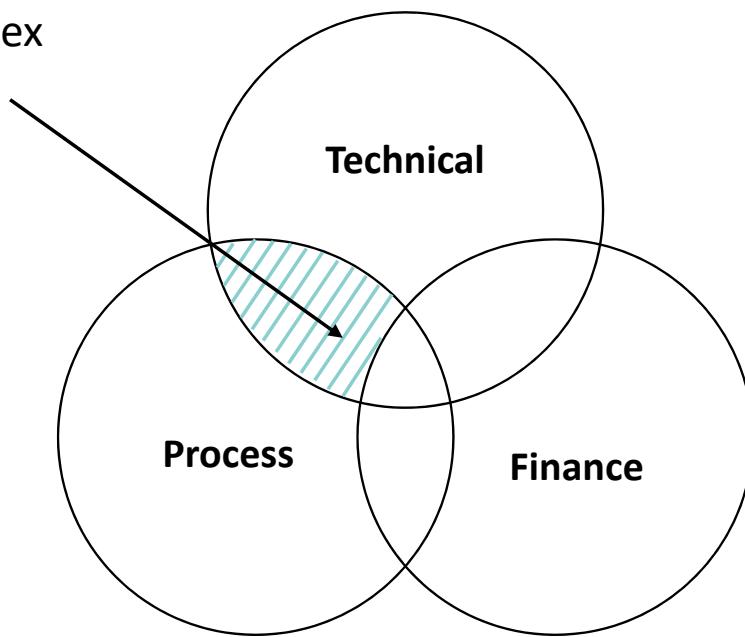
A black and white photograph showing a group of men in traditional Scottish kilts and hose, some wearing berets, gathered around a large pipe organ. They are all playing bagpipes simultaneously, creating a dense, rhythmic sound. The scene is set outdoors on a grassy field under a clear sky.

# Building Circularity Index

# BCI

# Circular Economy

Building Circularity Index



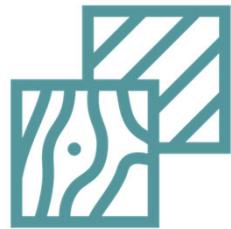
# Building Circularity Index

Building Circularity Index



Material Index (MI)

Disassembly Potential (LI)



## Building Circularity Index

Material Index (MI)

Disassembly Potential (LI)





# Origin of materials



# Prospect of materials



## Building Circularity Index

Material Index (MI)

Disassembly Potential (LI)



# Disassembly



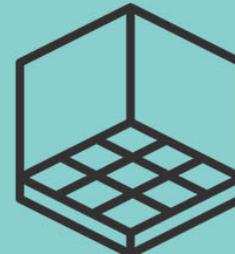


# Disassembly

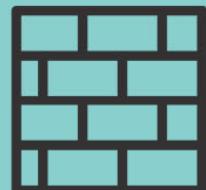




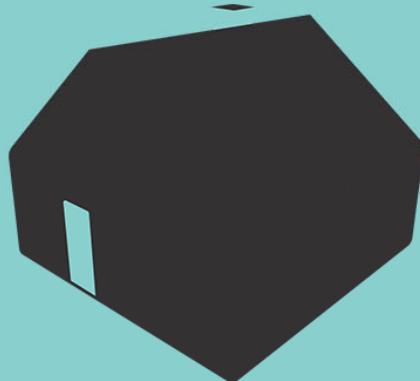
MI (%)  
LI (%)



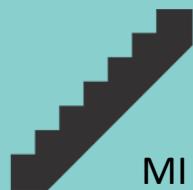
MI (%)  
LI (%)



MI (%)  
LI (%)



MI (%)  
LI (%)



MI (%)  
LI (%)

• • •

## Building Circularity Index

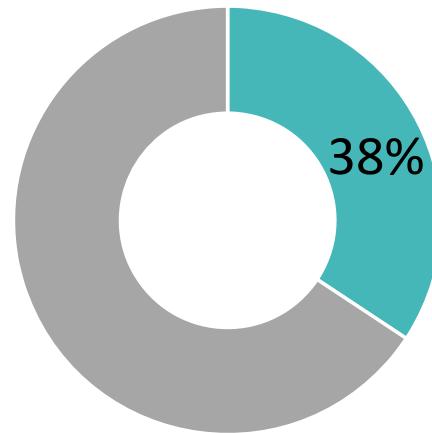
Material Index (MI)

Disassembly Potential (LI)



Building Circularity Index		
Elements	Mass (kg)	ECI
Element 1	2455	0,501
Element 2	4792	0,095
Element 3	2011	0,446
Element 4	2029	0,419
Element 5	412	0,451
Element 6	62	0,450
Element 7	284	0,632
Element 8	185	0,361
Element 9	109	0,443
Element 10	90	0,445
Element 11	2	0,200
Element 12	683	0,695
Element 13	44	0,694
Element 14	0	0,881
Element 15	35	0,312
Element 16	354	0,312
Element 17	210	0,656
Element 18	620	0,700
Element 19	0	0,908
Element 20	100	0,280
Element 21	210	0,887
	BCI =	34%

## Building Circularity Index



$$BCI = \frac{1}{W_b} \sum_{j=1}^n ECI_j \cdot W_j$$

$$BCI = \frac{1}{14687} \cdot 5394 = 0,38$$





# Relevance

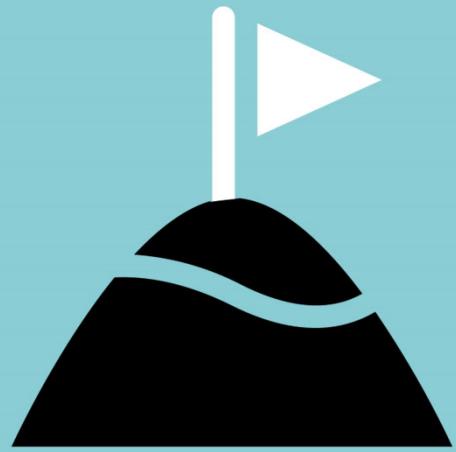


BREEAM® NL

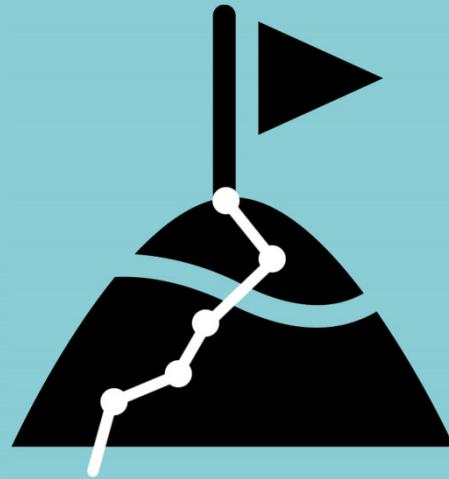


Netherlands Enterprise Agency





*Ambition profile*



*Performance  
requirements*



*Building Circularity Index*



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concepts.



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