Towards a restorative enterprise
- a circular economy with nature as mentor -

2016 International Biomimicry Forum – Taiwan
10th. December 2016

Geanne van Arkel, Head of Sustainable Development, Interface
2011
Biomimicry Green Deal with Dutch government: roadmap to 2020
2012 - 2015
The Netherlands as circular hotspot

http://www.netherlandscircularhotspot.nl/home.html
2016 Programme of the Dutch government: The Netherlands circular by 2050

2016
Worldwide market leader in modular flooring

1$ billion turnover
3300 employees
110 countries
5 production locations
stock listed

inventor of the carpet tile
1994
‘…, showing it’s possible to create a better world, being restorative by the power of our influence…’

Ray Anderson
founder Interface

#1 It starts with ambition and nature as mentor
Mentor
Aspirational Ideas
Learning from nature

BIOMIMICRY 3.8
95% renewable energy

98% reduction in GHG emissions

50% recycled and biobased materials

50% average lower product footprint

Carpet tile take back and recycling scheme
Circular drying

http://laverypennell.com/new-industrial-model-identified/
Sustainability is financing itself

http://laverypennell.com/new-industrial-model-identified/
#2 It works throughout the value chain with nature as model
From the company to the product lenses
Zoom in... using life cycle analysis as tool
Recycling carpet tiles
Backing recovered
Yarn fluff separated for recycling
Random design inspired by a forest floor
How would nature produce carpet tiles?

- Use less
- Use more recycled
- Find alternative materials
Look at the context and get a biologist at the table

- Fast, glue-free and easy installation
- TacTiles create virtually zero VOCs
- Makes recycling easier at the end of life
- Inspired by Gecko feet
Creating inspiring interiors and a healthy indoor air climate

- 1995 Take Back Programme
- 1996 Evergreen Lease
- Maintenance
- Take back guarantee
- Recycling
- Re-use
#3 It is about creating sustainable value through cross-sectoral cooperation using nature as measure
From restorative to regenerative

A way of working that connects ideas, people + resources, removing barriers to progress, and enabling to achieving goals together.
Creating sustainable value

Incorporating Sustainable Development Goals
Net-Works™

www.net-works.com
https://www.youtube.com/watch?v=zFQdcDqv5jg
2016
The year of systemic opportunity

http://www.sustainia.me/solutions/
Beyond 2020
A supply circle that functions like a forest

NOW-2020
Factories to Zero
Recycled, closed loop materials
Low carbon products
Sustainable supply chain

BEYOND 2020
Factories as Forests
Products from dispersed materials
Products that sequester carbon
Supply chain that benefits all life

https://www.greenbiz.com/article/can-carpet-factory-run-forest
From restorative to regenerative

Co-innovation

A way of working that connects ideas, people + resources, removing barriers to progress, and enabling to achieving goals together
We are nature
Let’s follow Life’s Principles

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Let’s reconnect with nature

ONE FAMILY’S JOURNEY
IN SEARCH OF THE KEEPER OF THE EARTH

DOWN to EARTH

a film by Rolf Winters & Renata Heinen