



ERRIN European Regions
Research and Innovation Network

- a region as laboratory -

TALES FROM ALENTEJO

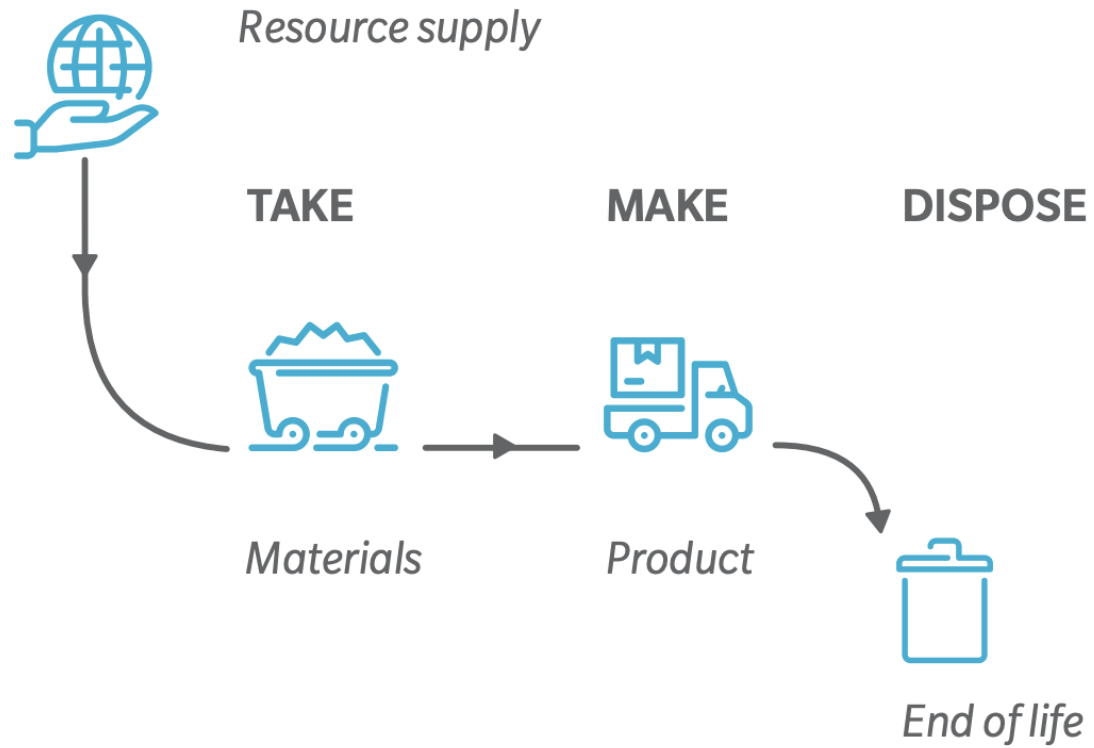
EU DESIGN DAYS

ALENTEJO CIRCULAR LAB
Luis Loures – Vice-President

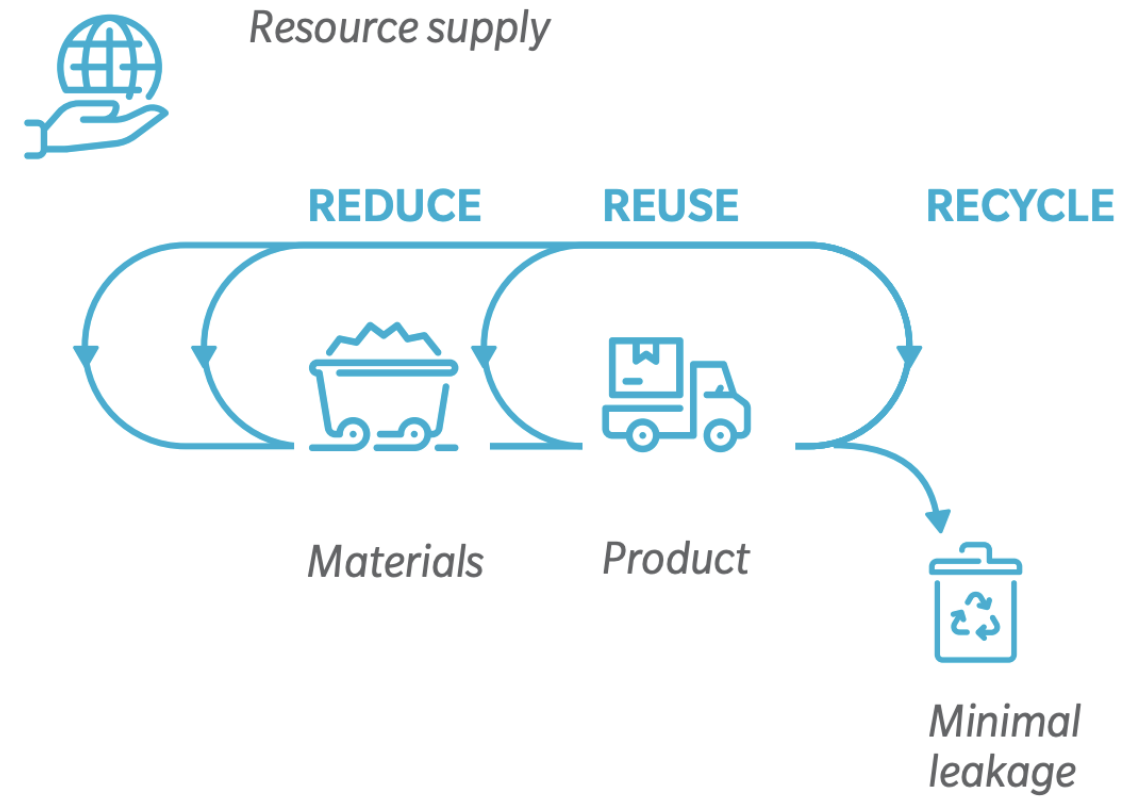
POLYTECHNIC
OF PORTALEGRE



LINEAR ECONOMY

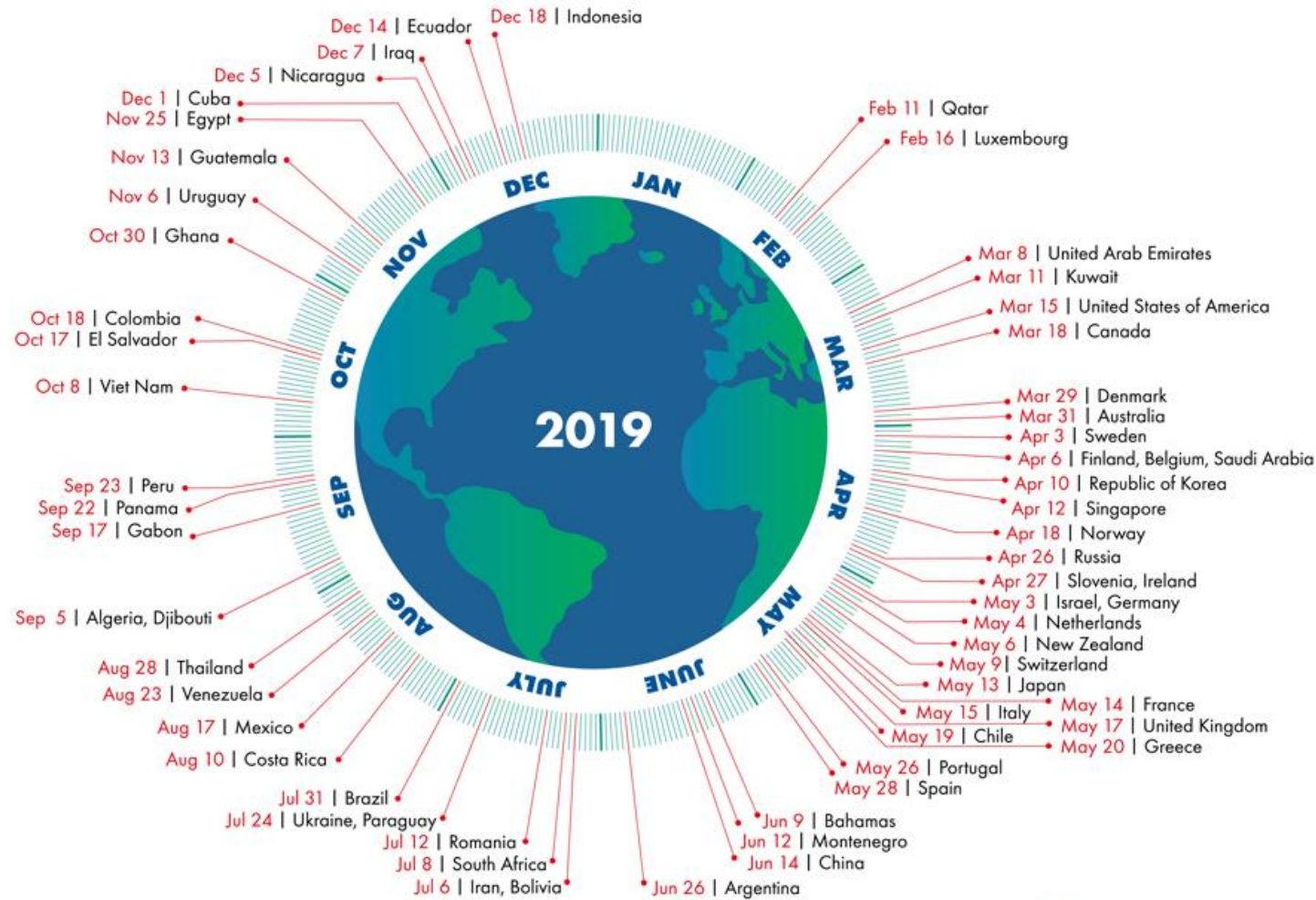


CIRCULAR ECONOMY

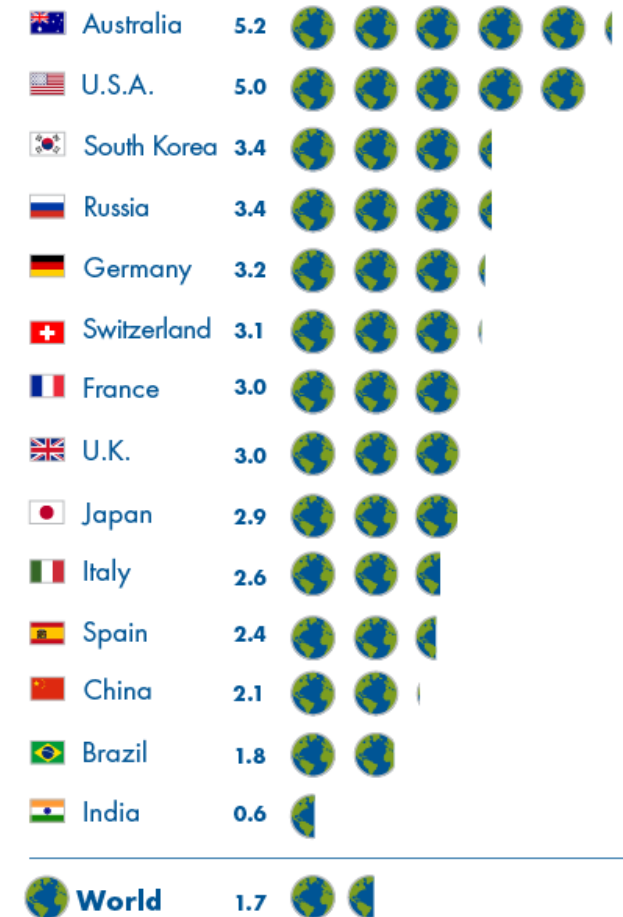


Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...

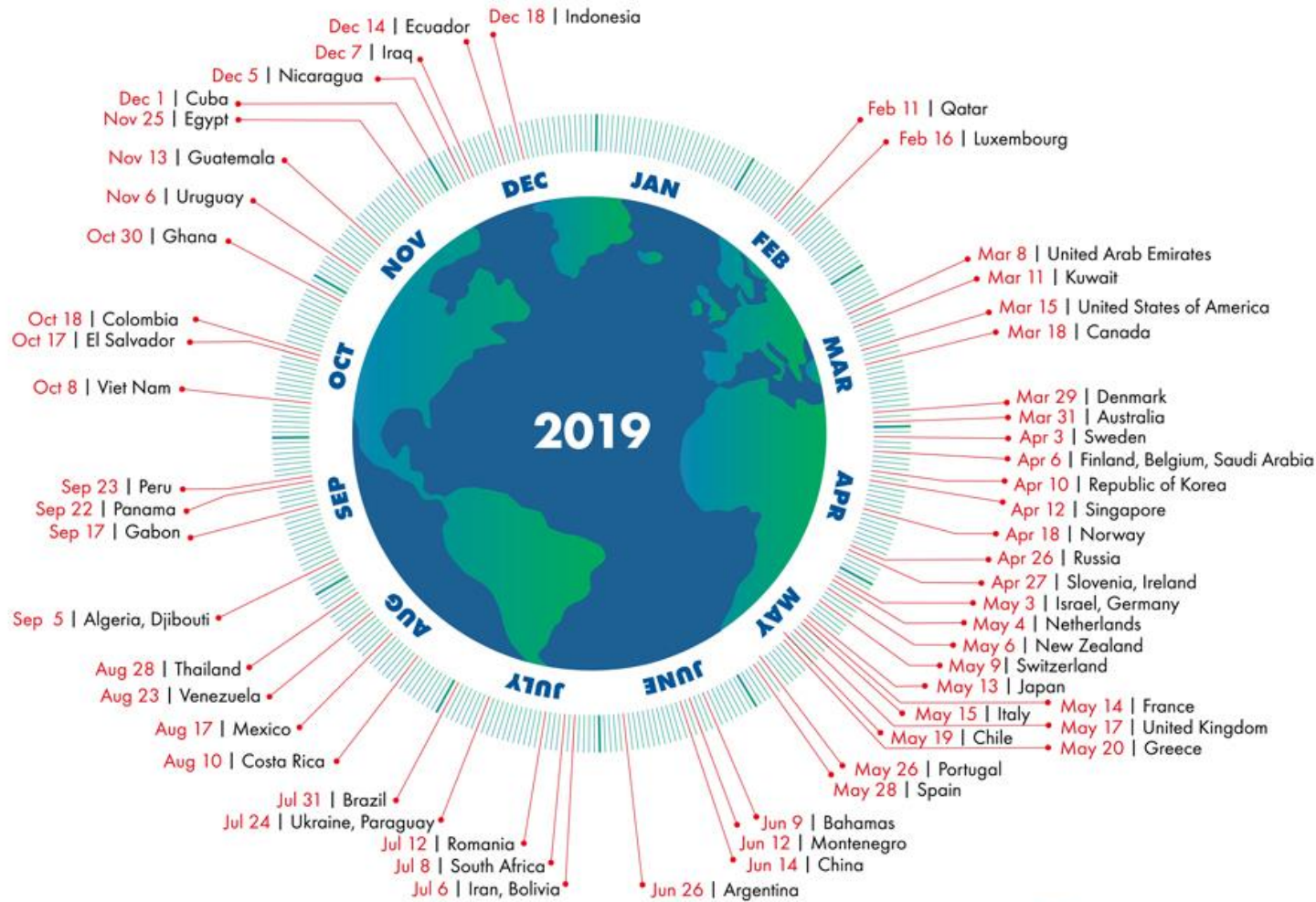


How many Earths do we need if the world's population lived like...

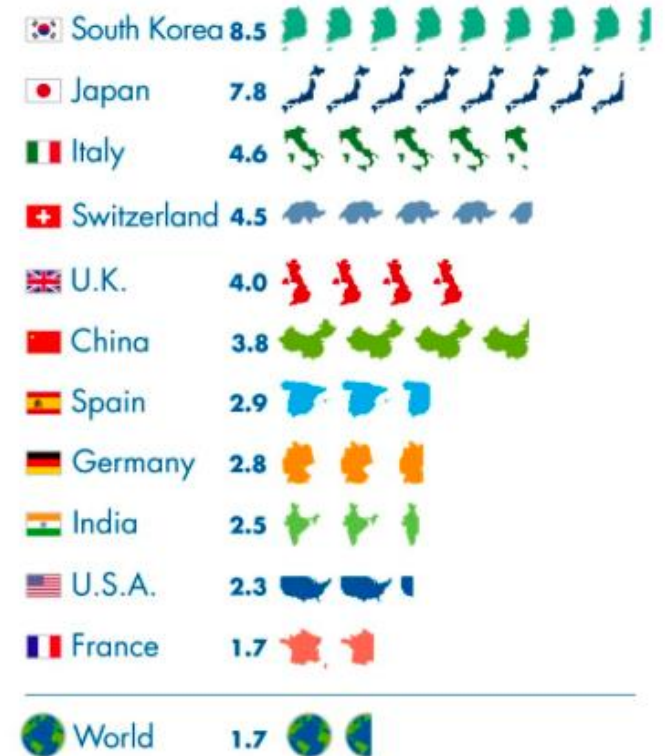


Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...



How many countries are required to meet the demand of its citizens...



Source: Global Footprint Network National Footprint Accounts 2018







INSIGHTS SOLUTIONS ABOUT

INSIGHTS

DEMOGRAPHICS

DIGITAL

ENTERTAINMENT

CPG, FMCG & RETAIL

INNOVATION

MARKETS AND FINANCES

MEDIA

PERSPECTIVES



ARTICLE

A 'NATURAL' RISE IN SUSTAINABILITY AROUND THE WORLD

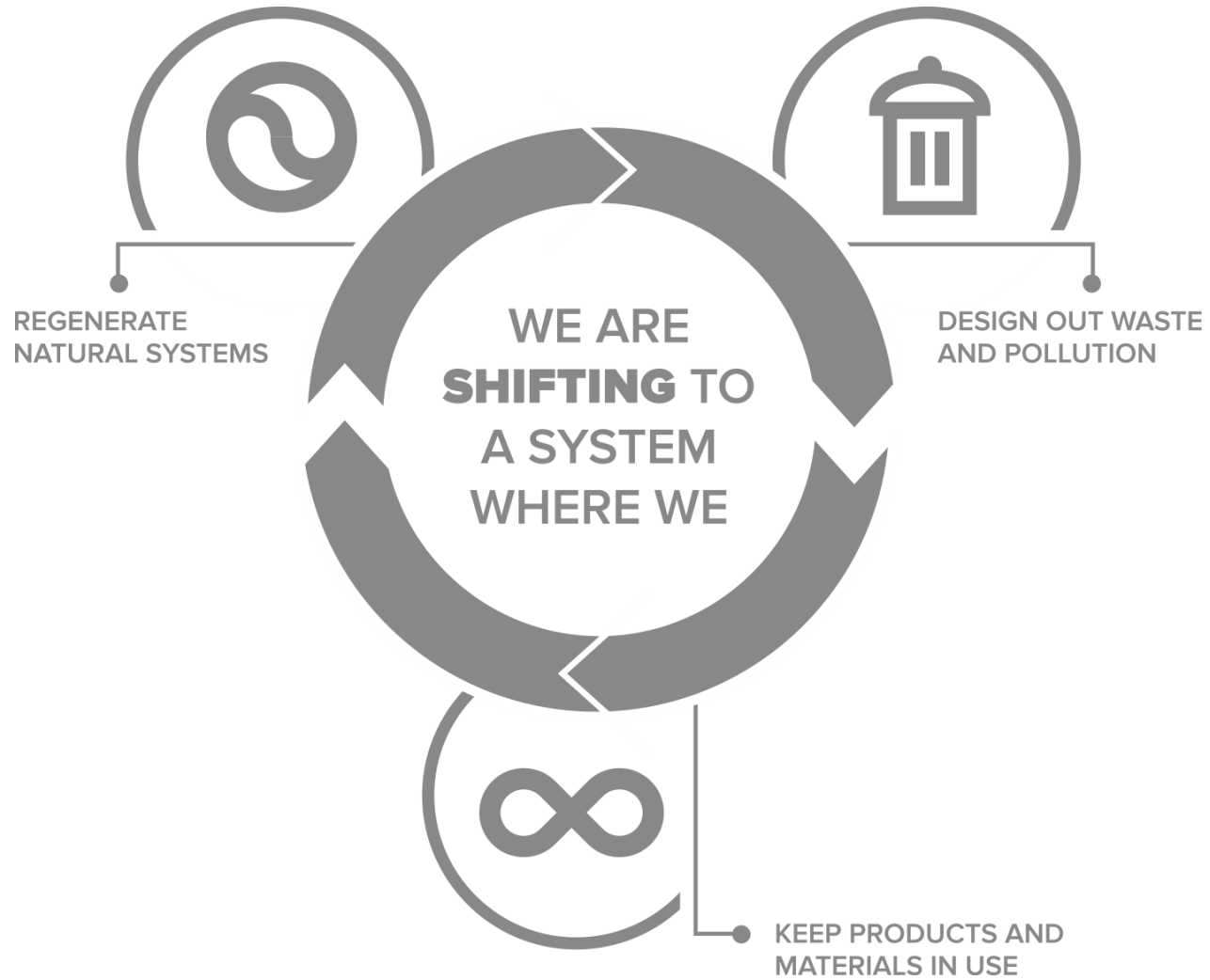
CPG, FMCG & RETAIL | 10-01-2019



73% OF CONSUMERS SAY THEY WOULD DEFINITELY CHANGE THEIR CONSUMPTION HABITS TO REDUCE THEIR ENVIRONMENT IMPACT.

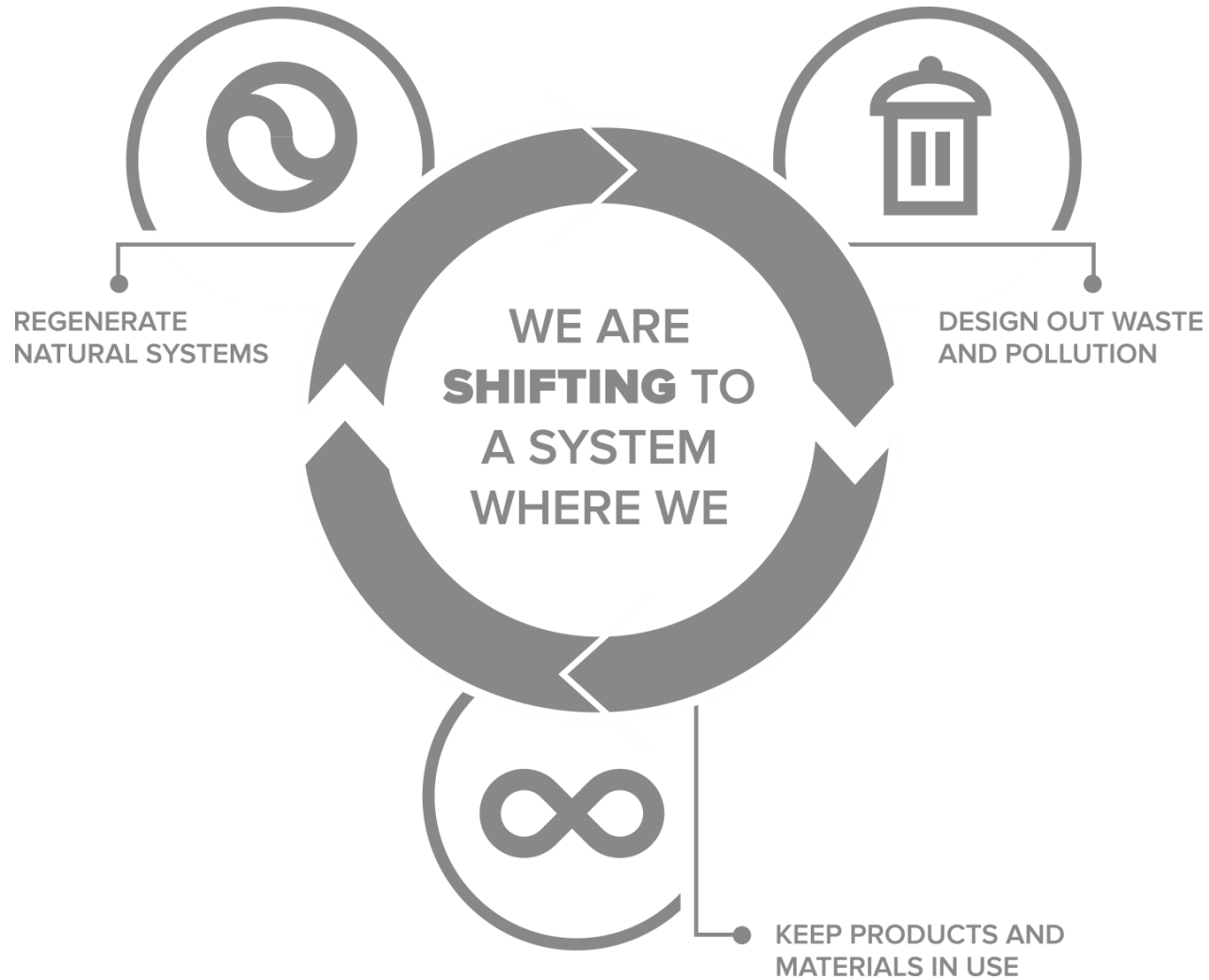


Tweet



INGREDIENTS
for a
CIRCULAR ECONOMY

The text is centered and framed by a semi-circular arc at the top and a stylized hand holding a circular arrow at the bottom.



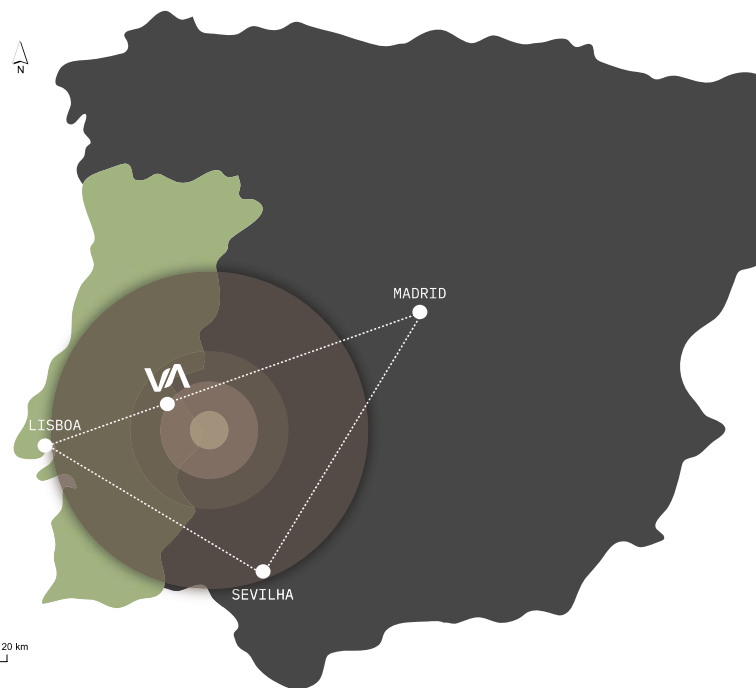
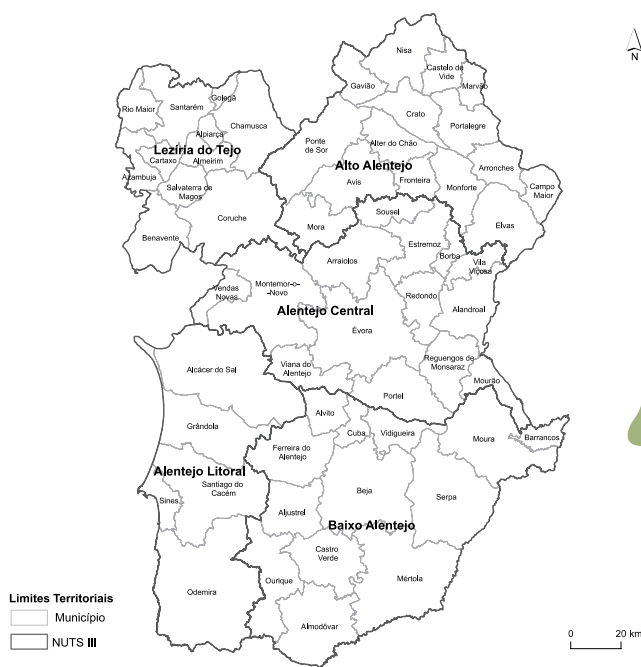
INGREDIENTS
for a
CIRCULAR ECONOMY

- a region as laboratory -
TALES FROM ALENTEJO

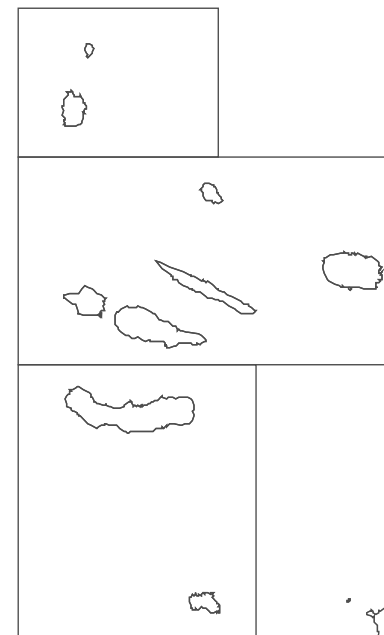
THE ALENTEJO REGION

Area - 1/3 of the national territory;

A region with a Human Development Index - very high quality of life - above European and national averages;

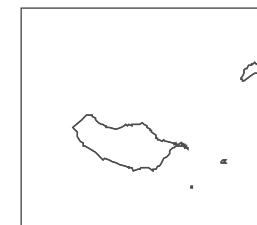


Região Autónoma dos Açores



Limites NUTS II
NUTS II Alentejo

Região Autónoma da Madeira



01. Energy and waste valorization

- Efficient energy use
- Waste valorization in a Circular Economy
- Waste-to-Energy
- New generation of biofuels production
- Hydrogen energy vector

01. OVERVIEW 02. THEMATIC AREAS 03. STATISTICS 04. PROJECTS AND FUNDING 05. STRUCTURAL ACTIVITIES AND DEVELOPMENT 06. RESOURCES

02. Construction and Demolition Wastes

- Reuse CDW
- Support new legal frameworks
- Innovation for sustainable materials

01. OVERVIEW 02. THEMATIC AREAS 03. STATISTICS 04. PROJECTS AND FUNDING 05. STRUCTURAL ACTIVITIES AND DEVELOPMENT 06. RESOURCES

03. Agrobusiness and Sustainable production

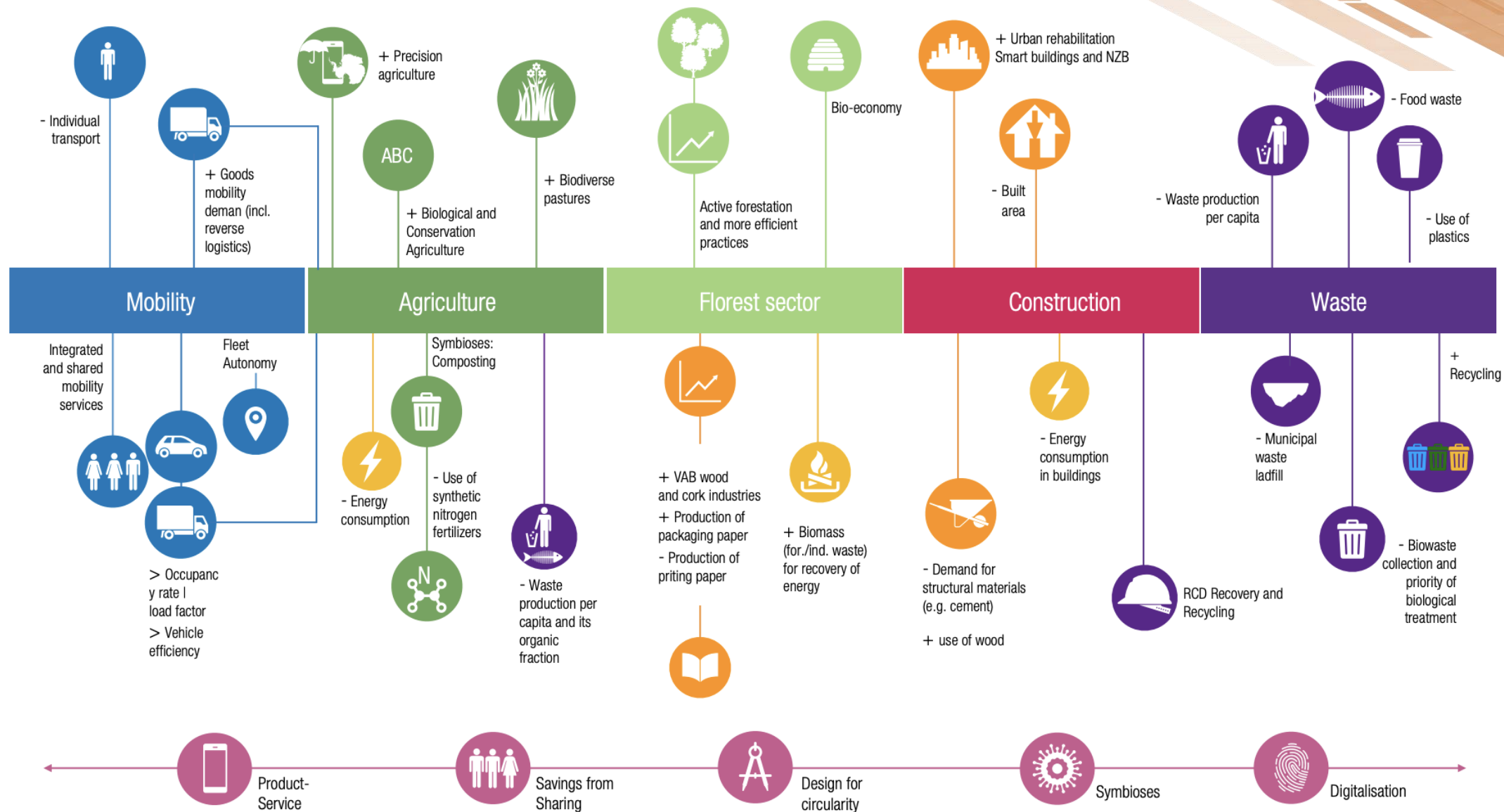
- Efficient water use and storage
- Crossing biotechnology
- Innovation for agriculture

01. OVERVIEW 02. THEMATIC AREAS 03. STATISTICS 04. PROJECTS AND FUNDING 05. STRUCTURAL ACTIVITIES AND DEVELOPMENT 06. RESOURCES

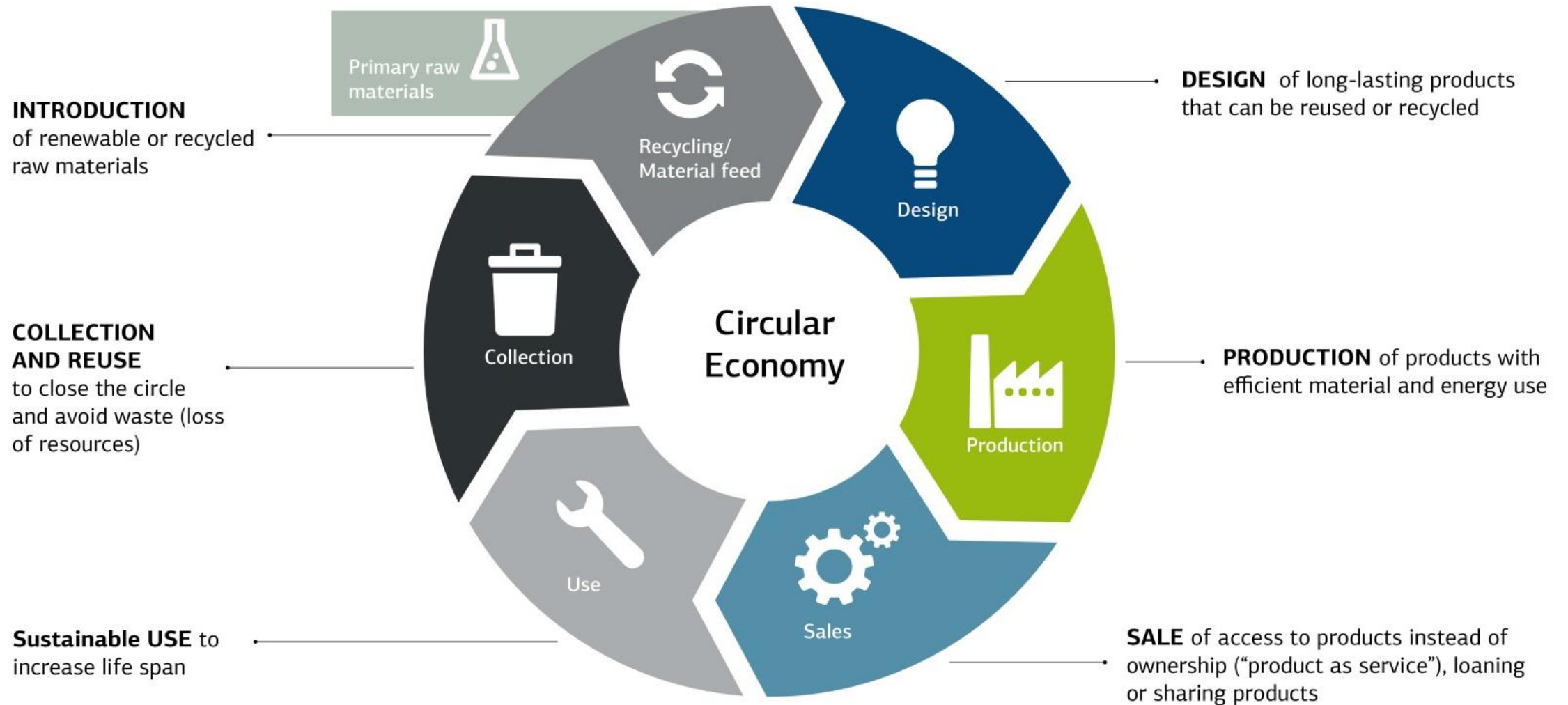
04. Eco-Design

- Integrated solutions for critical and sustainable packing
- Cost-Benefit analysis eco-design solutions
- Establishment of network-strategies

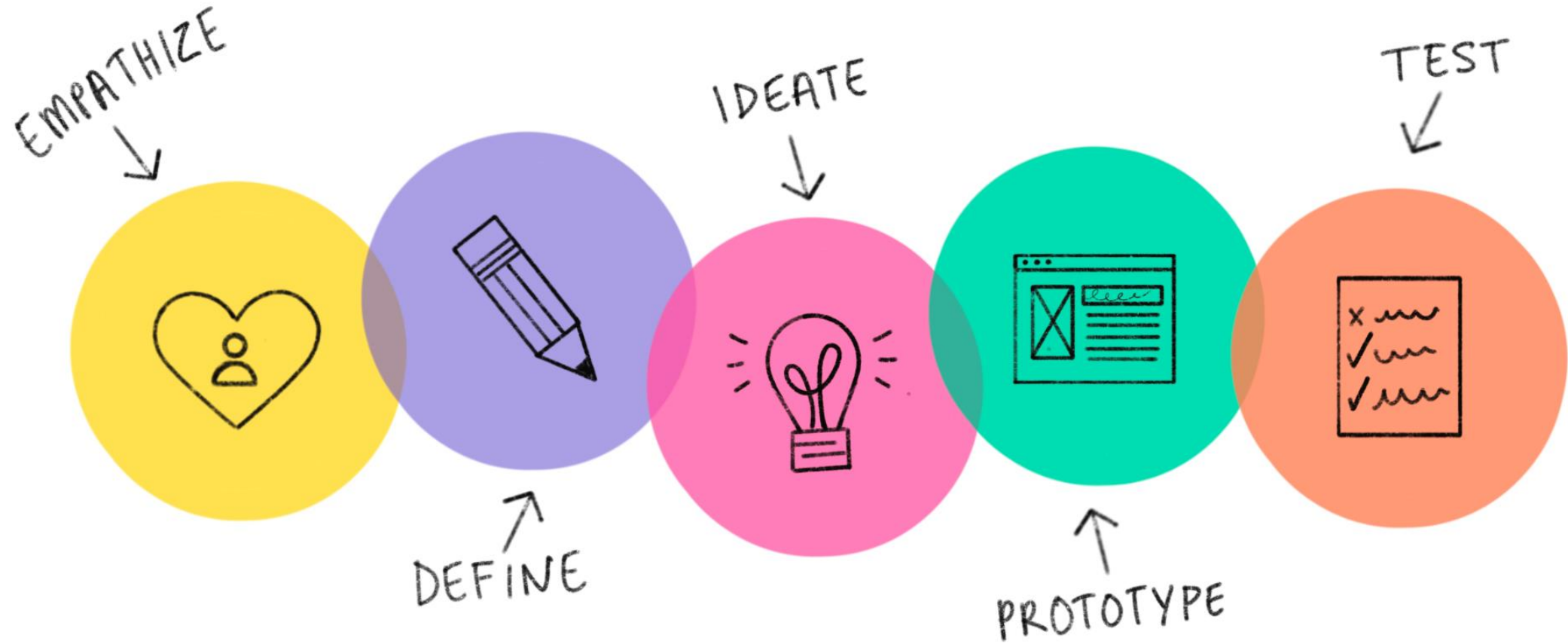
01. OVERVIEW 02. THEMATIC AREAS 03. STATISTICS 04. PROJECTS AND FUNDING 05. STRUCTURAL ACTIVITIES AND DEVELOPMENT 06. RESOURCES



>>> Value creation cycle in the circular economy



DESIGN THINKING - PERSPECTIVE



PERSPECTIVE IS ALMOST EVERYTHING

PERSPECTIVE IS ALMOST EVERYTHING



COFFEE LIFE CYCLE

 /CREMACOFFEEBEANZ



Coffee cherry



Green Beans



Roasted coffee beans



Coffee

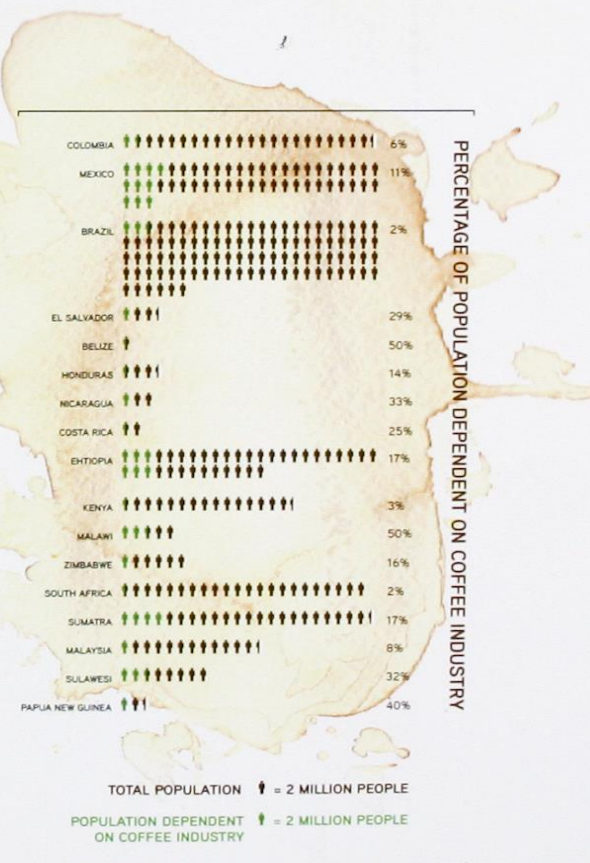
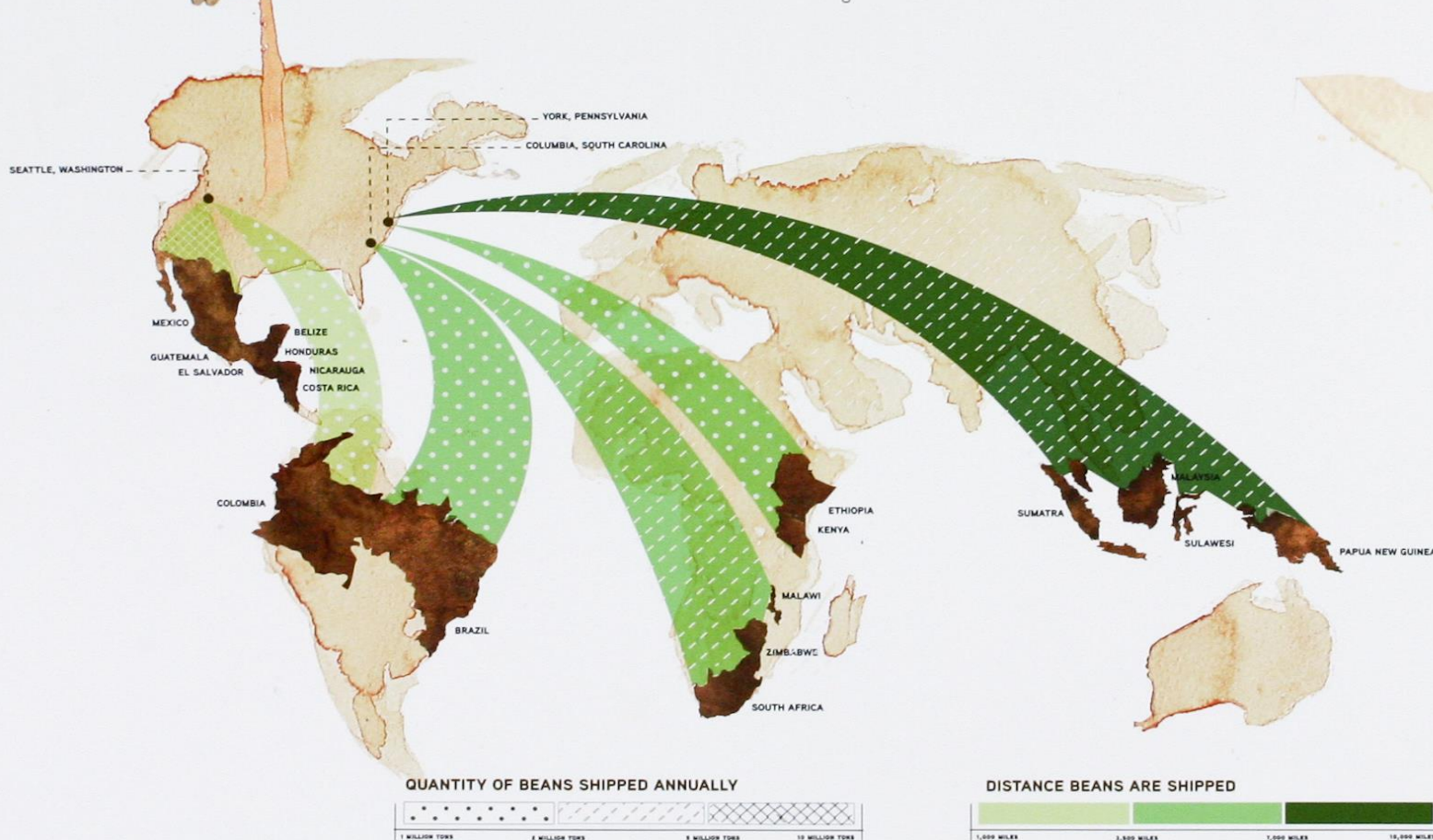
The coffee beans starts as a tasty piece of fruit called a **coffee cherry**.
The cherries are picked, processed, dried, and then roasted to create the delicious beverage you know and love.

THE LIFE CYCLE OF STARBUCKS COFFEE

[RAW MATERIAL] COFFEE BEANS

Starbucks pays an average of \$1.00/pound of coffee, meaning for every \$4.00 that Starbucks makes off of coffee, the farmer will see \$.01. The average farmer makes \$30.00 day.

In 2003, Starbucks corporation released 295,000 tons in carbon waste emission-- placing it in the Top 100 worst companies in the world.





- a region as laboratory -
TALES FROM ALENTEJO



Resource supply

REDUCE

REUSE

RECYCLE




Materials

Product



*Minimal
leakage*

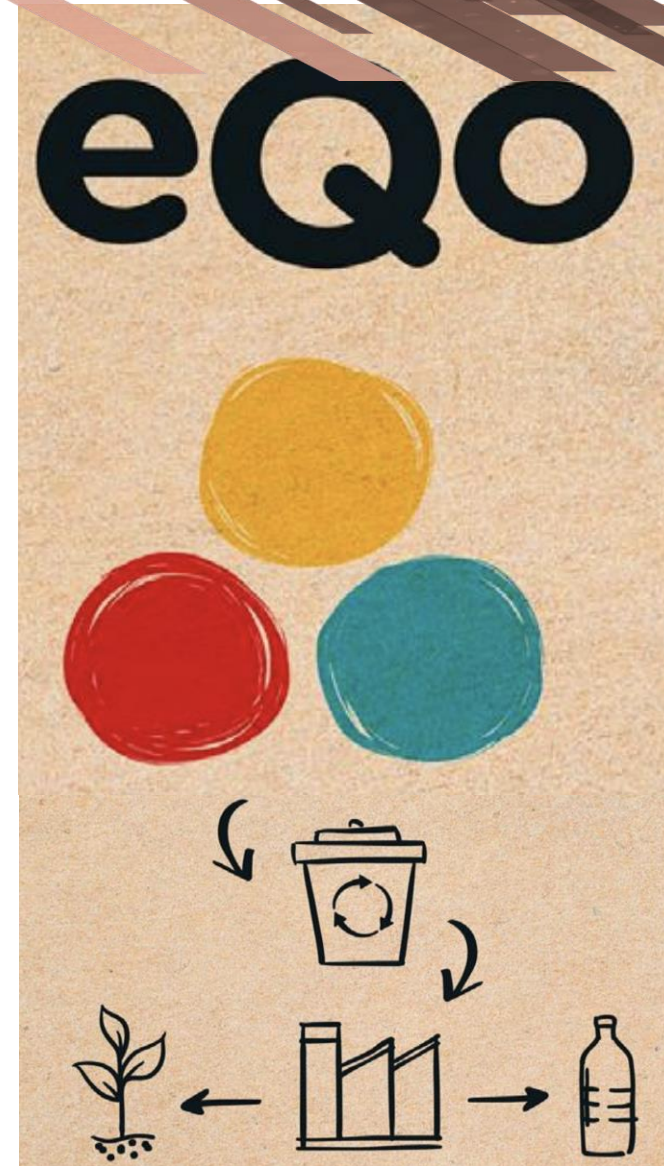


Repensar os Plásticos na Transição para uma Economia Circular no Mundo Delta

Desde 1961 até agora...



O CAFÉ DA SUA VIDA





POLITÉCNICO
DE PORTALEGRE

LCA
Laboratório
Circular
do Alentejo

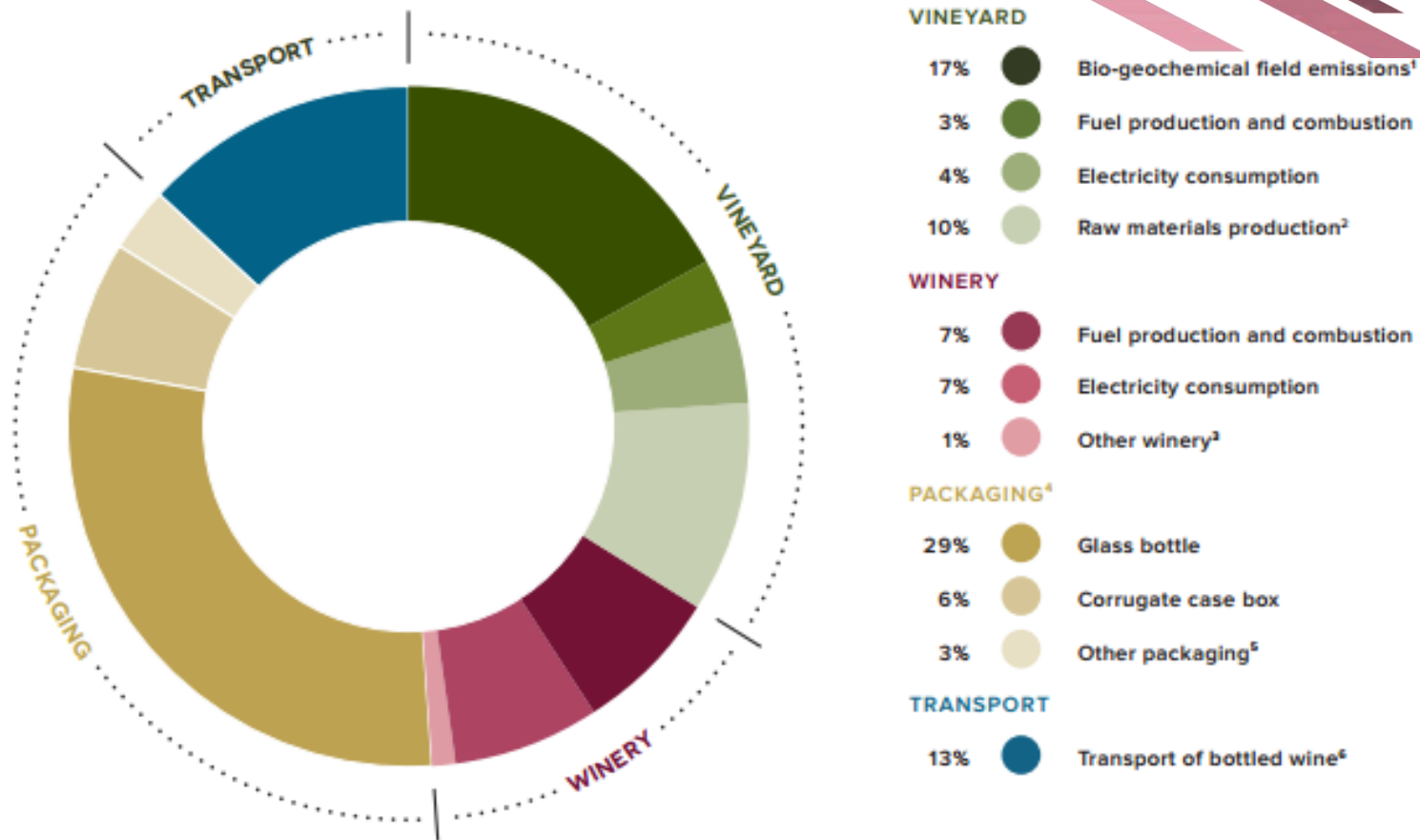


9.658.120
EXPRESSOS DELTA CAFÉS
CONSUMIDOS DIARIAMENTE





=



¹ Footprint associated with greenhouse gas emissions that are a result of natural bio-geochemical processes and impacted by local climate, soil conditions, and management practices like the application of nitrogen fertilizers.

² Footprint associated with the manufacture and shipment of materials used at a vineyard such as fertilizers and pesticides.

³ Footprint associated with the transport of grapes from vineyard to winery, raw material production, refrigerant losses, and manufacturing waste treatment.

⁴ Footprint associated with the manufacture and shipment of materials used for packaging wine.

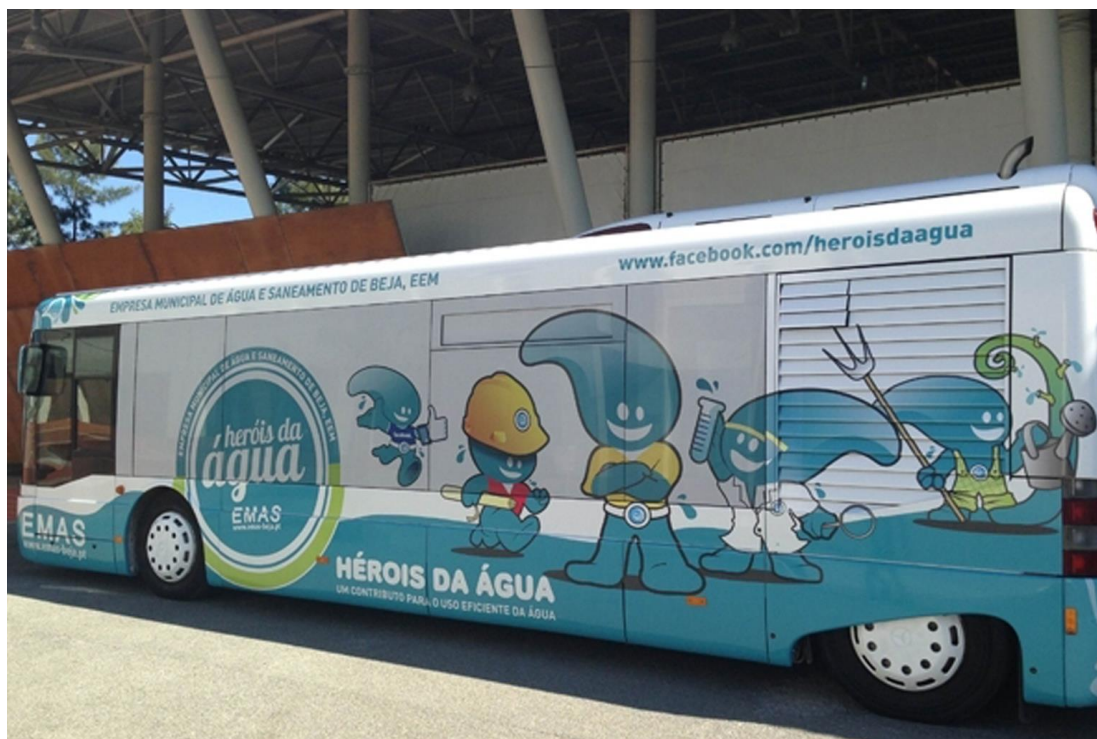
⁵ Footprint associated with the natural cork closure with aluminum foil and treatment of waste at packaging manufacture.

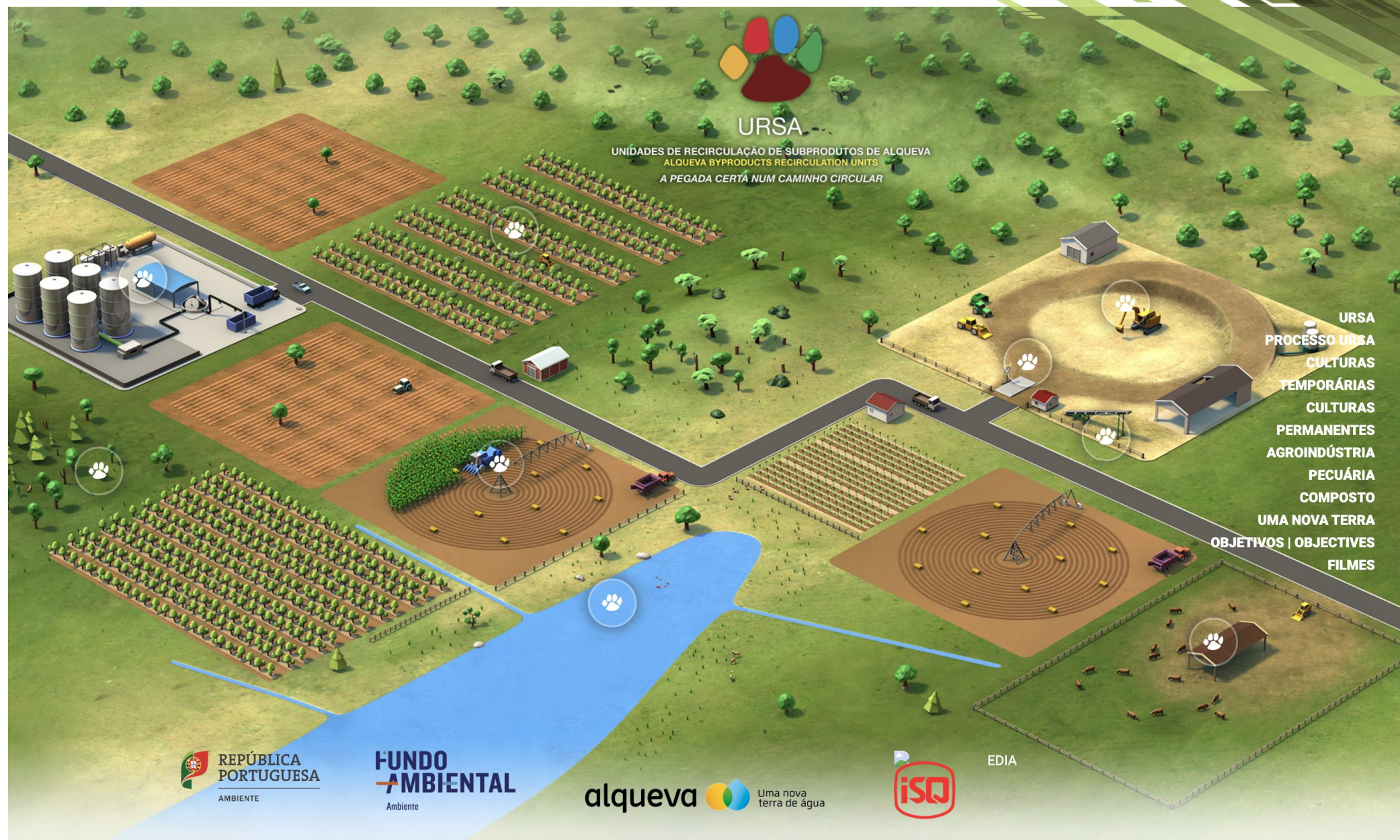
⁶ Footprint associated with fuel production and combustion in trucks and trains based on typical distances for the industry when shipping in the United States to retail facilities.



MONTE VELHO: THE PORTRAIT OF A REGION THROUGH ITS WINE









**PLA
CARVÕES** De Plásticos
a Carvões
Ativados

Economia circular nos plásticos agrícolas e urbanos

Do Campo à Mesa -
A Circularidade
dos **Plásticos**
e a Nova Agricultura

08 CONFERÊNCIA
ABRIL 19 EDIA | Auditório | Beja

REPUBLICA PORTUGUESA FUNDO REGIONAL EDIA CIMAC UNIVERSIDADE DE EVORA



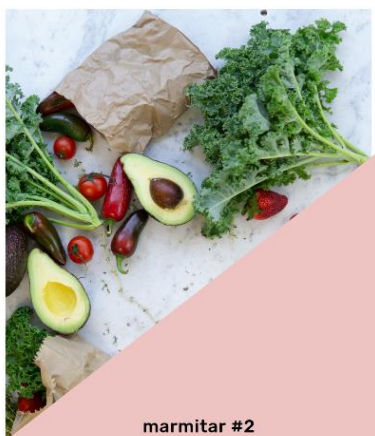
marmitar #11

Compre o jornal e aproveite para se colocar ao corrente da atualidade ou simplesmente aprecie a paisagem.



marmitar #10

Não use talheres descartáveis e leve o seu guardanapo de pano e caneca.



marmitar #2

Faça as compras num dia definido. Não caia na tentação de ir fazendo as compras dia a dia.



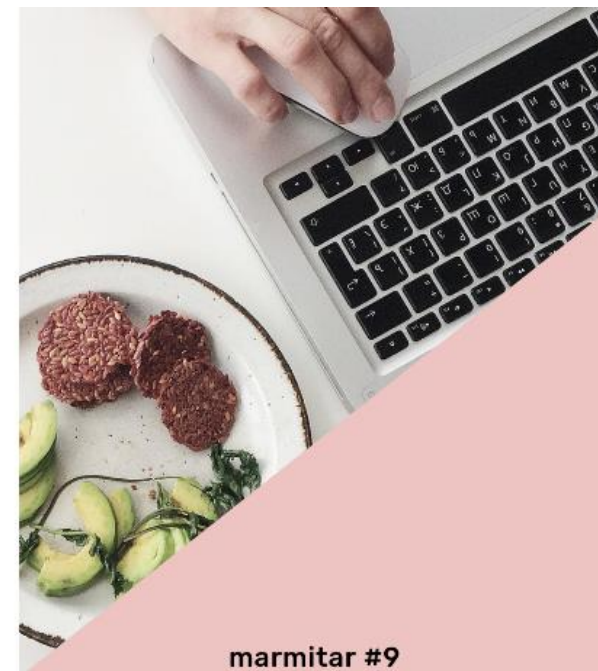
marmitar #7

Se tiver sobras ao jantar use-as para o dia livre, que não tem de ser o dia seguinte.



marmitar #8

Escolha bons recipientes e adequados para o tipo de pratos que confecionou.



marmitar #9

Não almoce na sua secretária. Se no local onde trabalha não tem um espaço, escolha um nas redondezas.

CONCEITO

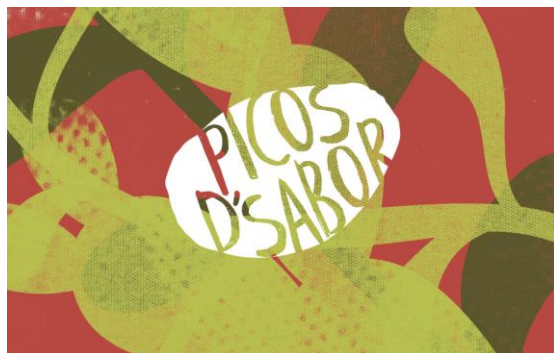
O PICOS D'SABOR e o seu propósito como marca e empresa, são muito maiores do que de facto aparentam. Procuramos construir uma identidade que representasse o ecológico, moderno, que fosse apelativa e simples. Uma marca com um carácter distinto e simples com a sua representação de cores em volta dos figos da Índia.



VERSÃO PRINCIPAL



VERSÃO SECUNDÁRIA



Packaging - Embalagem de Eventos
Software
Adobe Illustrator



Packaging - Fruta Fresca
(3 dias)

Software
Adobe Illustrator
Adobe Photoshop



Merchandising - Eco-Bag

Software
Adobe Illustrator
Adobe Photoshop



Packaging - Embalagem de Transporte

Software
Adobe Illustrator
Adobe Photoshop



CLIENTE

Monte das Bagas

EQUIPA RESPONSÁVEL

Pedro Henriques
Rafael Mouta

PEDIDOS

Embalagens Eco Friendly;
Expositor;
Comunicação com o
consumidor.



A PERSPECTIVE BASED ON DESIGN THINKING



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TALES FROM ALENTEJO

A PERSPECTIVE BASED ON DESIGN THINKING



- a region as laboratory -
TALES FROM ALENTEJO



POLYTECHNIC
OF PORTALEGRE

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