

CIRCULARITY MATTERS

Driving regenerative change through
circular economy

UBQ Materials

Bergen op Zoom, June 11th 2025

Sabine Rau-Oberhuber, Turntoo

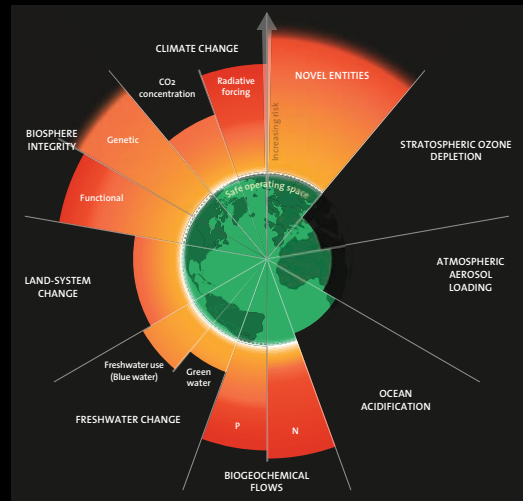


***"Anyone who believes in infinite
growth of anything physical on
a physically finite planet
is either mad or an economist."***

***Kenneth E. Boulding
US Economist***



IGNORING THE HOUSE RULES



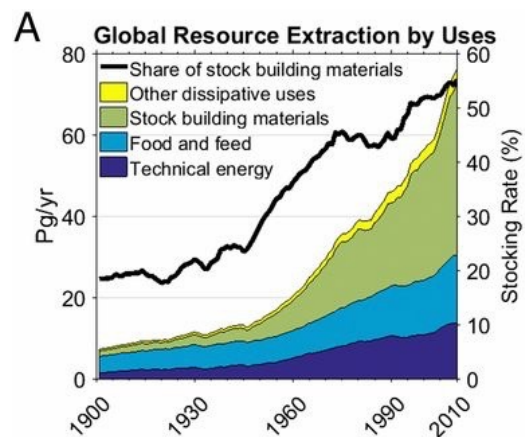
SOURCE: Azote for Stockholm Resilience Centre, based on analysis in Richardson et al 2023*, WWW.STOCKHOLMRESILIENCE.ORG



LINEAR PRODUCTION PROCES



EXPONENTIAL GROWTH OF MATERIAL CONSUMPTION



SOURCES: Image: Krausmann, Wiedenhofer et al. Global socioeconomic material stock rise 23-fold over 20th century and require half of annual resource use.
Building Stock: UN Habitat, Construction Waste: Article Collection: Science Direct

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DISSATISFACTION AS A BUSINESS MODEL



1953 - 1970



2007-2024





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Een abonnement op Bosch apparaten

APPLIANCES ON SUBSCRIPTION

Een Bosch apparaat voor een laag bedrag per maand

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BlueMovement
POWERED BY BOSCH

Feedback



RETHINK EXISTING SOLUTIONS



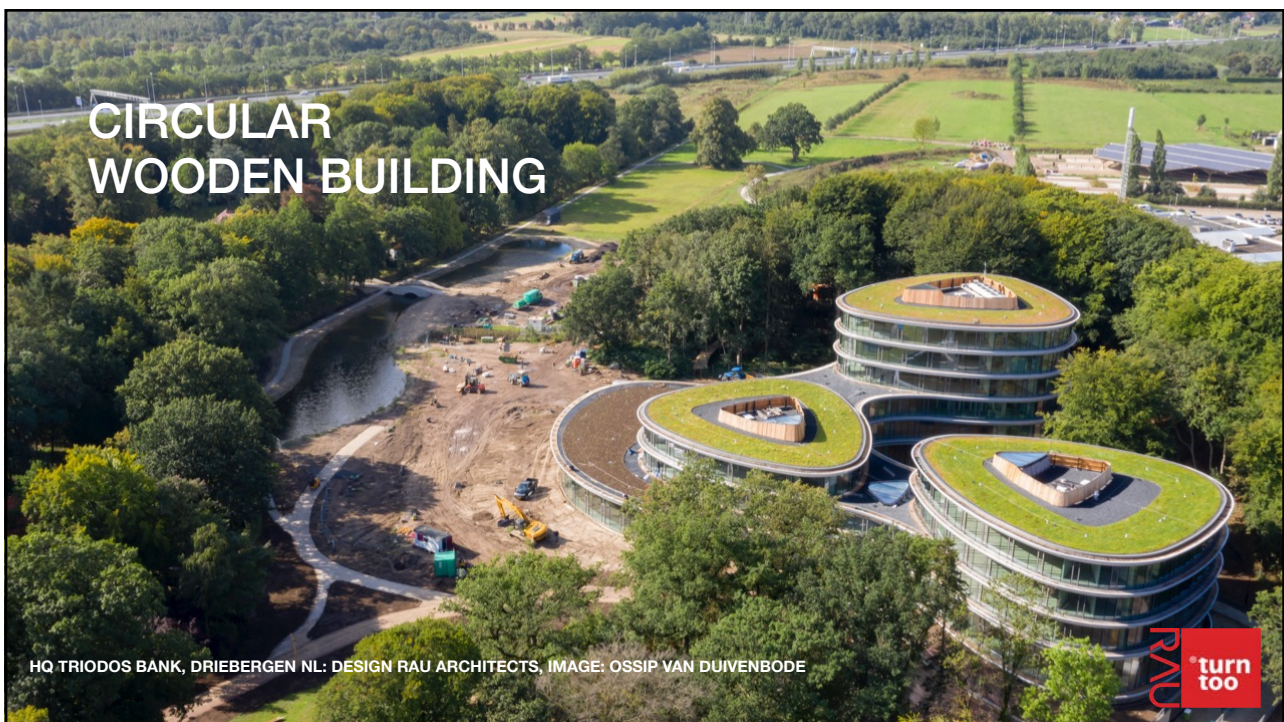
RESULT 100% CIRCULAR - 30% LESS STEEL

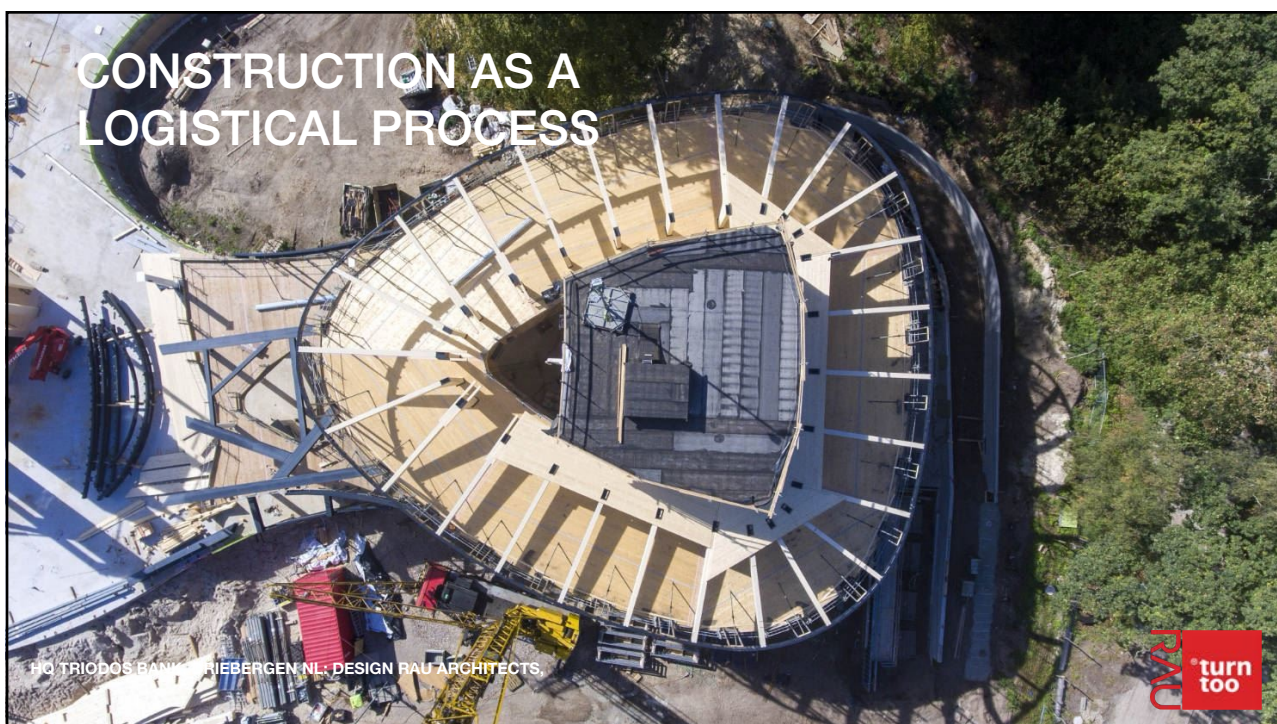
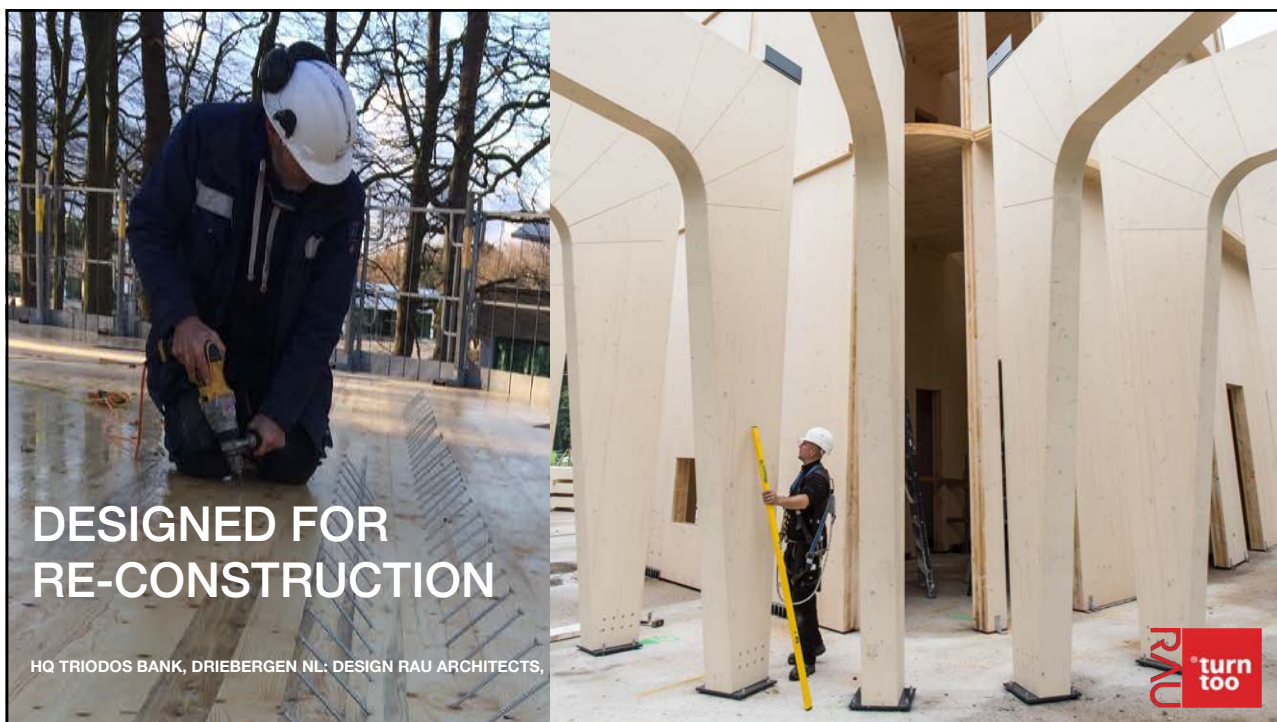


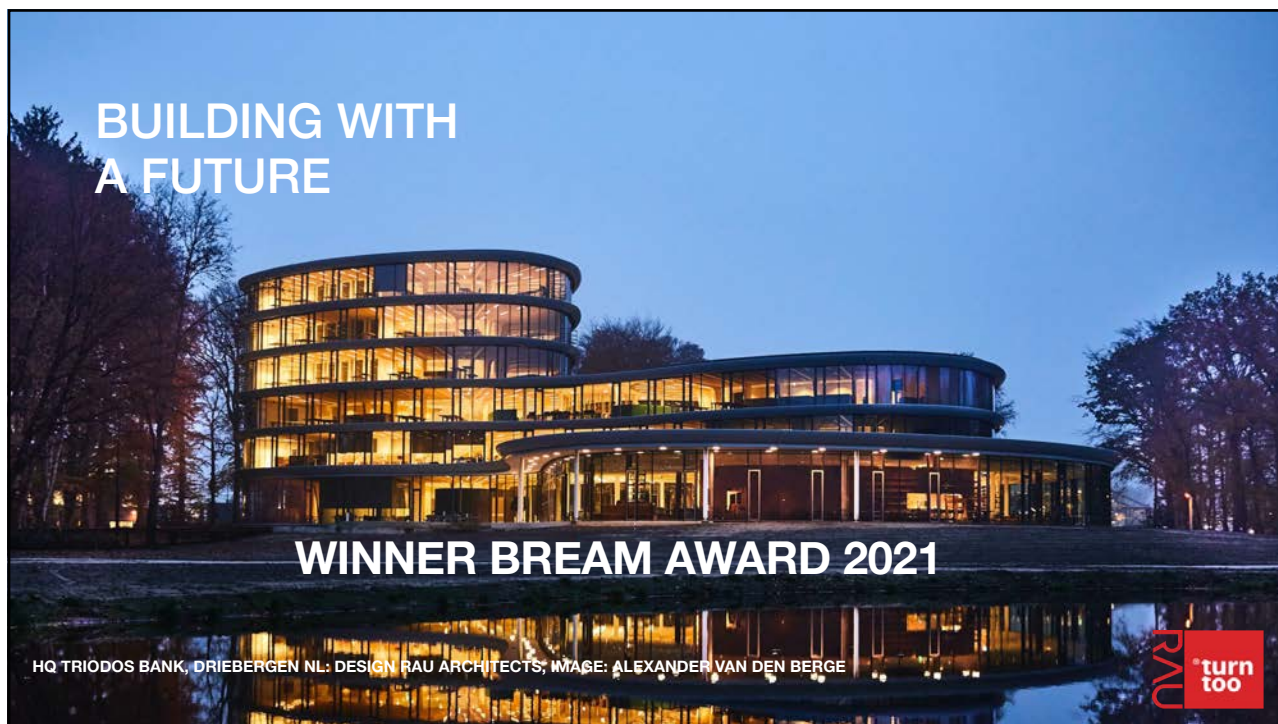
80% MATERIAL PRESERVED ENERGY POSITIVE



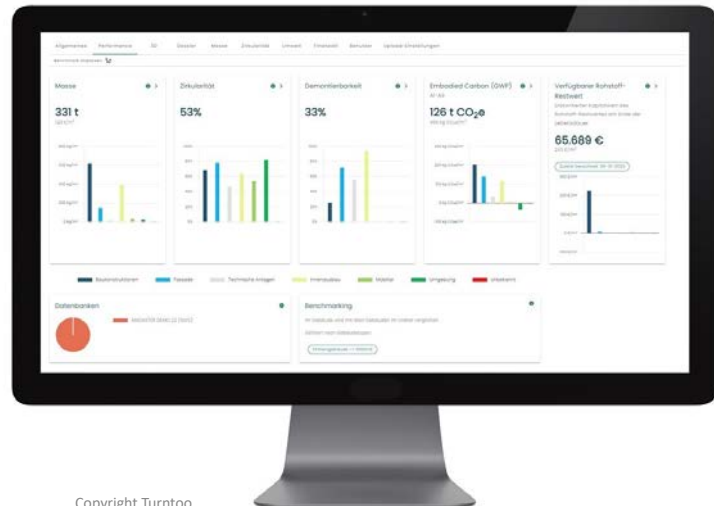
CIRCULAR WOODEN BUILDING







MADASTER - FROM BUILDING RESOURCE PASSPORTS...



... TO THE LAND REGISTRY OF MATERIALS



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Residual value of
raw materials



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Circularity
assessment



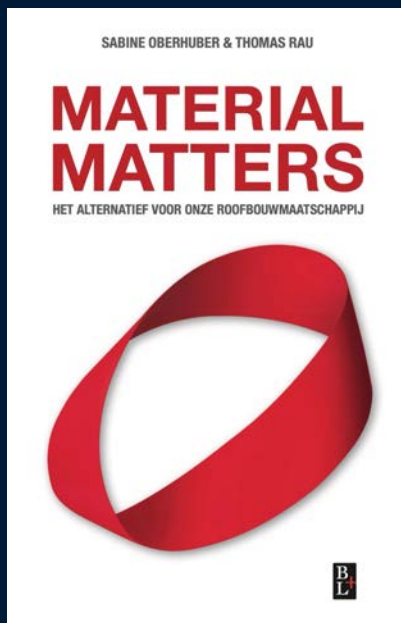
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*“You never actually own a material
You merely take care for it
For the next generation”*

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**sabine.oberhuber
@turntoo.com**

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