

The CINDERELA One-Stop-Shop

Douwe Huitema
KplusV





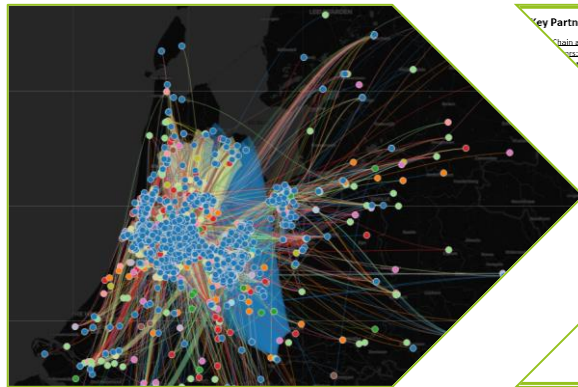
33,5% of all waste originates from construction sector....



- Lack of insight in regional material flows (opportunities)
- A financially profitable business model
- Circular-minded customers
- Part of a value circle
- Unaware of:
 - Legislation or subsidies
 - Potential customers or collaborations
 - Progress in research & development
 - ...



The CINDERELA One-Stop-Shop



Where entrepreneurs:

can find a pathway to bring *construction related* circular business models into real life

Where the construction sector:

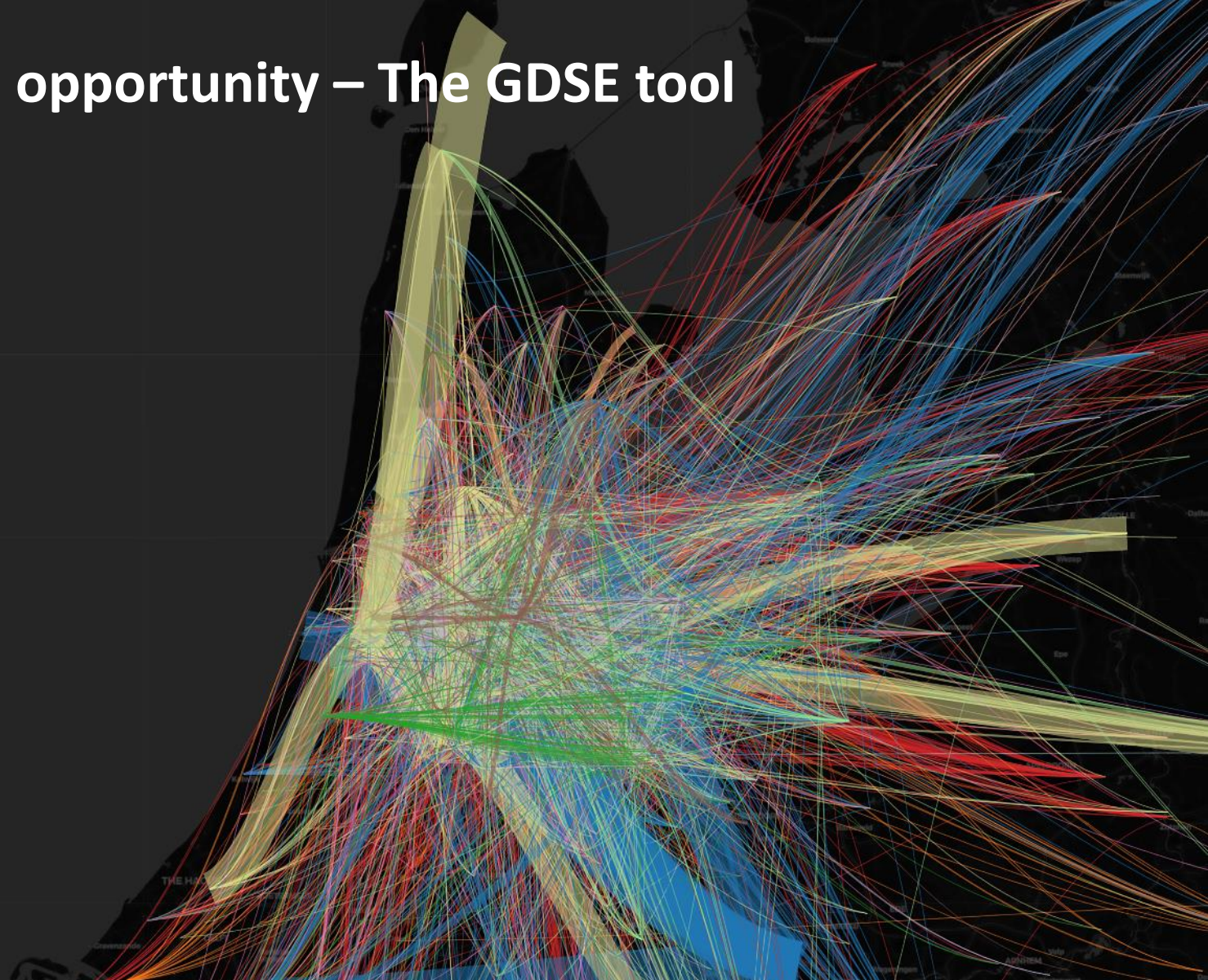
can find circular construction products and potential business partners

Where public bodies:

can find circular policies and adjust their own circular policies



1. Business opportunity – The GDSE tool



2. Business model - CinderCEBM

A collection of business models that can fit the waste opportunity.

- an economically viable opportunity to turn waste into value;
- insight in the sustainability footprint;
- insight in business opportunities;
- use-cases (and other) examples.

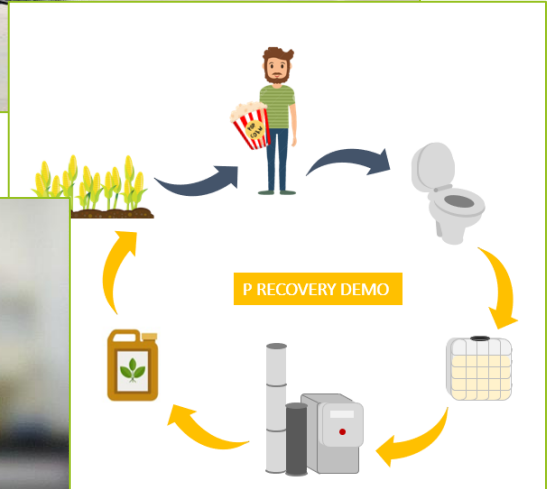
<p>Key Partners</p> <p><u>Value Chain actors</u> <u>Other actors:</u></p> <ul style="list-style-type: none"> • Institutional framework • Research institutes • Citizens • ... 	<p>Key Activities</p> <p><u>Circular Archetype:</u></p> <ul style="list-style-type: none"> • As a service • Platform • Circular supply • Life cycle prolonging • Cascade 	<p>Value</p> <p><u>Current problem</u> <u>Alternatives</u> <u>Solution</u></p> <p><u>Unfair advantage</u></p> <p><u>Sustainable impact:</u> Economical Societal Environmental</p>	<p>Customer Relations</p> <p><u>Customer acquisition, retention, communication:</u></p> <ul style="list-style-type: none"> • Personal • Dedicated personal • Self-service • Automated service • Communities 	<p>Customer Segments</p> <p><u>Market choice:</u> B2B, B2C, C2C, C2B</p> <p><u>Customer evolution / Strategy:</u></p> <ul style="list-style-type: none"> • Early adopters • Early majority • Late majority
<p>Cost structure</p> <p><u>OPEX</u> <u>CAPEX</u> <u>Optimal company scale</u></p>		<p>Revenue Streams</p> <p><u>Financial or hybrid with other valuable streams (materials, data...)</u> <u>Fixed price, subscription, lease/product as a service,...</u></p>		



2. Business model

CINDERELA examples:

- SRM production plant
- Phosphorous recovery
- Recycled plastic 3D-printing



3. Business support

- Product characteristics
- Product manual/how to use
- Product manufacturers/sellers
- BIM Library

Product & Construction



- Certification
- Administrative procedures
- Economic environment for specific EU-countries
- Incentives and demand for SRM-based products

Market & Legal



- Current state of recycling and production techniques.
- Research and future development of techniques

Research & Development



- Tracking and modelling of urban waste-to product flows
- Communication with potential supply chain partners and other value chain actors
- An online marketplace for materials, products and construction services

Digital Business Ecosystem

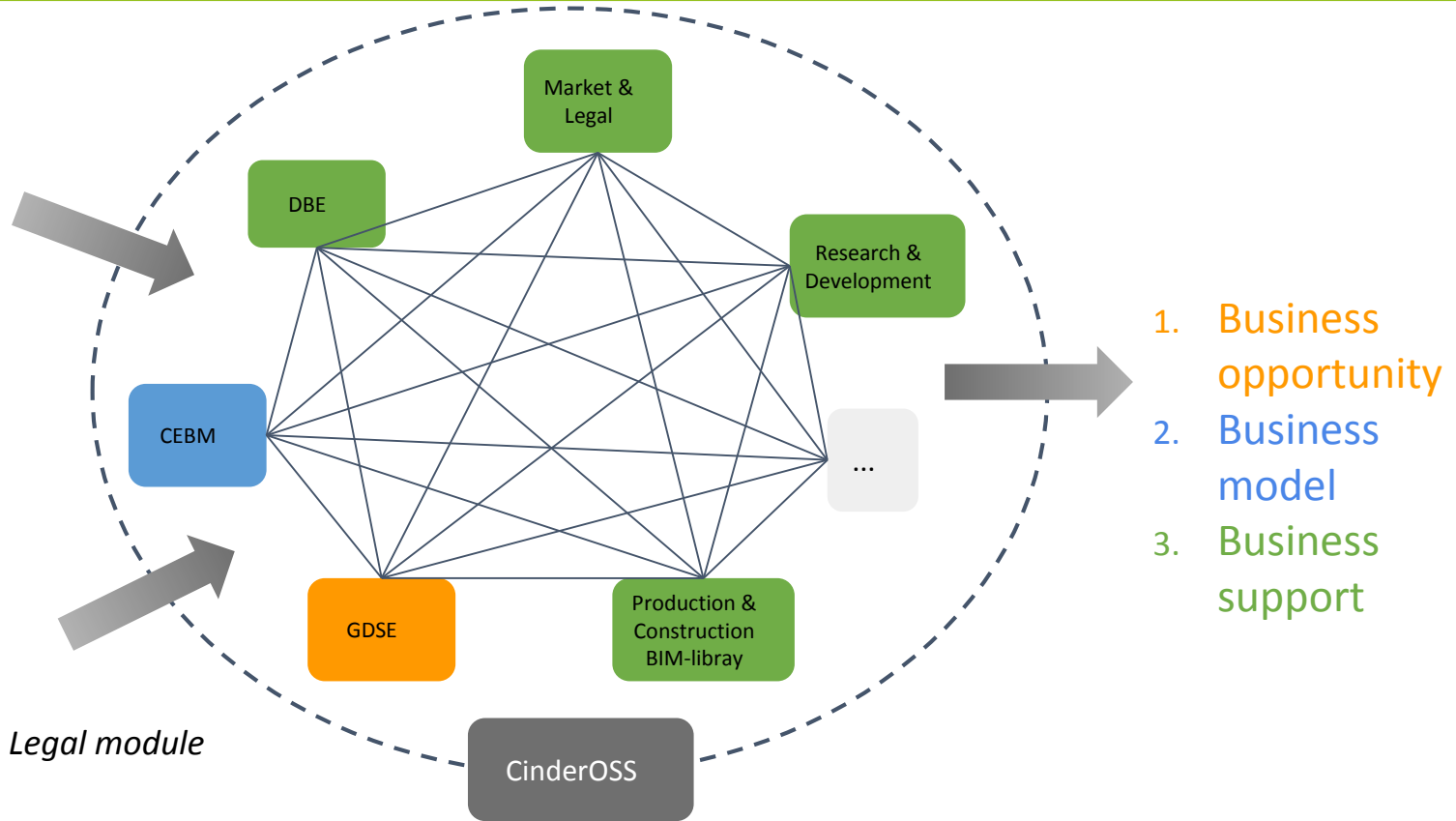


Customer input:

- Need
- Location
- Material
- ??

*OSS developer:
Updates on:*

- CEBM
- Market & Legal module
- etc.



Thank you, on behalf of CINDERELA



This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement N° 776751