

Technical University of Denmark



Rest to Resource – Circular Innovation and Business Development in SMEs

Andersen, Maj Munch; Seti, Alessandro; Pigosso, Daniela Cristina Antelmi

Published in:

Book of Abstracts, Sustain 2017

Publication date:

2017

Document Version

Publisher's PDF, also known as Version of record

[Link back to DTU Orbit](#)

Citation (APA):

Andersen, M. M., Seti, A., & Pigosso, D. C. A. (2017). Rest to Resource – Circular Innovation and Business Development in SMEs. In Book of Abstracts, Sustain 2017 [G-4] Technical University of Denmark (DTU).

DTU Library

Technical Information Center of Denmark

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Rest to Resource – Circular Innovation and Business Development in SMEs

Maj Munch Andersen^{*1}, Alessandro Seti², Daniela Pigosso³

1: Department of Management, TIM, DTU, mmua@dtu.dk

2: Department of Management, TIM, DTU

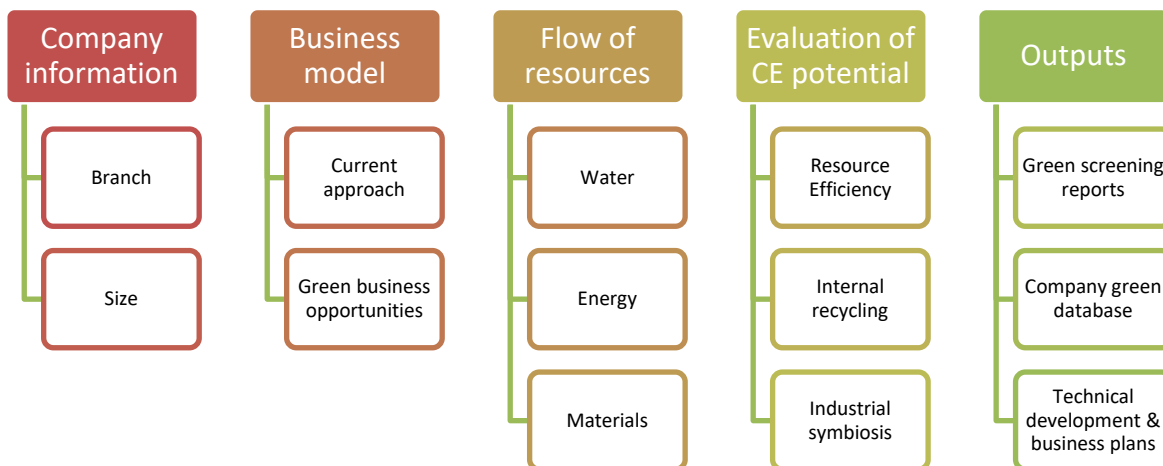
3: DTU MEK

The EU Regional fund project Rest to Resource runs from 2016-2018. The project investigates and seek to promote green and circular business development in Danish SMEs. Project leader is Danish Symbiosis Center with DTU as the main analytical partner.

A special feature of the project is that it works through and with six municipalities in region Vestsjælland, analyzing and promoting the municipalities' capacity to facilitate circular innovation in 100 SMEs.

In the preparation phase we developed a circular company screening tool, we educated the municipalities in green business development, we set out procedures for identifying potential companies and worked with the company-municipal interface.

Another core feature is that we in the circular screening tool and succeeding green business model workshops highlight both business model aspects and environmental aspects. In considering CE potentials we include both materials, water and energy and the trade off between resource efficiency, internal recycling and symbiotic recycling, see figure below.



Core outputs are company green screening reports, a company green database and for the companies green technical and business plans developed in collaboration with consultants, a few together with DTU students. The green industrial dynamics of the SMEs are being further analyzed based on the data provided feeding into eco-innovation and green and circular economy research. The project is ongoing and papers have still not been published.