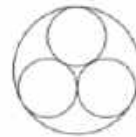













The role of cities to boost the circularity of food systems



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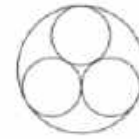


Einar Kleppe Holthe
Strategisk leder
Bærekrafts Økonom
Markedsideolog

<p>NATURAL STATE www.naturalstate.no</p>	<p>Smart and Sustainable City Life</p>	<p>The new economies and the city</p>
 <p>Byen Startup Village A business incubator and startup hub for digital startups in Oslo, Norway, creating a vibrant ecosystem for the startup community.</p>	 <p>Bylaby Home Development strategy and business development for a city center.</p>  <p>Hovøstøyen Center of City Competence Facilitating collaboration among stakeholders in the city center.</p>	 <p>Oslomt Sentrum Reinventing</p>  <p>Fuglen Retail development, Reinventing</p>  <p>Oslo Future Global Conference Reinventing Urban conference</p>  <p>Garnisbyen Development Reinventing, Business development, Community</p>  <p>Dokken Bergen Reinventing</p>  <p>Cloudfallen Reinventing</p>  <p>Project Oslo Region Reinventing</p>  <p>Arna Oslo Reinventing, Innovation center</p>

#EUCircularTalks

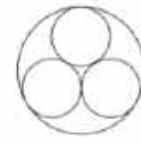
The role of cities to boost the circularity of food systems



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The role of cities to boost the circularity of food systems



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STOCKFLETHS
Norwegian Coffee Chain and direct trade program.

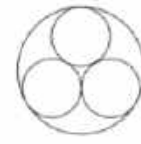
Ethical and sustainable coffee trade based on transparency.
Augmented value chain

FUGLEN OSLO
Fuglen in Oslo est. 1963
www.fuglen.no

Free and independent meeting place, and multi-concept with historic long term value, synergic value creation, direct trade, organic and local products and reuse as key resource



The role of cities to boost the circularity of food systems

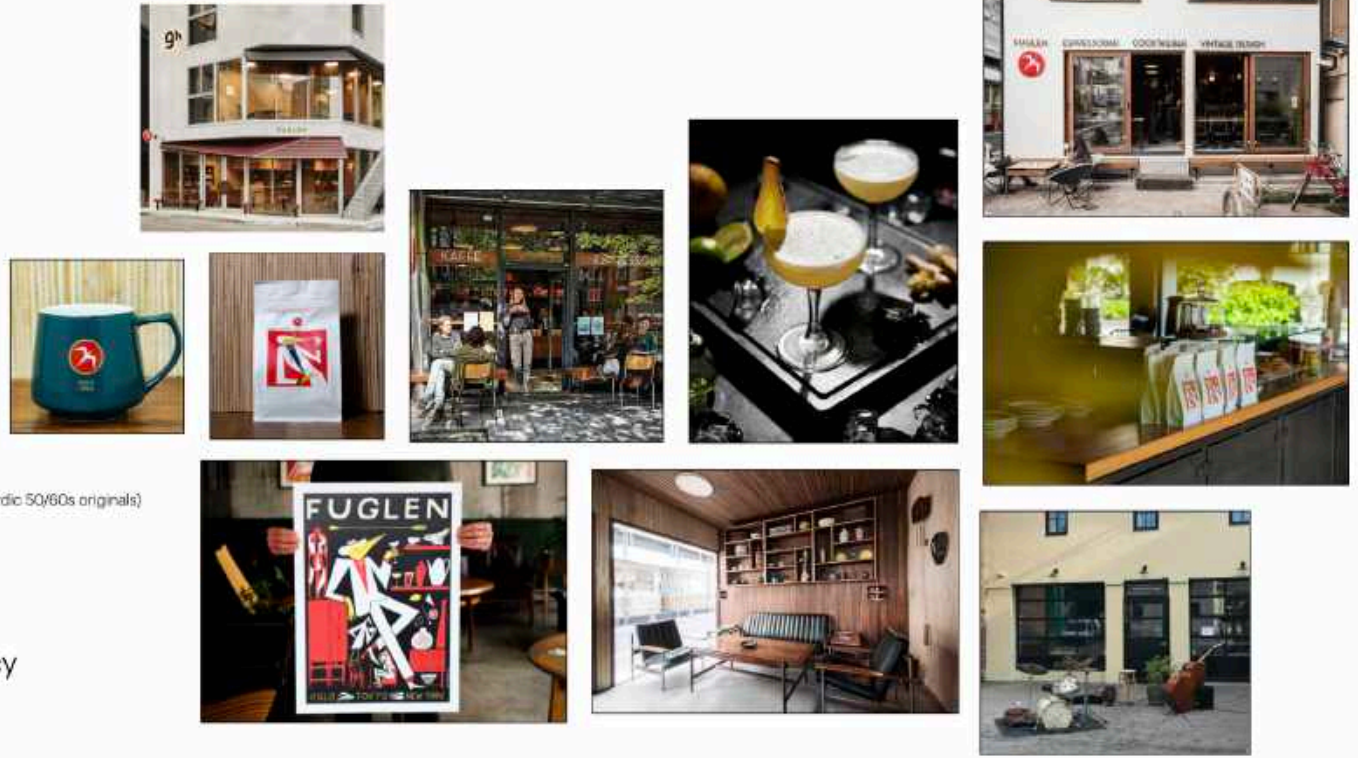


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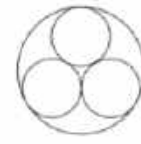
Since 1963

- Coffee bar + pastry by day
- Cocktailbar + events by night
- Vintage furniture shop (Norwegian icons + Nordic 50/60s originals)
- Food and culture events
- Coffee brand
- Direct trade coffee roastery
- Coffee equipment shop and agency
- EU Kalita sales/distribution
- 5 locations - 3 in Tokyo - 2 in Oslo

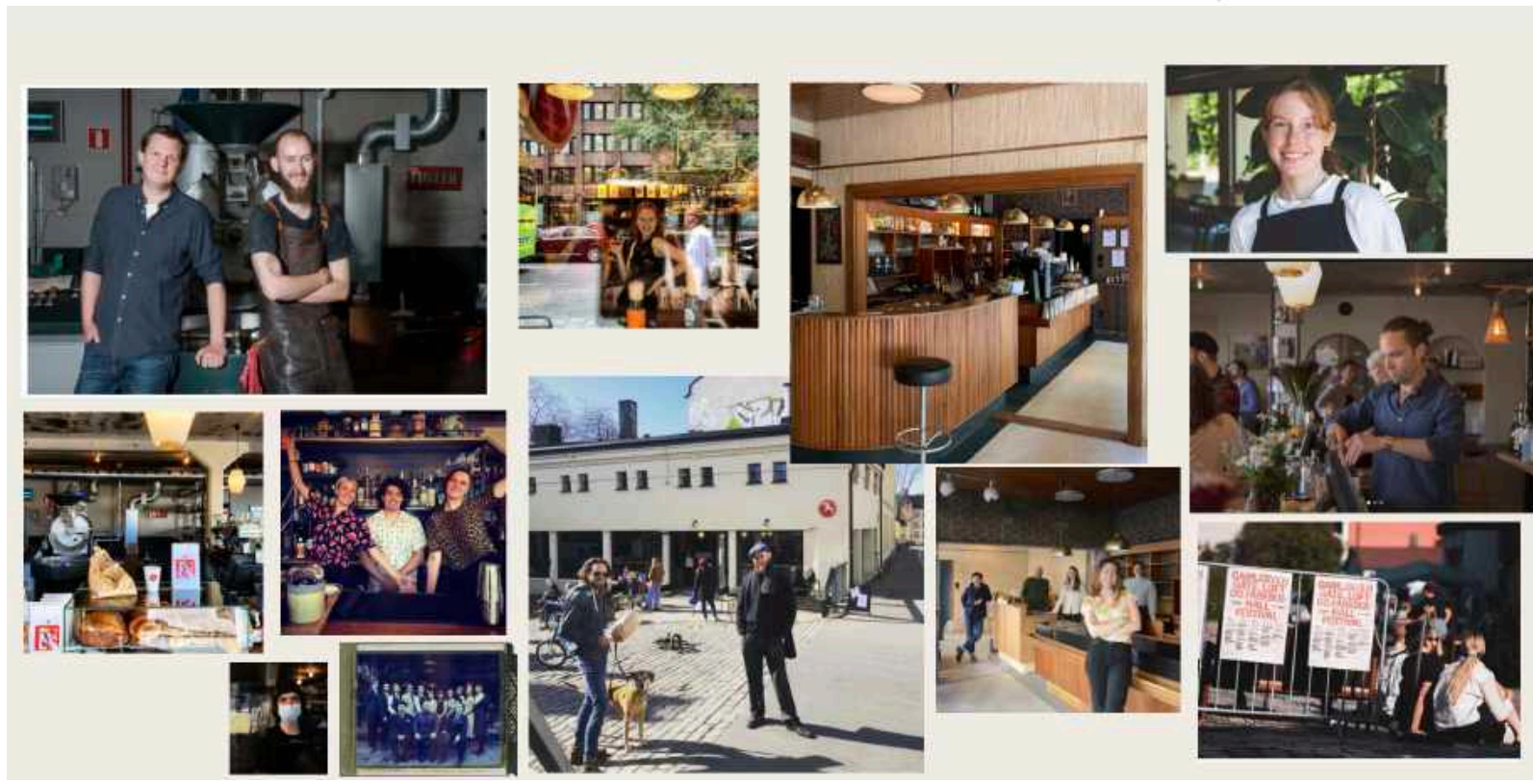


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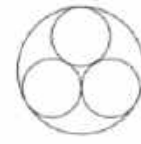


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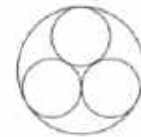
The role of cities to boost the circularity of food systems



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The role of cities to boost the circularity of food systems



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Inntekter og kostnader 2019

Mulighetsstudie: Bransjestrategi Bærekraft Kaffe i Norge
Natural State + Utviklingsfondet for NIK

Samarbeidsmuligheter og bærekraftsverdier

- Lokalsamfunn: Klimaeffekt på Marked
- Kunnskap & sysselsetting
- Sertifisering
- Transport & logistikk
- Energi & CO2 Avtrykk
- Innovasjon & utvikling
- Transparens & omdømme
- Kunnskap & sysselsetting
- Lokalsamfunn: Bevissthet i Marked

Produsent **Prosessering** **Råvarehandel** **Kaffeproduksjon** **Kaffehandel** **Kaffekonsum** **Kaffebrut**

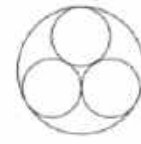
Natur Husk Pulp Cascara Chaff Kaffebarer & Baristaer Løsvekt & Butikk Komposittmaterialer Gjødsel Såpe

Bio Økonomi
Karbon Økonomi
Delingsøkonomi
Sirkulærøkonomi
Lokal Økonomi
Direkte Handel
Digital Økonomi

LOKAL & REGIONAL GLOBAL NASJONAL REGIONAL & LOKAL

#EUCircularTalks

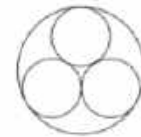
The role of cities to boost the circularity of food systems



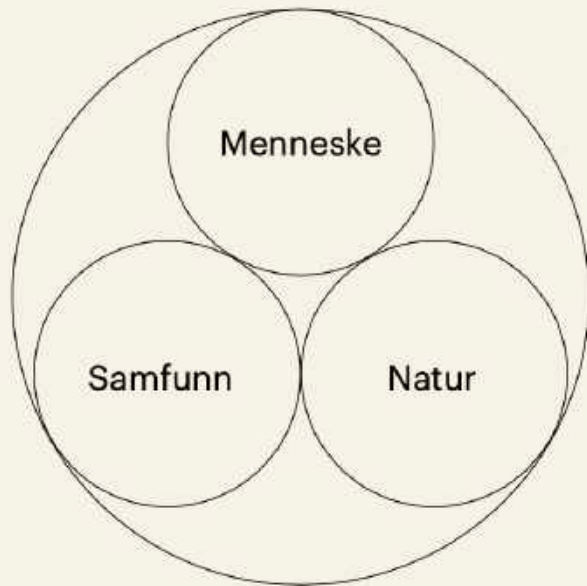
NATURAL STATE



The role of cities to boost the circularity of food systems



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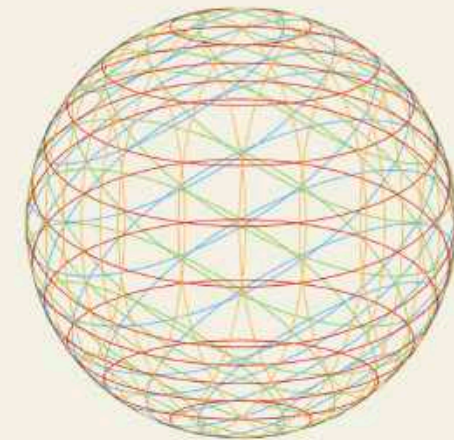
Markedsfære

Omtenkksom verdiutvikling ved Natural State

IDEER, IDENTITETER, STEDER OG NYE MARKEDSLØSNINGER



naturalstate.no



Market sphere



Human



Nature

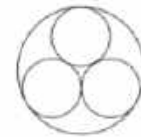


Society



Market

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www.naturalstate.no

Smart and Sustainable City Life

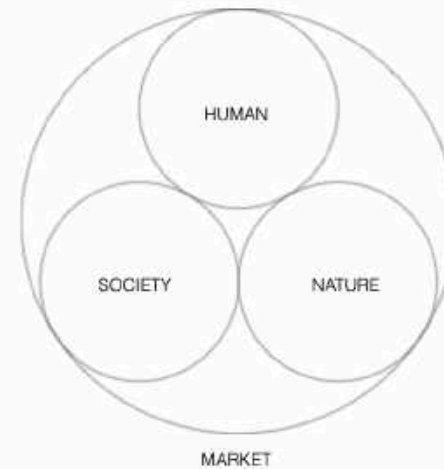
The new economies and the city



HIVE ECONOMY: THE 8TH WAY TO THINK LIKE A 21ST CENTURY ECONOMIST

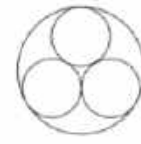


HIVE ECONOMY
1947-2025
SOLUTIONS ECONOMIES
BETWEEN ECONOMIES
HUMAN ECONOMIES
WITH SENSIBILITY



Defining the core value spheres of the market, making it to a market sphere, and defining the augmented value chains, the transparent value systems between holistic value spheres as the neutral market structure

The role of cities to boost the circularity of food systems



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Smart and Sustainable City Life

The new economies and the city

The neutral and natural balance and **sustainable** state of a holistic market sphere.
The sum of all transactions, connections and effects of value creation. In a dense value spheres. With augmented, circular and sustainable value chains, transparent value systems and meaningful value spheres.

HUMAN DRIVE, RESOURCE, HUMANS AND DEMOGRAPHY, HIGAL
People, the producers and consumers, individuals, the workers, the families, the leaders, the teachers etc. Living their life.

SOCIETAL GOVERNANCE, RESOURCE AND STRUCTURE NORDICS
Health care, education, governance, safety, culture, public.

NATURAL RESOURCE, GEOGRAPHY AND CONTEXT SHINTO
Location, properties, infrastructure, qualities, seasonal context, natural resources, force of nature and defensible food, energy.

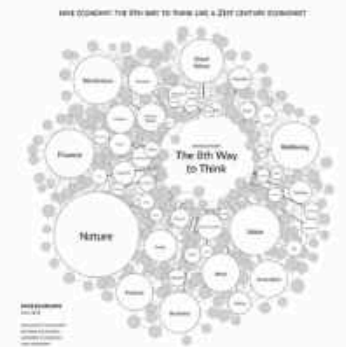
MARKET, TRANSACTIONS AND VALUE CHAINS
A holistic value perspective with value chains connecting every value creation and transaction in the specific market sphere. This applies for all industries, segments, projects, places, organizations and structures we look at. Trade, industry, knowledge/innovation, creation, culture, travel etc. The value of a market sphere is always both economical environmental and social. **And circularity is key resources management approach.**

MARKETSPHERE

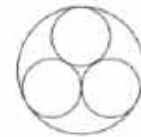
CITY LIFE / LIFE IDENTITY/ BRAND PLACE, CONCEPT OR COMPANY

Important Value Dynamics and change in value balance for society & market - The new 20s - 2020 -2030

- Society - Market**
- Local - Global**
- Urban - Rural**
- Digital - Physical**
- Quantity - Quality**
- Short-term - Longterm**
- Meaningless Growth - Sustainable development**
- Human - Nature**



The role of cities to boost the circularity of food systems



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Sustainability Economies for Sustainable Development

NEW ECONOMIES



RETHINK ECONOMICS



SHARING ECONOMY



CIRCULAR ECONOMY



DOUGHNUT ECONOMY



URBAN ECONOMY



DEGROWTH ECONOMY

GOODWILL ECONOMY



ECO ECONOMY



CARBON ECONOMY



TRANSPARENCY TRADE



DIGITAL ECONOMY

REGENERATIVE ECONOMIES



BIO ECONOMY



LOCAL ECONOMY



DIRECT TRADE

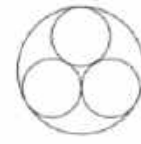


SDG ECONOMY



HIVE ECONOMY

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Smart and Sustainable City Life The new economies and the city

Value and Market-spheres - the bridge between "value chains" and "Revenue streams":

Identify your market and value-spheres and augmented value chains

Define the income and cost streams, as revenue and capital flows in classic economic format.

Budget Transparency: Finding the job company	
Company	Value
Company A	1000
Company B	2000
Company C	3000
Company D	4000
Company E	5000
Company F	6000
Company G	7000
Company H	8000
Company I	9000
Company J	10000

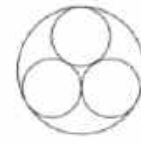
Market Transparency	
Market	Value
Market A	1000
Market B	2000
Market C	3000
Market D	4000
Market E	5000
Market F	6000
Market G	7000
Market H	8000
Market I	9000
Market J	10000

SEEKING THE NATURAL STATE OF ALL THE VALUES IN THE WORLD,
a marked sphere consists of several relevant value spheres. Below is a small selection of relevant value spheres in a market sphere.

SOCIETAL VALUE SPHERE	HUMAN VALUE SPHERE	NATURAL VALUE SPHERE
Innovation value	Identity value	Circular value
Collaboration value	Relations value	Environmental value
Learning value	Emotional value	Contextual value

Examples of relevant value spheres in a holistic market sphere.

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HIVE ECONOMY: THE 8TH WAY TO THINK LIKE A 21ST CENTURY ECONOMIST

Circular Economy

"Collaboration ability is replacing competition force as a driver"

HIVE ECONOMY
Nov 2019

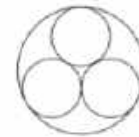
INTEGRATED ECONOMY
HEALTHY ECONOMY
HUMANITY ECONOMY
HIVE ECONOMY

The Natural State of the City

#newnaturalstate

#EUCircularTalks

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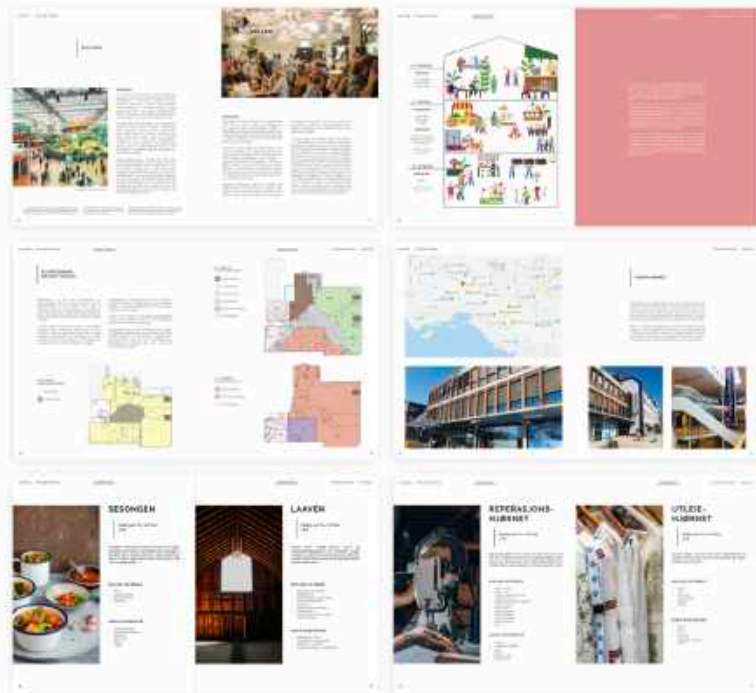
NATURAL STATE



BRUKET HAMAR

HAMAR

Bruket Hamar er et prosjekt gjennomført av en studentgruppe på Emergence School of Leadership i samarbeid med Natural State for en sjenestensutvikler i Hamar. Målet med prosjektet var å skape liv i et nedlagt kjøpesenter i sentrum av Hamar, og hvordan man kan innovere med nytt liv på en fidsiktig og inkluderende måte. Løsningen som er på god vei til å bli godkjent av kunden går ut på å skape fremtidens senter med fokus på samarbeid, bærekraft og et multifunksjonelt areal som lar seg benytte til masse forskjellige. En kombinasjon av mat, co-working, gjenbruk, utleie og utleiv. Bruket Hamar vil invitere til nye former for aktivitet.



OLAVSHALLEN — Kunsten å bergta.

Et senter for bykultur & byliv

OLAVSTORGET

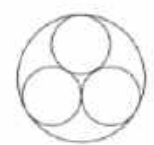


oh olavshallen





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Referanse Forretningsutvikling Circularities

Sirkulær økonomi
Spesialistkontor
Forretningsutvikling
Utviklingsstrategi
Merkevare
Formidling

Circular strategy & competence

Nesten 2020 startet Natural State spesialistkontoret Circularities sammen med Cathrine Barth, med mål om å "get you out of the linear lock-in" (slutte å spesialisere seg på metoder og systemer for sirkulær innovasjon og utvikling, inkludert forretningsplaner, strategi, R&D, multi-stakeholder management og prosessendring).

Circularities Expert

Cathrine Barth is a visionary and award-winning entrepreneur for a Future Circular Society, dedicated to work within research, innovation, to drive the transition to a low-carbon society.

Barth is a strategic expert on circular economy business development, circular design and innovation strategies. She is the co-founder of Circular Strategy, co-author of the Leadership Journey for a Circular Economy (2021) and Managing Partner of Nordic Circular Hotspot.

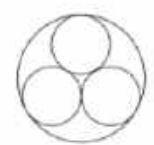
Barth provides a learning environment for a low-carbon economy, and leads process methodologies within systems design thinking, collaborative innovation programming and business model methodologies for circular development.

Natural State Resources

Stor Skogge matte is the 2021 and 2022 winner of the Nordic Hotspot award, based on their potential to change.



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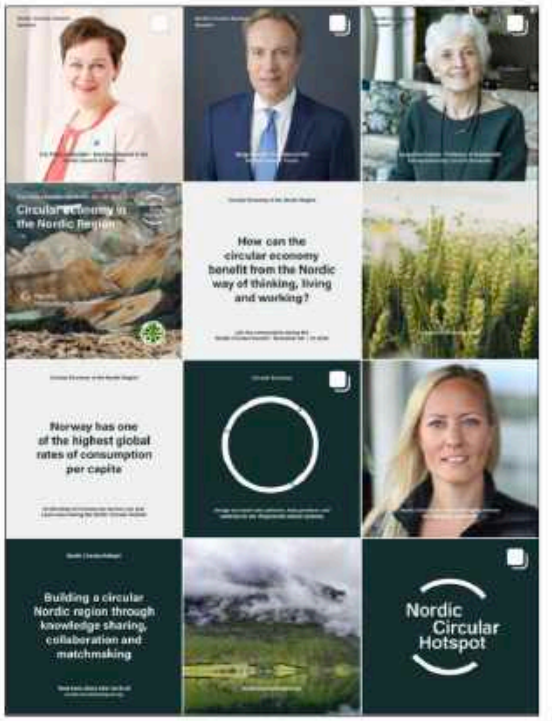
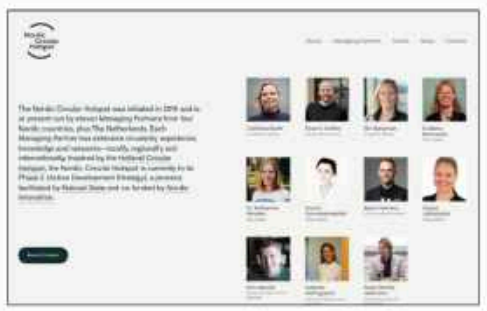
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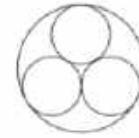
<p>NATURAL STATE www.naturalstate.no</p>	<p>Smart and Sustainable City Life</p>	<p>The new economies and the city</p>
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Referanse Markedutvikling Nordic Circular Hotspot

Sirkulær økonomi
Nordisk samarbeid
Utviklingsstrategi
Prosjektledelse
Formidling




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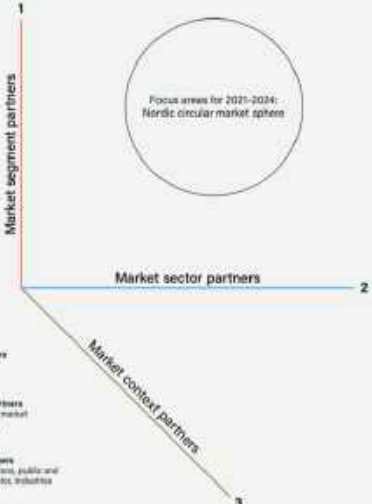






<p>NATURAL STATE www.naturalstate.no</p>	<p>Smart and Sustainable City Life</p>	<p>The new economies and the city</p> 
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Multi-stakeholder programme







-  **Nordic market sphere**
-  **Market Segment Partners**
Natural value chains, market segments, industries
-  **Market Sector Partners**
Neutral market functions, public and private economic sectors, industries
-  **Market Context Partners**
Regulatory and governmental partners, context of place and market culture

 **Market Segment Partners (vertical)**
Natural resource value chains, with examples of market segments and industries:

- Food and beverage
- Energy and technology
- Ocean and fishery
- City development and construction
- Furniture and fashion
- Forestry and bio economy
- Manufacturing and production
- Trade and services
- Remanufacturing, repair, retrade and recommerce

 **Market Sector Partners (horizontal)**
Neutral market functions, with examples of private and public economic sectors and industries

- Innovation, R&D and competence
- Education, academics and knowledge
- Digital, data, AI and technology
- Consumer behaviour
- Design, architecture and engineering
- Culture, anthropology and arts
- Communication and public relations
- Media and entertainment
- Renovation and recycling
- Logistics and transportation
- Finance, funding and banking
- New economic languages, accounting and auditing

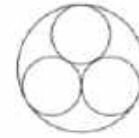
 **Market Context Partners**
Regulatory and governmental partner
Societal silos, public entities, policies, local and national market cultures:

- Nordic countries: DK, FI, IS, NO and SE
- Local-to-national market cultures
- Nordic regional and (bi)lateral systems
- EU and interregional
- International / global
- Regulatory and governance

Strategic market development methodology by Natural State, NCA Managing Partner

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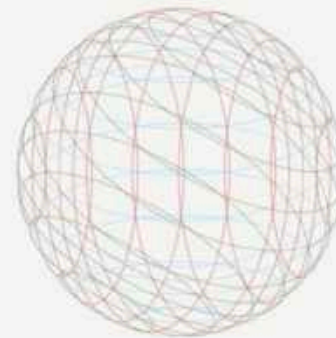
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Collaboration is key to sustainability



Market Segment Partners
Natural value chains, market segments and industries

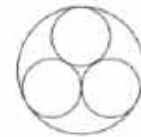


Market Sector Partners
Neutral market functions, public and private economic sector, industries

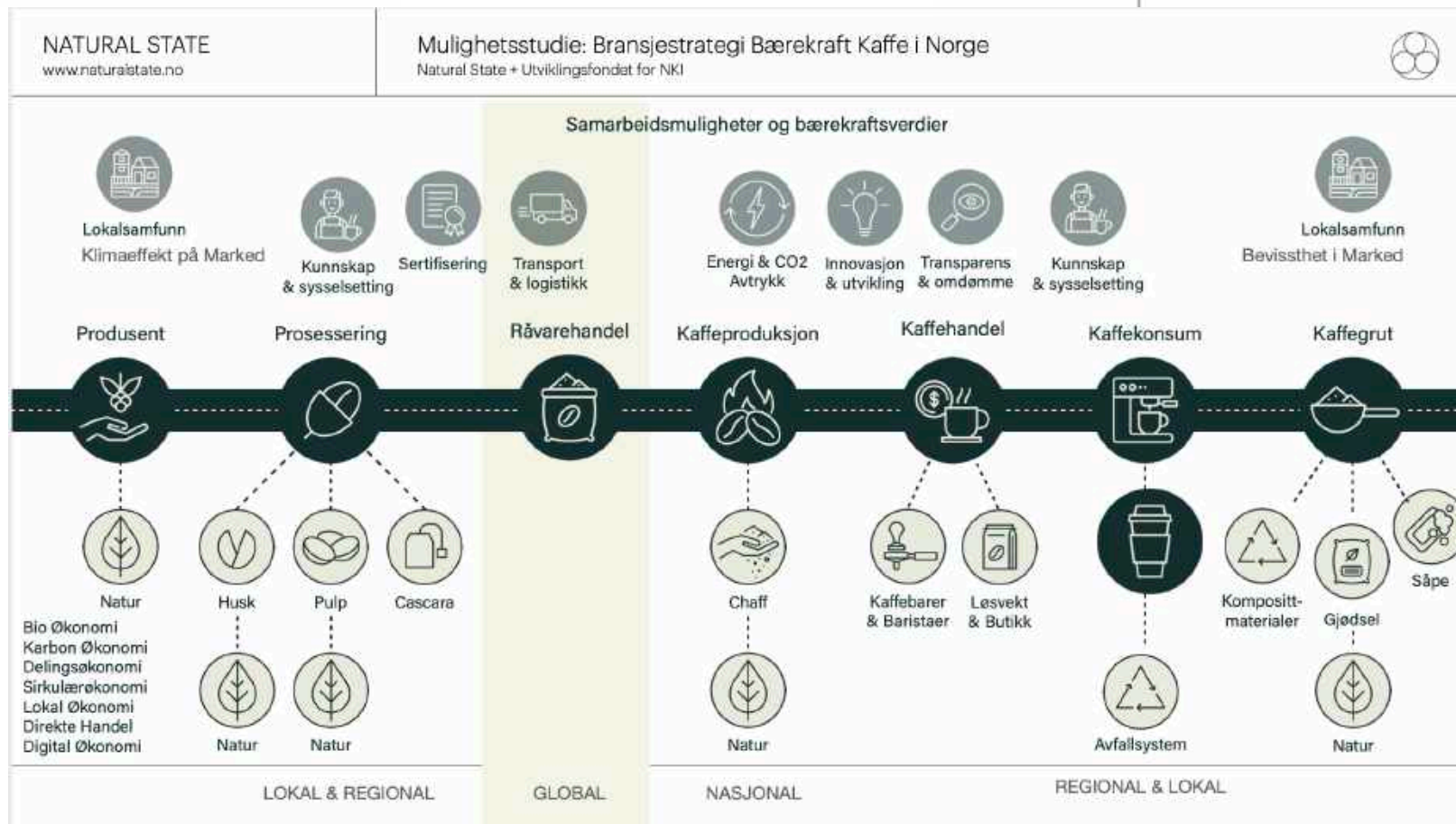


Context partners
Regulatory and governmental partners, context of place and market culture

The role of cities to boost the circularity of food systems

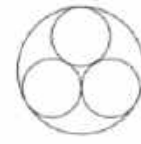


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Om lokalmat

Hvordan handle på Matfra.no

Hier Matfra.no kan du kjøpe mat direkte fra din lokale matprodusent. Vi har marked over store deler av Norge, og blir stadig større. Her får du en gjennomgang av hvordan du handler på Matfra.no.



REKO VÅLERENGA

Produkt nr: 252
 Drifform: Småskala, kortreist
 Produksjonsmåte: konvensjonell
 Utnevning: 08.07.2021
 Se nær

12 kommentarer

ogono

Direct trade from farm to kitchen

Direct trade from farm to kitchen

Are you a chef who wants access to local produce... all in one place?



NORSKE BØNDER ER I KRISE

VIV LAGE Menigheten er, og MATEN DIN vinnerne har stått i år lenge

NÅ HAR VI SLUTTet Produsentene er i produksjon

ØKONOMISKE TAPERE: sum og barnetilig norsk mat

Derfor sier vi stopp
#BONDEOPPRØR

Produkter Om oss Bestillings Bilag

Matfra.no

Ferske råvarer, direkte fra din lokale tilbyder

Lagg til din adresse, tryk eller produsent

Tryk lokale produkter

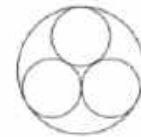
KAPITAL.NO

- Pris er ikke viktig

På tampen av 2020 ble det i løpet av høsten...



The role of cities to boost the circularity of food systems



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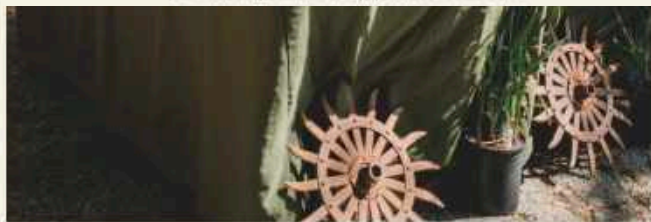


Modular Rehandel



Modular er et modulbasert rehandelskonsept for bærekraftig handel og byliv

eller et slags sirkulært kjøpesenter om du vil



Rehandel og tjenester



Produksjon og reparasjon



Mat og drikke



Kunnskap og opplevelser

og 6 prinsipper for omtenksum verdiskapning



1. Bærekraft og sirkulær økonomi
2. Nye arbeidsplasser og arbeidsinkludering
3. Sosialt og fremtidsrettet entreprenørskap
4. Identitet og stedsutvikling
5. Lokal aktivisering og verdiskapning
6. Transparens og solidaritet i verdikjedene



Modular Oslo	



Modular Rehandel	

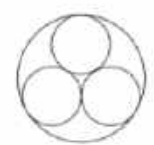


Modular Hamar	





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OSLO 2017:

GAMLEBYEN MAT & DRICKE

Spaces for working, creating, producing and learning

St. Havnshavn Gate 23
0782 Oslo, Norway

Gamlebyen Loft

Gamlebyen Loft is a neighbourhood development project, a cultural initiative, and a factory of workspaces located in the old town of Oslo. We offer offices suitable for small or medium companies of all kinds, spaces for local food production, as well as indoor and outdoor event spaces. We also host community events and street festivals.

Gamlebyen Loft is a place for collaboration and conversations. Our mission is to develop a multi-disciplinary and inspiring environment and community for founders, freelancers, established companies and startups from a multitude of practices. Here you can work solely, at joint or shared projects and be a part of a collective working environment.

The first Loft opened in 2017 and we are currently expanding into the adjoining building next. The expansion is set to be ready spring 2020. The entire project is initiated and built by Natural State.

Spaces for working, creating, producing and learning

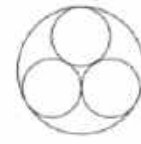
Workspaces

- Fuglen Coffee Roasters
- Jansen Records
- Natural State
- Norwegian Icons
- Gamlebyen
- Mat og Drikke
- ZZ Pizza
- Mousey Wine
- Mold Cider
- POSTPOST
- Node Berlin
- Magent Fotografier



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