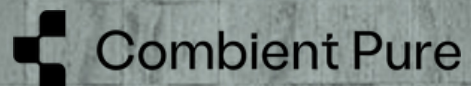


CIRCULARITY DEVELOPMENT PROGRAM BY COMBIENT PURE



Funded by  
the European Union  
NextGenerationEU

# CIRCULARITY IN TECHNICAL BUILDING SOLUTIONS



**ASSA ABLOY**



**Swegon**

**Vasakronan**



# CIRCULARITY DEVELOPMENT PROGRAM CLOSING EVENT

## Agenda in CET

- 13.00    **Welcome**  
Marika Määttä, Head of Combient Pure
- Combient Pure's Circularity Development Program 2023 - Overview and key learnings**  
Louna Laurila, Program Lead, Combient Pure
- Key insights from the program's participating companies**  
Anna Denell, Sustainability Director, Vasakronan  
Zeljka Svensson, VP, Head of Global Innovation Management, ASSA ABLOY  
Minna Pirkkanen, Head of Modernization Offering, KONE  
Mirko Sauvan, Sustainability Manager, Swegon
- 14.00    **Panel discussion: Developing circularity in buildings' technical equipment**
- 14.30    **Closing & Fika**

# Combient Pure drives low carbon and circular business transformation through multi- company collaboration

ASSA ABLOY

*Atlas Copco*

**Autoliv**

 **Electrolux**

 **Epiroc**

ERICSSON 

  
Husqvarna  
Group

**FAM**

*Fazer*

 **fortum**

H&M Group

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Securitas

**SKF**

  
**Stena**

  
stordenso

 **SÖDRA**

Vasakronan

  
WÄRTSILÄ





# CombiEnt Pure's Circularity Development Program 2023 - Overview and key learnings



*“In buildings, technical equipment present the **third largest emission source** after energy and main construction materials, when considering the whole lifecycle of the building.”*



# The objectives of the Circularity Development Program were to support participating companies in

- ✓ Increasing the understanding of the value and potential of circular economy, across the organization
- ✓ Creating practical tools for developing circularity in the organization and with partners along the value chain
- ✓ Peer-to-peer learning between different companies that enables gathering insights from already tested circular tactics
- ✓ Getting direct feedback for development from a leading real estate owner in the field of sustainability and circular economy



# CIRCULARITY DEVELOPMENT PROGRAM



1. UNDERSTANDING THE CUSTOMER



2. MEASURING IMPACT



3. DISMANTLING & REVERSE LOGISTICS



4. PRODUCT LIFE EXTENSION



5. CIRCULAR SOURCING & PROCUREMENT



6. ALIGNING INTERNAL PROCESSES

CIRCULAR DESIGN

CIRCULAR BUSINESS MODELS

Stakeholders participated in different sprints



Regenovate



ethica



H&M Group



Multiconsult

KONECRANES



# Key learnings from the sprints

1. **UNDERSTANDING THE CUSTOMER:** early communication between manufacturers and other value chain members is essential for creating circular solutions
2. **MEASURING IMPACT:** lack of standard measurement frameworks and available circularity data requires new ways of sharing information throughout the value chain
3. **DISMANTLING & REVERSE LOGISTICS:** entirely new processes, roles and business logic are required
4. **PRODUCT LIFE EXTENSION:** re-tactics ensure existing products a longer life-time, circular design in pivotal role for allowing circularity in the future
5. **CIRCULAR SOURCING & PROCUREMENT:** sourcing is a key function for operationalizing and scaling many circular initiatives in companies
6. **ALIGNING INTERNAL PROCESSES:** commitment is best achieved when top-down and bottom-up strategies are integrated and there is organization-wide cohesion for action





Combient Pure is launching  
the next round of the  
Circularity Development  
Program in 2024 – join us!

Combient Pure is running the Circularity Development Program 2024 in collaboration with the Circular Business Lab at RISE (Research Institutes of Sweden).

Through RISE the program participants get access to in-depth expertise in circularity from scientific research and cross-sector collaboration.





Towards circularity –  
Faster, together!



Combient Pure