

CIRCULAR ECONOMY IN RELATION TO COMPANIES PRODUCING KITCHENS

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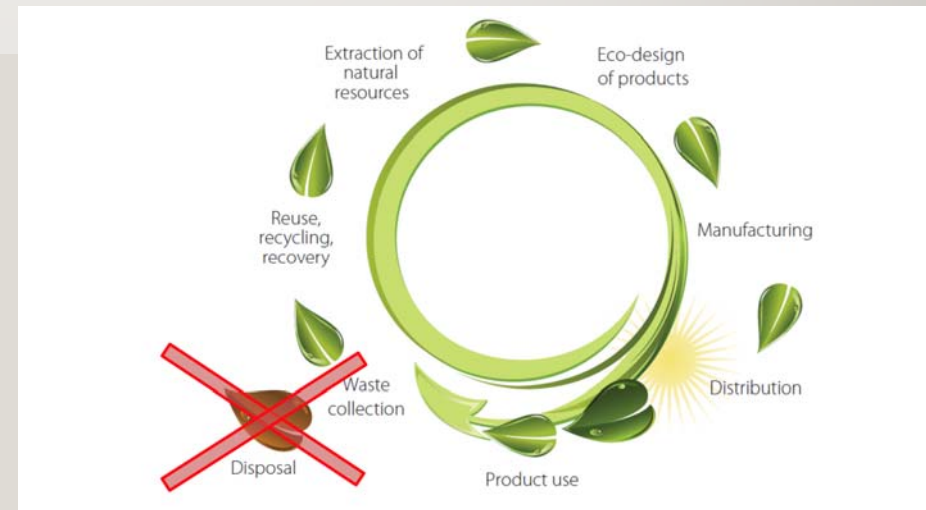


KITCHEN USE

- Product lifecycle = 20 years
- Changed every 10 years on average.

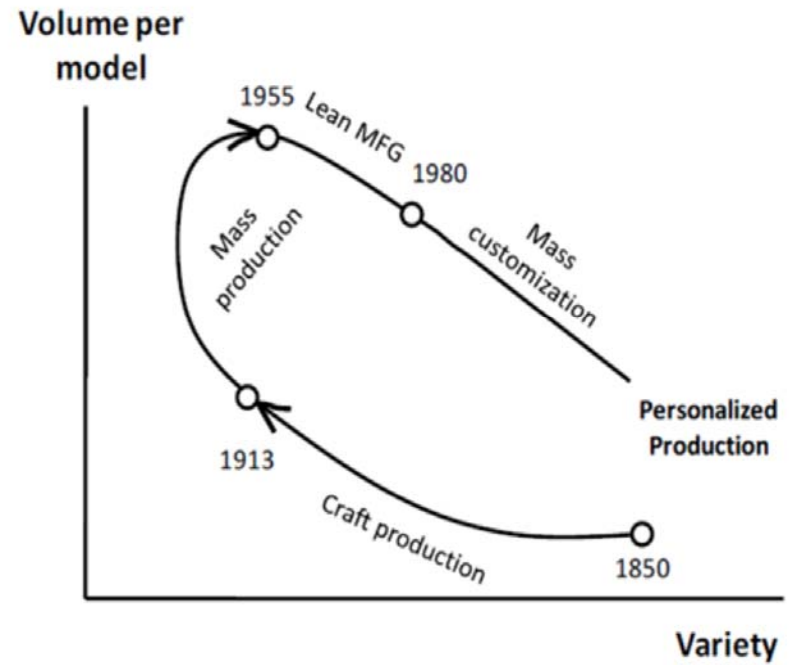
INTRODUCTION

- Society
 - Climate change
 - Resource depletion
 - Throw-away culture
- The CE system



PRODUCTION

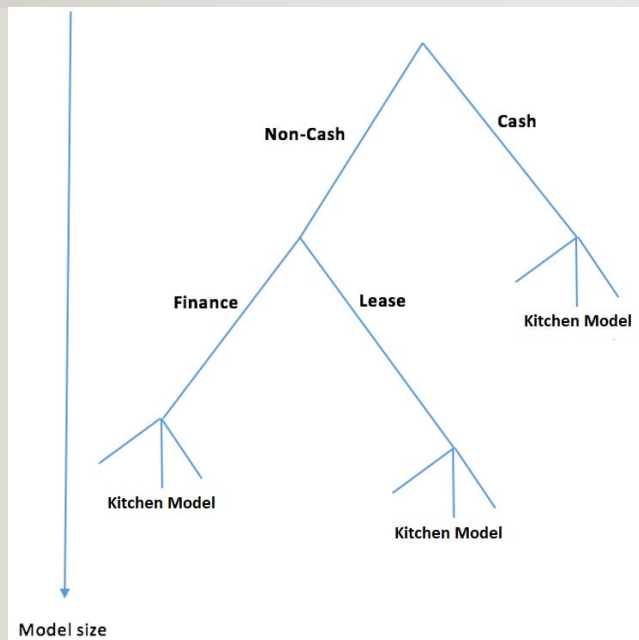
- Production development over time.



GAP

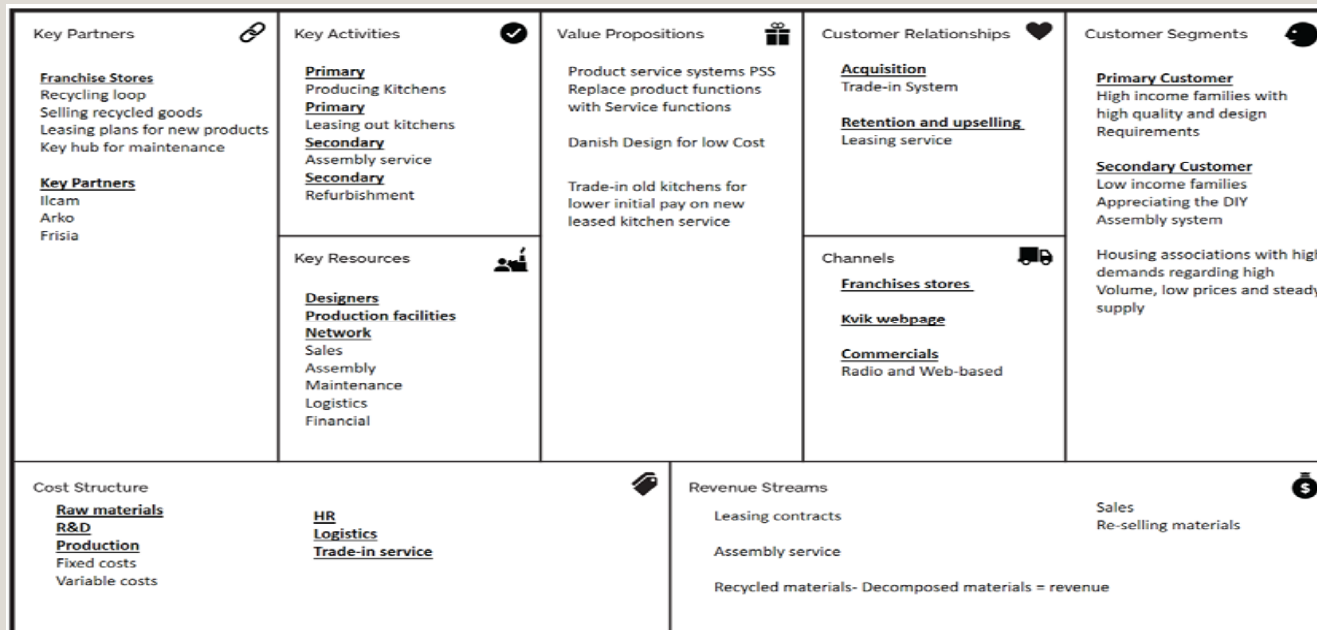
- Leasing in relation to the kitchen industry.

BUSINESS OPPORTUNITIES



- PSS = Product Service Systems
 - Leasing
- Demanding consumers
- Tendencies:
 - Larger than necessary
 - Trade-in system as a customer acquisition proposal

BUSINESS MODEL CANVAS



RECYCLE LOOP

1. Initial customer contact;
2. Financial strategies;
3. Installation of new kitchen;
4. Maintenance;
 1. Through service contract;
5. Expansion of product lifetime;
 1. Replacement of broken parts;
6. End of leasing agreement by means of prolongment or product collection;
7. Disassembly of products, recycle reusable parts;
8. Stockpile useable parts.



EXAMPLE

Kitchen parts	Reusable	Refurbishment	Scrap
Cabinet		x	
Front		x	
Drawer tray	x		
Drawer slides	x		
Faucet		x	
Sink	x		
Plinth leg	x		x
Cutlery tray	x		x
Garbage can	x		
Countertop		x	
Rubber matt	x		
Oven			x
Refrigerator			x
Freezer			x
Cooktop			x
Microwave oven			x
Extraction Mechanisms		x	

- Standard kitchen after 10 years of use

CALCULATION

- By implementing the business model the environment could over at ten-year period save:
 - 19% in produced kitchen items
 - 40% reduction in CO₂ on transport (calculation done on fronts and particle board)

CONCLUSION

- The business model was found plausible if using these methods:
 - Using leasing and trade-in strategies
 - Implementation through incremental steps
 - The new BM has to coexist with the old