

22 June 2017, 13.00 – 14.00

Venue: ENVS – THE PAVILION

Title: Why should, and how can, companies shift to a knowledge and labour intensive performance economy? What is the role of policymakers?

Speaker: Walter R. Stahel, is visiting professor at the Faculty of Engineering and Physical Sciences of the University of Surrey, and l'Institut EDDEC de Université, HEC et Polytechnique de Montréal

Abstract: Sustainability and the circular economy are two faces of the same coin. Both focus on stocks of assets, not flows of resources, and define value as an increase in quantity and quality of stocks. The circular industrial economy substitutes manpower for energy, prevents waste and reduces environmental impairment; it is regional and maintains the utilisation value of stocks of manufactured objects: infrastructure, buildings, products and materials, by managing performance over time in an approach of intelligent decentralisation.

The performance economy is a circular economy in which economic actors retain the ownership of objects or guarantee their function, which entails an internalisation of the costs of risk and waste. Producing and selling performance incorporates sufficiency and efficiency strategies as well as systems solutions, and changes consumers into users; it reaches beyond physical objects, covering pharmaceuticals and the Internet of Things; it decouples wealth creation and resource consumption.

Both contrast with the traditional linear industrial economy and its focus on value added, economy of scale and globalisation, but are close to new manufacturing approaches such as 3-D printing and urban farming.

Host: Professor Marianne Thomsen, Coordinator of the Strategic Research Area Resource Flows in a Circular Economy

External guests interested in attending the presentation should email Christel Ege-Johansen, cej@envs.au.dk