



Förutsättningarna för hållbara värdekedjor

Mattias Lindahl

VINSTMARGINAL

58,59%

41,34% (2015)

KASSALIKVIDITET

60,22%

172,33% (2015)

SOLIDITET

78,14%

86,23% (2015)

BRUTTOVINSTMARGINAL

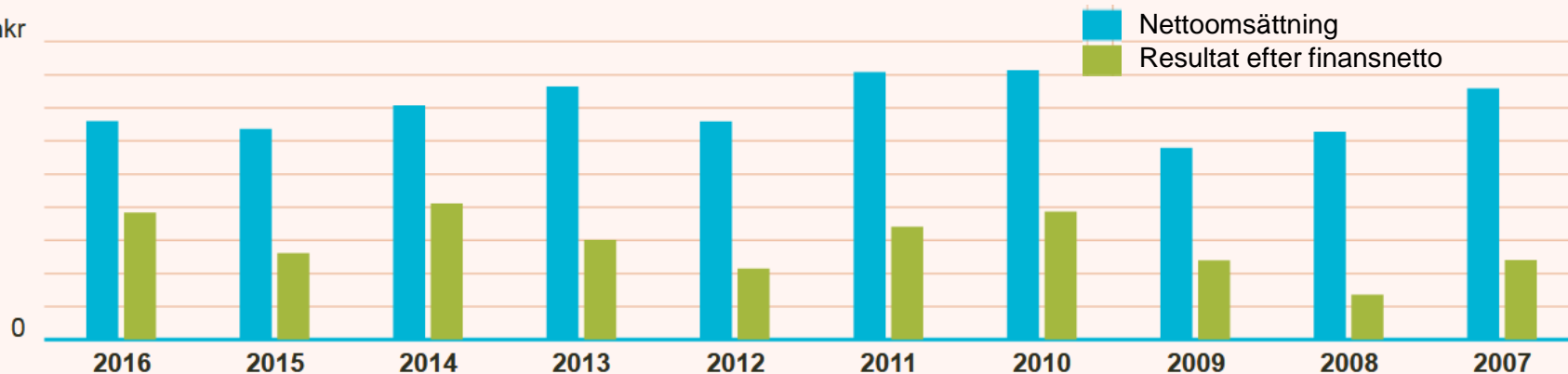
64,22%

68,21% (2015)



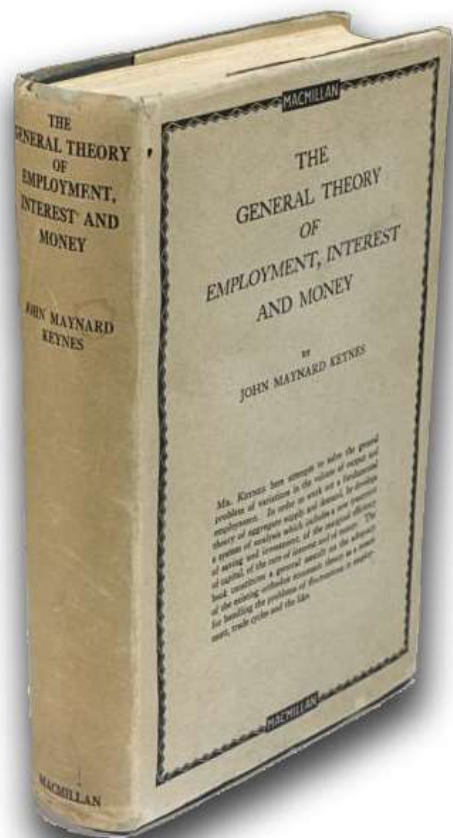
MISTRA
Resource Efficient and
Effective Solutions

45 mnkr



Rogers Bil – Delar och tillbehör till Din lastbil

Vi kan konsten att demontera och återvinna lastbilar. Idag är Rogers Bil en av Nordens ledande aktörer inom lastbilsdemontering och drivs sedan 2000 av Fredrik Larm med tio anställda.



“I should support at the same time all sorts of policies for **increasing the propensity to consume**. For it is unlikely that **full employment** can be maintained, whatever we may do about investment, with the existing propensity to consume.”

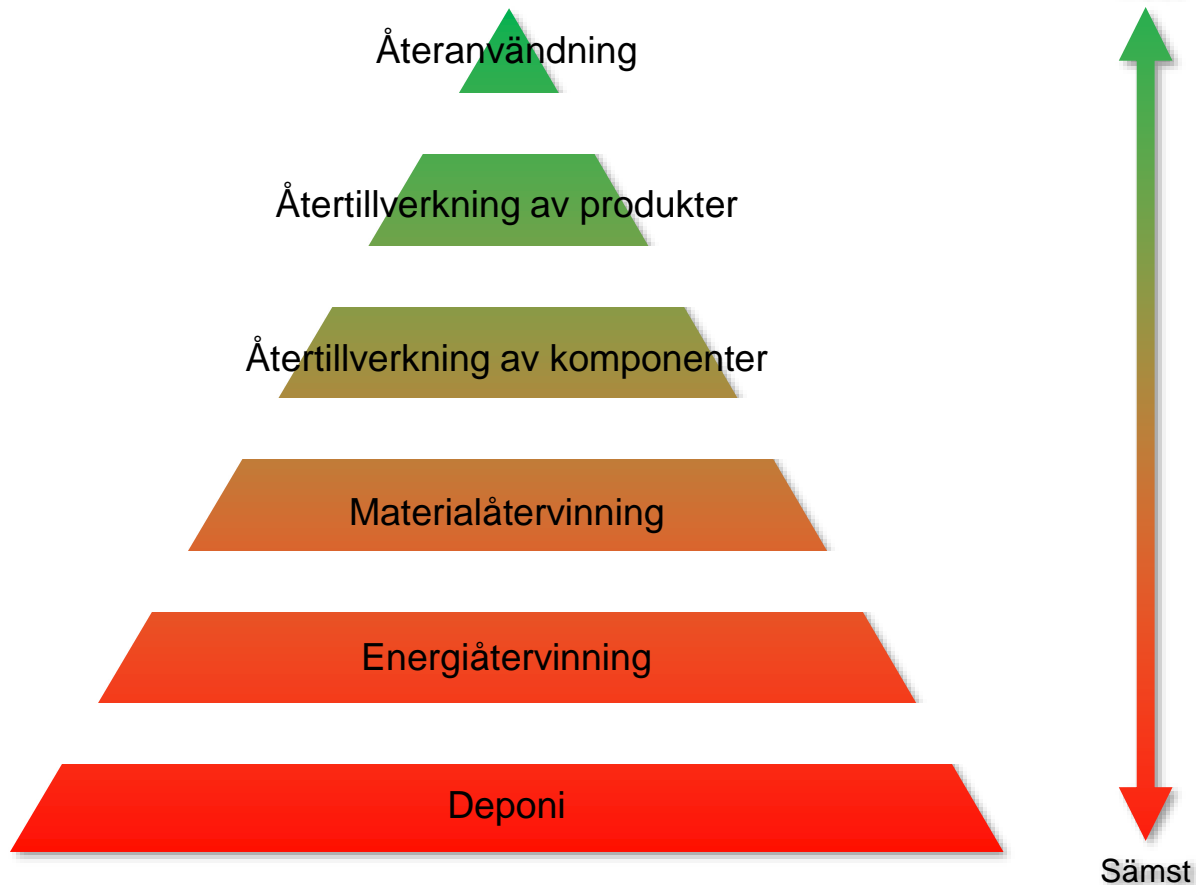


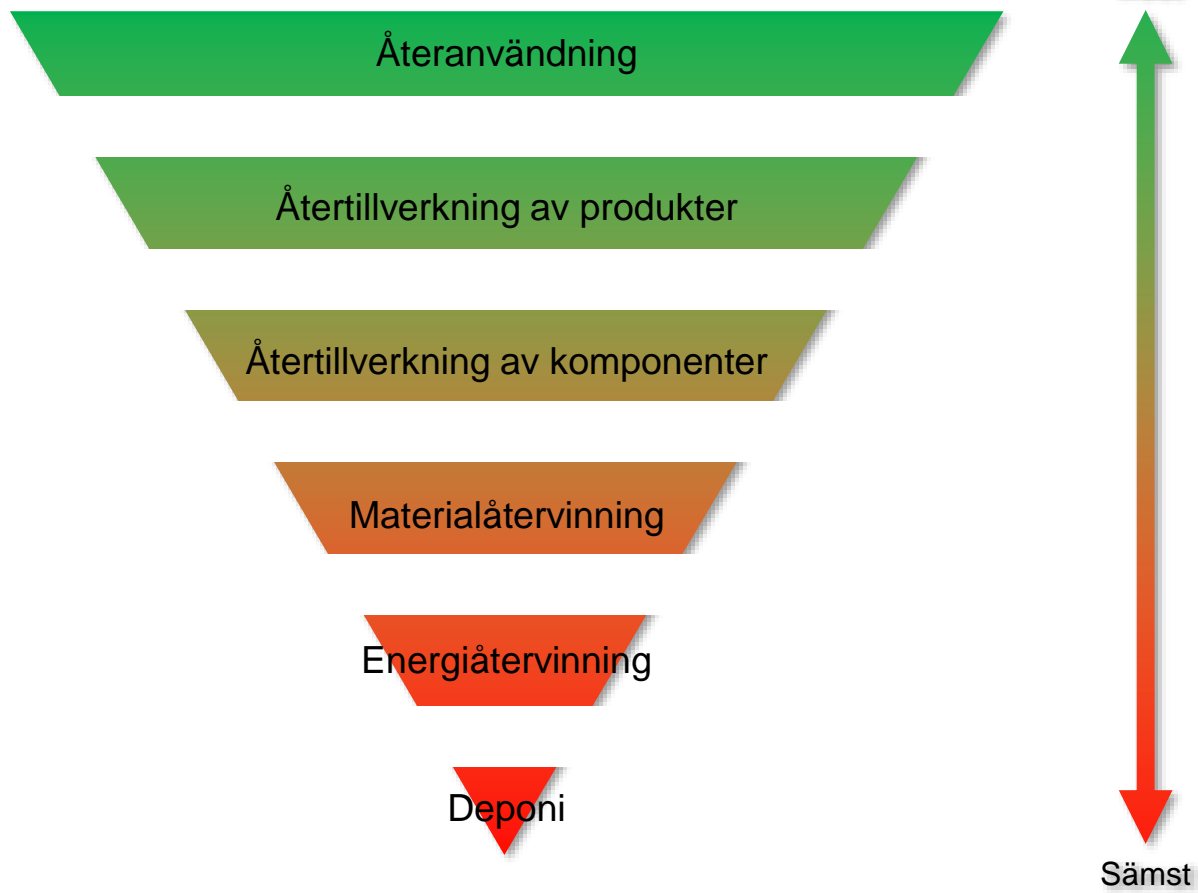
John Maynard Keynes, 1936

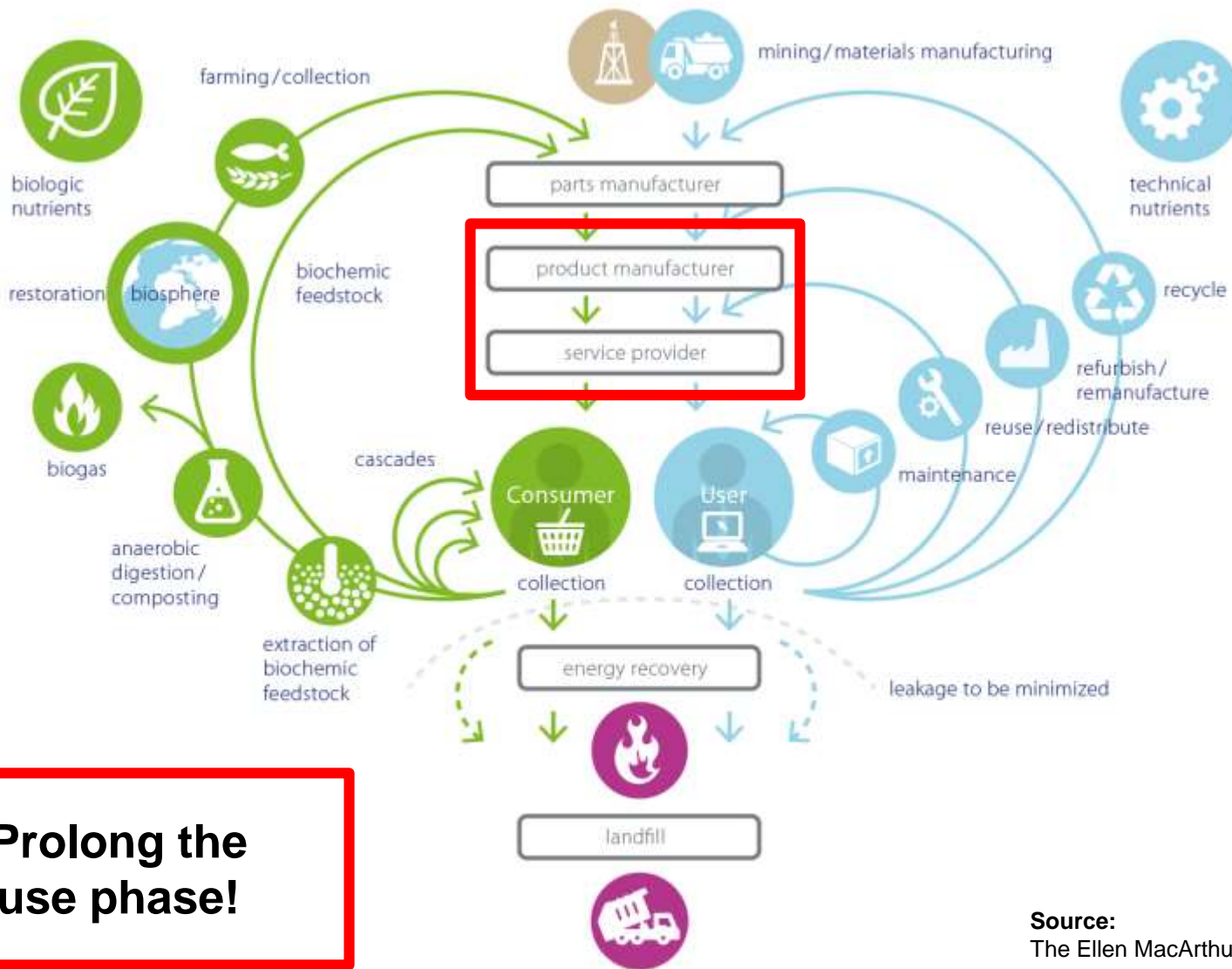
“Our enormously productive economy ... *demands that we make consumption our way of life, that we convert the buying and use of goods into rituals*, that we seek our spiritual satisfaction, our ego satisfaction, in consumption ... *we need things consumed, burned up, replaced and discarded at an ever-accelerating rate.*”

Victor Lebow
Economist and retail analyst (1955)





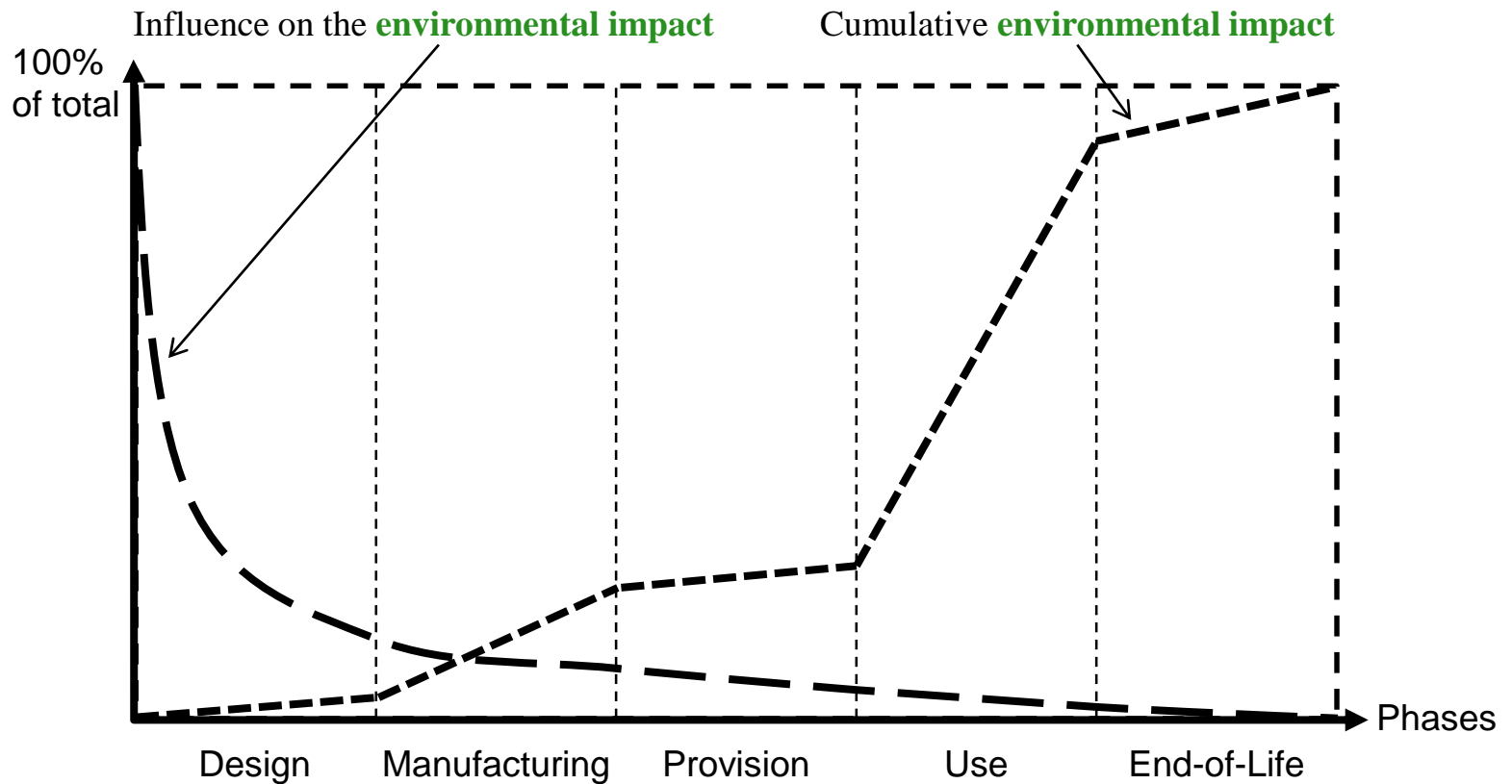




Prolong the use phase!

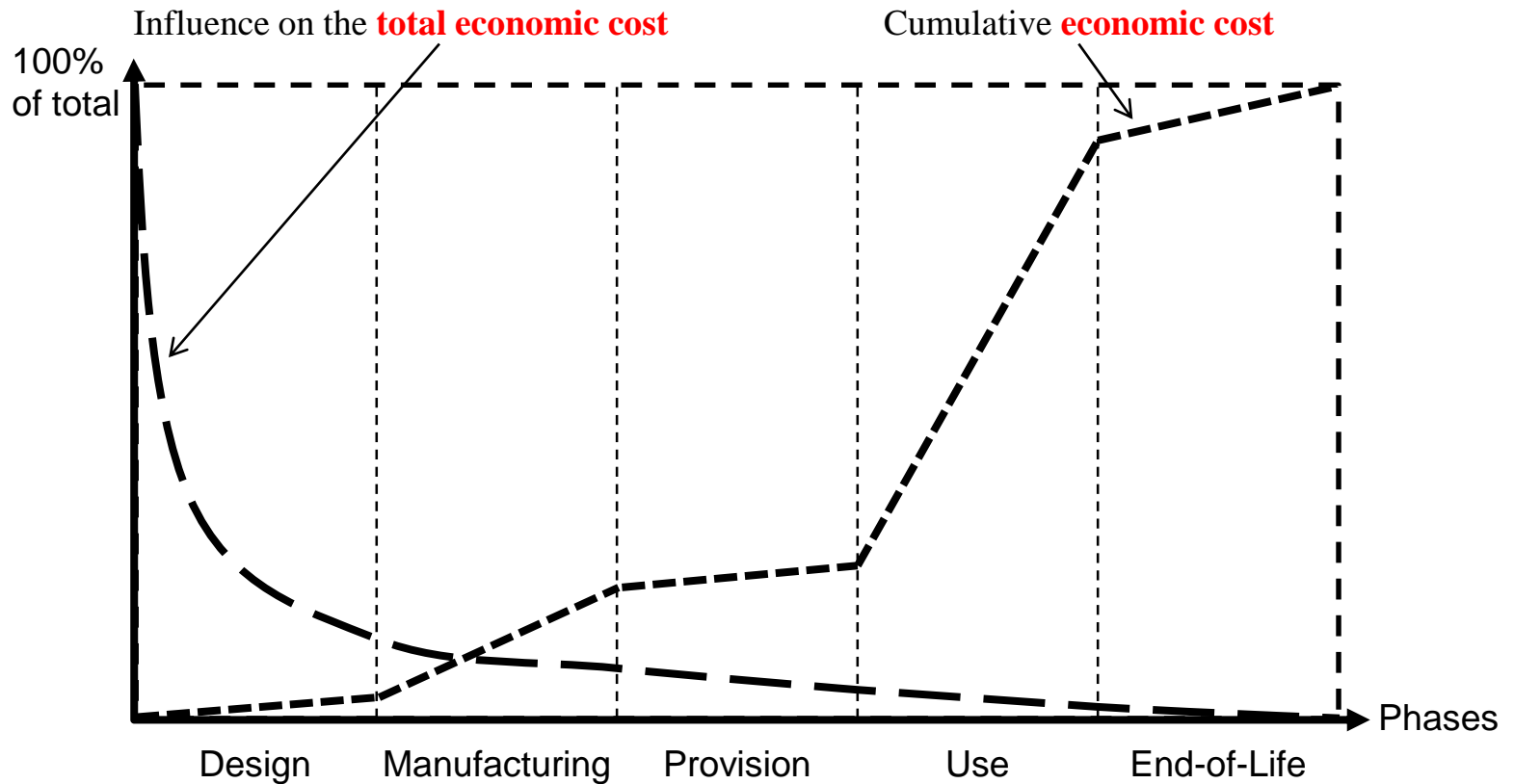
Source:
The Ellen MacArthur Foundation

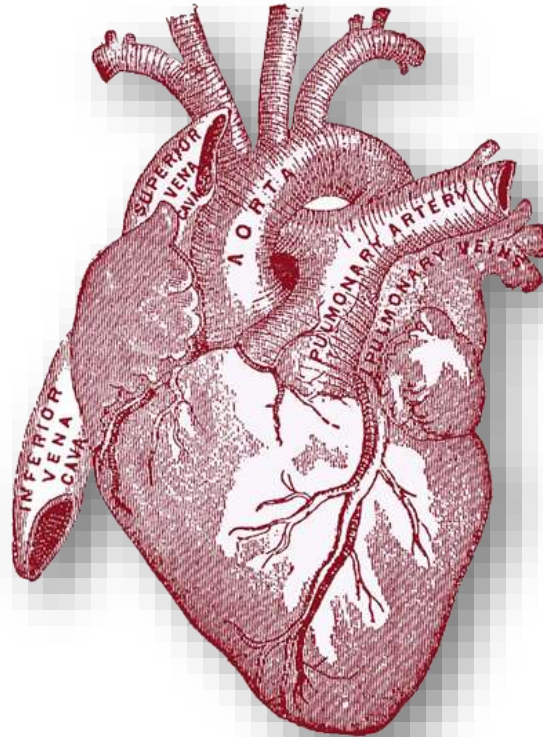
Extended lifecycle perspective



Ref: BS 8001 (2017). "Framework for implementing the principles of the circular economy in organizations. Guide".

Extended lifecycle perspective





Det behövs nya innovativa och mer hållbara affärsmodeller!

Värdeskapande på nya sätt!

NEW MINDSET

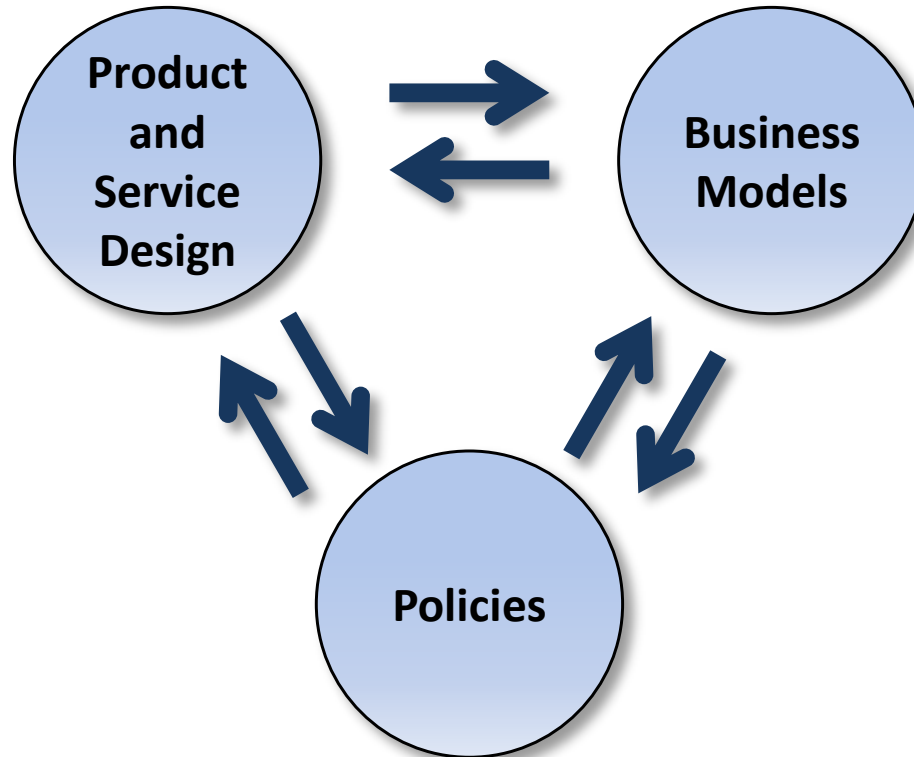


NEW RESULTS



The focus is shifted from selling new products to **satisfying the customer** and utilizing the offer, as long as it is economically viable for the provider.





The background is a solid pink color with several thick, black, abstract, curved lines that resemble stylized branches or veins. These lines are scattered across the frame, with some entering from the top and others from the bottom, creating a dynamic, organic pattern.

Legal frameworks and policies

The language affects how we think

- | | | |
|-------------------------------|---|--------------------|
| • Consumers | → | • Users |
| • Consume | → | • Use |
| • Ownership | → | • Access |
| • Waste | → | • Resources |
| • Second-hand products | → | • Products |
| • Reuse | → | • Use |
| • Etc. | → | • Etc. |



A life cycle perspective – total cost!



Support your future today

TURN ENVIRONMENTAL AND
SOCIAL CHALLENGES INTO OPPORTUNITIES