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How to reuse more - new business models

CASE 1 - THE REUSE & REDUCE CENTER, A CIRCULAR ECONOMY CASE FROM NSR (PAGE 1/3)

In the spring edition of the Sustainability Forum Case Competition, the NSR has provided us with a case on circular economy. NSR is an innovative municipal waste company in the north west of Skåne. They are creating a green tech industry park, Vera park, at the municipal waste area of Helsingborg to encourage the reuse of goods and material.



Background - waste prevention:

NSR is a municipality owned waste management company in northwestern Scania. Our assignment is to collect and manage waste in the best way possible from the aspects of the European waste hierarchy. The waste hierarchy is a set of priorities for waste management where the top step is preventing waste, thereafter to reuse, recycle, incinerate. The lowest step, and the least wanted way to handle waste, is landfilling.

NSR's mission is to move upwards in the hierarchy. To do this NSR has shifted focus and changed business model during the last years – from a reactive waste management to proactive waste prevention. NSR has high goals, to half the amount of residual waste produced in our region. We have identified that a lot of waste that could be prevented are the bulky items that the residents in the region hand in at our recycling centers. Often furniture, bicycles, electronics and all sorts of stuff that could have been reused instead of thrown away.

Present situation - too many things are handed in!

At all of NSR's recycling centers we have some kind of storage or container for reuseable items and clothes. The things handed in are taken care of by a partner of ours (Activa, municipality owned) who pass it forward in their charity thrift shop. (The clothes are handled by Myrorna).



The problem is that there are too many things handed in. It is not possible for them to sell it all which means that they pick what they can sell and the rest is disposed. The current storage solution is also not suitable as a lot of things get shoved in and damaged. As of now more than half of the items handed in, which are reusable, are disposed. Mostly because of the traditional business model of the second hand concept as in this case.

In November 2016 NSR opened a new recycling center in Helsingborg. The new center has a big storage especially built for reusable things and clothes. At this point it's mostly a warehouse (300 m²) and we are now looking for a concept of how this business should and could function in an optimal way regarding inflow and outflow of things, and waste minimization. The center won't necessarily be run by NSR. There are different similar centers and concepts on the market. We are now looking for the ultimate combination and solution of this kind of concept.

WASTE & ITEMS x ? = REUSING & REDUCING

Read more about the case on the next page!

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Case 1: The Reuse & Reduce Center

The challenge is to create the optimal concept/practical solution/business model for the center in Helsingborg, enabling more items to be reused/upcycled/repaired instead of thrown away, and create a better stream of incoming and outgoing material. The concept could be anything from a technical or a payment solution, to a creative concept of what to use the center for or how to handle logistics. Although, the solution should support us striving upwards in the waste hierarchy.

Desired effect in the long run:

- To minimize the unnecessary waste streams.
- To create an impact on people's behavior – reusing, repairing and reducing instead of just recycling and throwing things away.

To avoid:

- Chaos – incoming material. A lot of things are handed in all sorts of categories which means it might be unorganized and unsanitary quite quickly if not managed.
- Chaos – outgoing material. A lot of people and businesses want to get their hands on the things left at the center if it's free and open for everyone, which in a worst case scenario can lead to minor riots.
- Disposal. As much of the material as possible should be reused, recycled, upcycled in some way in order to avoid incineration. Today more than half of the items are disposed due a saturated market within the second hand business.

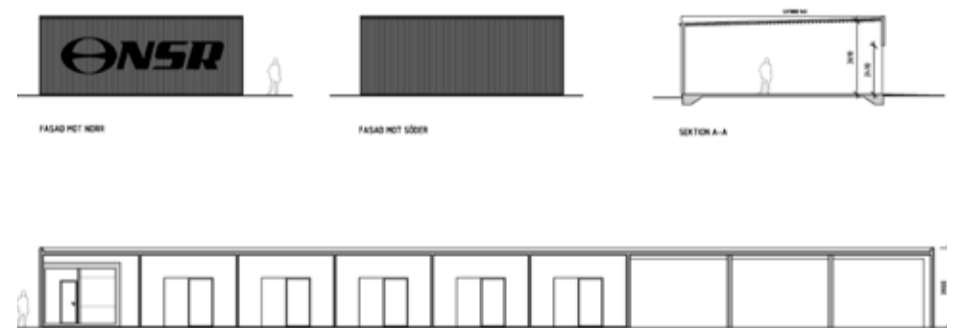
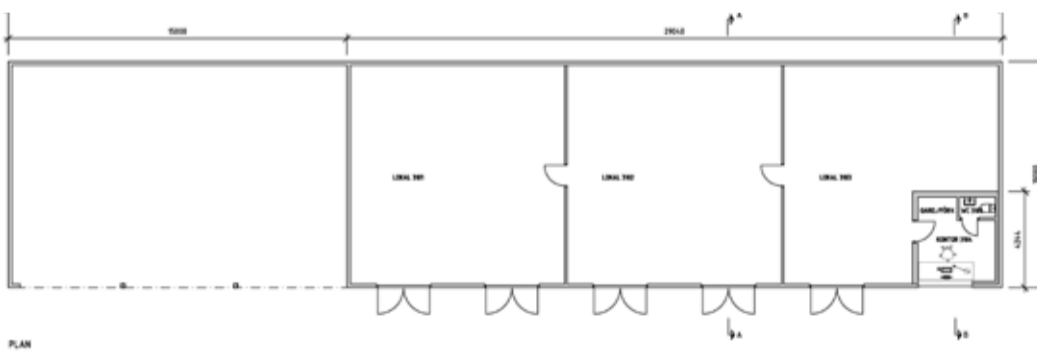
Possibilities:

- Complementary solutions. In order to minimize the unnecessary waste and make to most out of the things, materials, items that are handed in, as well as the condition they're in, there might be a need for several solutions.
- External entrepreneurs. The warehouse is prepared for external businesses with a small office and different rooms for storage.

NSR are interested in ideas on new business models for reuse of things that are now thrown away on our waste dump.

The difficulties lie in how to find a concept that promotes reuse of things and diminish the waste amounts - at the same time as the inflow and outflow of things must not create too many things that are not useable or create too much work for our staff.

Plan for the Reuse Reduce Center:



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SPRING 2016: COMPANY CASES ON CIRCULAR ECONOMY & GREEN FINANCE

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Prizes:

The prize for the winning team in the NSR-case will be tickets for the winning team to attend the greentech conference "Gröna Idéer" in Helsingborg this September (or a similar prize if the winning team is not Swedish speaking).

Practical details:

Ideas presented in the competition may freely be used by the NSR and other interested companies to promote a circular economy in the society. The winning team will be presented at the conference on Circular Economy, May 24 in Lund, and the team will also have the possibility to present their ideas on posters during this conference.

Entries in the competition shall be maximum 4 pages and may be in Swedish or English.

Maximum 5 students and recent graduates from Lund University in each team. There will be a possibility to form interdisciplinary teams during the Kick-Off Event.

Read more on the competition website.

Important dates in the competition:

13 April: The competition starts with a kick-off event at ProLab (optional)

22 April: Mid-pitch event at ProLab (recommended)

4 May: Last day for teams to sign up for the competition via www.sustainability.lu.se (mandatory)

4 May: Last day for entering ideas for the cases in the competition (mandatory)

24 May: The winning teams will be presented at the conference on circular economy in Skåne

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