THE BUSINESS CASE FOR

# CIRCULARITY IN HARBOR TOURISM

GREEN INNOVATION GROUP A/S

# Quick Round

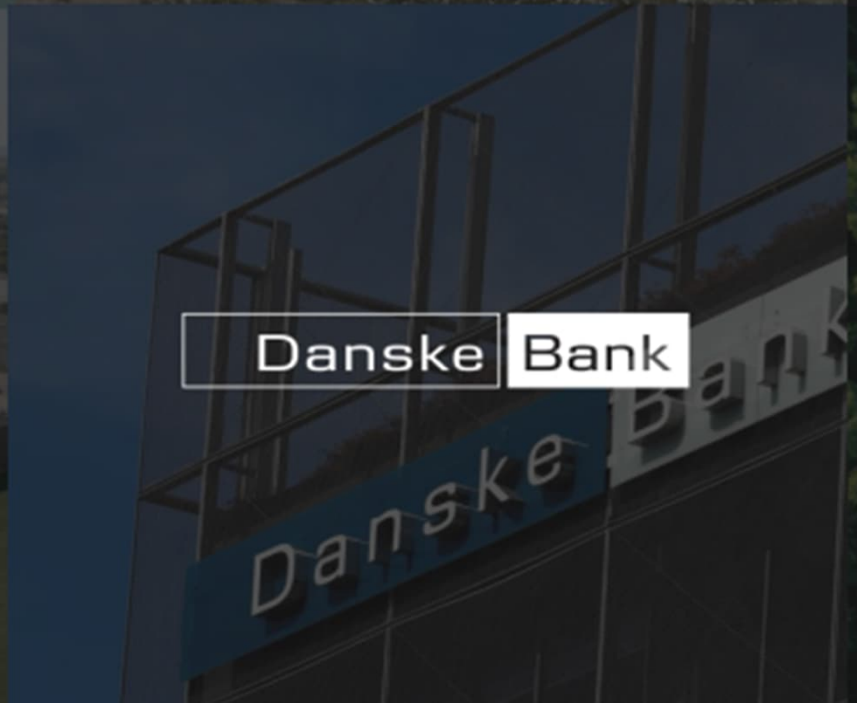
## Who's in the room?

Johnson&Johnson

e·on

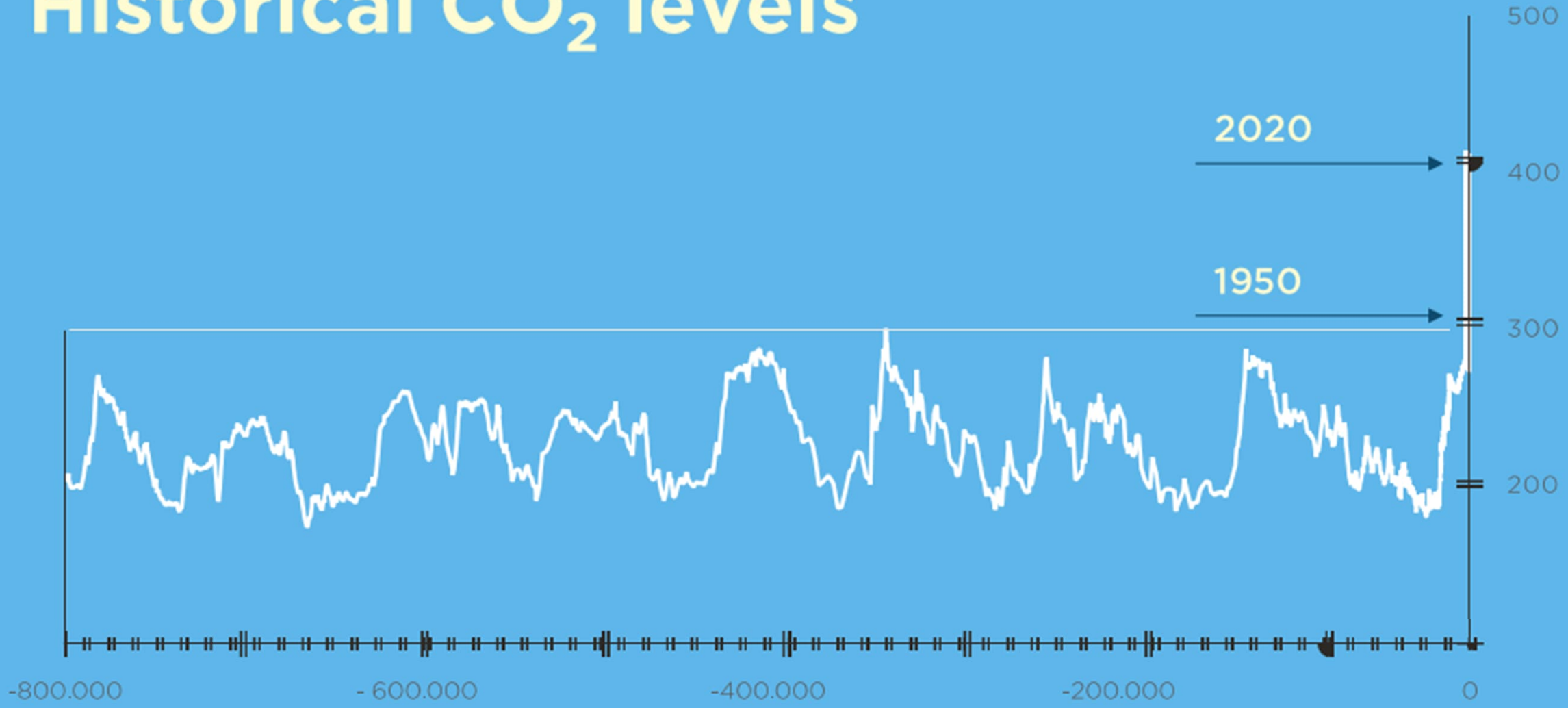
Janssen

Lyreco
KONTORPRODUKTER

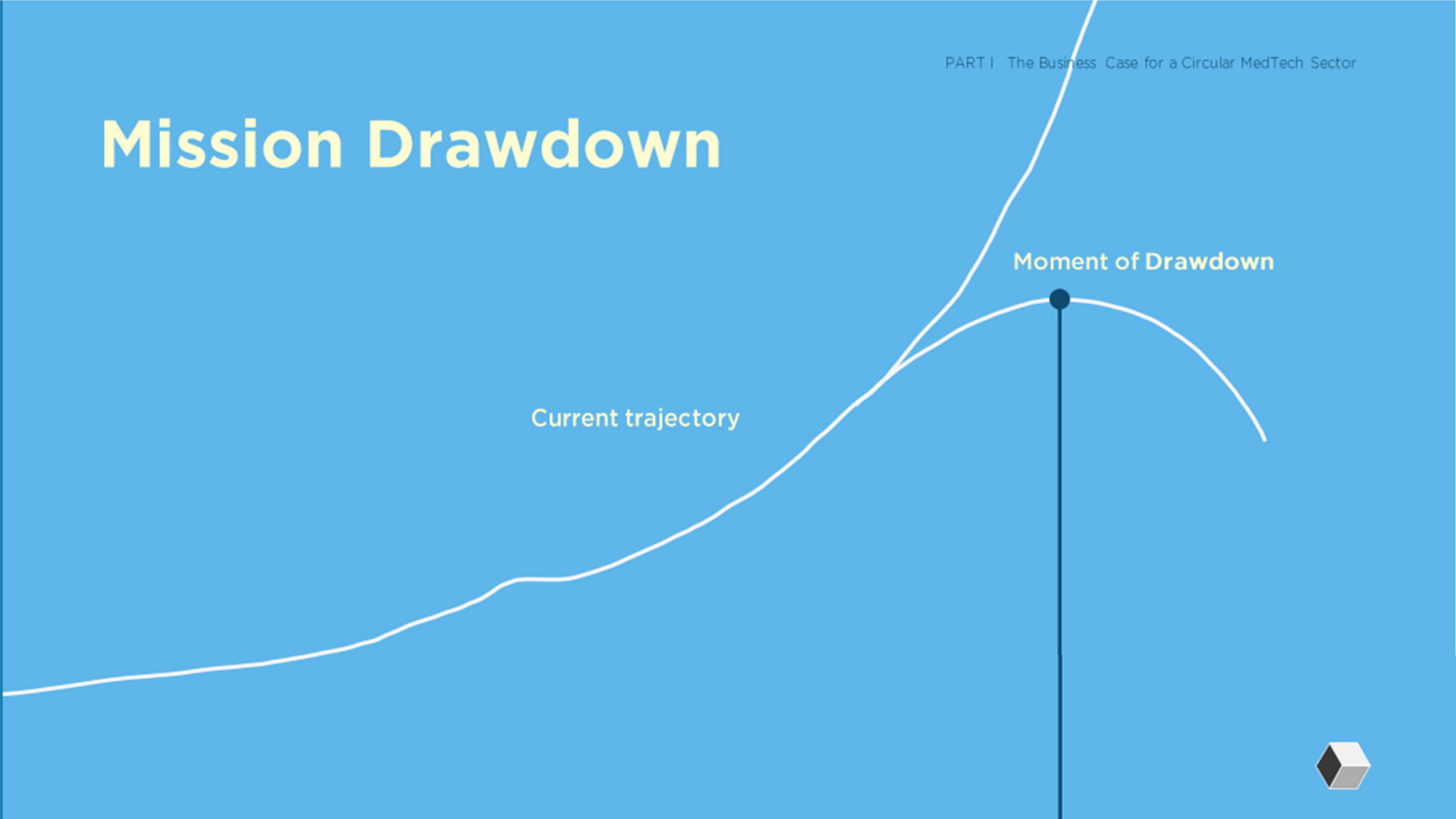

Danske Bank
Danske Bank

novo nordisk®

# Historical $CO_2$ levels



# Mission Drawdown



# 2 degree

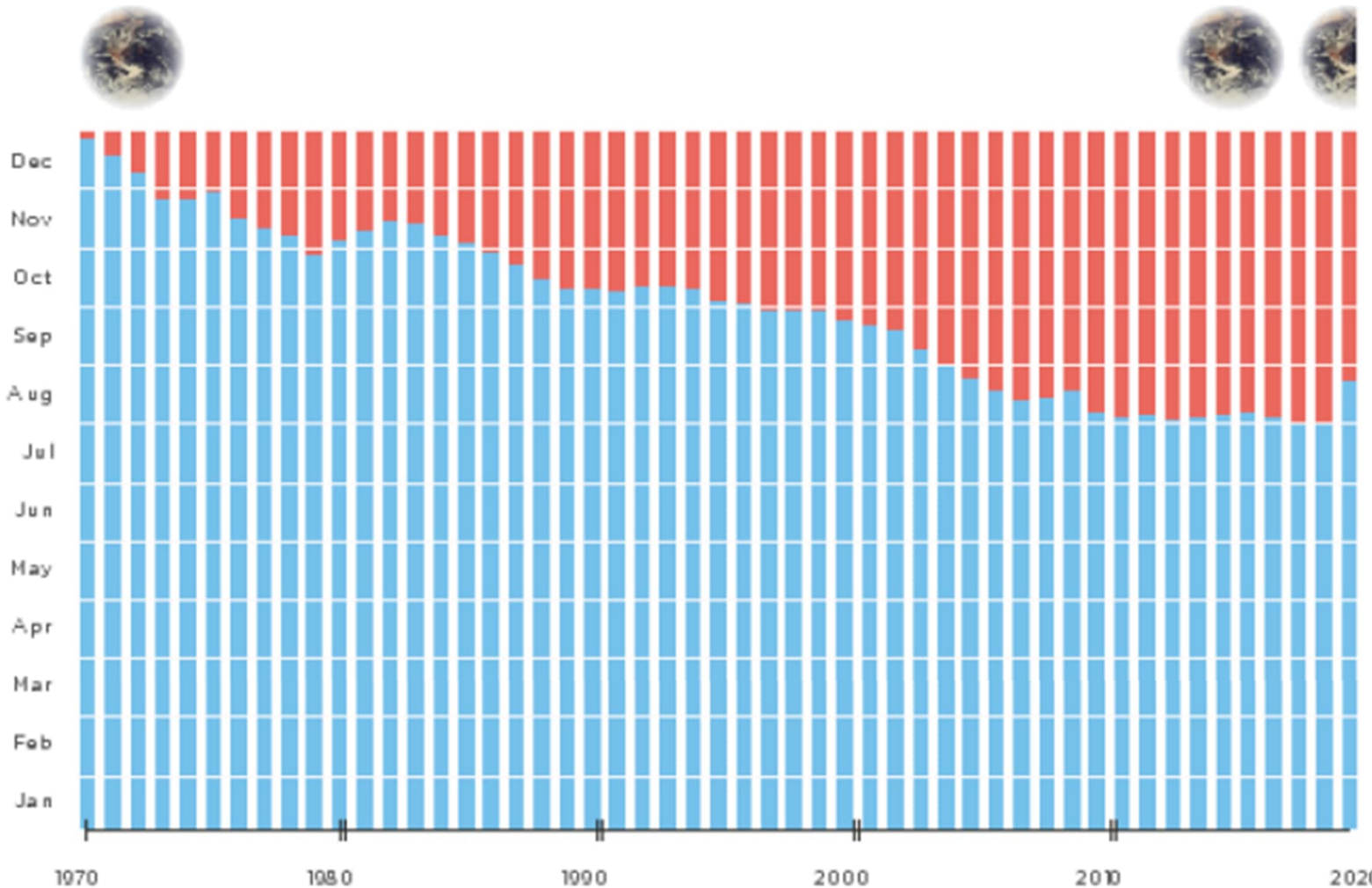
## rise in 2100 means...

# ... shellfish without shells

# ... water deficit doubles

... we face mass-extinction
of species

# We are spending 1.6 Earths a year




Source: Earth Overshoot Day (2020)
Data: Global Footprint Network National Footprint and Biocapacity Accounts 2019 Edition

# Decarbonising is one of 4 key priorities in Nordic Tourism*

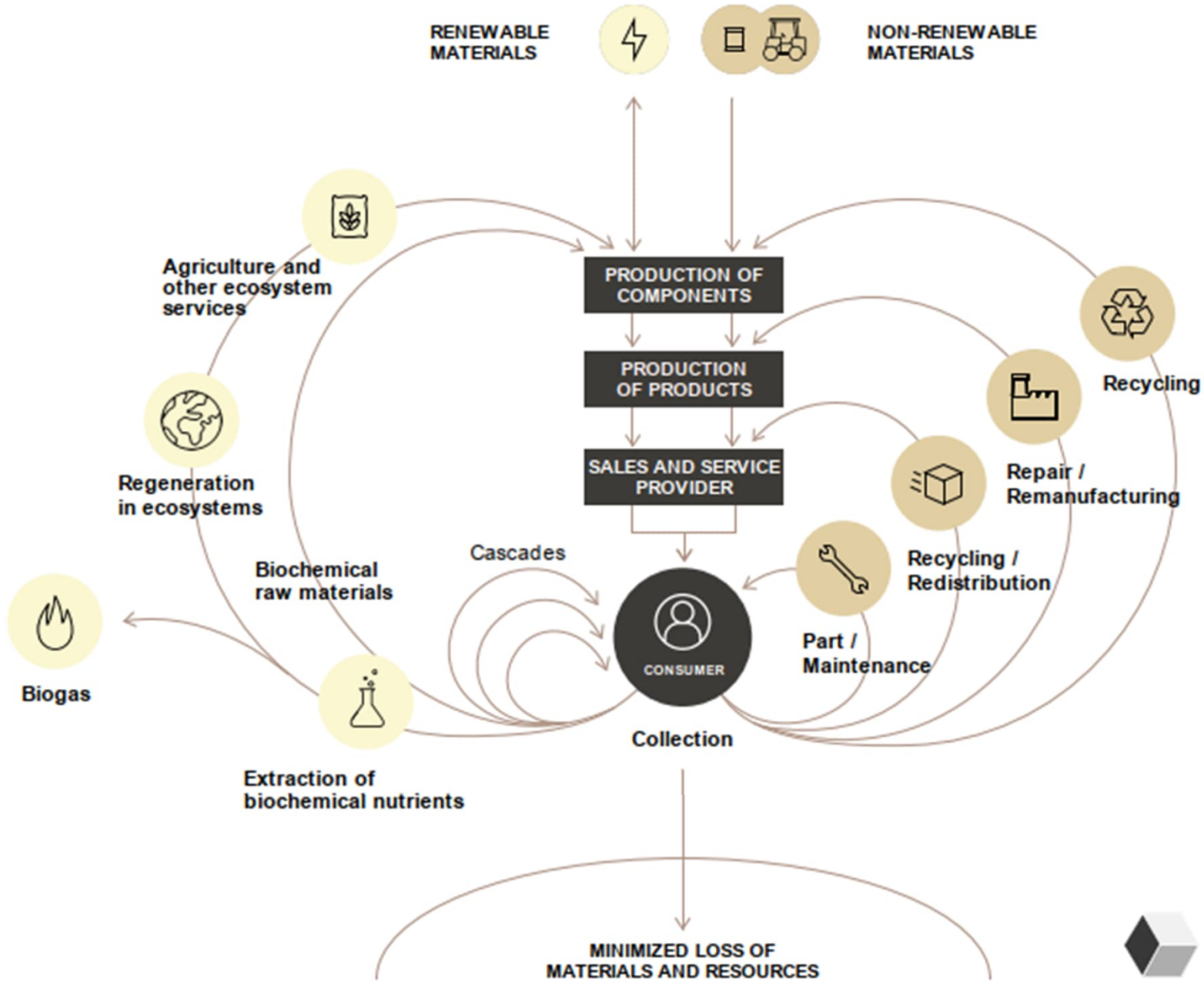
# Models needed to speed up the Green Transition of the on-land tourism

# The 5 design principles for innovation in a municipal setting

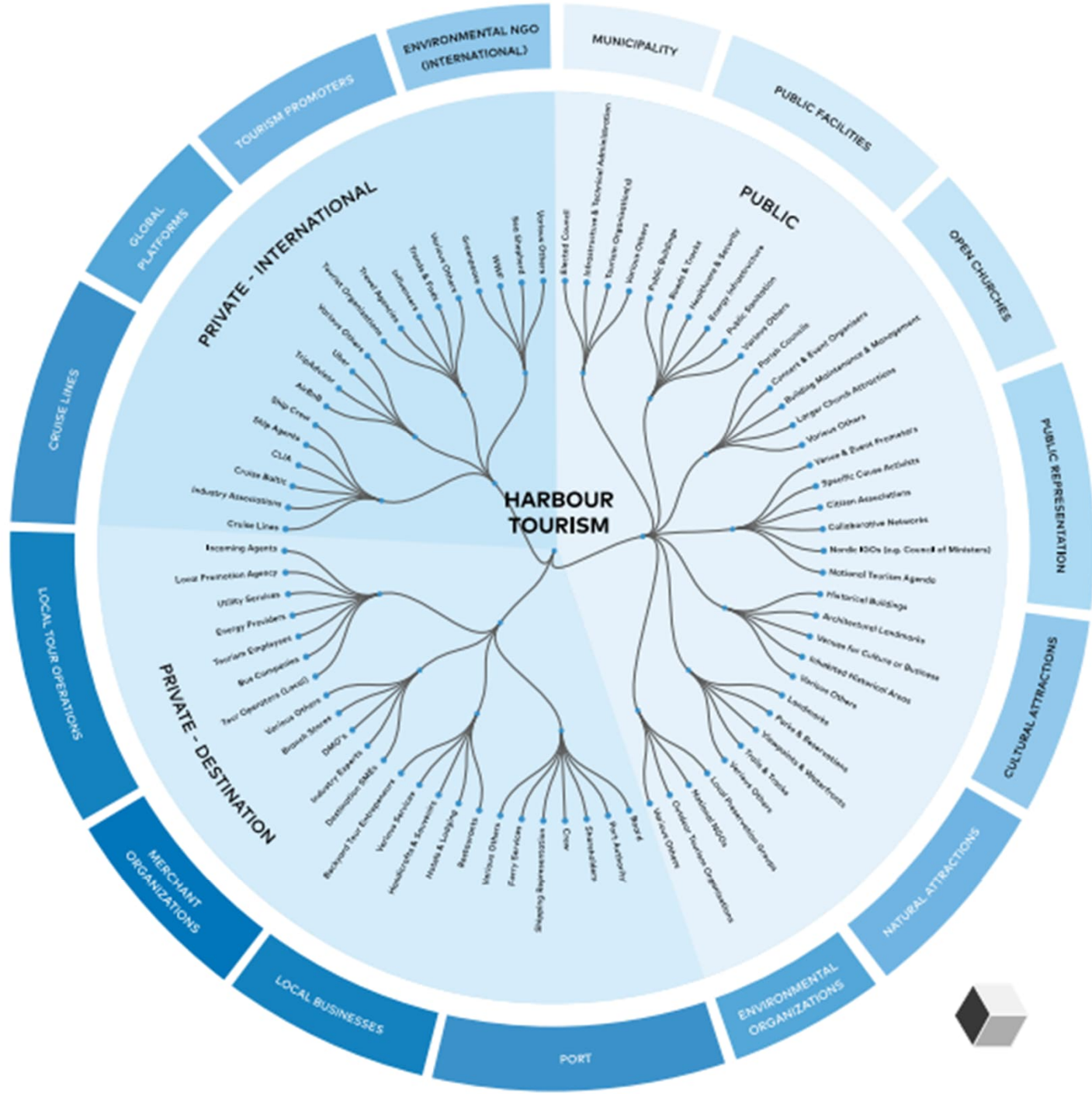
1. Lower the bar for success
2. Allocate 50% more time than you need
3. Define short and shared vision
4. Acknowledge uncertainty – adopt a flexible mindset
5. Ask for help

# The diverse challenges faced in different cities were mapped through co-creation workshops

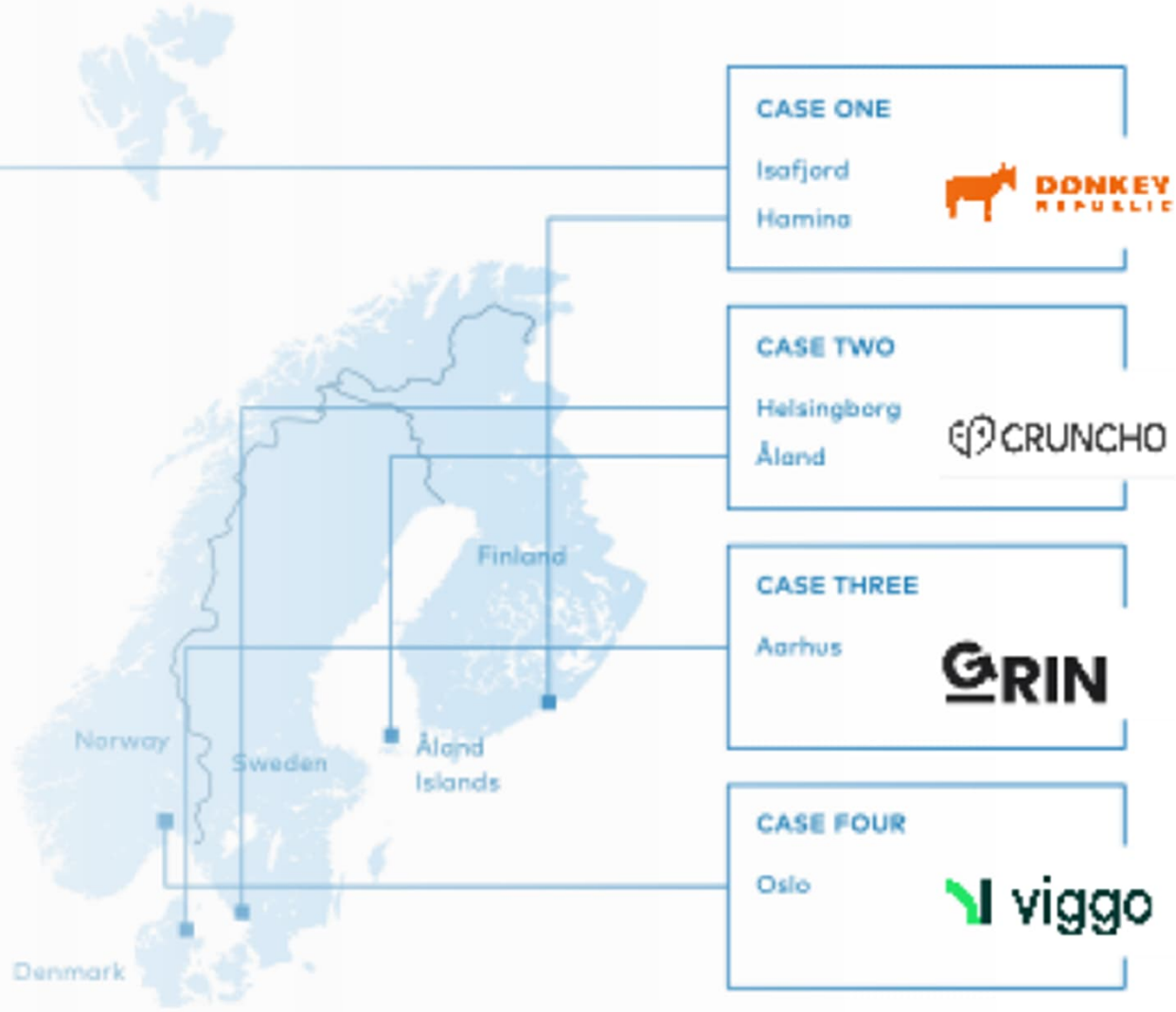
# Circular economy solutions to the identified problems were mapped



# To facilitate public/ private partnerships local business partners were onboarded



# In 8 months, six pan-Nordic pilots were deployed demonstrating the replicability of the model

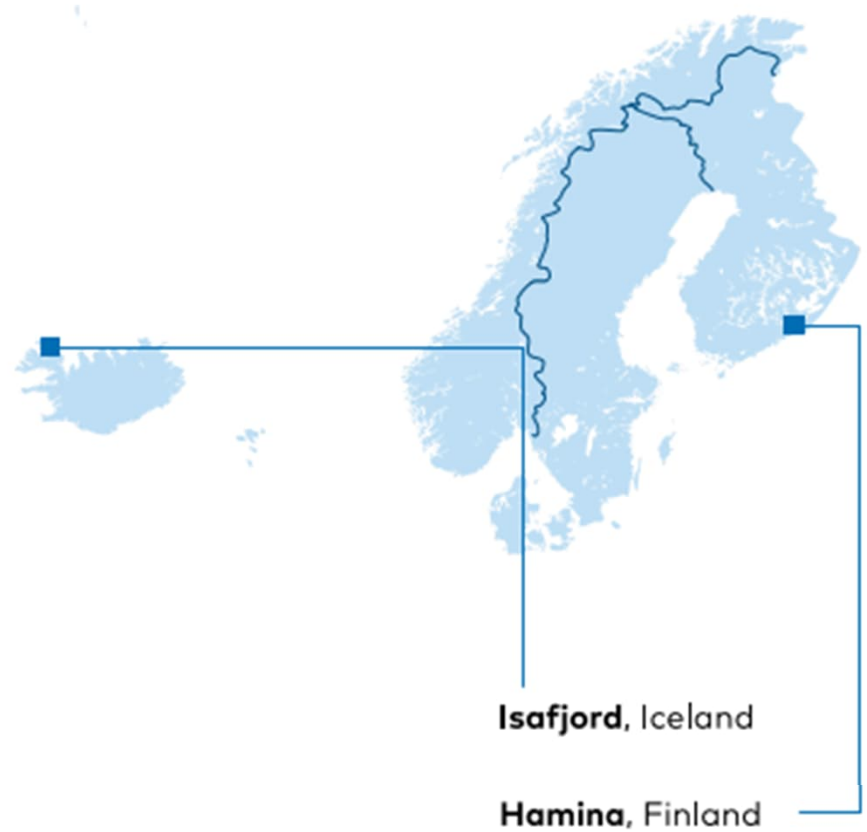


CASE ONE

# **Donkey Republic** in Isafjord and Hamina

DONKEY REPUBLIC

Donkey Republic is a Danish company that specializes in shared bicycle mobility. The company was founded in Copenhagen in 2015, and it is now present in 71 cities across Europe. How does it work? You open the Donkey Republic app to see the nearest donkey bike available. You rent the Donkey with your phone once you've located one near you. When you're finished riding, you bring the Donkey to an available drop-off location, which is indicated on the map. Afteryour ride, the app calculates the costs and automatically charges your credit card.



CASE TWO

# **Cruncho** in Helsingborg and Åland

CRUNCHO

Cruncho is a Swedish company that create tailored city guides and recommendations based on personal preferences, local offerings, and online platforms for tourist info. It automatically gathers crowdsourced, unbiased, and bookable content from sources that the local representatives trust, creating customisable city guides in a platform that integrates completely with local tourist organisations. Through personalized recommendations, the reader quickly becomes an expert on a city or destination and saves time researching other less relevant options. Simultaneously, the local experts are able to feature hidden gems and attractive locations that didn't make it to Lonely Planet or Youtube.

CASE THREE

# **Grin** in Aarhus

GRIN

GRIN, a Norwegian startup, has joined the fight against single-use service and waste in the Nordics. They have developed a customisable take-back solution for reusable cups and plates, utilising sensors and IoT connectivity to ensure product identification and validation. Their intelligent bins can be programmed to receive and manage a wide range of complex waste products, closing the loop on takeaway food and the large amounts of waste generated by visiting tourists and locals alike. The solution utilises real-time communication with third-party applications for optimal maintenance and logistics operations. Their devices make product returns easier by eliminating sorting challenges and providing interactive information on how to return, as well as supplying restaurants and vendors with a convenient pick-up point.

CASE FOUR

# **Viggo** in Oslo

viggo

Viggo is the first Scandinavian ride-hailing service to operate entirely with zero-emission vehicles. Their goal is to reshape urban transportation by combining transparent user-costs and AI-driven optimisation with a zero-emission requirement. It is one of the few app-based ride-hailing services that operate fully within the Nordic regulation protecting drivers' conditions. Viggo aims to improve ride-hailing in Scandinavia from a legal, environmental, and customer-centric standpoint without sacrificing efficiency or price. In terms of price, Viggo place themselves between traditional taxi services and the cheaper app services that are illegal in several Nordic countries.

**Oslo**, Norway

# We're happy to connect on LinkedIn and answer your questions

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