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# Finding new markets for waste!

## CASE 2 - CIRCULAR ECONOMY FROM GODSINLÖSEN (PAGE 1/2)

In the spring edition of the Sustainability Forum Case Competition, Godsinlösen has provided us with a case on circular economy.

Godsinlösen (GIAB) is an environmental technology company that develops and implements business models based on a circular economy. Their core business today are circular solutions for the Swedish insurance companies. GIAB increases the value of damaged goods and sell them on different aftermarkets.



### Case description:

Damaged goods are garbage to many but to GIAB, there is an economical value in most types of damaged goods. By refurbishing many of the products, GIAB increases the value and sells on different aftermarkets. GIAB's task is to help insurance companies to handle the goods in the most efficient, transparent and environmentally beneficial manner possible.

By partnering with GIAB both insurance companies and the policyholders contributes to a better environment. Not only will this contribute to circular economy but it also has a positive effect on the environment. By reusing goods instead of producing new, there is a huge reduction in CO2 emissions and waste. At the same time this leads to a reduction in claims costs. The net income on aftermarket sales is then shared between the insurance company and GIAB. This business model allows the GIAB's service in most cases to be self-financed. In many cases it even creates a profit to the insurance company. Besides the insurance sector, GIAB is also working with transport companies and handle goods damaged during transport, which they then sell. GIAB is also a part of a project where they take care of returns from E-commerce companies.

The case that GIAB wants student ideas on is finding new branches to use their business model for. Could there be other industries where GIAB can focus their service on other products? Is there for example different types of manufacturing industries, building industry or technical companies that create waste which GIAB could find a post market for? For this case, insurance companies, transport companies and E-commerce are not relevant since GIAB is already working with them.

## Sustainability Forum Case Competition

SPRING 2016: COMPANY CASES ON CIRCULAR ECONOMY & GREEN FINANCE

Read more on [www.sustainability.lu.se](http://www.sustainability.lu.se)

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### Prizes:

The prize for the winning team in the Godsinslösen-case will be a reused bike (or a gift voucher of 1000 SEK) from Returhuset, their store in Staffanstorp, for each member in the winning team.

### Practical details:

Ideas presented in the competition may freely be used by Godsinslösen 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 students 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](http://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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