



kient

Towards new values

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Luc Kikkert

Director Kiemt





**accelerates transitions and innovations for
the energy-technology and circular
economy in eastern Netherlands.**

**Contributing to a sustainable living
environment**





Complex Wicked Problem!

Denk mee...

- **Auping wil aantoonbaar circulair zijn voor 2020, dit bij voorkeur door samen te werken met partners binnen de regio, zonder het bestaande productenpakket al te zeer aan te moeten passen.**
 - Onze bed modellen gaan zeer lang mee, en worden daarna vaak bij het schroot gezet.
 - Ontwikkeling compleet nieuwe producten duurt te lang.
 - Wij hebben geen inzicht in onze installed base.
 - Daarnaast streven we naar volledige transparantie in de keten. Wij willen weten waar producten vandaan komen en dat onze consumenten kunnen vertellen.
 - Hoe toon je aan circulair te zijn?
 - Hoe vind je de juiste partners in de regio, die je helpen aantoonbaar circulair te worden?
 - Hoe zorg je er voor dat de interne organisatie aangesloten blijft in dit soort trajecten?
 - Hoe blijf je innoveren in een circulair systeem?
 - Hoe beheers je de kosten?
 - Wat voor organisatie hebben we nodig?



Auping is the first bed manufacturer worldwide with the Cradle to Cradle Silver award

But it not about the 'label'



essential[®]

Design bed: Claudia Köhler and Irmy Wilms



Bedmodel Essential : Circular from its conception



FSC wood

PEFC beech

98% recycled aluminium

Steel, the basis of every Auping bed, 100% recyclable

Design for disassembly





Circular Business driven through collaboration

Product design – Materials & Components with lasting added value - Partnerships



Used Auping mattresses

Foam of revitalized Auping mattresses

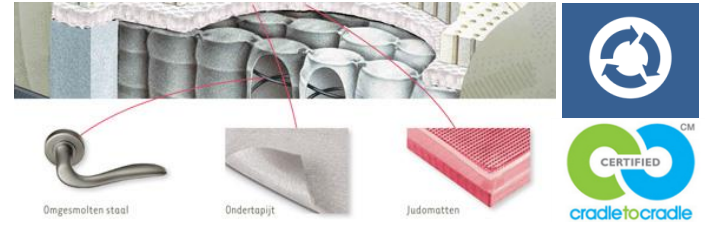


auping



A Matras as 'raw-material bank'

A real example...!!



DUURZAME INNOVATIES CULEMBORG CIRCULAIR - RESULTAAT



STOF VAN 100%
GERECYCLED
KUNSTSTOF

SCHUIM VAN
GEREVITALISEERDE
AUPING MATRASSEN



GEEN BEVESTIGINGS
MATERIALEN MEER
NODIG > MEEGEPRINT
IN FRAME

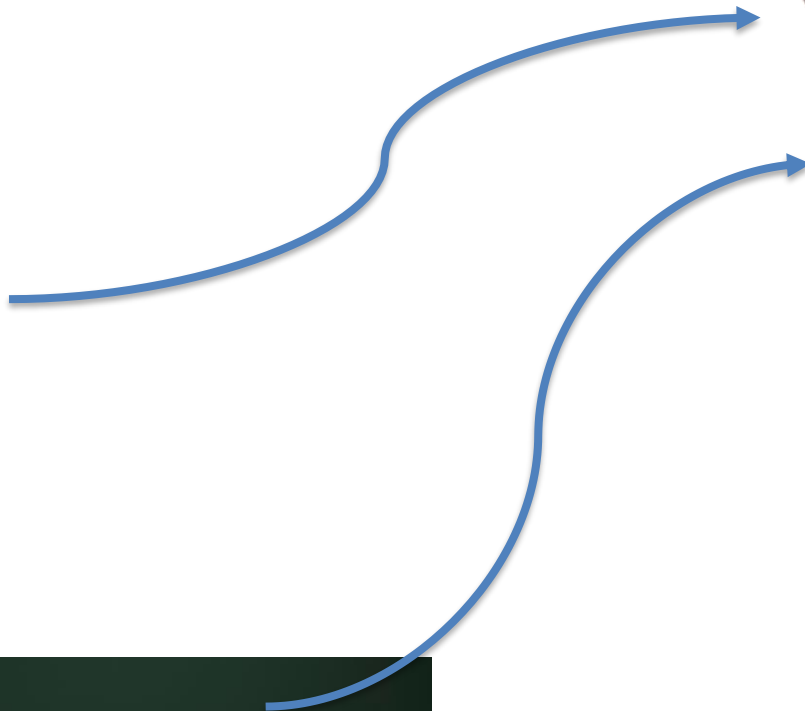
FRAME VAN 100%
GERECYCLED PLASTIC





Leavings

Example Upcycling





Revive

Example Upcycling



kvadrat



Re used Fabrics



A CIRCULAR SYSTEM

Textiles made from **Recover Yarns** can flow through the **Upcycled Textile System** for many life-cycles. Recover creates **long-lasting, high-value products** in each successive generation.





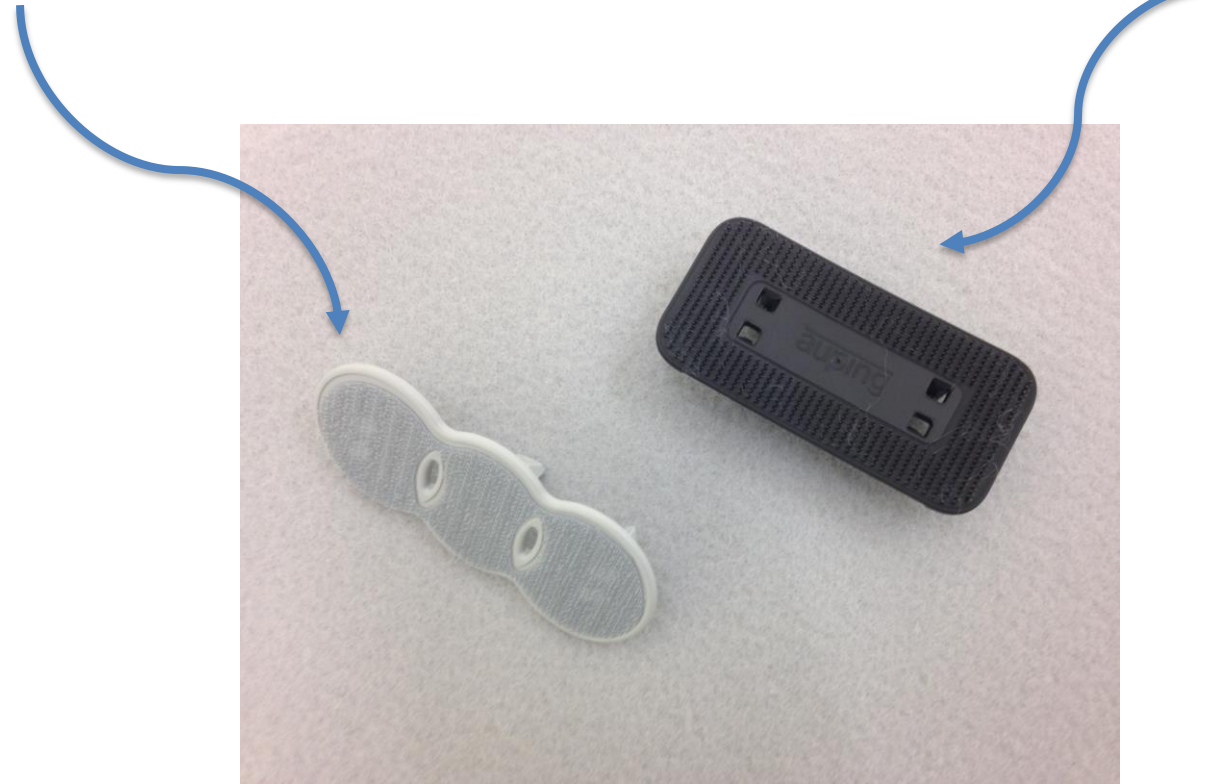
Netsnapper

Example Upcycling



From 3 different materials.

To 1 material





Maintenance/Refurbish



Prolong product lifecycle by offering new look.





Reuse/Remanufacture

Re-use functional parts



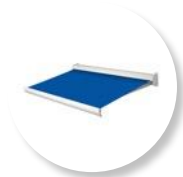


Circular Business requires..

Integrated approach – Full chain involvement



- **Materials:**
Water-based coating in different colours



- **Waste stream management**
Legs made from re-used sunscreens



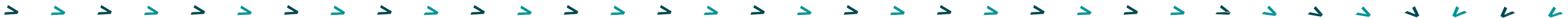
- **Supplier partnerships**
Production reshored from Vietnam to Europe



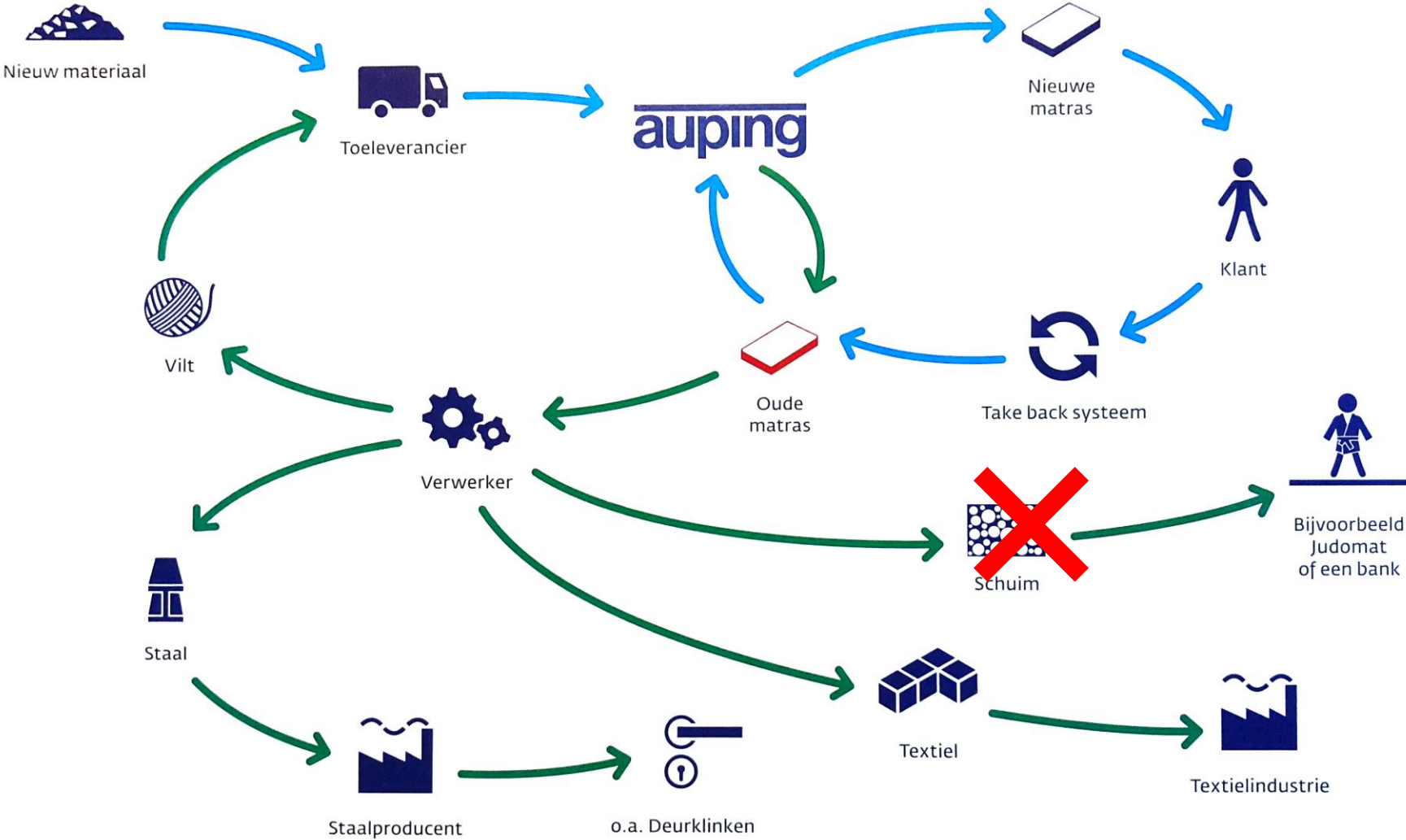
- **Return logistics**
ATBS pilot
Driven by 'value added' market dynamics



auping



Circular Business Model



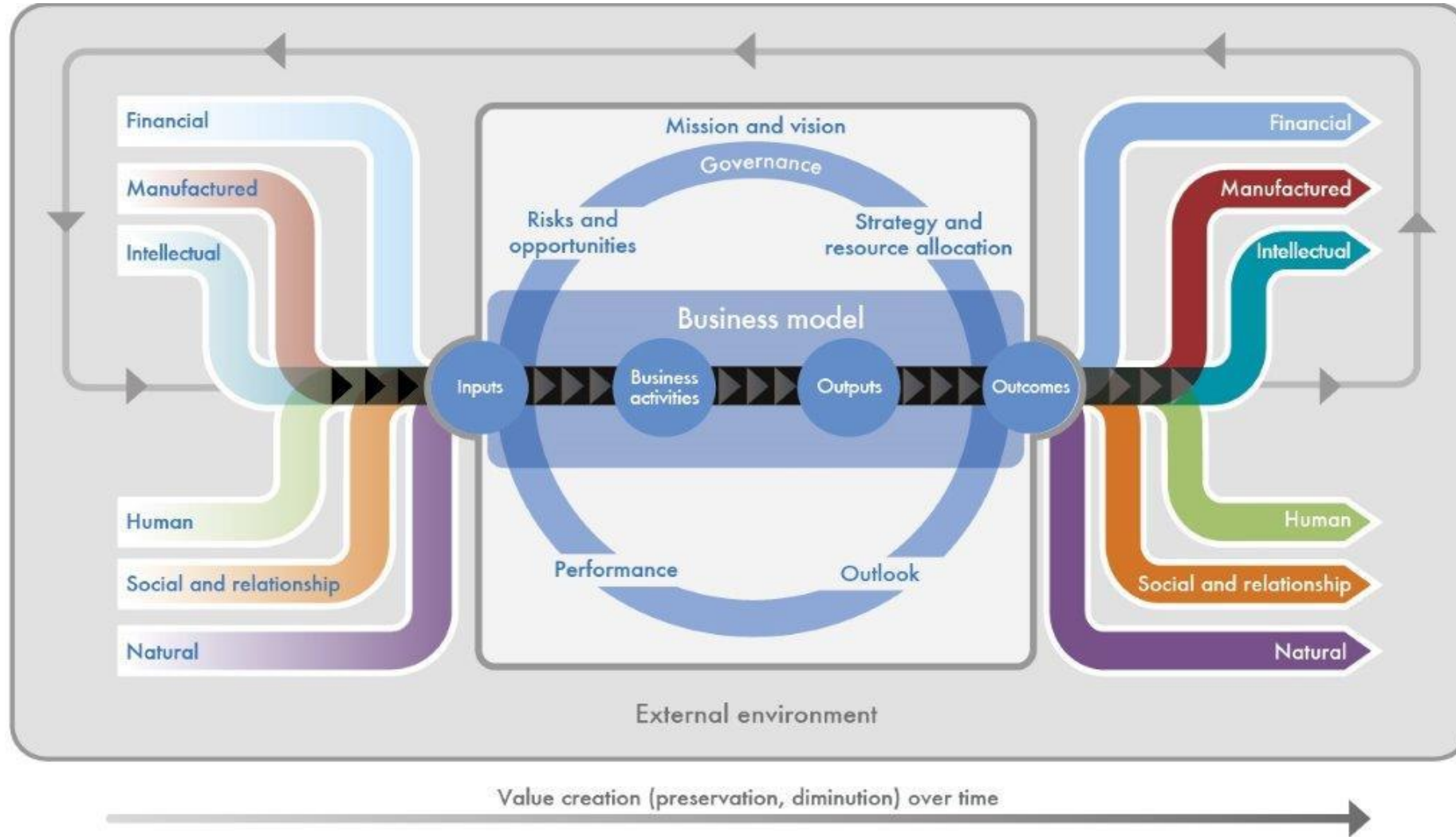
INFOGRAPHIC 3 Matrassen (Bron: Auping)



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6 Capitals

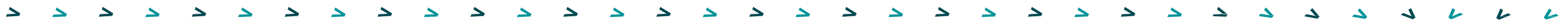


Design

design is no longer just the art of applying design, aesthetics and natural beauty to clothing and its accessories.

To me

design is the art of applying network, design, aesthetics and natural beauty to clothing and accessories to be used over and over and over and over again.



Being relevant.....



Kient u mee?

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