

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



Large and small squares,
planks and skinny planks.

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2011 Biomimicry Green Deal with Dutch government: roadmap to 2020





2012 - 2015

The Netherlands as circular hotspot



<http://www.netherlandscircularhotspot.nl/home.html>





Nederland circulair in 2050

2016
Programme of the
Dutch government:
The Netherlands
circular by 2050



<https://www.rijksoverheid.nl/documenten/rapporten/2016/09/14/bijlage-1-nederland-circulair-in-2050>



2016

Worldwide market leader in modular flooring

1\$ billion turnover

3300 employees

110 countries

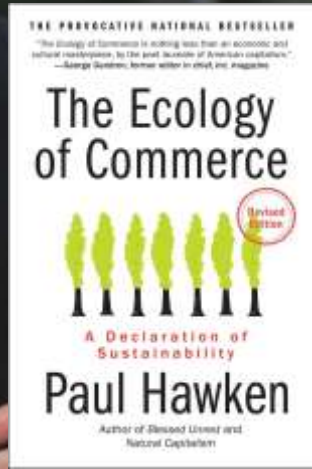
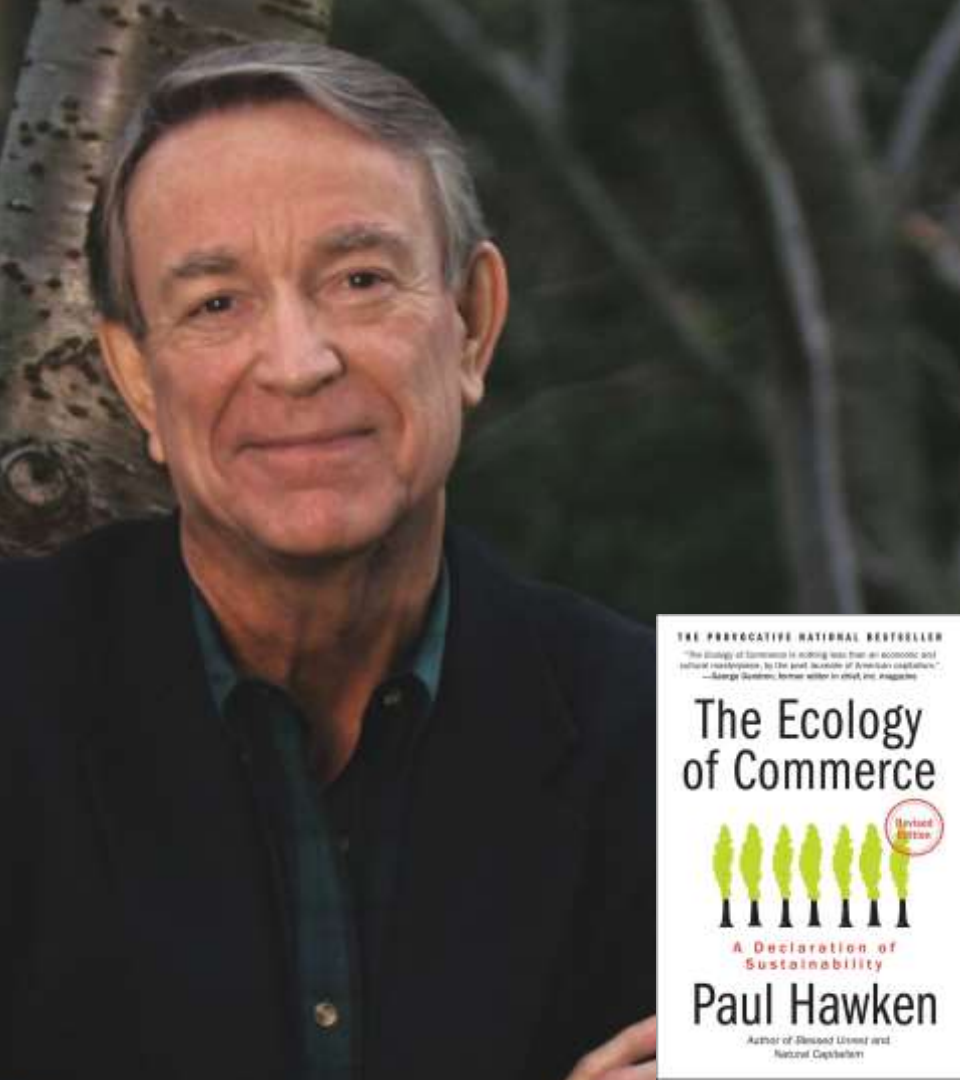
5 production locations

stock listed

inventor of the carpet tile



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1994

‘... , showing it’s possible to create a better world, being restorative by the power of our influence...’

Ray Anderson
founder Interface

<http://thenaturalstep.nl/wordpress/wp-content/uploads/2015/11/130913-Success-Story-Brochure-Interface-email.pdf>



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#1 It starts with ambition and nature as mentor



Large and small squares,
planks and skinny planks.

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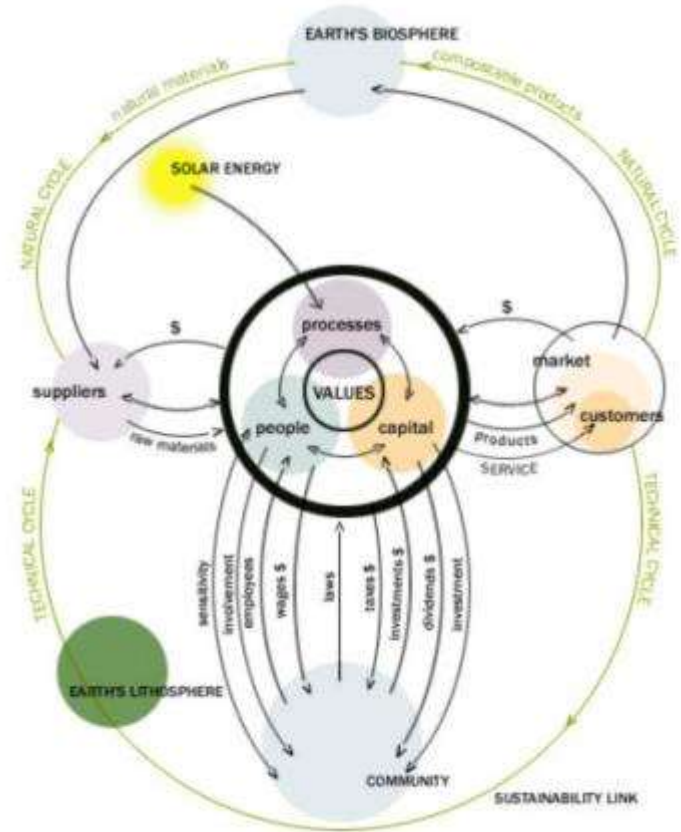
Mentor

Aspirational Ideas

Learning from nature



BIOMIMICRY 3.8



System thinking in 7 fronts based on Life's Principles





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



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planks and skinny planks.

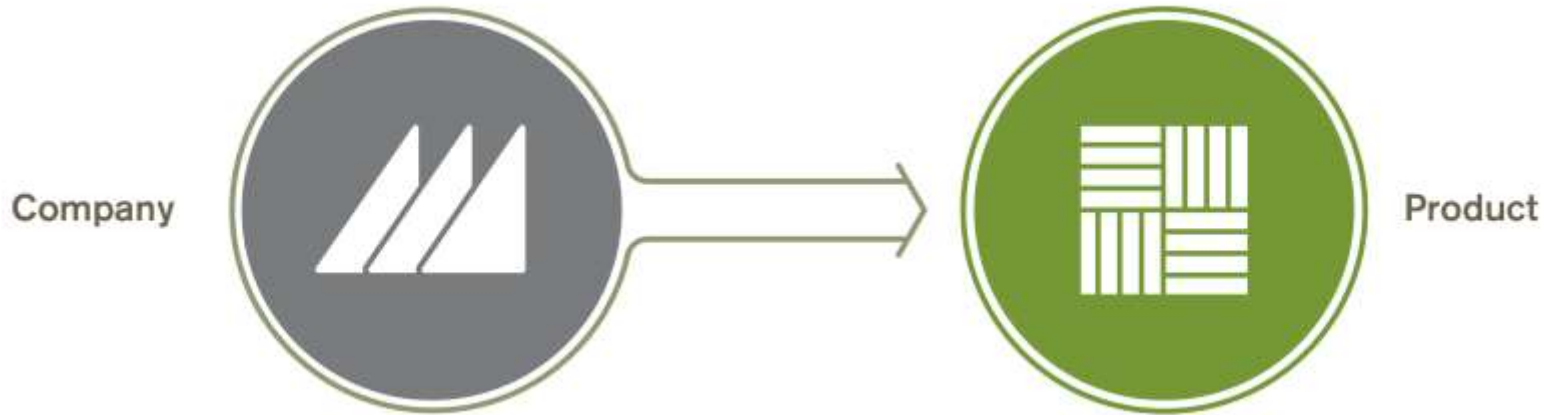
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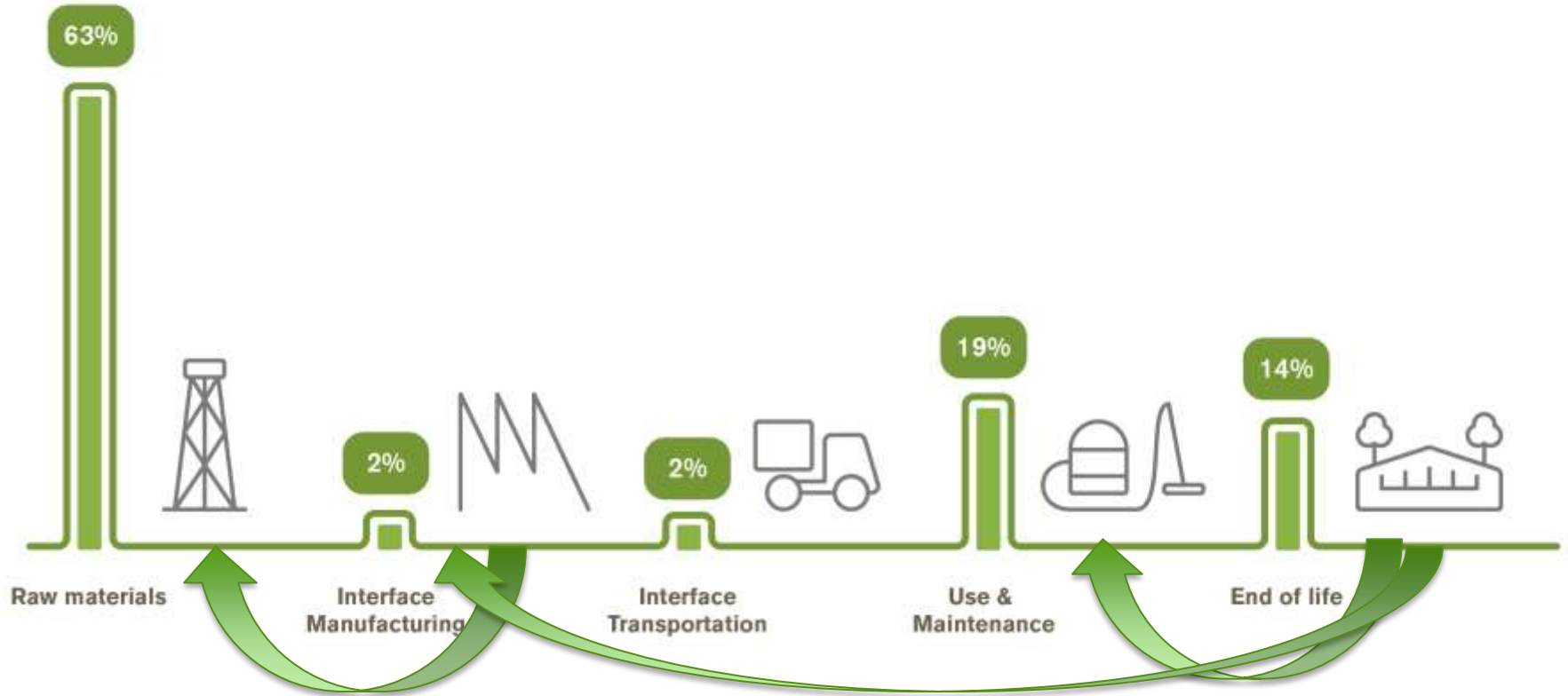
Model

Innovative strategies

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

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- 1995 Take Back Programme
- 1996 Evergreen Lease
- Maintenance
- Take back guarantee
- Recycling
- Re-use

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#3 It is about creating sustainable value through cross-sectoral cooperation using nature as measure



Large and small squares,
planks and skinny planks.

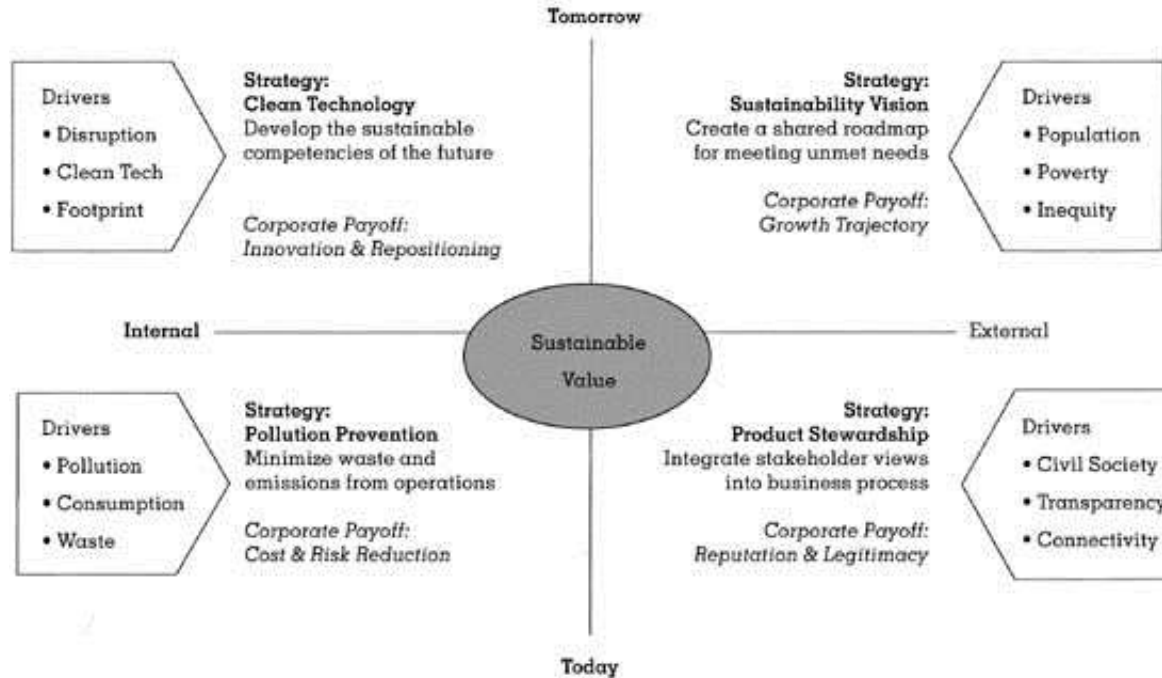
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Measure

Sustainable benchmarks

Creating sustainable value



<http://www.stuartlhart.com/sites/stuartlhart.com/files/creatingsustainablevalue.pdf>



Incorporating Sustainable Development Goals



Developed in collaboration with TROLLBACK - COMPANY: TheGlobalQualityInBack.com | +1 212 628 3793
For a more in-depth content: de@trollback.com





Net-Works™

www.net-works.com

<https://www.youtube.com/watch?v=zFQdcDqv5jg>



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2016 The year of systemic opportunity



The impact of repurposing nets. Above: A woman in Manila, Philippines, cleans nets for reuse. Below: A row of repurposed nets in Manila, Philippines.



RECYCLED INTERFACE | THE ECOLOGICAL SOCIETY OF LONDON (ESL) | SUSTAINIA
www.sustainia.com

Making Carpet Tile from Old Fishing Nets

Net Works is a partnership enabling local residents in developing countries to give discarded fishing nets a second life by collecting them for carpet tile production.

PROBLEM STATEMENT
The project enables local citizens to take an active role in addressing the problem of their coastal environment.

GOALS
The solution gives local citizens an opportunity to address coastal environmental issues near to 250,000 people in the Philippines.

KEY TAKEAWAYS
The solution has a low carbon footprint and a high social impact, with the potential to be scaled up.

DESIGNER'S IMPACT
The solution has a low carbon footprint and a high social impact, with the potential to be scaled up.



Net Works will design the solution and help implement recycling activities while checking up on the progress and needs, and helping provide local capacity. It's ambitious, and it's exciting.

The Net Works program enables fishing communities in developing countries to sell discarded fishing nets back into a global supply chain and provides a continuous source of recycled materials for use in carpet tile production. Local residents have so far collected more than 80 metric tons of discarded fishing nets for reuse that would otherwise damage the oceans. The project follows Interface's strategy to turn waste into a raw material and, in turn, establish a community-based supply chain and create local jobs. Net Works is the latest statement supporting Interface's Mission Zero goal to source 100% recycled material for its carpet tile by 2020. By 2016, Interface sourced 50% of its raw materials from recycled or bio-based materials.

Why a Sustainable solution?
Discarded nets are a real problem, piling up around 200,000 metric tons of waste each year. Discarded fishing nets are the most common type of ghost fishing, where fish end up in or tangled in the nets and trap and smother fish and other life. By collecting the discarded nets, the partnership protects the natural environment while providing jobs for local residents.



NOW-2020



Factories to Zero



Recycled, closed loop materials



Low carbon products



Sustainable supply chain

BEYOND 2020



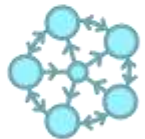
Factories as Forests



Products from dispersed materials



Products that sequester carbon



Supply chain that benefits all life

Beyond 2020

A supply circle that functions like a forest

<https://www.greenbiz.com/article/can-carpet-factory-run-forest>



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From restorative to regenerative

Co-innovation

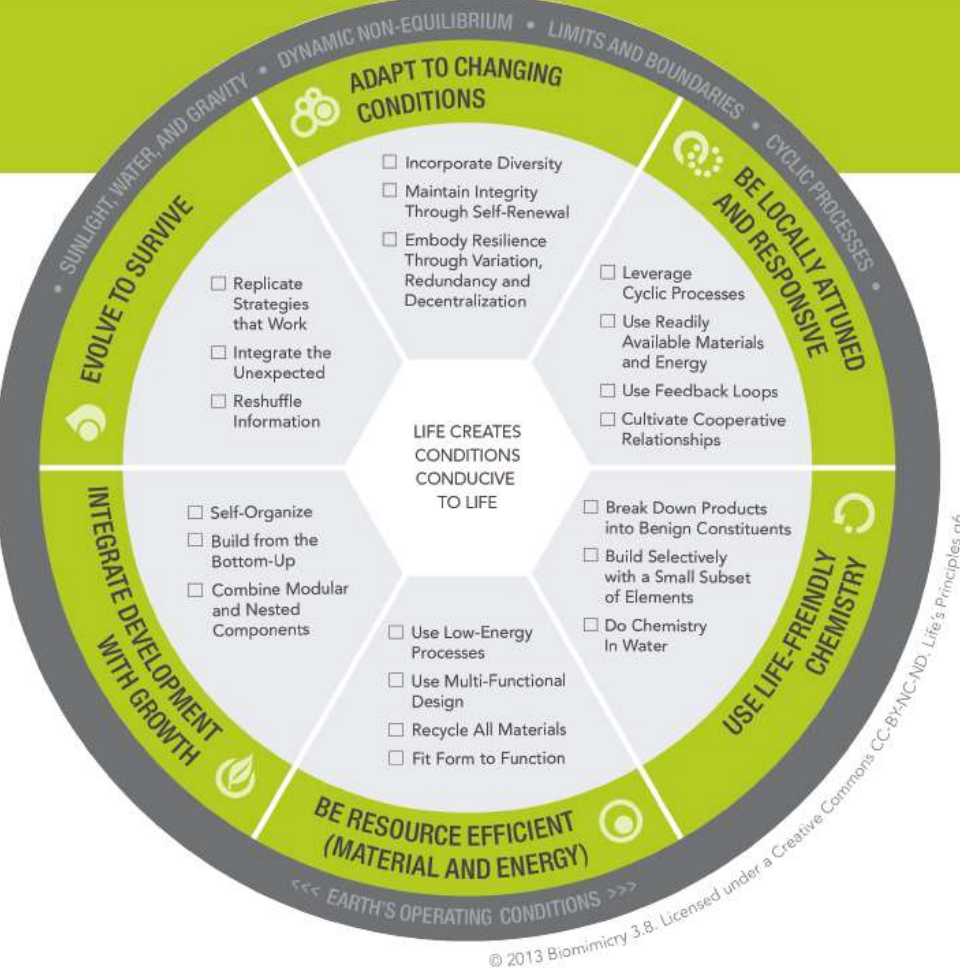
A way of working that connects ideas,
people + resources,
removing barriers to progress, and
enabling to achieving goals
together



We are nature



Let's follow Life's Principles



<https://asknature.org/>



contactdetails

Geanne.van.Arkel@Interface.com

www.interface.com

www.net-works.com

@geannevanarkel

@InterfaceInc



Large and small squares,
planks and skinny planks.

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Let's reconnect with nature

ONE FAMILY'S JOURNEY
IN SEARCH OF THE KEEPERS OF THE EARTH

DOWN to EARTH

a film by Rolf Winters & Renata Heinen

