

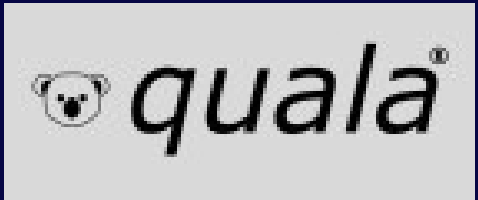
BUILDING SUSTAINABLE BRANDS FROM DAY ONE

Wednesday, 14 MAY, 17.00-18.00



Elias Mølbæk

CEO,
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Sissi Bak

CEO, Aalborg Institute for
Development



AGENDA - BUILDING SUSTAINABLE BRANDS FROM DAY ONE

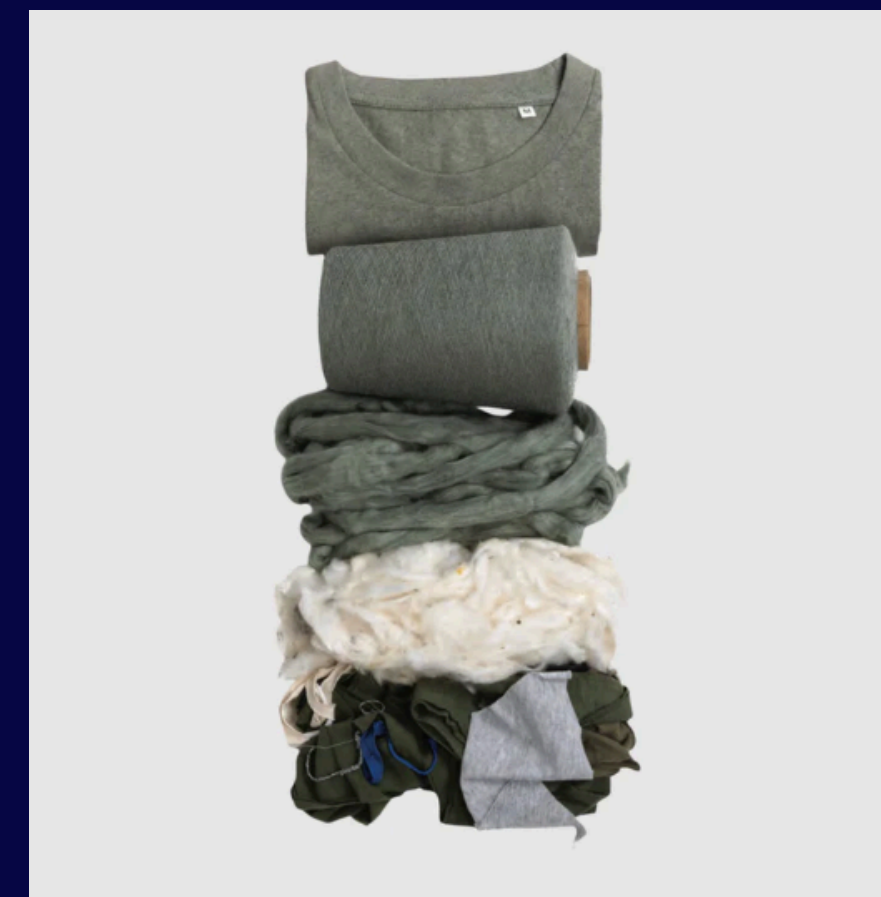
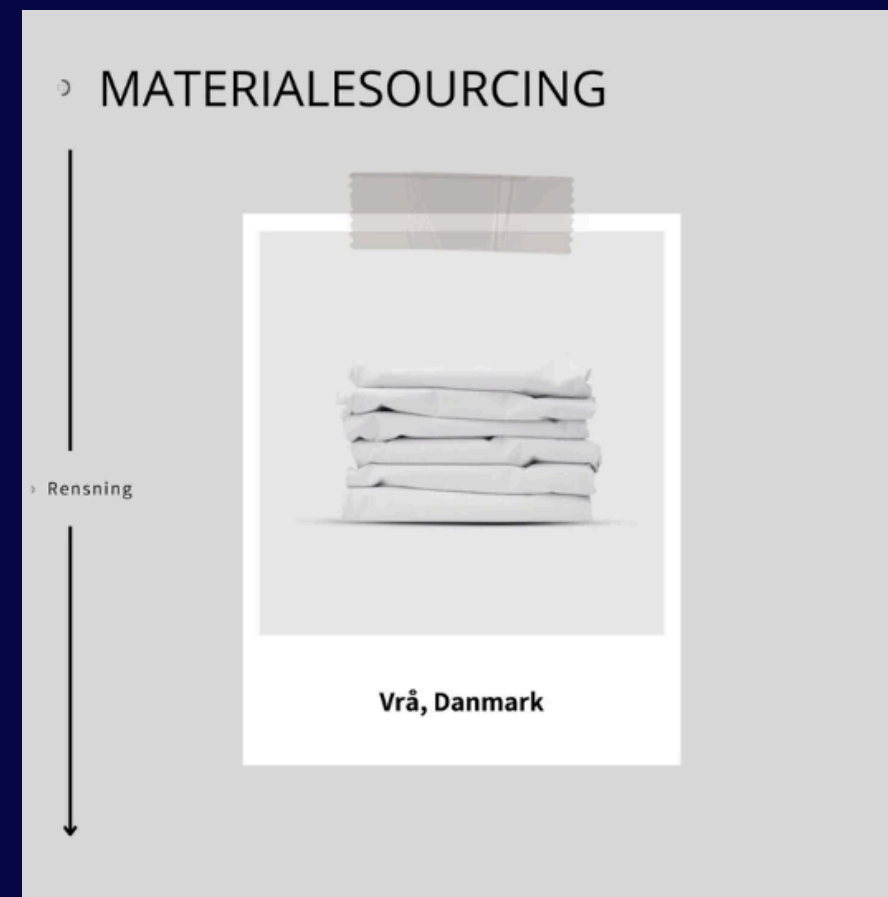
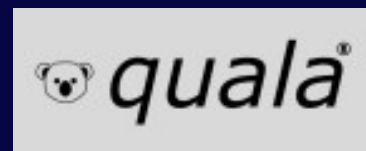


- WELCOME & OPENING REMARKS
- ORIGIN STORY & WHY CIRCULARITY MATTERS
- FROM LINEAR TO CIRCULAR
- DESIGN & MATERIALS INNOVATION
- CHALLENGES, SUPPORT & REAL-WORLD ADVICE
- LOOKING AHEAD: THE FUTURE OF CIRCULAR BUSINESS
- Q&A & CLOSING



Elias Mølbæk

CEO,
quala



FROM VISION TO VALUES: WHY CIRCULARITY MATTERS



- ORIGIN OF THE STORY
- WHY STARTUPS MUST THINK CIRCULAR FROM DAY ONE
- CIRCULARITY'S ROLE IN BUSINESS, CLIMATE, AND CUSTOMER TRUST

LINEAR VS. CIRCULAR MODEL



WHY CIRCULARITY MATTERS FOR STARTUPS

BENEFITS BEYOND SUSTAINABILITY



- 💰 COST SAVINGS: THROUGH REUSE, MATERIAL EFFICIENCY, AND WASTE REDUCTION
- 🌍 CLIMATE IMPACT: REDUCED EMISSIONS AND RESOURCE USE FROM DAY ONE
- 💡 INNOVATION DRIVER: ENCOURAGES CREATIVE THINKING, NEW BUSINESS MODELS (E.G., PRODUCT-AS-A-SERVICE)
- 🤝 CUSTOMER TRUST: TRANSPARENCY AND RESPONSIBILITY BUILD LOYALTY
- 📈 MARKET DIFFERENTIATION: STAND OUT IN A SATURATED MARKET
- 🧭 FUTURE-PROOFING: ALIGN WITH FUTURE REGULATIONS AND FUNDING PRIORITIES

COMMON MYTHS ABOUT CIRCULARITY




- “IT’S ONLY FOR BIG COMPANIES.”
- “IT’S TOO EXPENSIVE FOR STARTUPS.”
- “RECYCLED MATERIALS MEAN LOWER QUALITY.”
- “CIRCULARITY = RECYCLING ONLY.”
- “CUSTOMERS DON’T CARE.”

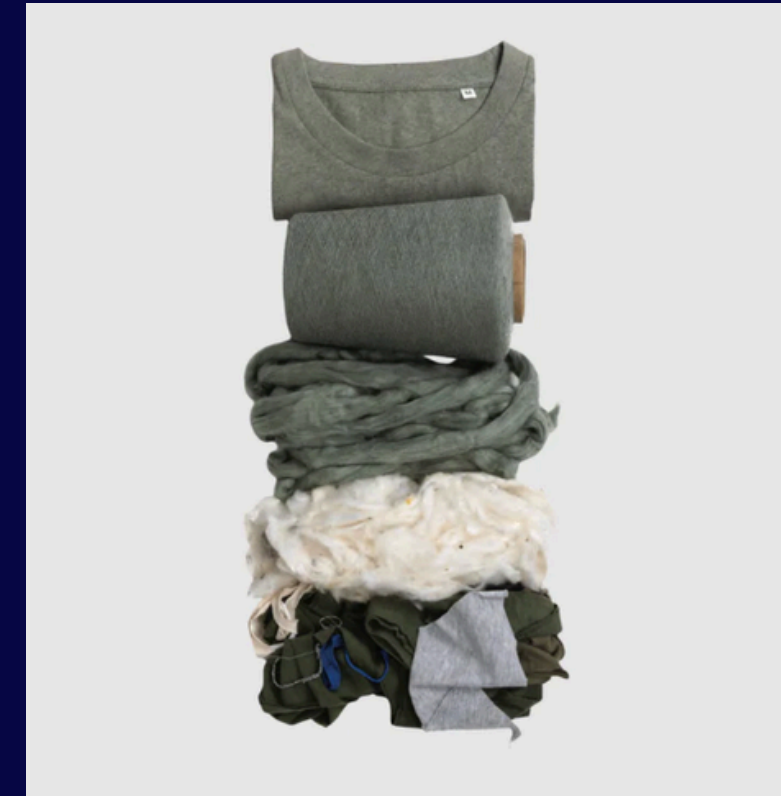
DESIGNING FOR REUSE & SMART MATERIALS

DESIGNING FOR REUSE

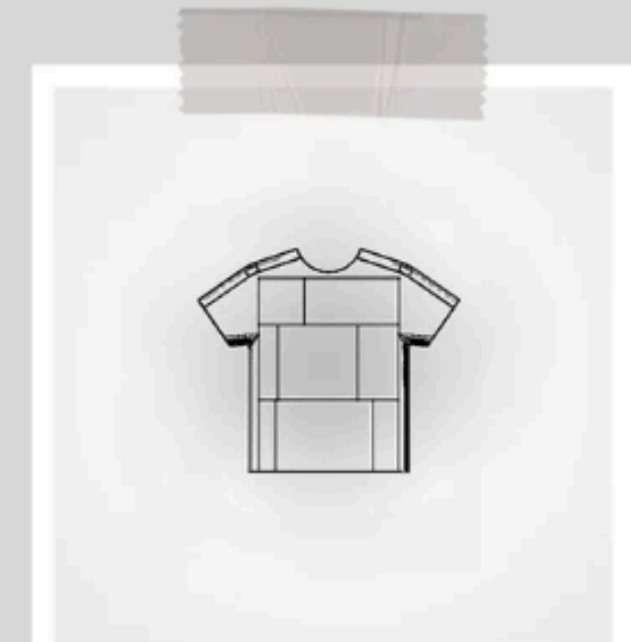
- PLAN PRODUCTS WITH A SECOND LIFE IN MIND
- USE MODULAR, REPAIR-FRIENDLY DESIGN
- REUSE MATERIALS, PACKAGING, AND PRODUCT PARTS
- ENCOURAGE TAKE-BACK, RESALE, OR REPAIR MODELS

SMART MATERIALS FOR CIRCULARITY

- USE RECYCLED, COMPOSTABLE, OR BIO-BASED MATERIALS
- CHOOSE MATERIALS THAT ARE DURABLE AND SUSTAINABLE
- REDUCE OFFCUTS AND PRODUCTION WASTE THROUGH SMART DESIGN
- SOURCE LOCALLY TO LOWER TRANSPORT IMPACT
-  REUSE ISN'T JUST ABOUT WHAT YOU MAKE—IT'S ABOUT HOW YOU DESIGN, SOURCE, AND PACKAGE WITH CIRCULARITY IN MIND.



• DESIGNUDFORMNING



Aalborg, Danmark

REAL TALK: CHALLENGES & SUPPORT SYSTEMS



COMMON CHALLENGES FOR CIRCULAR STARTUPS

- Higher production costs or limited access to sustainable materials
- Educating suppliers, partners, and customers about circularity
- Balancing sustainability with scalability
- Navigating funding or investment with non-traditional models

SUPPORT SYSTEMS AND HELP

- 🌍 Grants & Programs – National & EU funding for green innovation
- 👤 Mentorship – Entrepreneur networks, incubators, and accelerators
- 🔧 Partnerships – Collaborate with suppliers and producers aligned with your values
- 👥 Community – Peer support, circular startup networks, sustainability hubs

“THE BIGGEST CHALLENGE IS STARTING WITHOUT A ROADMAP. BUT THAT’S ALSO YOUR BIGGEST CREATIVE ADVANTAGE.”

LOOKING AHEAD: WHAT'S NEXT IN CIRCULAR BUSINESS?





Thank you!



ELIAS MØLBÆK



SISSI BAK

