



Razvoj investicijskih projekata uz poštivanje koncepta digitalne i kružne ekonomije

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Tri glavna pitanja svakog projekta





Zašto je projekt bolji od drugih?

- Donosi veći povrat investiranog novca (ROI)
- Uklapa se u „strateške ciljeve” (ima prioritet)
- Tehnološki je aktualan („digitalna ekonomija”)
- Ekološki je prihvatljiv („cirkularna ekonomija”)
- Društveno je odgovoran (donosi korist široj zajednici)
- Ima katalizacijski efekt (pomaže druge projekte i aktivnosti)
- Omogućava razvoj i učenje
- Smatra se kulturno i politički prihvatljivim...



Digitalna transformacija

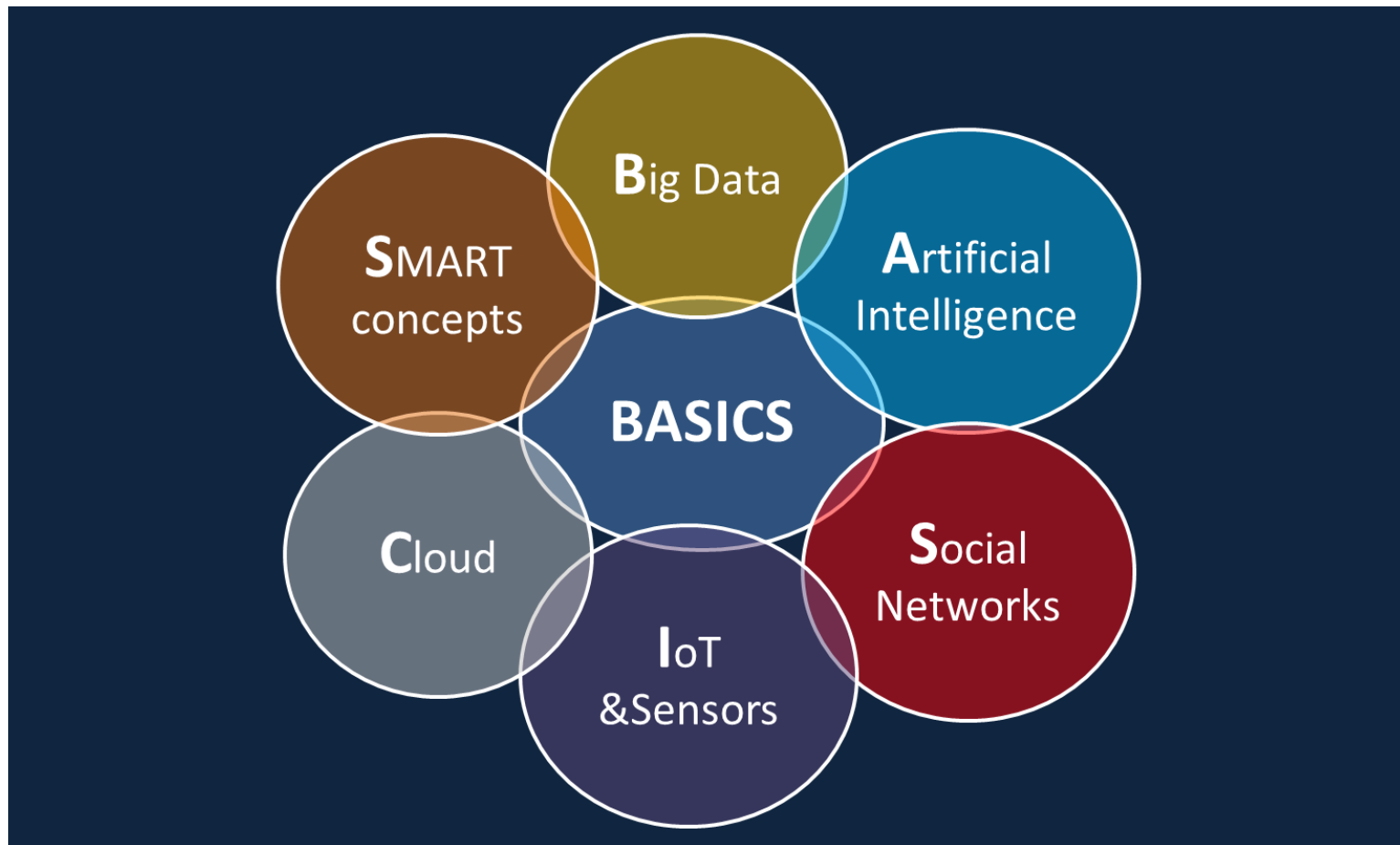
- Upotreba informacijsko-komunikacijskih tehnologija kojom se **suštinski unapređuje** neki aspekt gospodarstva ili društva.
- Smatra se jednim od najvažnijih pitanja suvremenog razvoja
- „D” – digitalna tehnologija
- „X” – transformacija/redizajn

Digitalno vlada svijetom





Digitalna transformacija





Digitalna transformacija

BlaBla Car



WeChat Store





Primjeri iz regije

- [Teddy The Guardian](#)
- Zagreb SMS Parking
- [NextByke](#)
- [Crno jaje](#)
- [Talking Tom](#)
- [Infobip](#)
- [ICONOMI](#) – digital assets platform
- [Agrivi](#) – Matija Žulj





EU i digitalna ekonomija

- EU Digital Economy and Society



- EU Digital Single Market Strategy



Inicijative

- EU funded „digital” initiatives:
 - [Projects on Data](#)
 - [Projects on Digital Culture](#)
 - [Projects on e-infrastructure](#)



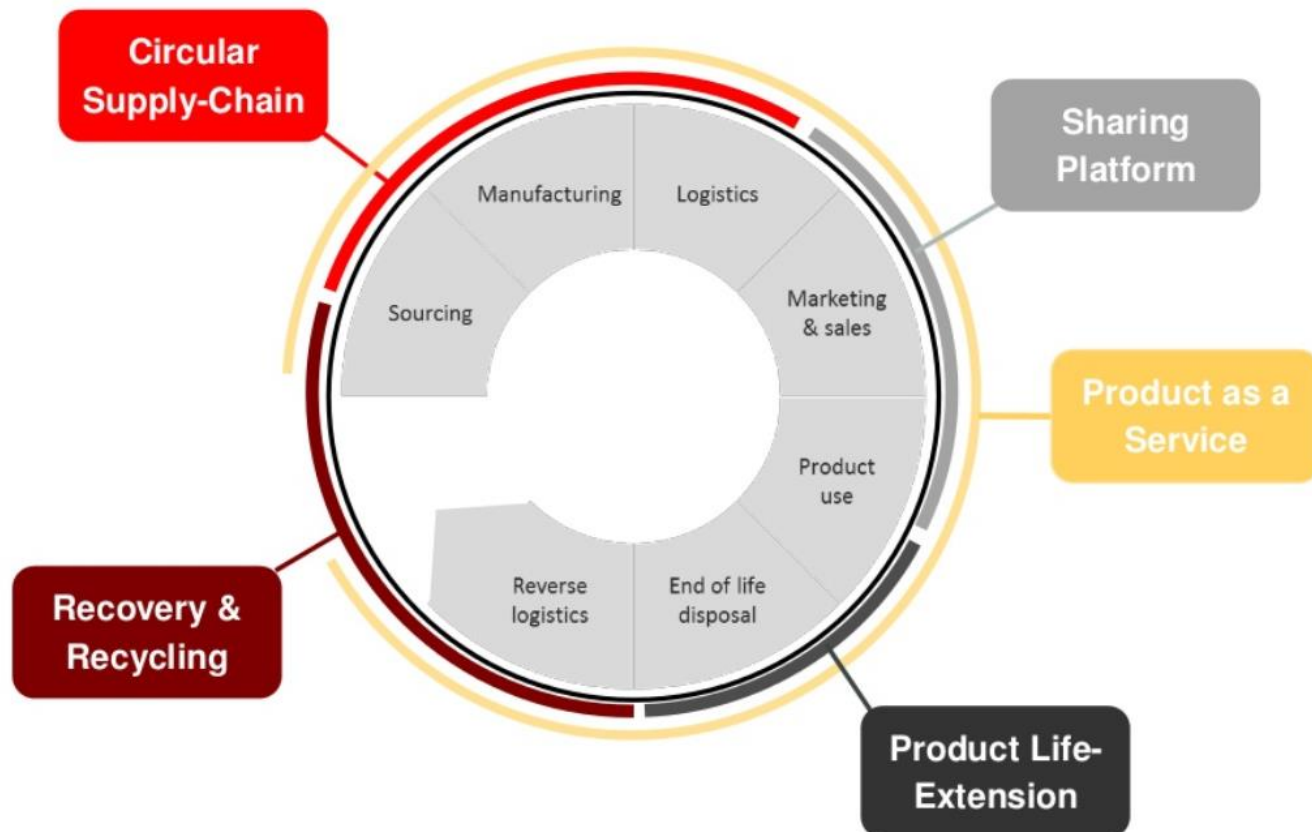


Pet modela cirkularnog gospodarenja

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Accenture research show there are five circular business models to consider

The Circular Economy options





Biorazgradive cipele, torbe, odjeća

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Fully biodegradable and recyclable shoes, bags and clothes





Eko „bankomat” – daje novac za telefone, MP3 plejere i tablete

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Hybrid: Trace & return systems

Eco ATM: Instant cash for phones, MP3 players and tablets





Razgradiva boca od drvenih vlakana

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1. Capability shift in Strategy

From focus only on core business **to manage complex and collaborative networks**

The **Green Fiber Bottle** Project Better World in the Making



KNOCK ON WOOD

A biobased bottle made from sustainably sourced wood-fiber.



IN THE NAME OF BEER LOVE

Will contribute to spreading sustainable beer love everywhere in partnership with ecoXpac.



AS GOOD AS GREEN

Strong, durable material, 100% compliant with the strictest food and beverage regulations.



ZERO WASTE

Will be 100% biodegradable and generate 0% waste.

0% Waste*
100% Way to go

*We are working on a new bottle that is totally biodegradable and made from wood fiber. Probably the way to go.





Dizajn da traje

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2. Capability shift in Innovation & Product Development

From designing for single use **to designing for many life cycles and users**



Design for

- Longevity
- Leasing or Service
- Reusability
- Material recovery

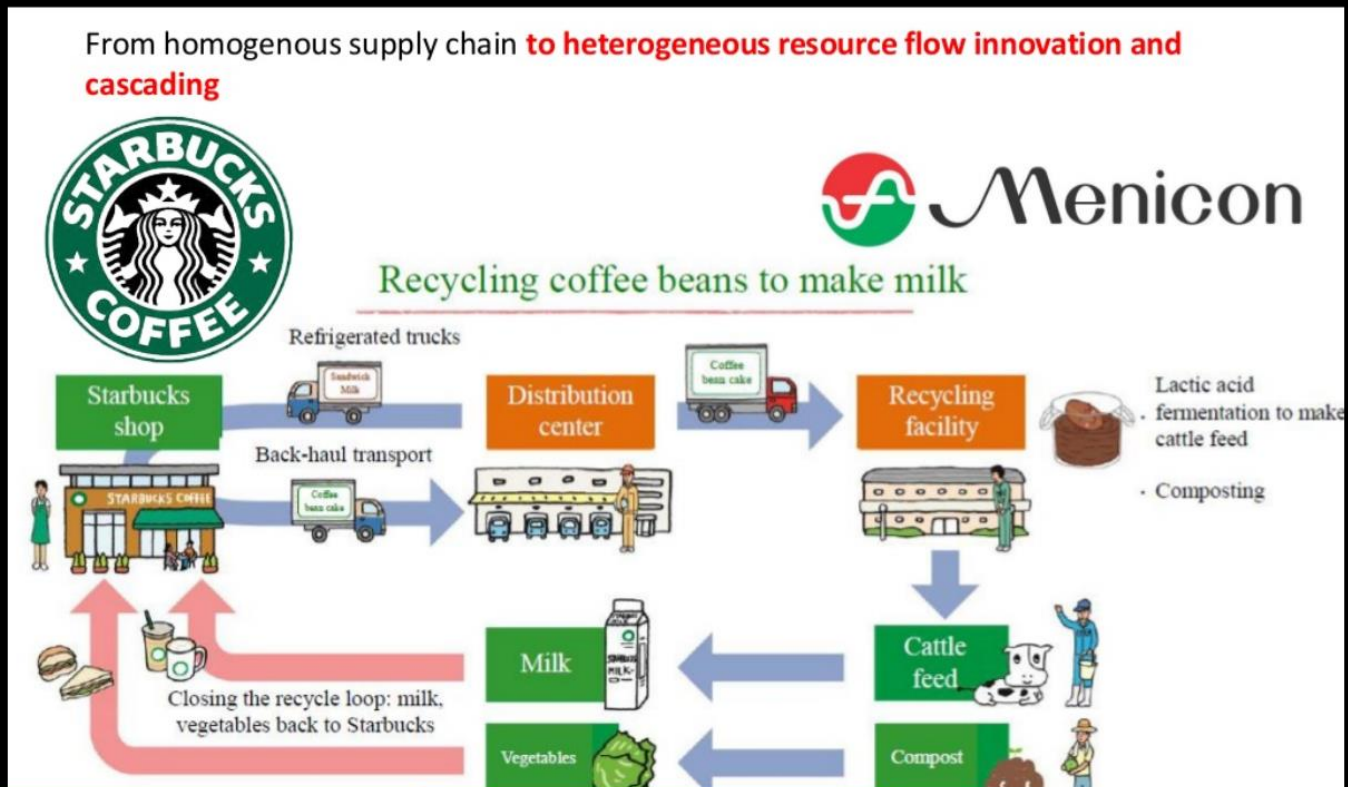




Recikliranje iskorištenih zrna kave

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3. Capability shift in Sourcing and Manufacturing





Portal za prodaju/razmjenu stare robe

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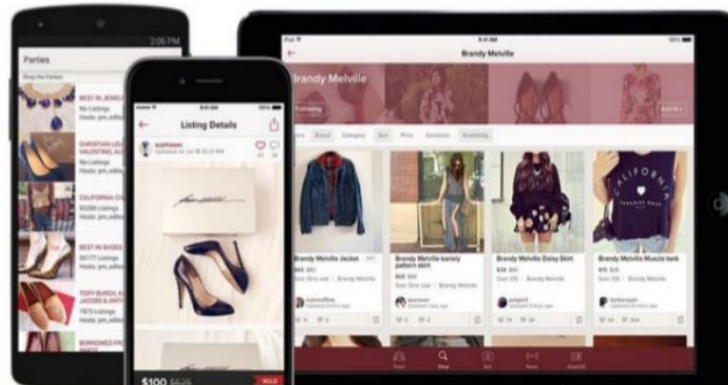
Poshmark combines all digital technologies and realized a personalized and active secondhand clothing market



BUY & SELL

Make money from clothes that are just sitting in your closet.

List an item for sale in less than 60 seconds. Shop for new and gently used items at prices up to 70% off retail.





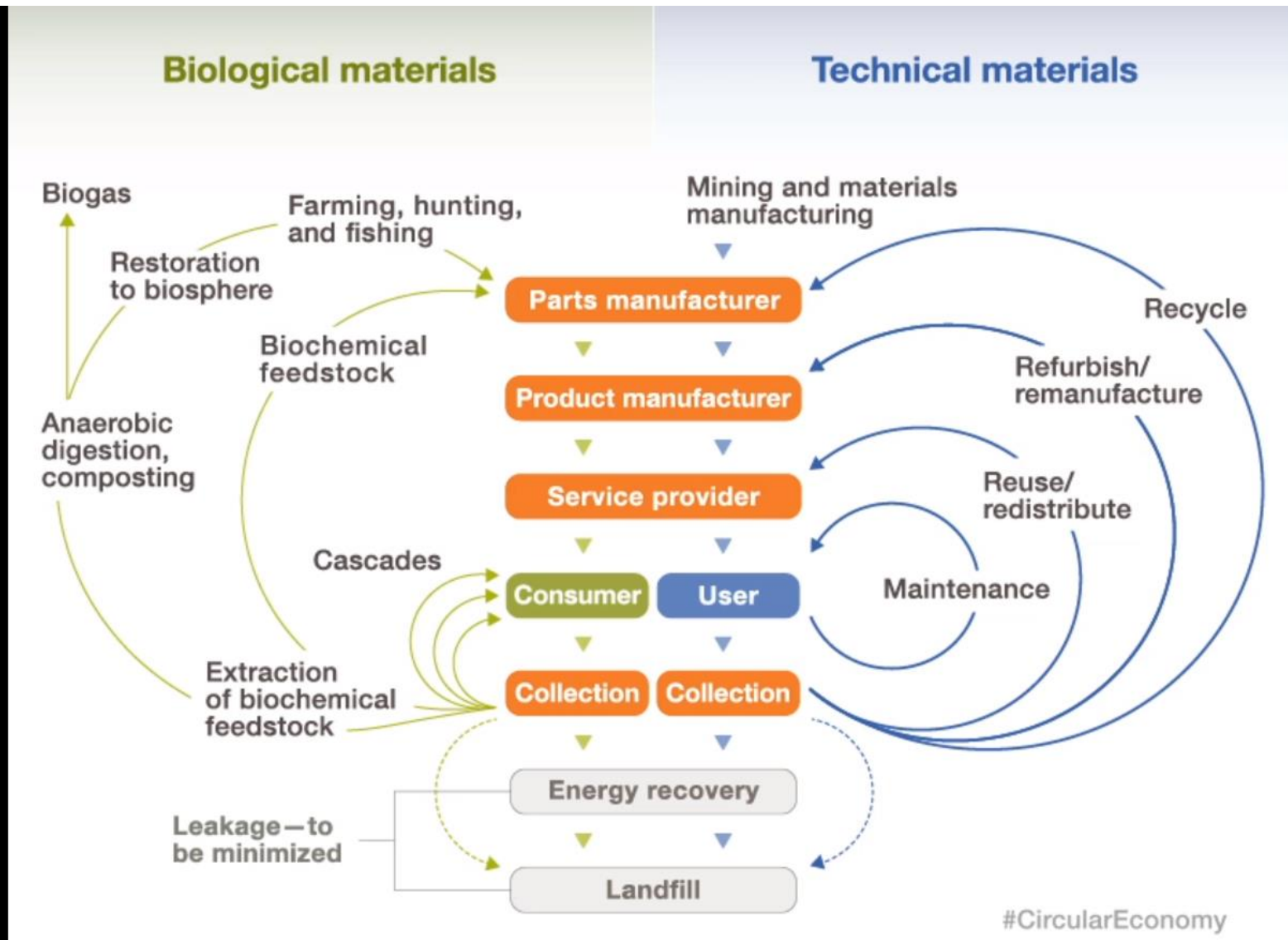
EU i cirkularna ekonomija

- Osnovni dokument – s primjerima
- Europska platforma Kružnog Gospodarstva - „best practices”
- EU opportunities in Circular Economy - McKinsey
- TOP 10 benefits in Circular Economy - for organization (project)
- Poziv SME da budu dio pilot projekta kako do efekata cirkularne ekonomije





Cirkuliranje bioloških i tehničkih materijala





2018 Circular Economy package key documents:

- [EU Strategy for Plastics in the Circular Economy - communication](#)
- [EU Strategy for Plastics in the Circular Economy - staff working document](#)
- [EU Strategy for plastics in the Circular Economy - brochure](#)
- [Strategy for plastics - press release](#) and [questions and answers](#)
- [Factsheets on the strategy for plastics in a circular economy](#)
- [Factsheet - changing the way we use plastics](#)
- [Communication on the Interface between chemicals, products and waste legislation](#) - [staff working document](#) and [factsheet](#)
- [Monitoring framework for the circular economy](#) - [staff working document](#) - [factsheet](#) and [Eurostat monitoring framework tool](#)
- [Proposal on Port Reception Facilities](#) - [impact assessment](#) and [summary of the impact assessment](#)
- [Report on critical raw materials](#)
- [Report on oxo-plastics](#)
- [Eurobarometer: SMEs and the circular economy](#)



Što država može uraditi

Governments Going Circular - presentation WorldWatchInstitute

Governments have a key role in smoothing the path to a circular economy and can employ multiple instruments



Subsidies

Offering financial support to private or public initiatives



Fiscal Measures

Taking fiscal measures that discourage linear business or encourage circular business



Laws & Regulation

Eliminating old, developing new, or changing current legislation



Partnerships

Develop symbiotic partnerships with circular accelerators



Public Procurement

Using public procurement power to act as launching customer



Governments Going Circular - primjeri

De Groene Zaak - Home x + -

govsgocircular.com/

Governments Going Circular – Global Scan Best Practices

Home

Keyword:

Policy area

- Waste
- Resources
- Spatial planning

Governmental instrument

- Fiscal measures
- Laws & Regulation
- Partnerships
- Public Procurement
- Subsidies

Business Model

- Resource Loops
- Product Life Extension
- Sharing Platforms
- Circular Design
- Product as a Service
- Circular Marketing

Level

Cases found: 35 of 35 cases

All over the world, a growing number of companies have started to develop and apply circular business models. Governments have good reasons to act as well: circular economy strengthens the economy by saving on valuable resources, stimulates innovation and offers the promise of millions of new jobs. Given the importance of governmental intervention in establishing a circular economy, we have set out on a journey to identify best practices worldwide. We invite all governments to find inspiration here and add their success stories as well to



Praksa u pet koraka

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Right, but how to get started?



1. Identifying and concentrating on the actual **opportunity**
2. Rethinking how **value** is created and delivered to **customers**
3. Putting in place a focused set of new **capabilities** *(and not trying to implement the 'perfect' circular setup, at least not initially)*
4. Investing in **technology** to make value chains circular
5. Timing the **balance** between capturing near-term, low-hanging fruit and engendering long-term, large scale change



Startupovi u regiji

- [Startups BiH](#) - 6
- [Startups Hrvatska](#) - 76
- [Startups Srbija](#) - 50
- [Startups Slovenija](#) - 57
- [Startups Makedonija](#) - 4
- [Startups Crna Gora](#) - 0/1
- [Startups Kosovo](#) - 2
- [Startups Albanija](#) - 25
- [Startups Grčka](#) - 98
- [Startups Bugarska](#) - 83
- [Startups Rumunjska](#) - 130
- [Startups Turska](#) - 217

BALKAN STATES



HVALA NA PAŽNJI!

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MOTIVACIJSKA PREDAVANJA

Afterwork
sa Srićom



SEZONA 2018