



FOCUS

PYME Y EMPRENDIMIENTO
Comunitat Valenciana

Prospección digital y sostenibilidad: mirando hacia el futuro

Alcoy, 21 de noviembre.

FINANCIA:



GENERALITAT
VALENCIANA

TOTS
A VOSTRA
VEU

IVACE
INICIATIVA
VALÈNCIA
D'INICIATIVA
D'EMPRESARIS



UNIÓN EUROPEA
Fondo Europeo de
Desarrollo Regional
Una manera de hacer Europa

ORGANIZA:

CEEI
ALCOY
VALENCIA



Ajuntament d'Alcoy





NICOLA
CERANTOLA

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inspiración · formación · asesoría · facilitación
en Economía y Emprendimiento Circular

www.ecologing.es



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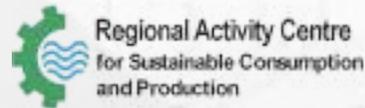
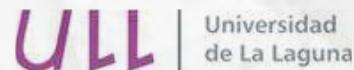
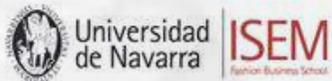
DIVULGACIÓN y
FORMACIÓN



MENTORIZACIÓN y
METODOLOGÍA



ASESORÍA y
EXPLORACIÓN

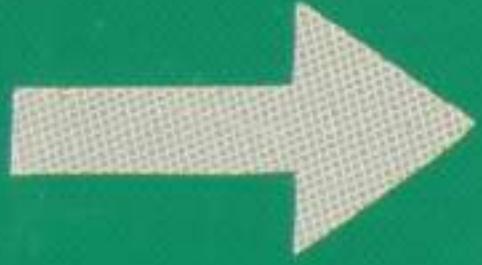




ECONOMÍA CIRCULAR

A dark, atmospheric landscape with a mountain peak in the distance under a cloudy sky. The foreground is a dark, textured surface, possibly a field or a forest, leading up to a range of hills. In the background, a prominent mountain peak is visible, partially obscured by a layer of mist or low clouds. The sky is filled with heavy, grey clouds, creating a somber and dramatic mood. The overall color palette is monochromatic, dominated by shades of blue, grey, and black.

UNA TRAVESÍA



बीकानेर

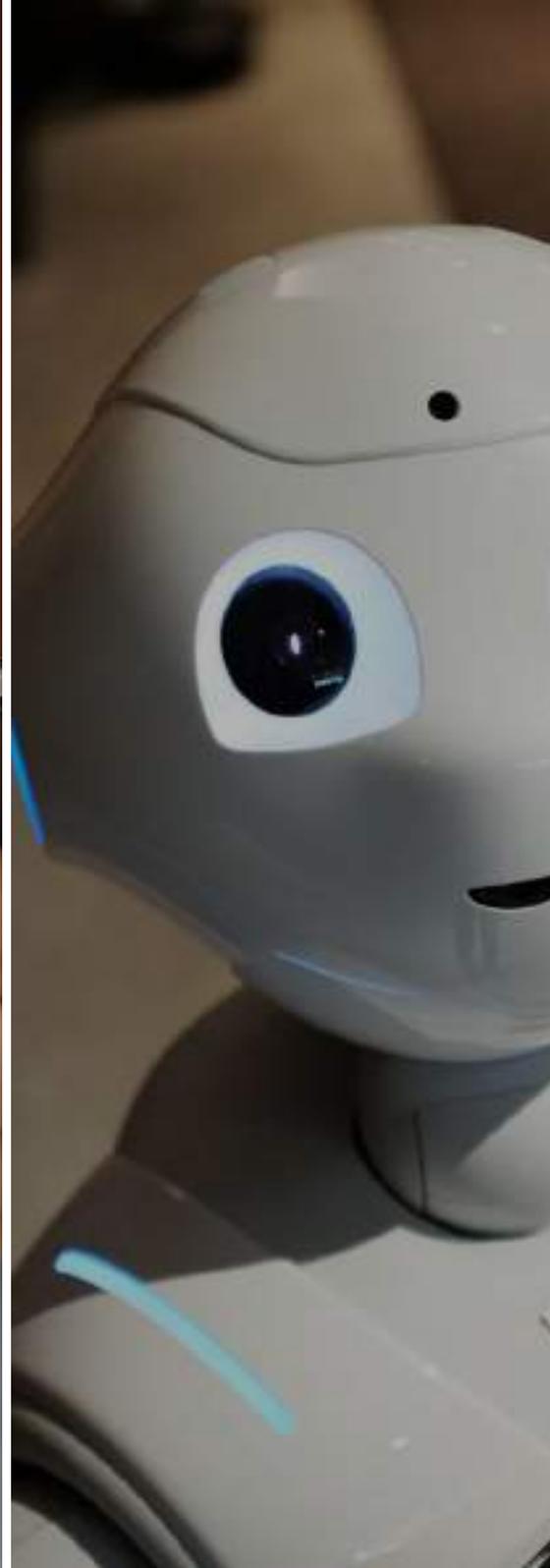
INCERTIDUMBRE



जैसलमेर







A photograph of Earth from space, centered on the Americas. The planet is shown with blue oceans, green and brown landmasses, and white clouds. The background is a deep blue-black space filled with numerous stars of various colors and sizes. The text "¿QUÉ NOS ESPERA?" is overlaid in white, sans-serif font across the center of the image.

¿QUÉ NOS ESPERA?



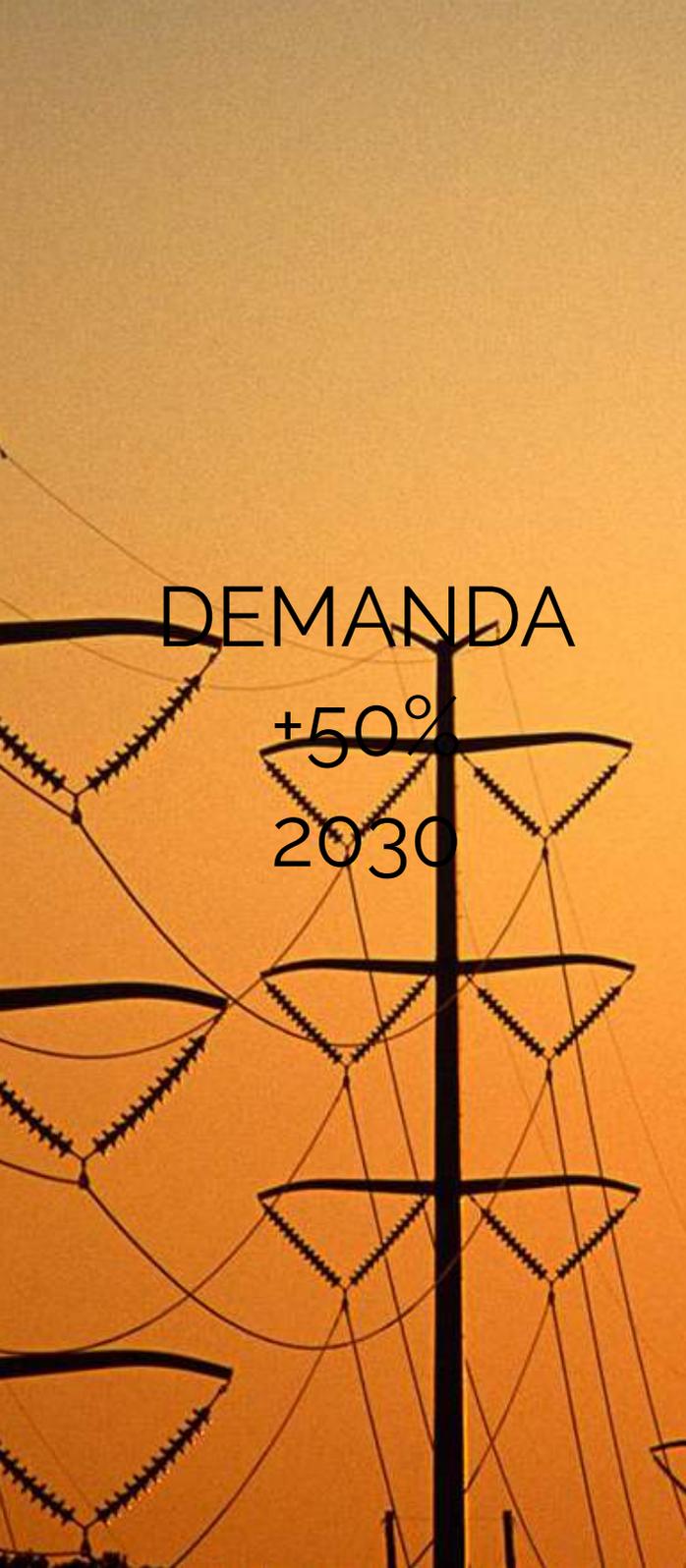
8.000.000.000
EN 2030



70% EN CIUDADES

A photograph of two women in a rural, outdoor setting. The woman on the left is wearing a black headwrap and a black top, holding a black mobile phone to her ear. The woman on the right is wearing a blue t-shirt and is looking at the phone. They are sitting on the ground, and there are papers and a folder nearby. In the background, there are palm trees and a small yellow building. The text is overlaid in the center of the image.

+1.800.000.000
CONSUMIDORES
DE CLASE MEDIA
EN 2030



DEMANDA

+50%

2030



DEMANDA

+30/40%

2030



DEMANDA

+50%

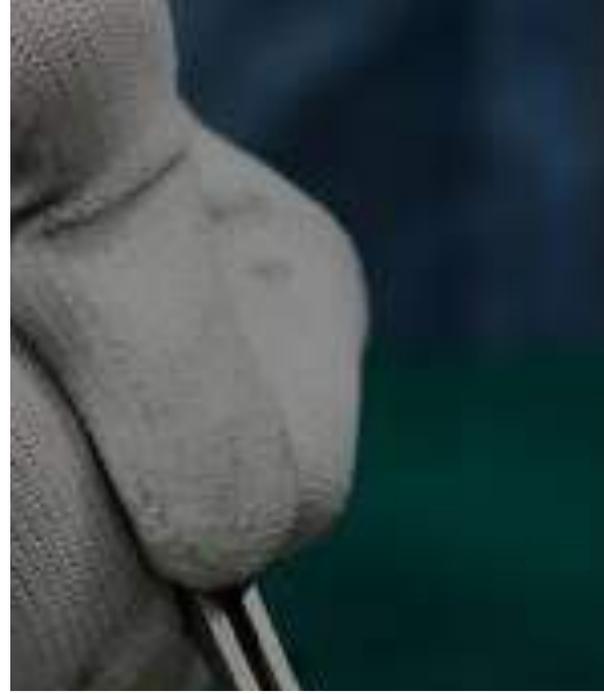
2030



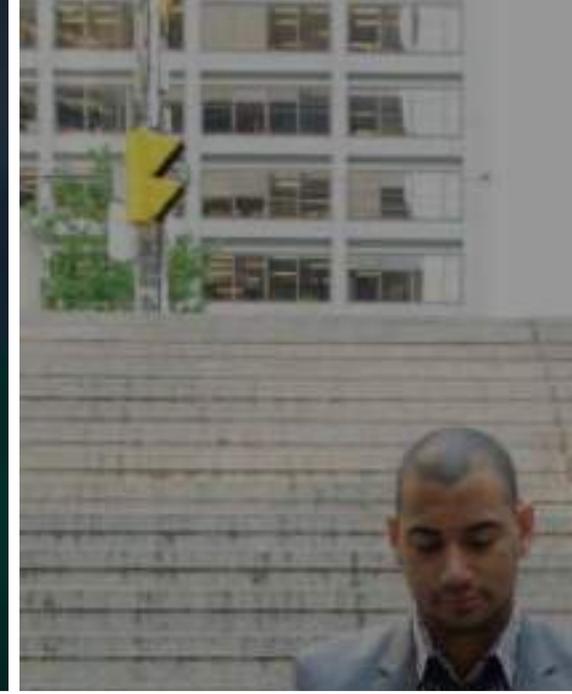
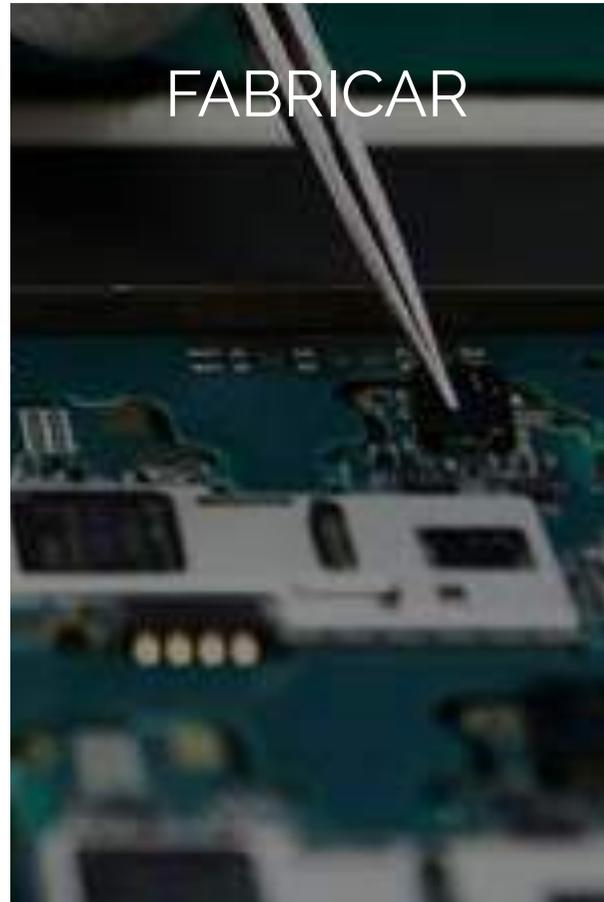
NUESTRA RELACIÓN CON EL
CAPITAL NATURAL



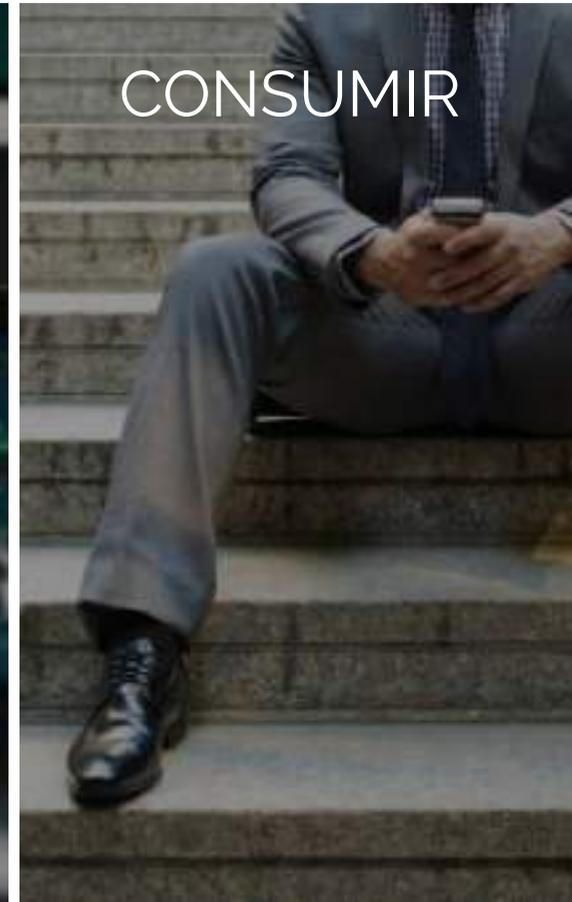
EXTRAER



FABRICAR



CONSUMIR



DESECHAR







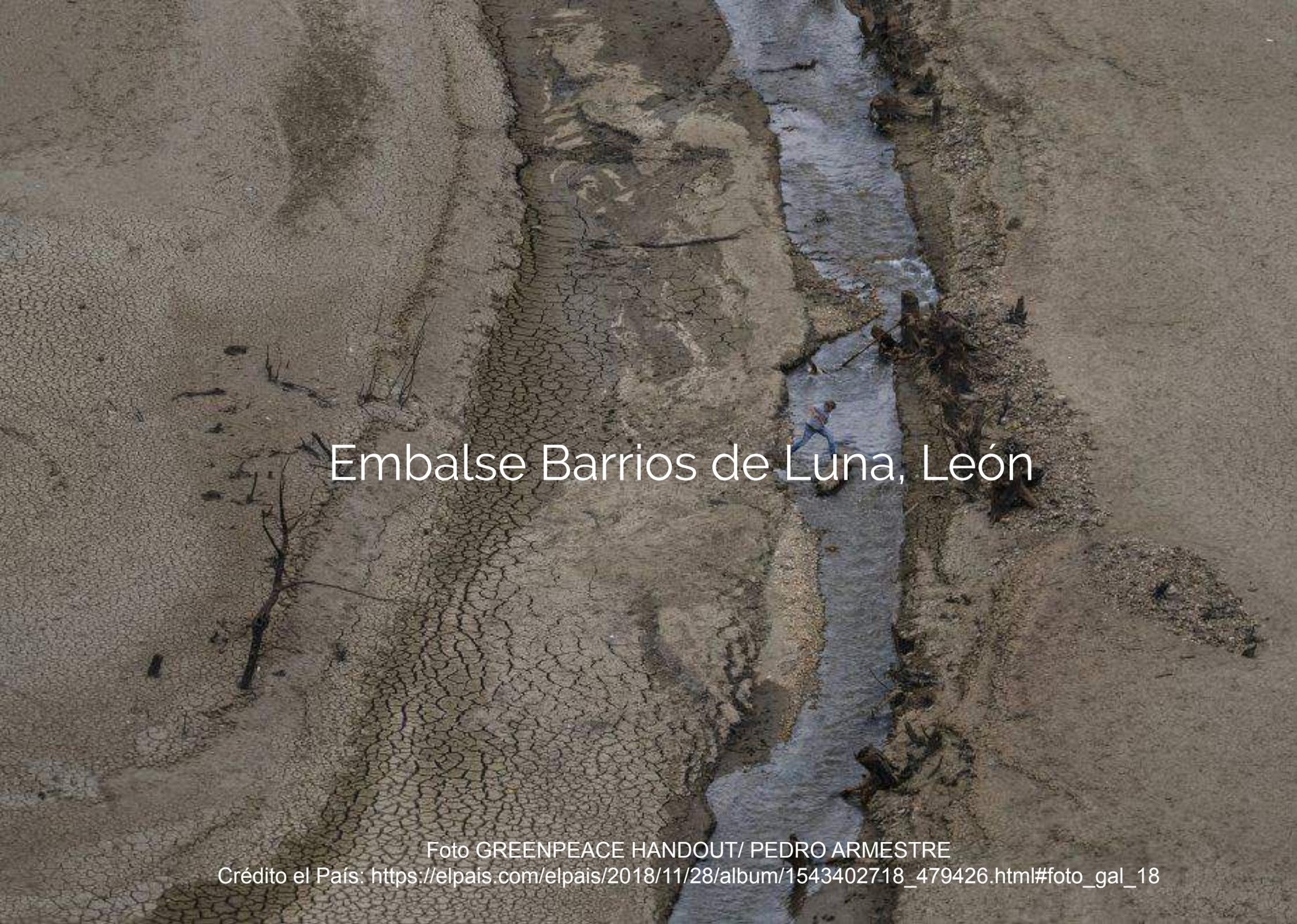
ECOSERVICIOS

A still from the movie 'Batman Returns' showing Batman in his suit, standing in a room with a high ceiling. The room is filled with hundreds of bats flying around him, some landing on the walls and ceiling. The lighting is dramatic, with strong shadows and highlights.

¿AHORRO DE 128.000 EUROS
PARA LA PROTECCIÓN DE
MURCIÉLAGOS?

A man with dark, curly hair, wearing a blue button-down shirt and a dark tie, is shown from the chest up. He has a serious, intense expression and is looking directly at the camera. The background is dark and industrial, with vertical metal bars or pipes visible. The lighting is dramatic, highlighting his face and the texture of his shirt.

COSTE:
900.000.000 EUROS
INSECTICIDAS



Embalse Barrios de Luna, León

Foto GREENPEACE HANDOUT/ PEDRO ARMESTRE

Crédito el País: https://elpais.com/elpais/2018/11/28/album/1543402718_479426.html#foto_gal_18



Lousame (A Coruña)

Foto GREENPEACE HANDOUT/ PEDRO ARMESTRE

Crédito el País: https://elpais.com/elpais/2018/11/28/album/1543402718_479426.html#foto_gal_18

A photograph of a single sunflower in the center of a vast, cracked, and dry field. The ground is parched and split into irregular, polygonal shapes. In the background, a line of more sunflowers stretches across the horizon under a bright blue sky with scattered white clouds. The sun is visible in the upper left, creating a lens flare effect.

Villa Viejas (Cuenca)

Foto GREENPEACE HANDOUT/ PEDRO ARMESTRE

Crédito el País: https://elpais.com/elpais/2018/11/28/album/1543402718_479426.html#foto_gal_18

Río Huerva, Mezalocha (Zaragoza)



Foto GREENPEACE HANDOUT/ PEDRO ARMESTRE

Crédito el País: https://elpais.com/elpais/2018/11/28/album/1543402718_479426.html#foto_gal_18

A man in sunglasses and a dark jacket holds a bottle of olive oil. Behind him is a large white sign with the text 'SALVIAMO OLIVICOLTURA ITALIANA'. The background shows a crowd of people and a building with arches.

-57% PRODUCCIÓN
CAMBIO CLIMÁTICO y XILELLA
FASTIDIOSA
(2019)



PÉRDIDA EN
CALIDAD Y CANTIDAD
= COSTE

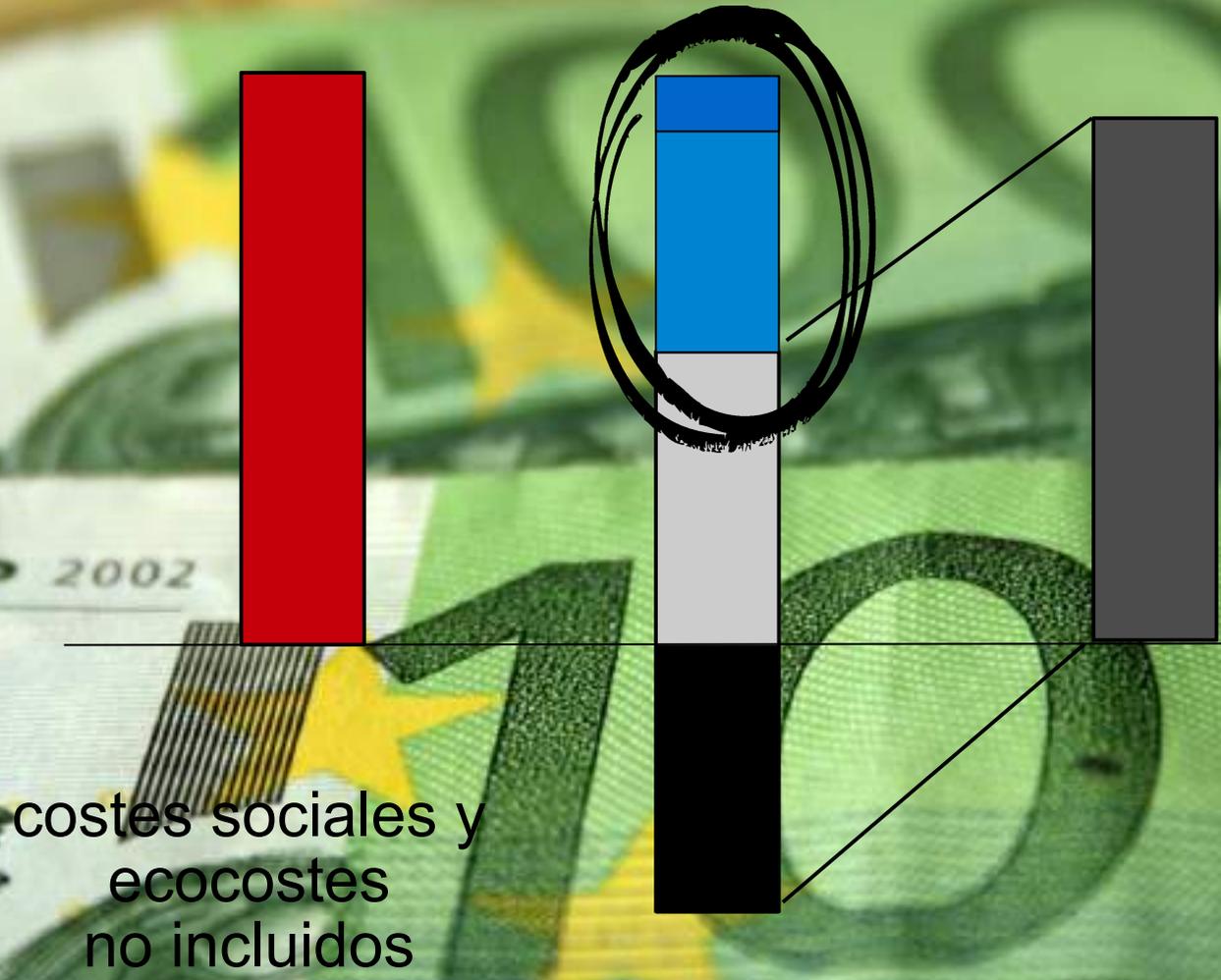
O MEJOR DICHO
= **ECOCOSTES**

EXTERNALIZACIÓN

precio

coste actual

coste real



costes sociales y ecocostes no incluidos



**UNA PRESIÓN
CRECIENTE EN TÉRMINOS DE COSTES
RELACIONADOS CON ENERGÍA Y RECURSOS**

HABLAMOS 2020..2030



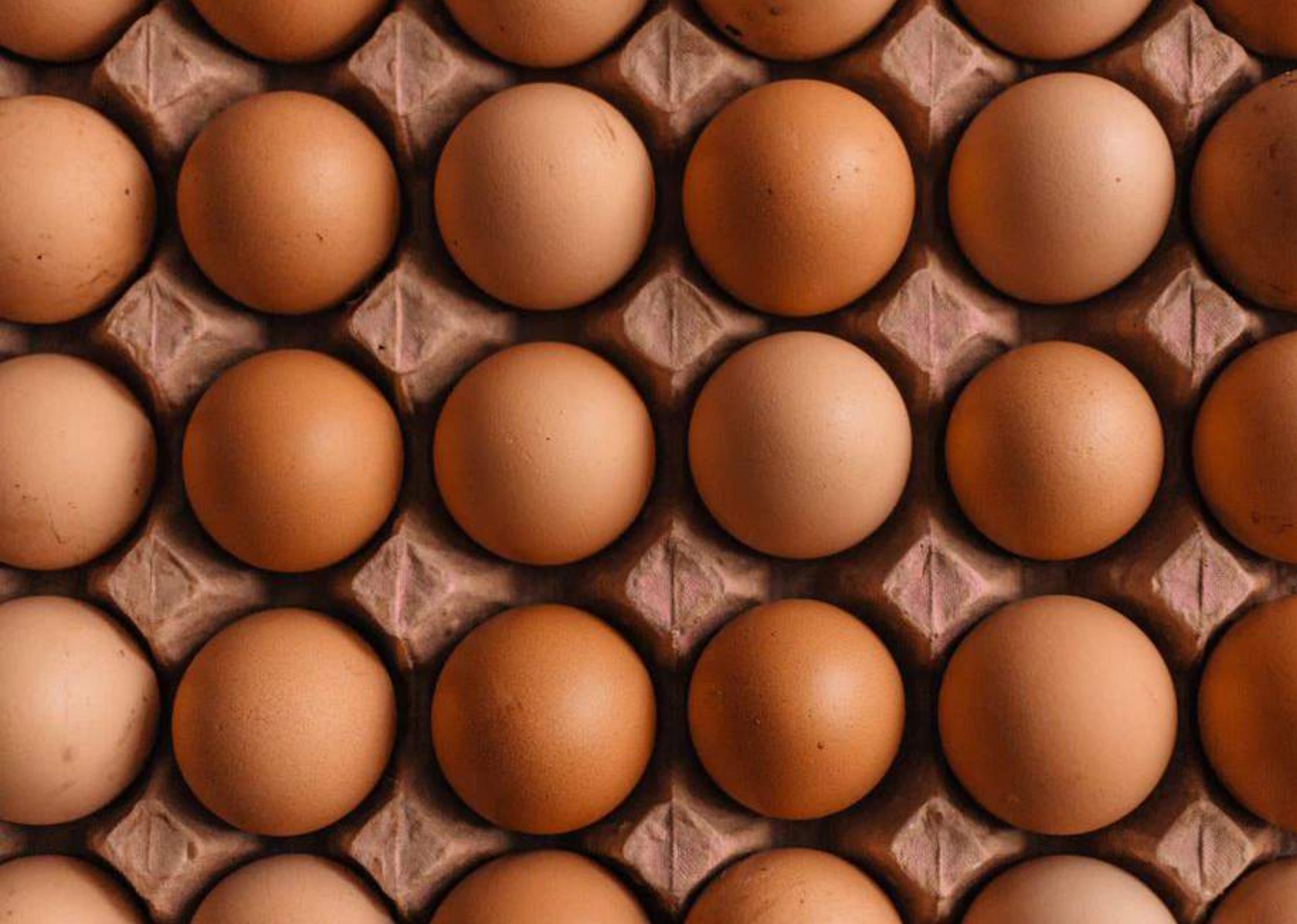
INCLUIR **PRINCIPIOS
REGENERATIVOS** EN LA FASE DE
CONCEPCIÓN DE PRODUCTOS,
SERVICIOS Y NEGOCIOS



PODEMOS APRENDER O
COPIAR DE ALGUIEN?



MODELO **INSPIRADO** EN LA
NATURALEZA















RESIDUO = NUTRIENTE*



ECONOMÍA CIRCULAR

1

DISEÑAR PARA ELIMINAR DESPERDICIO Y POLUCIÓN

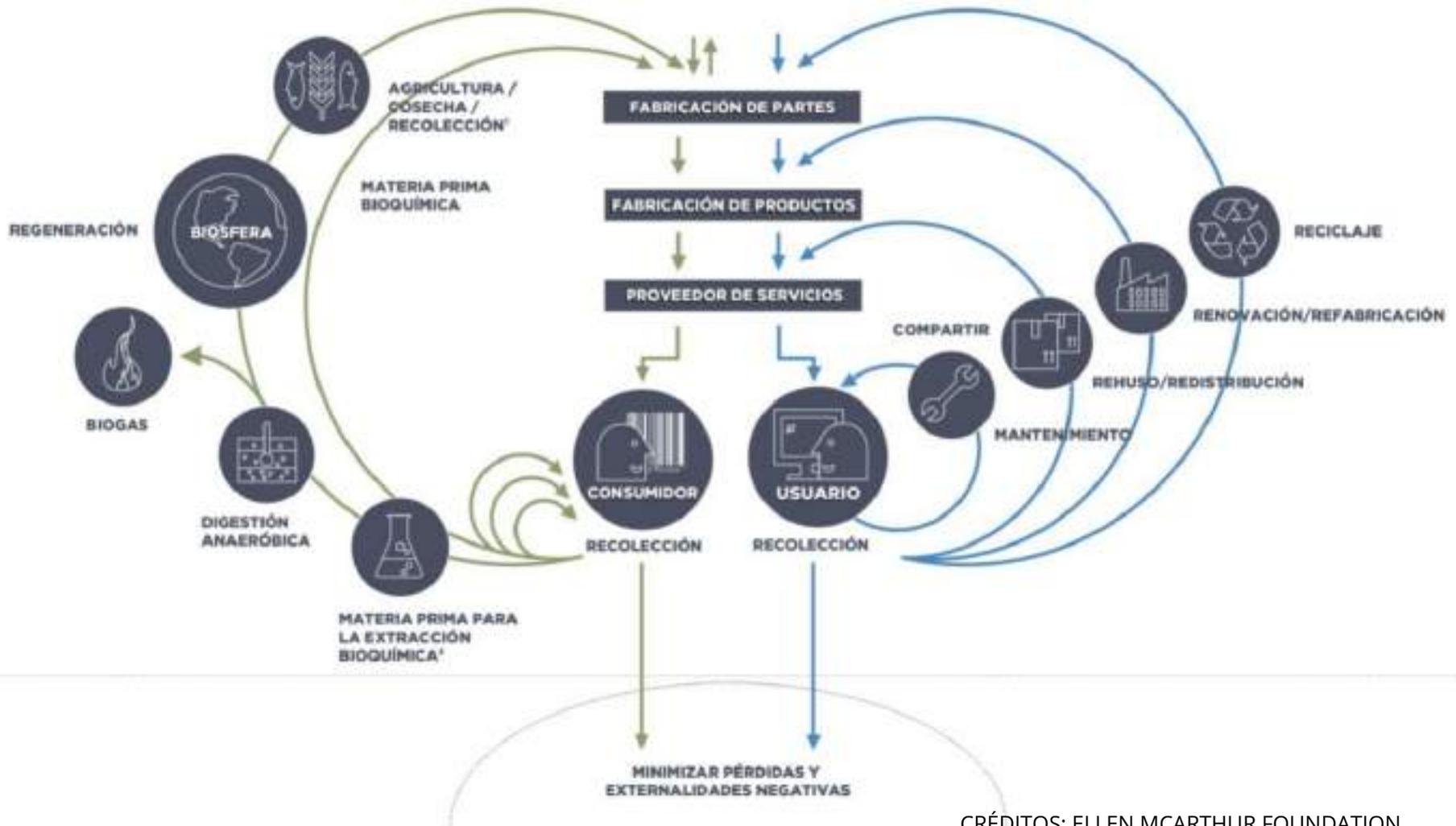


GESTIÓN DEL FLUJO DE RENOVABLES

GESTIÓN DEL STOCK

2

MANTENER PRODUCTOS Y MATERIALES EN USO



3

REGENERAR SISTEMAS NATURALES

CRÉDITOS: ELLEN MCARTHUR FOUNDATION



BIOLÓGICO



TECNOLÓGICO



BIOECONOMÍA



TICs





METABOLISMO BIOLÓGICO







METABOLISMO TÉCNICO



**WE CONVERT IT TO LIQUID STYRENE
THROUGH PYROLYSIS**

agilyx

**AGILYX RECEIVES
POLYSTYRENE**



**WE SEND IT TO A
STYRENE REFINER**



**OUR CHEMICAL RECYCLING
RELEASES THE VALUE IN WASTE
FOR ITS HIGHEST USE**

**THEY SHIP REFINED
STYRENE TO A
MANUFACTURER**



**THE MANUFACTURER MAKES
THE GOODS WE USE**

**USED ITEMS
ARE RECYCLED**



A black and white photograph of a man in a suit and sunglasses, holding a glowing sword. The text "¿CÓMO LA LLEVAMOS A LA PRÁCTICA?" is overlaid on the image.

¿CÓMO LA LLEVAMOS A LA PRÁCTICA?



DISEÑO
CIRCULAR

Fibras



Azúcares



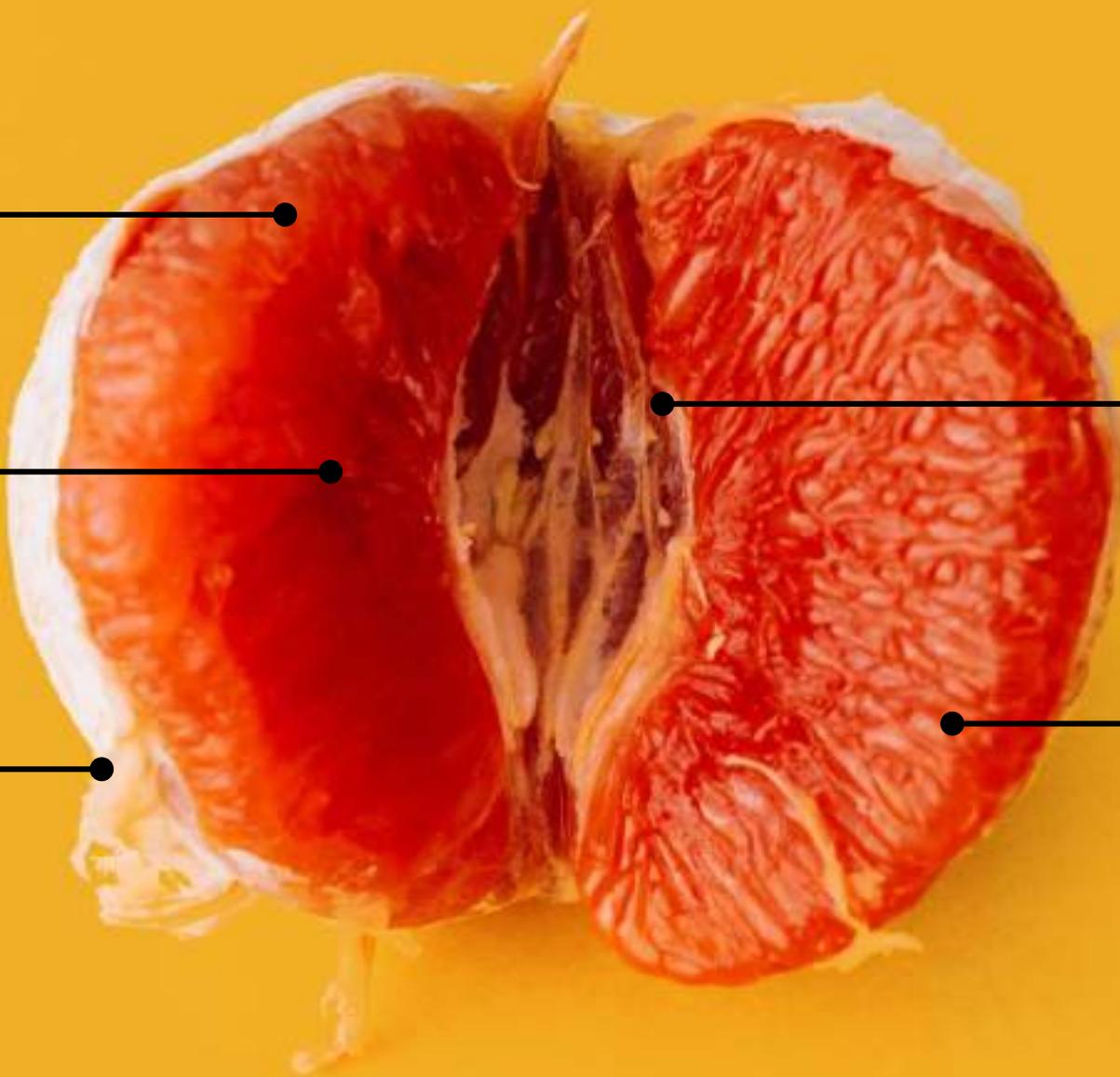
Piel



Semillas



Agua









ORANGE FIBER X FERRAGAMO

FERRAGAMO ORANGE FIBER COLLECTION

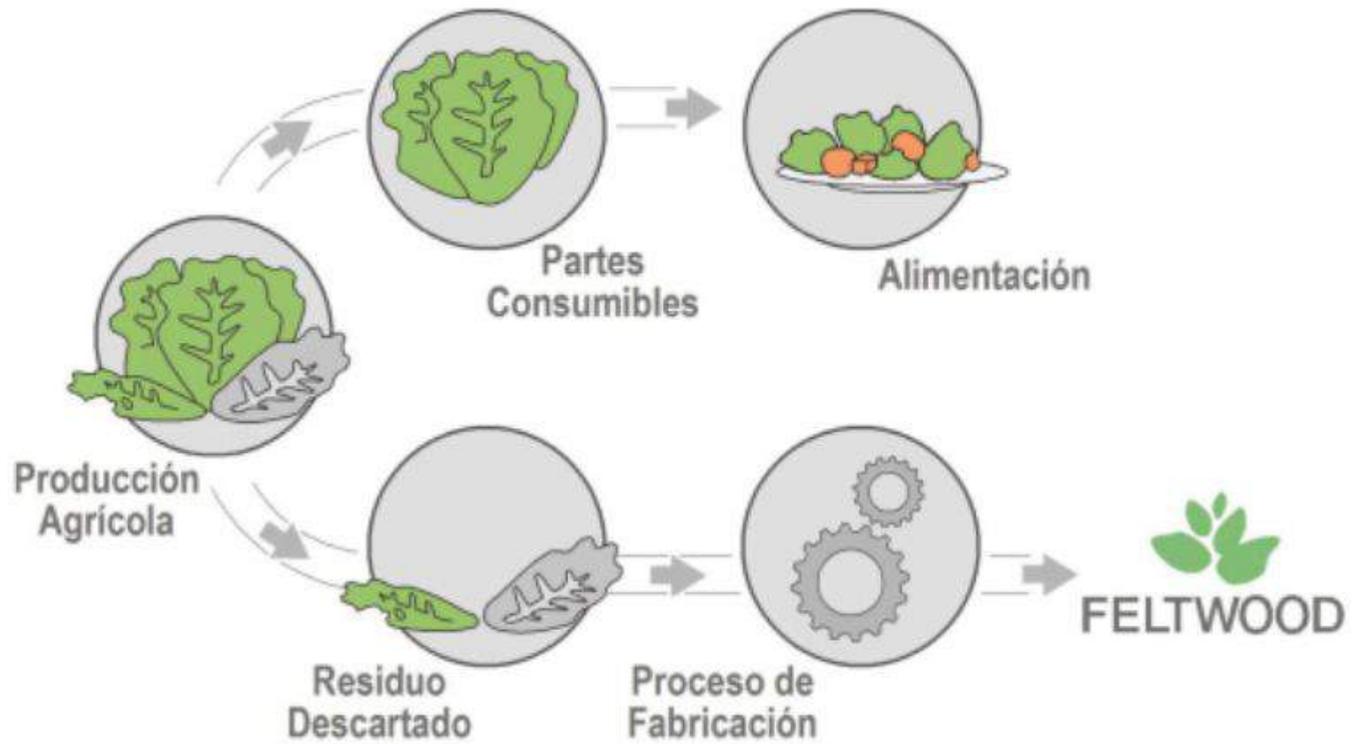
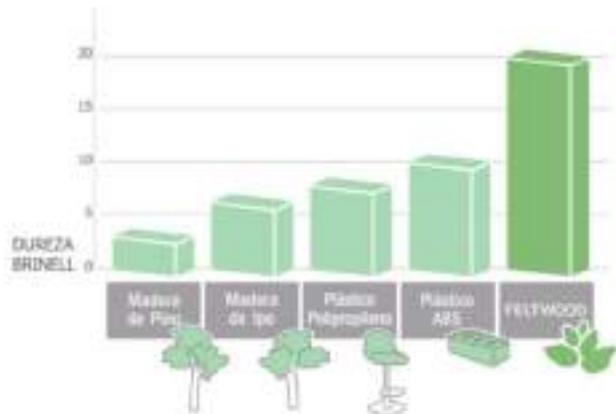
Faithful to their motto "Responsible Passion", Salvatore Ferragamo is the first fashion house to employ Orange Fiber fabrics. This much-anticipated collaboration is born of a shared passion for creative innovation, sustainable design and our beloved heritage of Italian excellence.

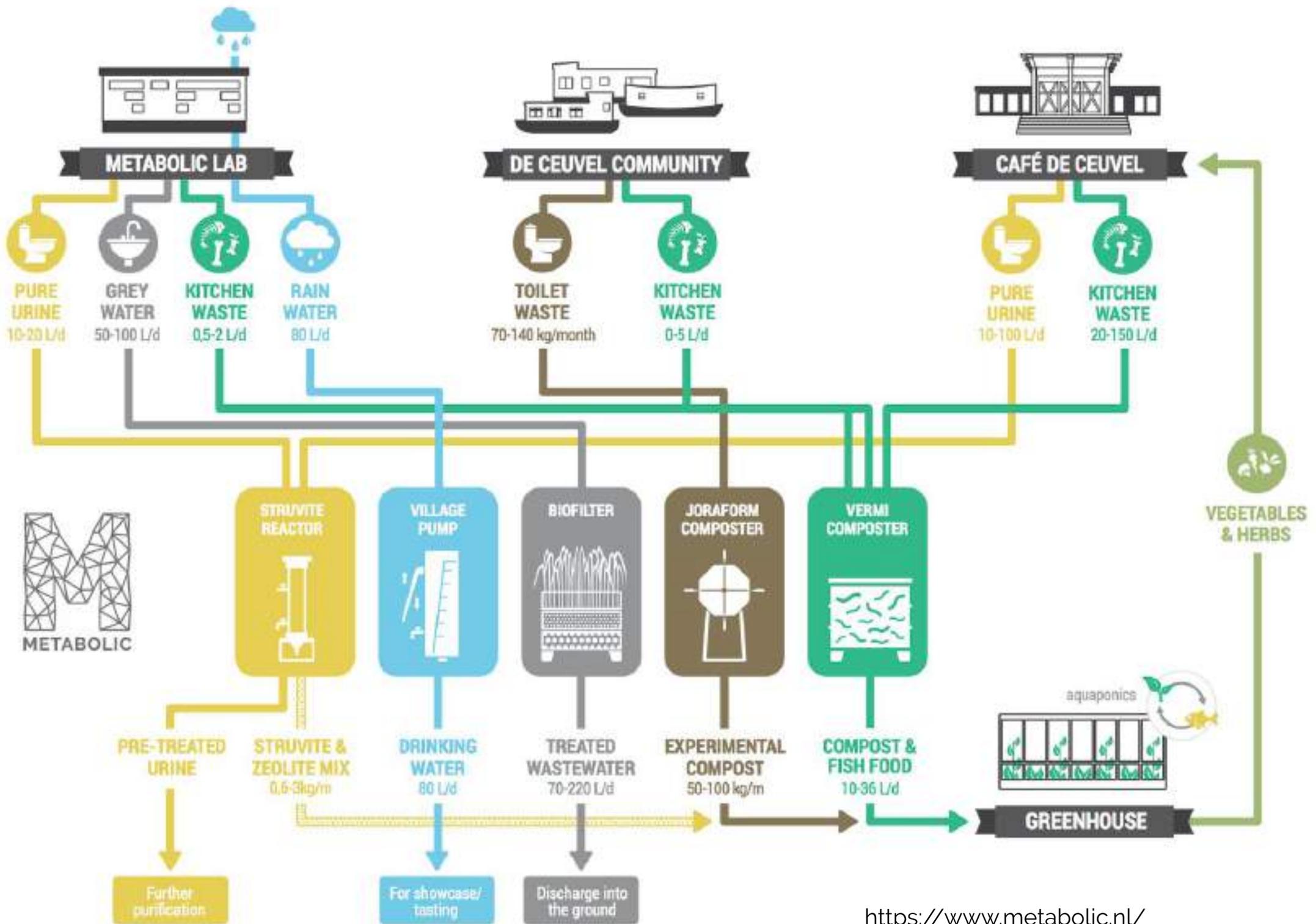
COLLECTION



<http://orangefiber.it/>

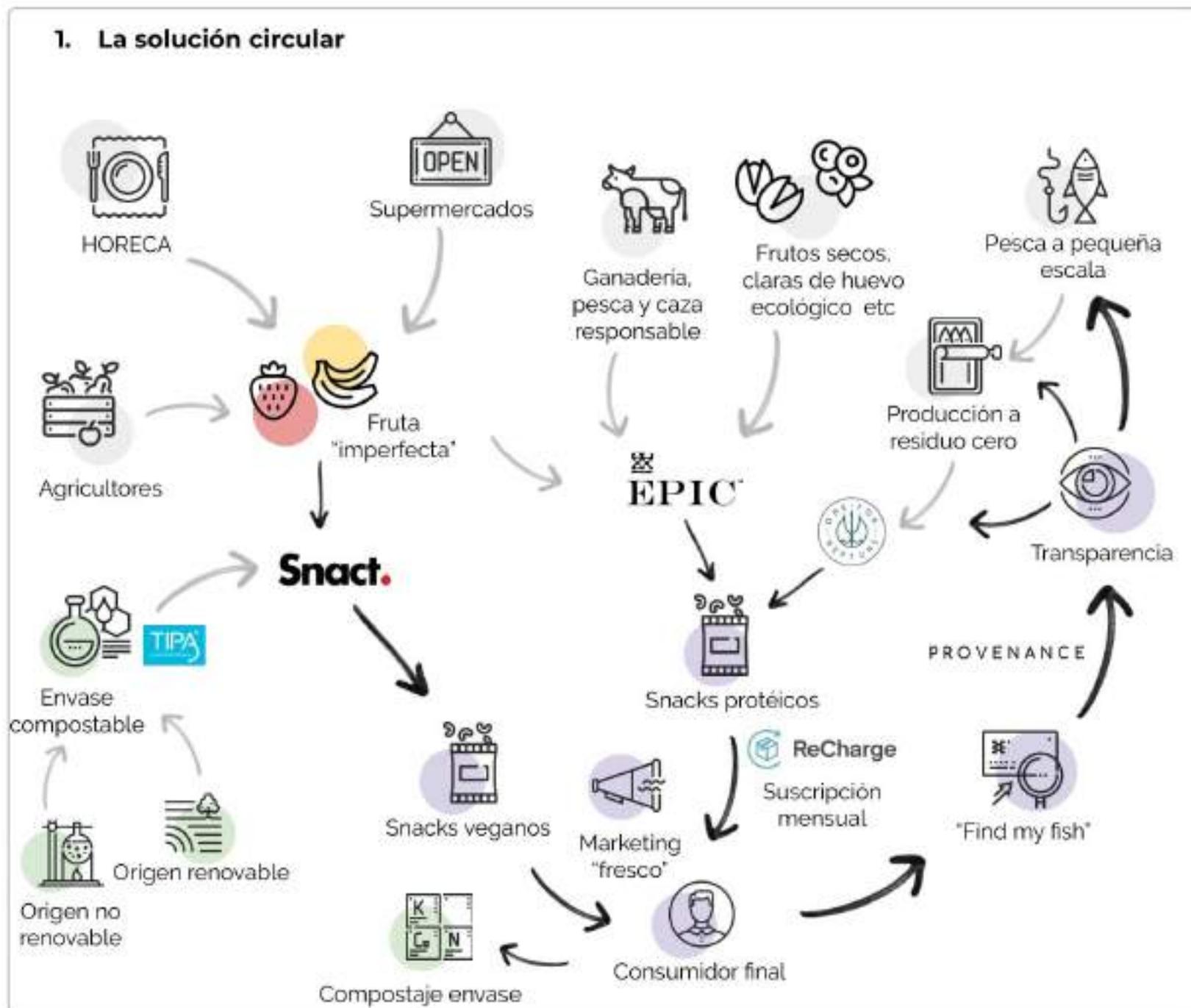








ENTENDIENDO EL MODELO DE NEGOCIO CIRCULAR

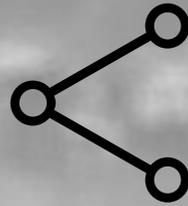


One acre of crops in 320 square feet

<https://www.freightfarms.com/>

Freight Farms retrofits shipping containers with LEDs, climate controls, and hydroponics, turning them into "leafy green machines" capable of producing 900 plants per week.





USO **MAXIMIZADO** y
COMPARTIDO DE
RECURSOS



eCooltra

MOTOSHARING



INICIA



ARRANCA



CONDUCE



APARCA



FINALIZA

BUSINESSES

JOIN OUR FOOD WASTE REVOLUTION

Download Too Good To Go for free and fight food waste.

Rescue delicious food at great prices so you can eat well with a clean conscience.



Download on the
App Store



Get it on
Google Play

<https://toogoodtogo.co.uk/en-gb/>

The B2B sharing marketplace for **profession**

How does it work?

What are you looking for?

Enter a location



<https://www.flow2.com/>

What are you looking for?

Find equipment, services, facilities, professionals, waste and materials on FLOW2.



Equipment & Products



Waste & Materials

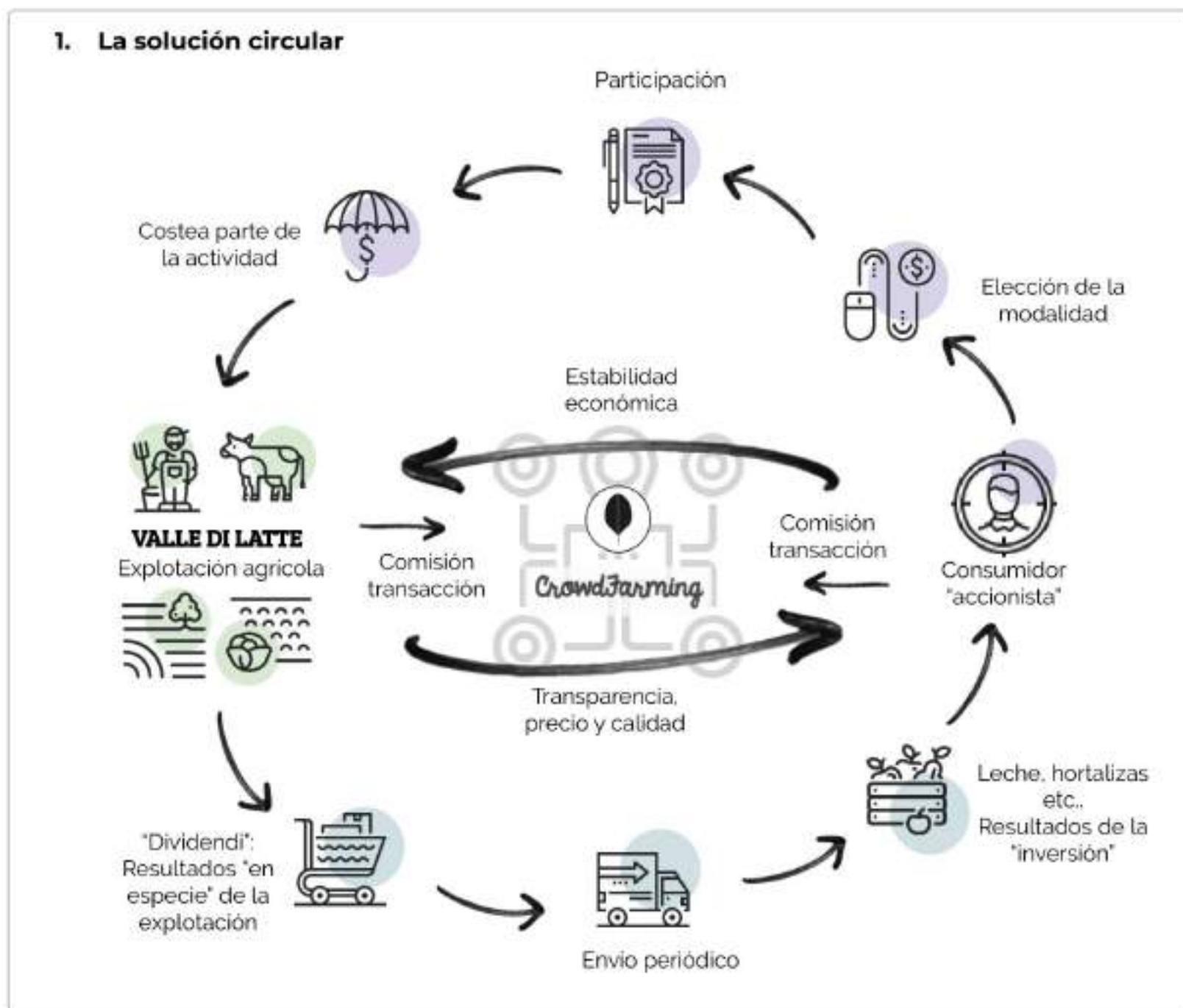


Services & Facilities



Professionals & People

ENTENDIENDO EL MODELO DE NEGOCIO CIRCULAR





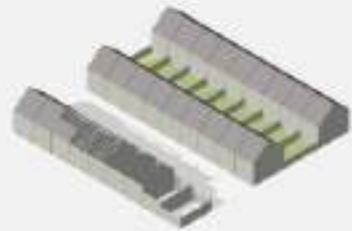
PRODUCCIÓN-CONSUMO
ONDEMAND
A “**kmCASICERO**”



Pre

Manual
Distributed

On-demand / direct



1st

Manual
Centralised

Speculative



2nd

Mechanical
Centralised

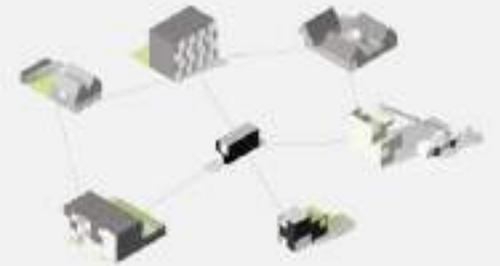
Speculative



3rd

Digital
Centralised

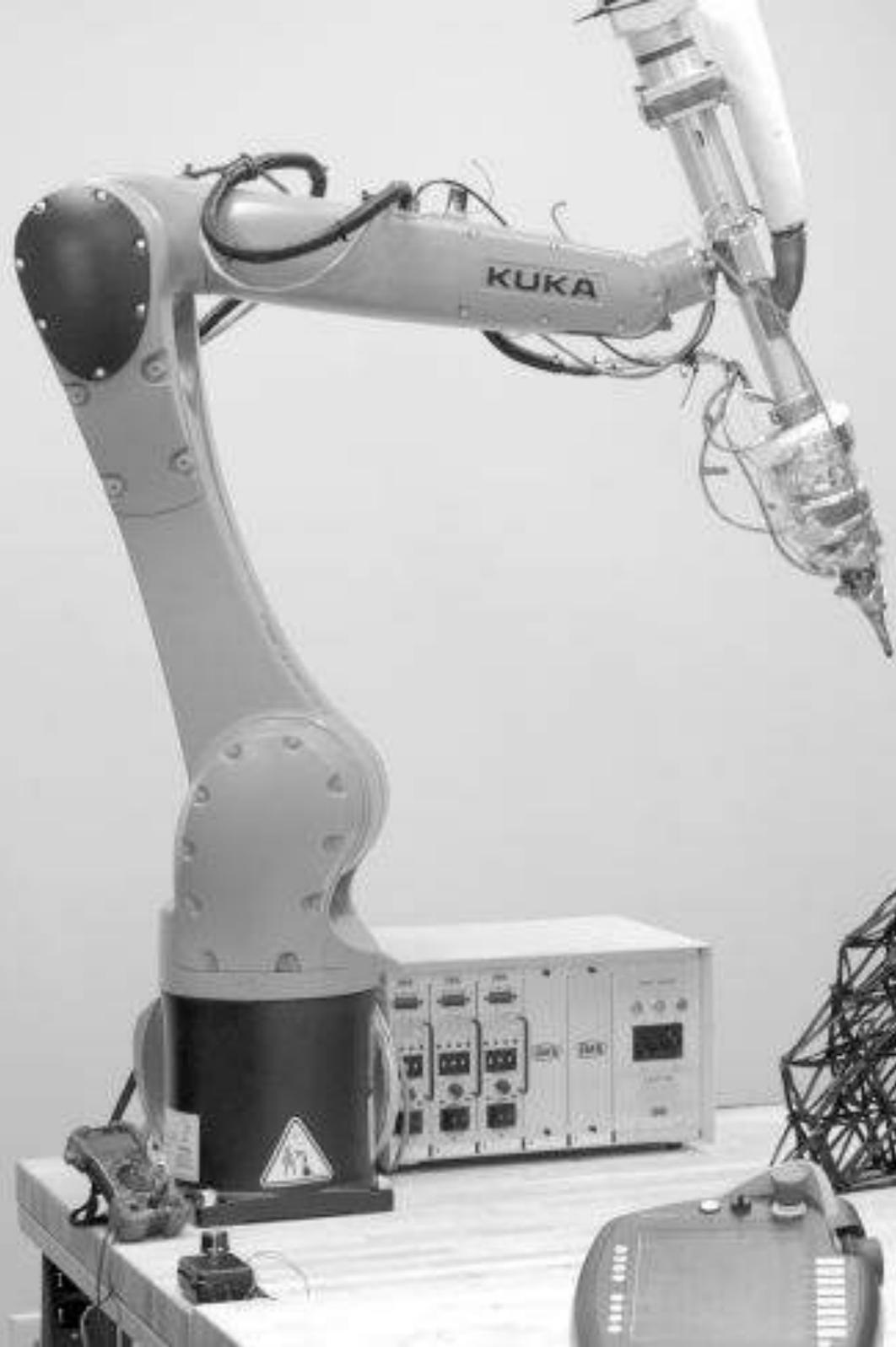
Speculative



4th

Digital
Distributed

On-demand / direct

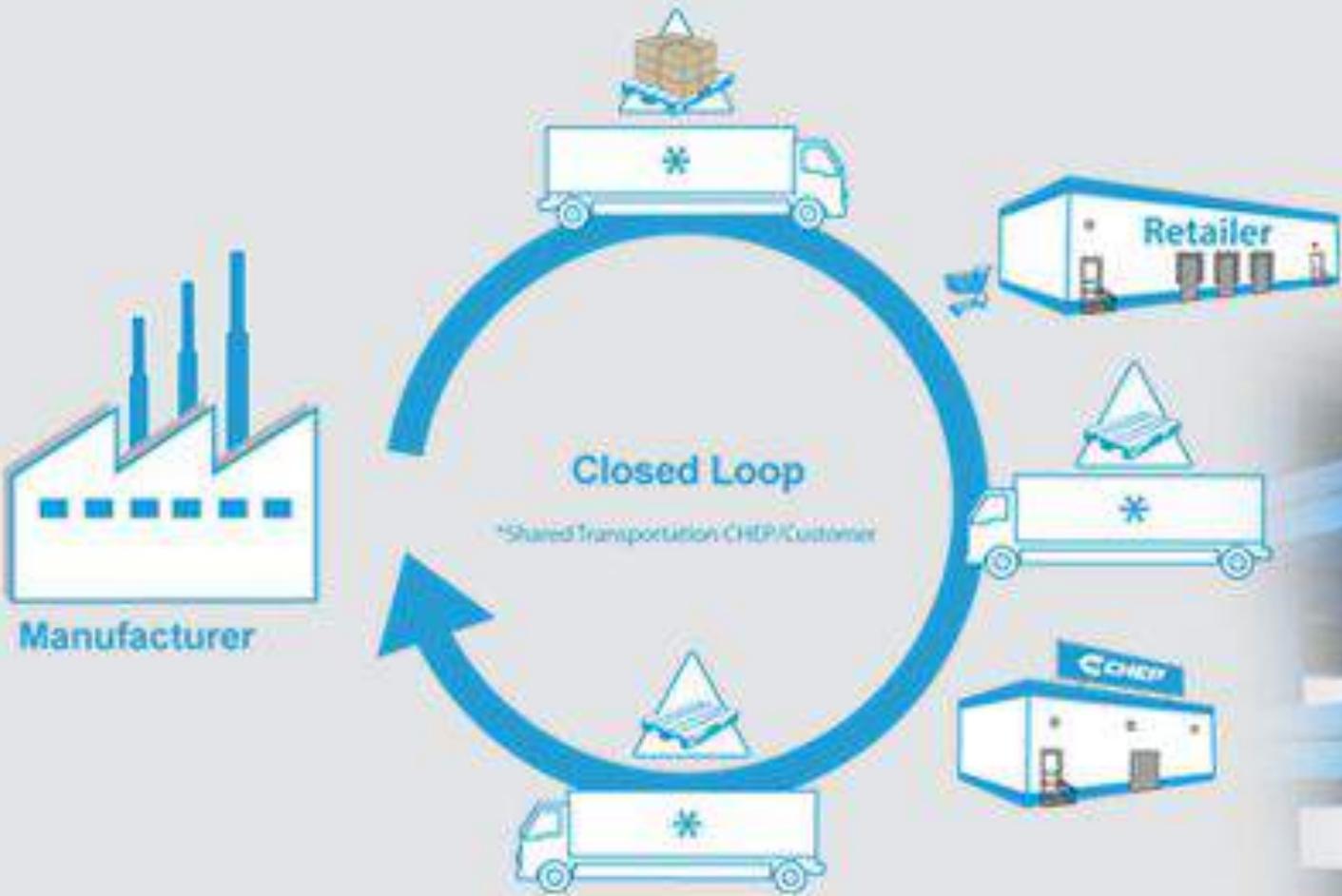








CADENA DE VALOR CIRCULAR
**(COCREACIÓN Y COLABORACIÓN
MULTINIVEL)**



<https://www.chep.com/es/en/industry-select>

HOLA,

SOMOS MOLA

¿QUÉ ES LA MOLA?

La **Moneda MOLA** (siglas de **Materia Orgánica Liberada**) es una moneda social complementaria que ha empezado a funcionar en el **barrio de Hortaleza** (Madrid), vinculada a la recogida y al tratamiento de la materia orgánica adecuadamente separada para ser compostada y usada como fertilizante.

Impulsada por la **Asociación Cooperas y Compostas** y los movimientos del **barrio de Hortaleza**, fue estrenada en el mes de septiembre de 2017.



<https://www.monedamola.com/>

EDSPEED - VESPA HEADSET
, PE



DISEÑO EN ABIERTO Y PARA LA
DURABILIDAD
MAKERS + **FIXERS**



CAT® CONNECT TECHNOLOGY AND SERVICES

https://www.cat.com/en_US/by-industry/construction/cat-connect.html

CAT LINK TECHNOLOGY



CAT GRADE TECHNOLOGY



CAT PAYLOAD TECHNOLOGY



CAT COMPACT TECHNOLOGY



CAT DETECT TECHNOLOGY

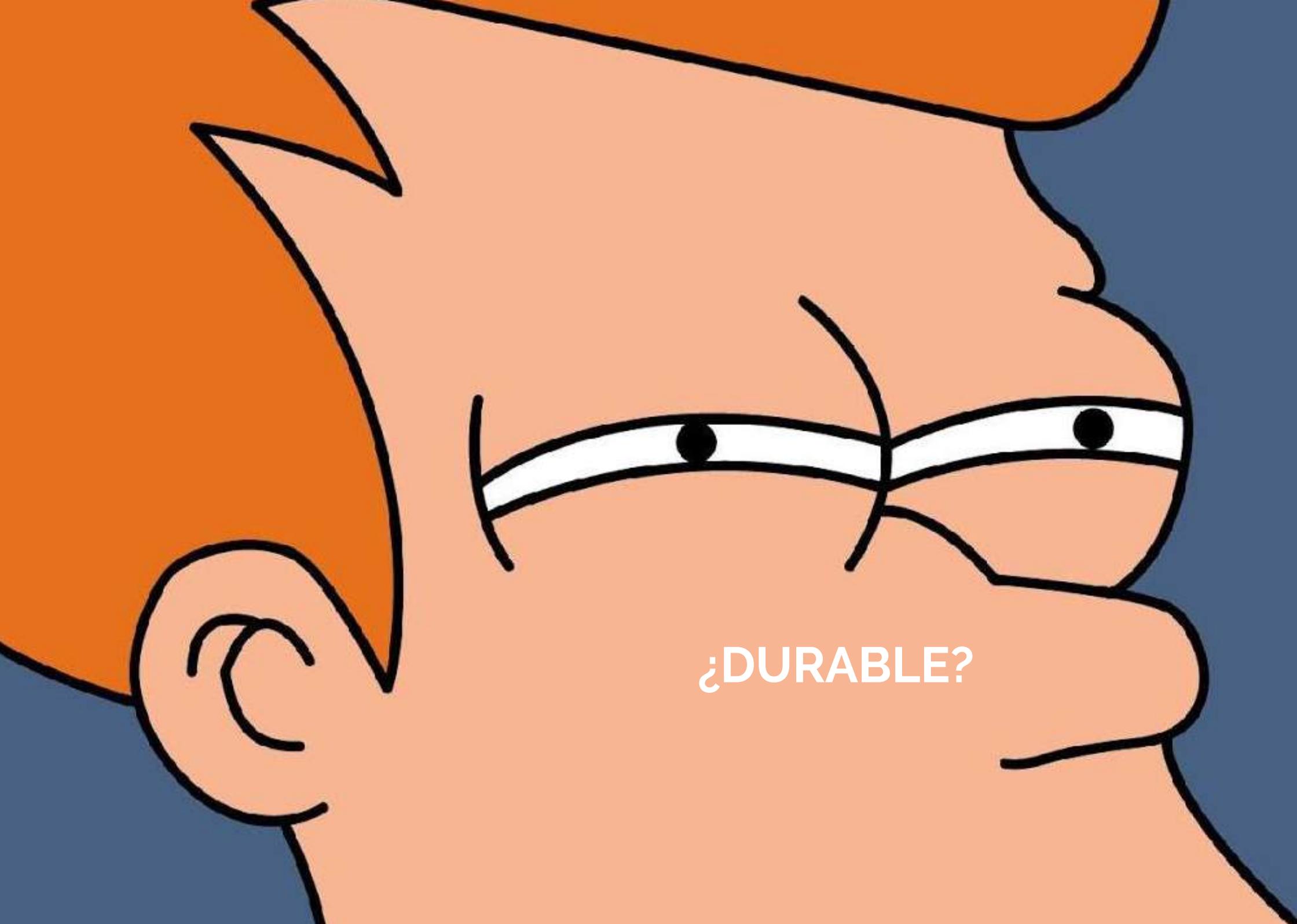


CAT COMMAND TECHNOLOGY





¿REPARABLE?



¿DURABLE?





Patadas Voladoras®

Tus muletas ecológicas



Precise **one hour**
delivery time slot

RE-COMMERCIALIZATION

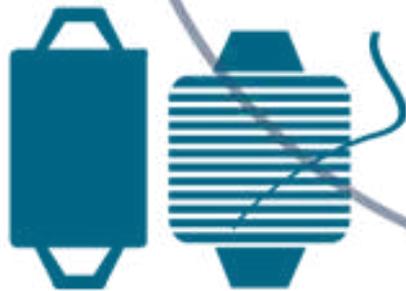


**WORLD-WIDE NYLON 6
WASTE RESCUE**

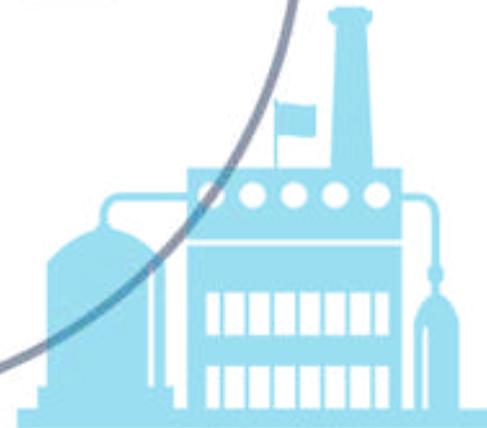


ECONYL®

**TRANSFORMATION
INTO NYLON 6 YARN**

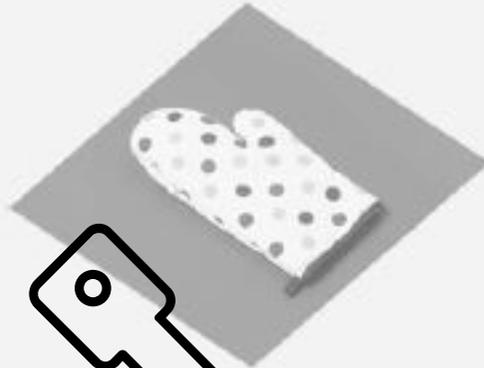


**ECONYL®
DEPOLYMERIZATION PLANT**





DE PROPIEDAD A **ACCESO/USO**
(SERVITIZACIÓN)





<http://www.agencyofdesign.co.uk/>

MODELO DE NEGOCIO DE LA EMPRESA

producto
/ servicio

sociedad y medio
ambiente

“MdNC”

“Un Modelo de Negocio Circular describe **las bases** sobre las que una empresa **crea, proporciona y capta valor con y dentro** de ciclos cerrados de materiales”

B. Mentink de la Universidad de Delft

NEGOCIOS CIRCULARES



RE-MONETIZACIÓN /
SERVITIZACIÓN



DIVERSIFICACIÓN



RESIDUO COMO
RECURSO



NUEVOS NICHOS /
SEGMENTOS



NUEVOS CANALES /
TECNOLOGÍAS



NUEVAS FORMAS DE
PROMOVER /
MARKETING



AHORROS



COLABORACIÓN WIN
WIN

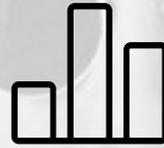


MONETIZACIÓN EN
CASCADA

...Y LAS COMBINACIONES DE LOS MISMOS



**ENTENDER Y
REPENSAR**
EL SISTEMA
LINEAL



**MEJOR
SOLUCIONES** QUE
LAS ACTUALES



GENERAR **VALOR
REAL** PARA EL
MERCADO Y LA
SOCIEDAD

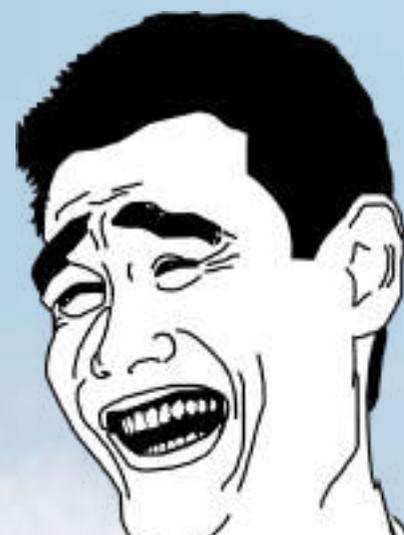


**PROTOTIPAR Y
APRENDER**

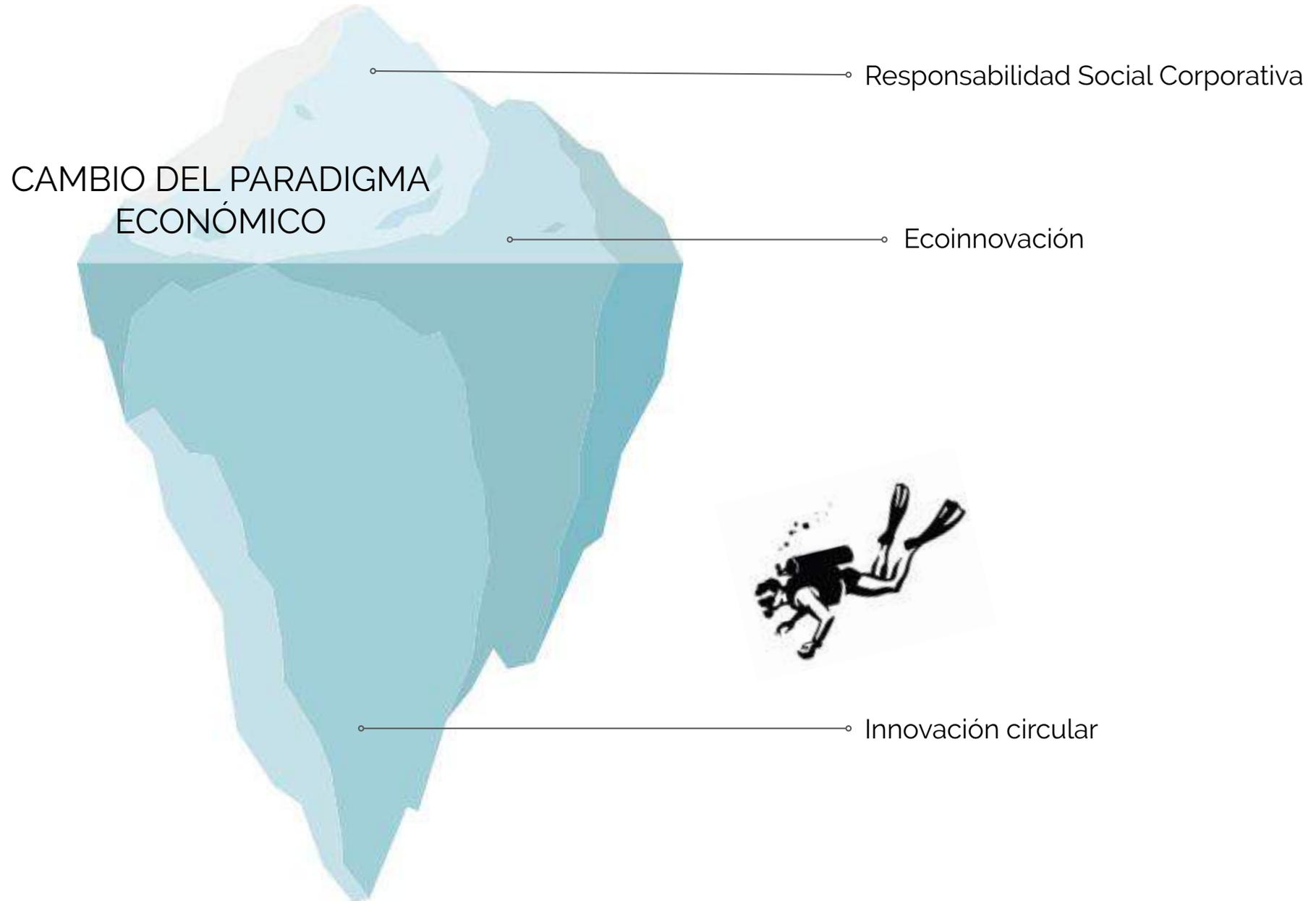


**VIABILIDAD
ECONÓMICA**

ENTERING
Startup



CUESTIÓN DE VISIÓN, PACIENCIA Y OXÍGENO



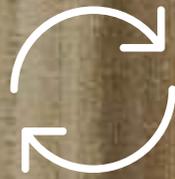
EXPLORANDO **OPORTUNIDADES** CIRCULARES



BIOECONOMÍA



QUÍMICA VERDE



BIOPOLÍMEROS



ECOSERVICIOS



<https://letitgrow.org/reimagining-the-tulip-petal/>







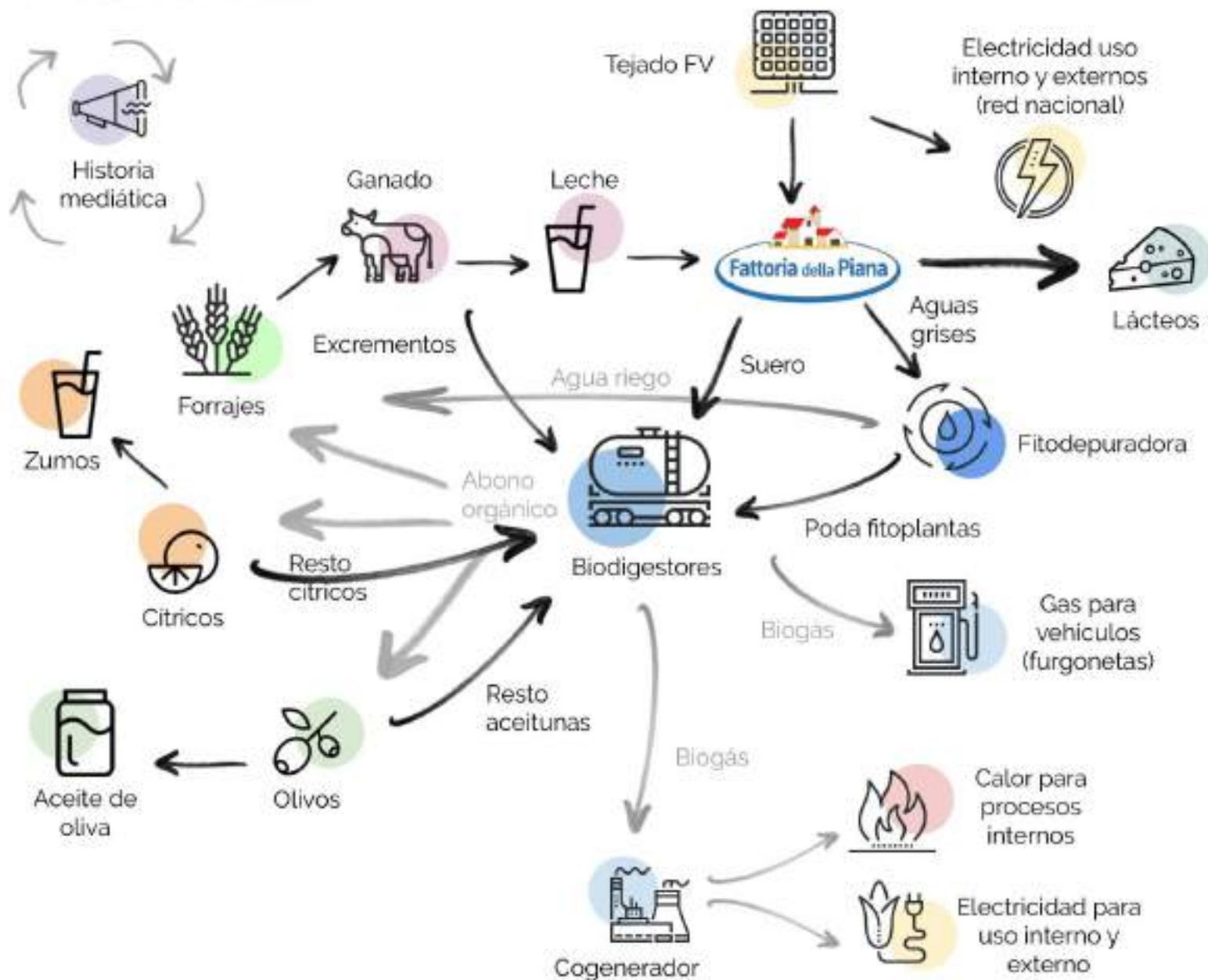


FILM NANOCELÚSICO
DESDE RESIDUOS ORGÁNICOS

PROF, ROBIN ZULUAGA
UNIVERSIDAD PONTIFICIA BOLIVARIANA

ENTENDIENDO EL MODELO DE NEGOCIO CIRCULAR

1. La solución circular



INTERNET DE LAS COSAS (IoT)



UBICACIÓN



CONDICIÓN



DISPONIBILIDAD



The subscription for high-quality home appliances

Save your clothes and the world with Miele washing machines, tumble dryers and dishwashers

Subscriptions



Quality



Sustainability



Profitability



Best service

<https://www.bundles.nl/en/>



Sustainable cultivation

ENERGY

Cogeneration

In order to heat our greenhouse, we have built two cogeneration modules ourselves. The installations can only provide electricity to our company, but also 15,000 surrounding families throughout the year.

Where in a standard power plant half of the energy is lost in the form of heat that is blown into the air, TomatoMasters uses this heat to heat the greenhouses. The gases that are released during the production process are purified and used as CO₂ fertilization in the greenhouses. At TomatoMasters no energy is lost and CO₂ emissions are minimally limited.



The installations not only provide our company, but also 15,000 surrounding families with electricity.

Energy screen

All our greenhouses are equipped with a movable energy screen, which means we use up to 88% less energy. Especially in the winter, thanks to this screen, we can significantly reduce our energy consumption.

Climate control

An optimal climate is essential for delivering tomatoes of a good quality. That is why our greenhouses are partially equipped with diffuse glass. The advantage: more light and a better distribution of that light. The result: 18% more tomatoes of the same good quality, without consuming more light, water or energy.

Recuperation rainwater

At TomatoMasters we try to make as much use as possible of what nature gives us. That is why in 2012 we decided to invest in a line that can collect rainwater that falls on the greenhouses. In this way we can collect a total of 75 million liters (6) of rainwater. This allows us to water all our tomato plants without using a drop of groundwater.

Thanks to our cultivation gutter, every drop of rainwater is also maximized.

Insect control

Unwelcome visitors, such as the White Fly or the Red Spider, are biologically controlled as much as possible. In the beginning of the season, for example, we put out enough predators to monitor our harvest in an environmentally friendly manner.

In the exceptional cases that unwanted visitors turn up, we fight them (very) locally chemically. In order to make this process as environmentally friendly as possible, we are assisted by an external specialist firm.

Unique collaboration with fish farming

TomatoMasters has entered into a unique partnership with a fish farm. TomatoMasters supplies electricity and heat to the nursery and receives the water from the fish as a reciprocal service. We use this water, full of nutrients, as feed water for our tomatoes. This way we save on fertilizers, which benefits both us and the environment. A unique collaboration in Europe!

www.cmgroen.be

Food Safety

Control and accessibility

Consumers must be able to enjoy our products in complete confidence. That is why all our tomatoes are visually inspected and selected after the harvest. Only the best quality tomatoes remain.

You can also find a date and a unique number on all our packaging. This allows us to trace every package from the moment of departure from our company to the consumer.



Certification

Global GAP

Quality and food safety are of crucial importance to us. We therefore grow our tomatoes in the most hygienic conditions and follow all the guidelines of Global GAP (Good Agricultural Practice).

GRASP module

GRASP is the abbreviation for Global Risk Assessment on Social Practice. The GRASP module assesses whether a company meets a number of requirements in the areas of personnel and payroll administration, pensions, health, safety and well-being at work.

Every product has a story

Provenance helps build trust in your goods and their supply chain

START FOR FREE

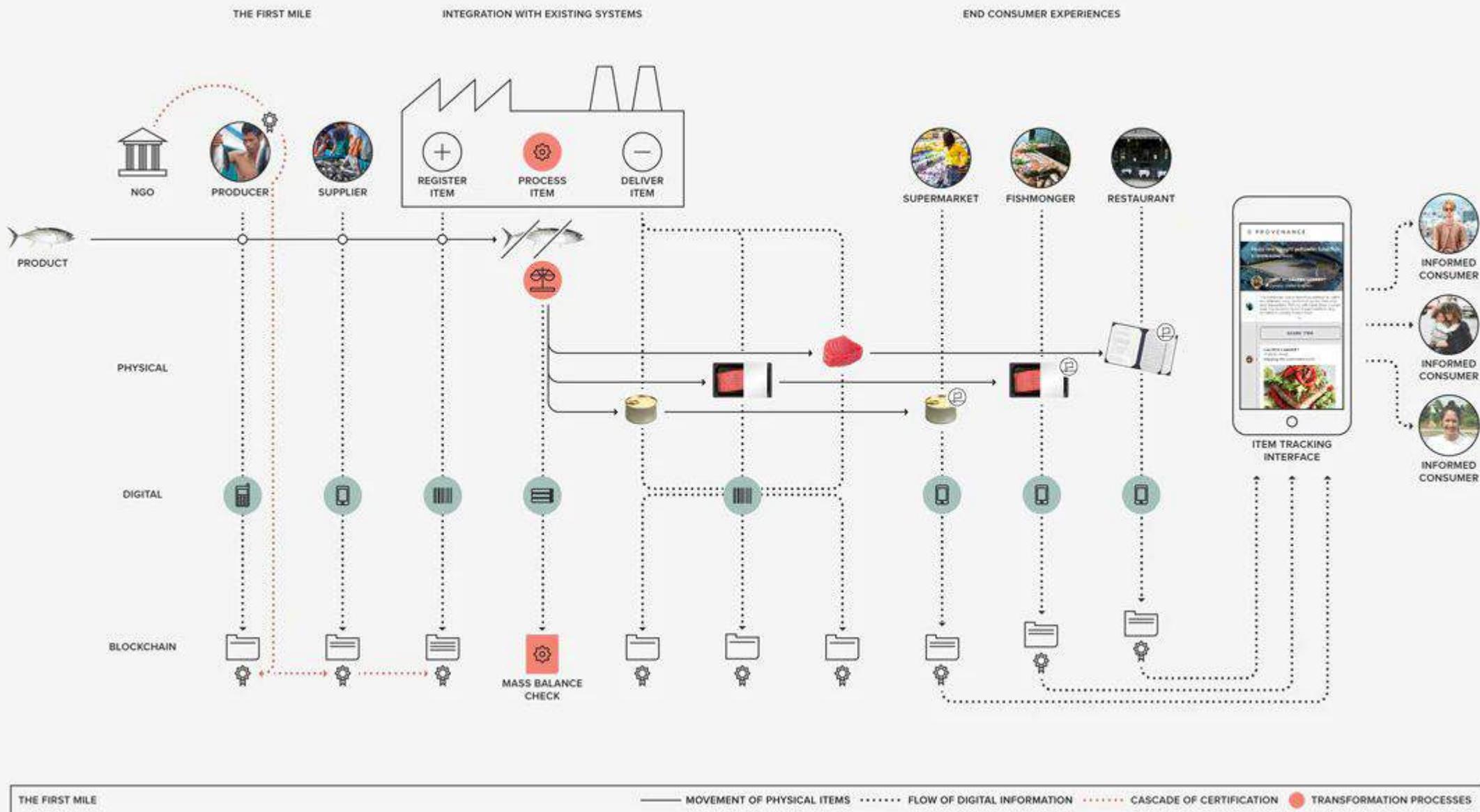
[Find out more](#)



Look beyond the label

Products are more than meets the eye. They are the sum of their creators' work, history and ownership. What if there were a new digital dimension to products that gave verified information about their producers, origins and ingredients? We created Provenance to do just that.

<https://www.provenance.org/>



HOME

OUR STORY

TEA

CHARGE EVERYWHERE

Book charging stations from local homes everywhere.

VIDEO

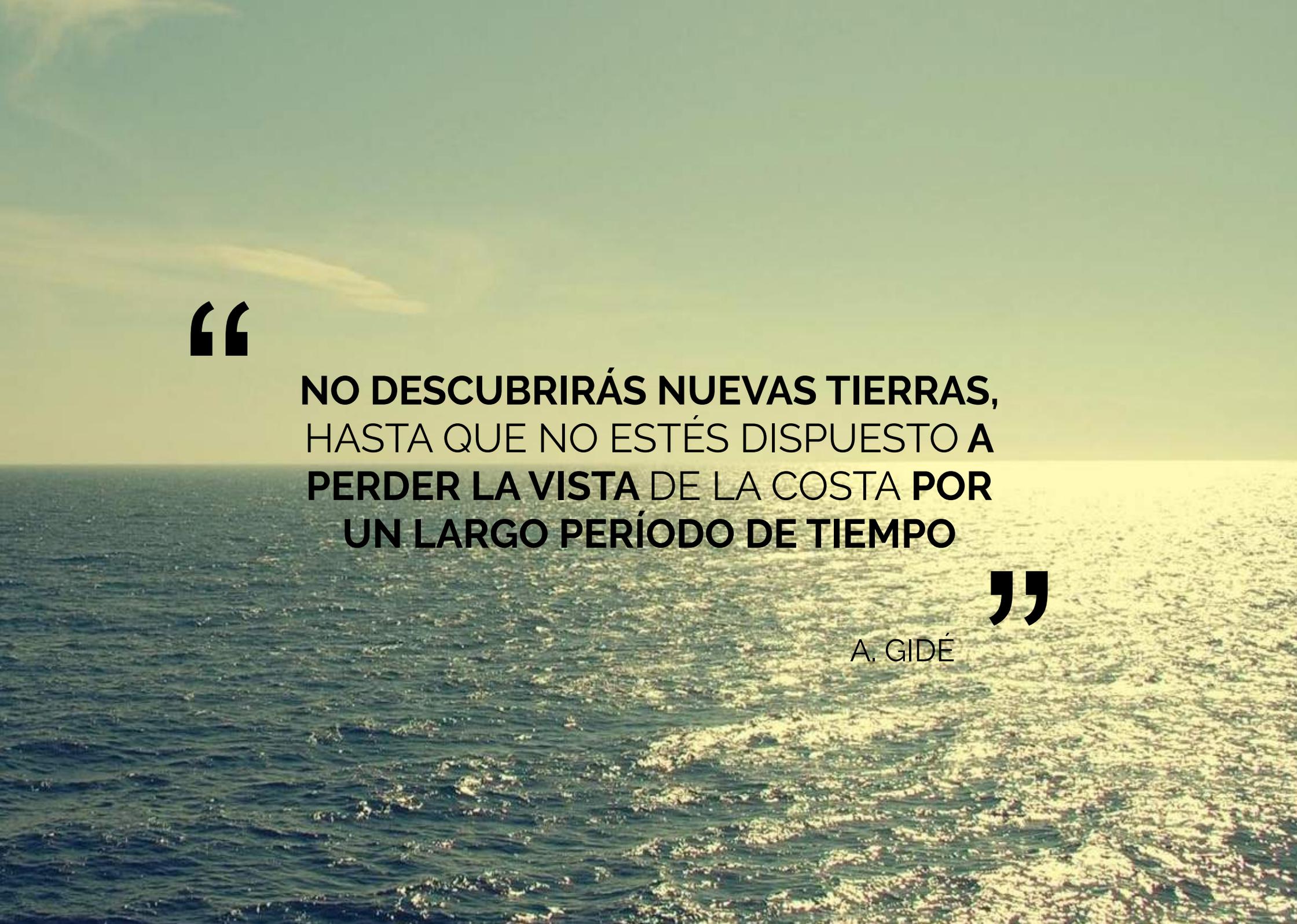
www.sharge.io

A large, multi-masted sailing ship, possibly a galleon or a similar historical vessel, is seen from a distance on the ocean. The ship has three main masts and is surrounded by a dark, dense forest of people on the deck. The ship is moving across the water, leaving a wake. The sky is blue with some white clouds. The water is a deep blue-green color.

..ENTONCES..
..TE SUBES AL BARCO?



Siimii!



“

**NO DESCUBRIRÁS NUEVAS TIERRAS,
HASTA QUE NO ESTÉS DISPUESTO A
PERDER LA VISTA DE LA COSTA POR
UN LARGO PERÍODO DE TIEMPO**

”

A. GIDÉ

ecologing

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NICOLA.CERANTOLA@ECOLOGING.ES

