



Circular economy 3.0: CleanTech, Health Tech, SmartTech

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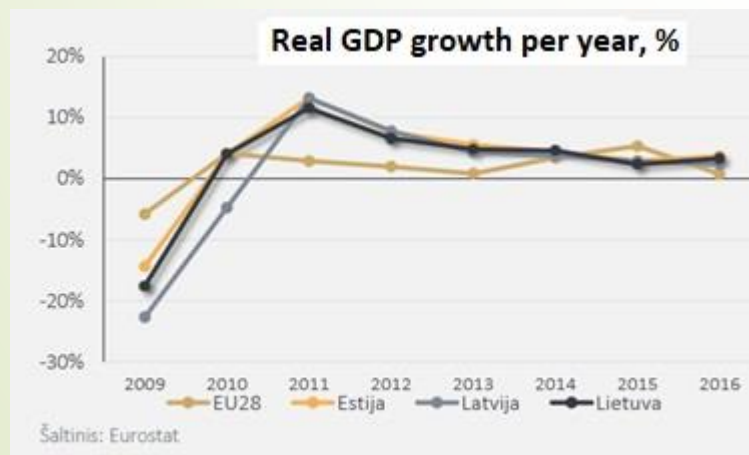
EU – the best societal project of all times

Searching of euro-glue: or EU will grow, or EU will disappear

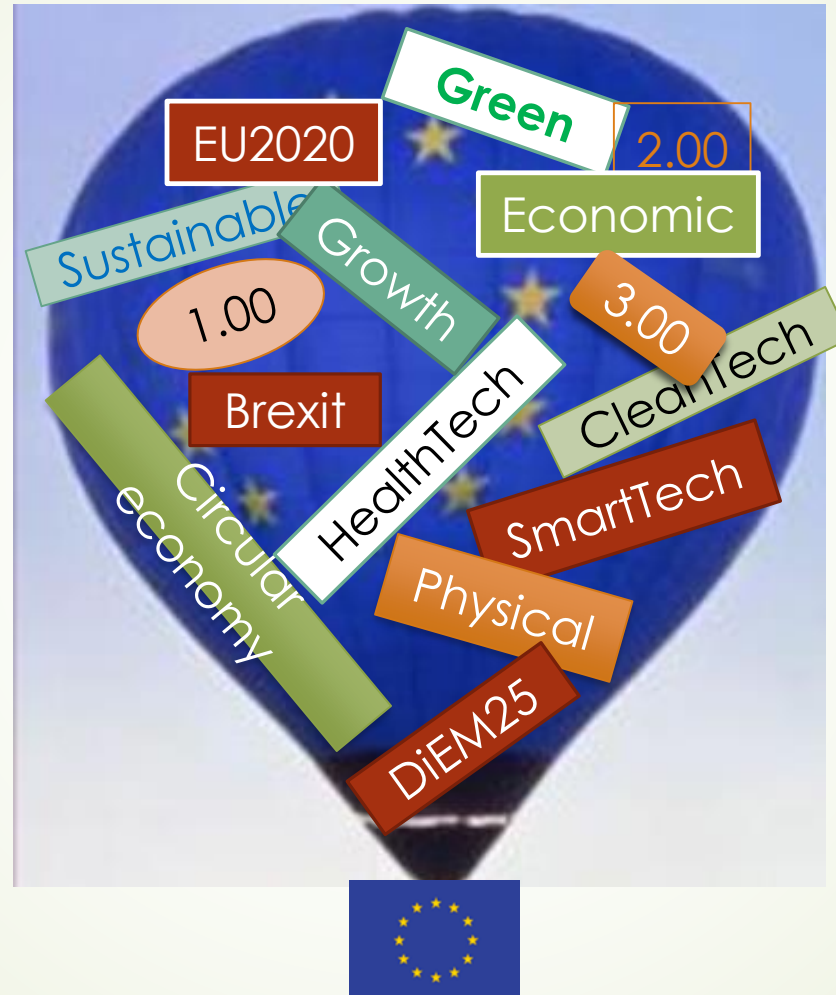


▶▶ DiEM25

Democratise Europe!
The EU will either be democratised or it will disintegrate!



European hope to grow



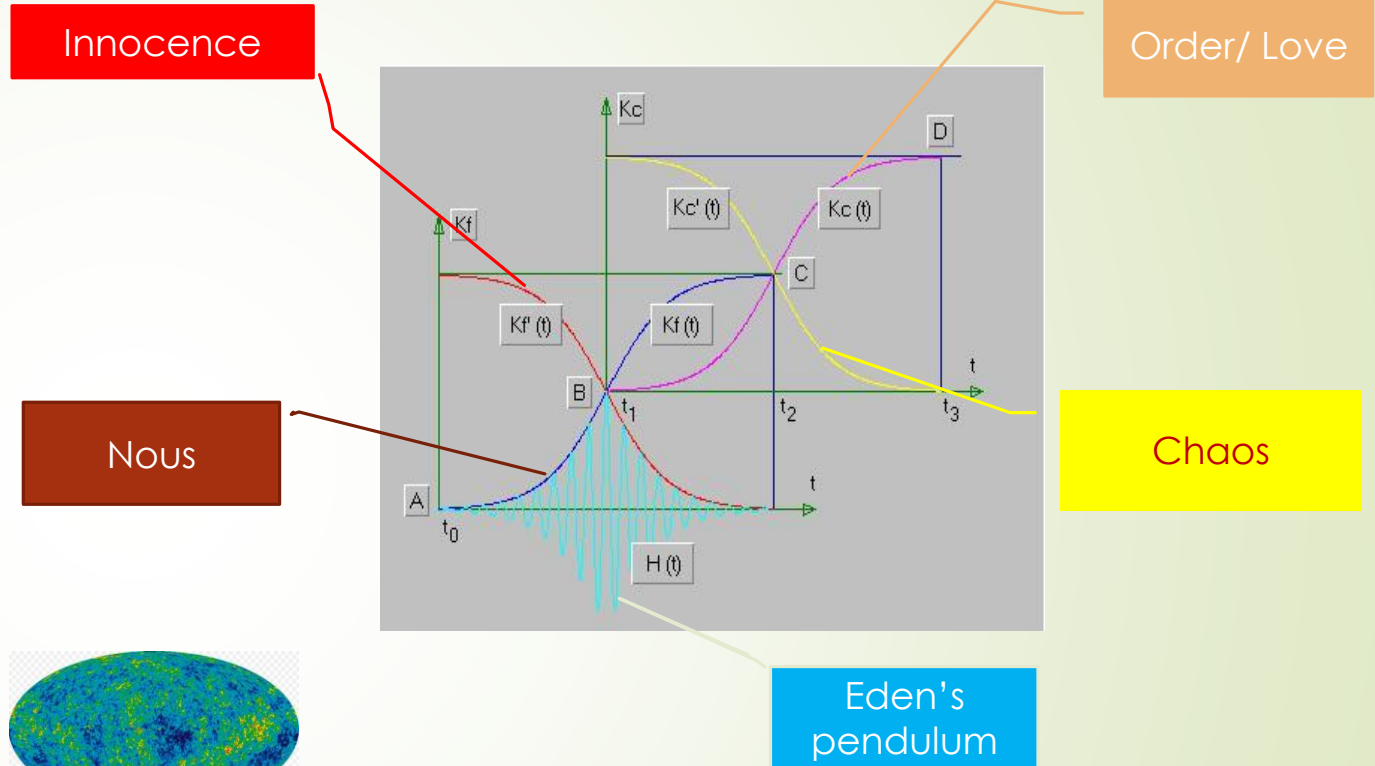
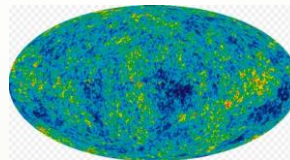
Cleanliness as a cultural phenomenon

4

- Cleaniness – is An Order, measure of certainty, extropy as general direction of World/s development
- Techne – skills, art (ancient Greek.)
- CleanTech – achieved level of work and life - culture.
- Defined by level of human demands: physiologic, **safety and health**, communication, self-esteem, self-expression.

	Demands*	Needs
5.	Self-expression	Creation
4.	Self-esteem	Good deals
3.	Communication	Other people
2.	Safety	Health and security
1.	Biogenic	Food

*A.Maslow





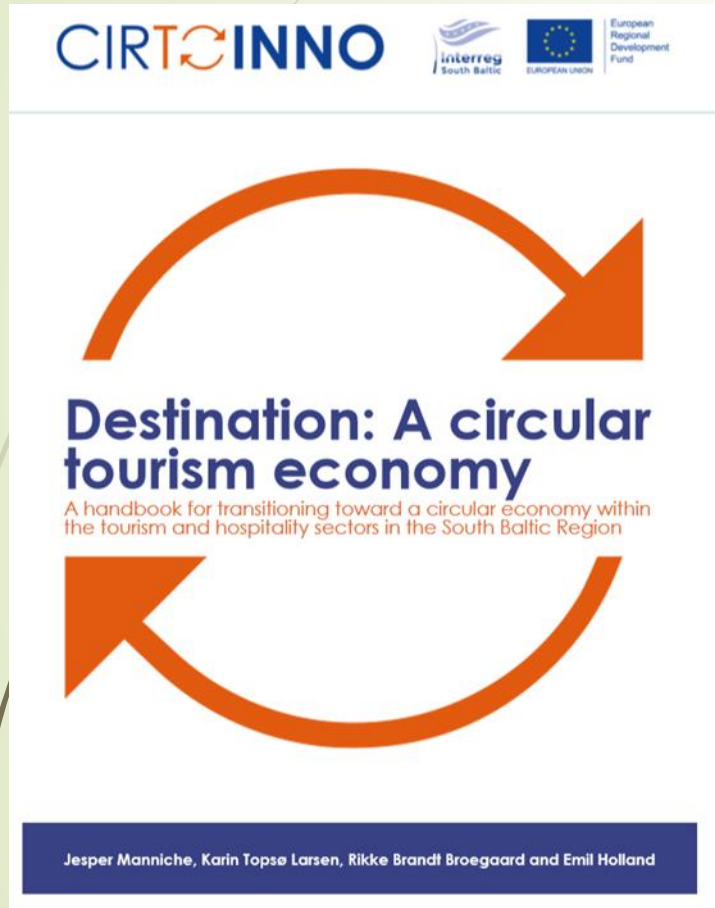
Circular economy as methodology of CleanTech

- A **circular economy** is a regenerative system in which resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing energy and material loops;
- this can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, recycling, and upcycling.^[1]
- This is in contrast to a linear economy which is a 'take, make, dispose' model of production.^[2] (Wikipedia)
- CE 1.0, CE 2.0 are under care of European Commission



CIRTOINNO

CIRCULAR ECONOMY TOOLS TO SUPPORT INNOVATION IN GREEN AND BLUE TOURISM SMEs"



CE 1.00 and 2.00:

Strong points:

- Responsibility of an innovator to take care for overall cycle/loop of an innovation,
- It could be more successfully used in industrial production sector for save material and energy resources.

Weak points:

- This methodology is applied to lowest – physical cycle of circulating materials and energy and it must be named as Circular economy of materials and energy.
- **A try to apply CE approach in service activities return us to sufficient farming and it negates qualitative innovations and growth.**
- During South Baltic programme project CIRTOINNO try to apply it in tourism service growth activities we synthesized modernized CE 3.00 version.

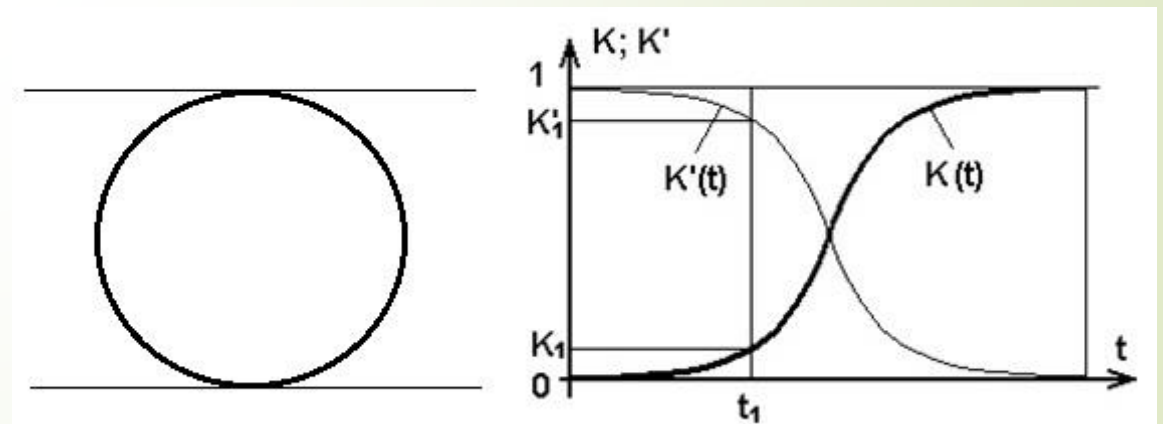
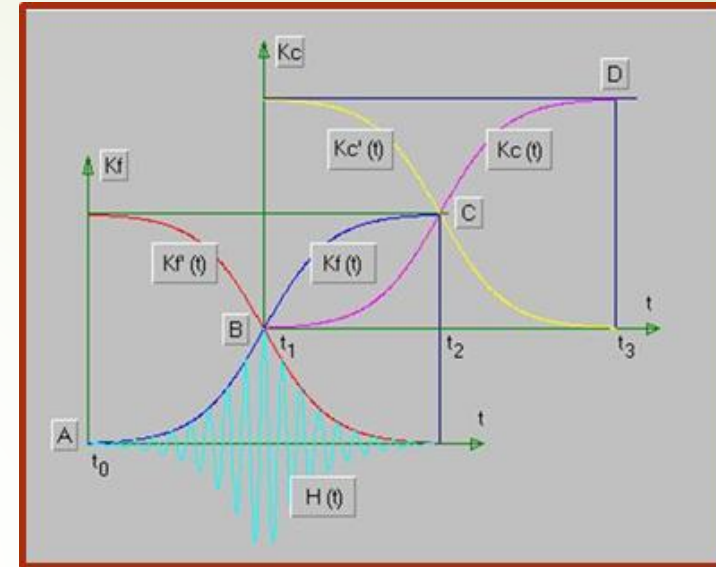
VIRTUALICS: Reality is circular

The World consist of many cycles:

- Physical daily, monthly, annually, geological...
- Heart, Alfa and Beta rythms in our brains, etc.
- Macro and micro economic cycles, etc.
- Innovation and life, quality growth cycles.
- Artificial intelligence cycles, etc.

Cycle is static projection of a Leap:

- Dynamic World is development Spiral
- Element of the World is qualitative Leap



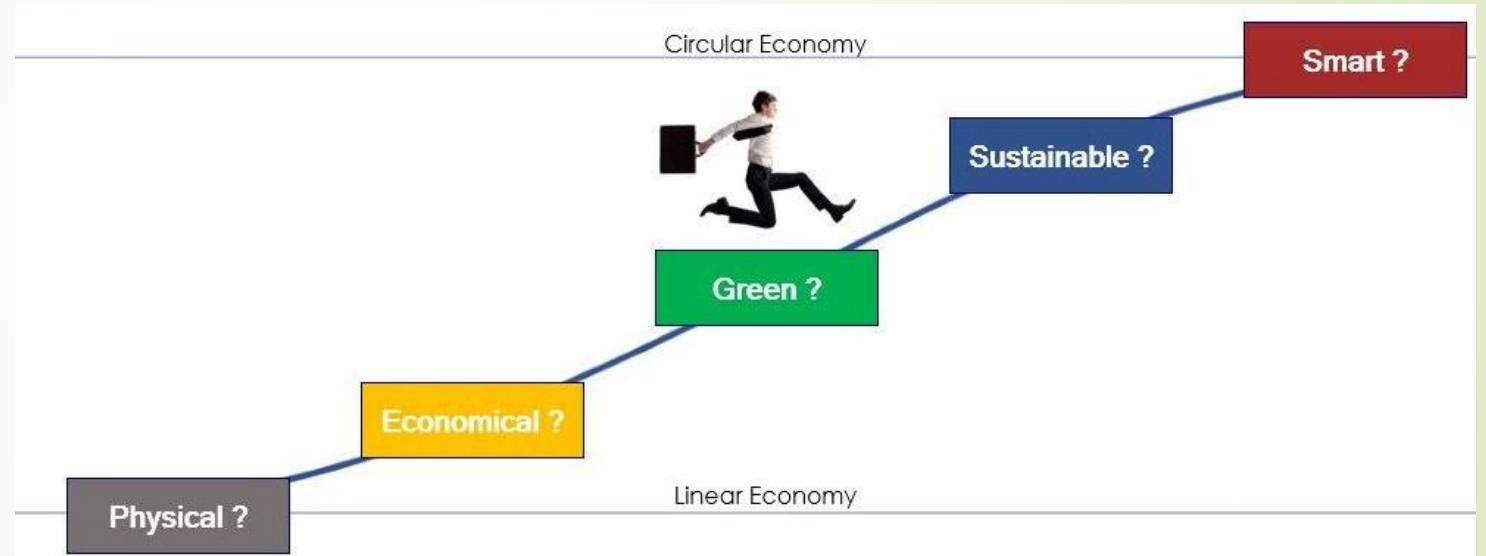
Circular economy 3.0 – Framing EU growth

8



EU2020 – strategy for smart, inclusive and sustainable growth

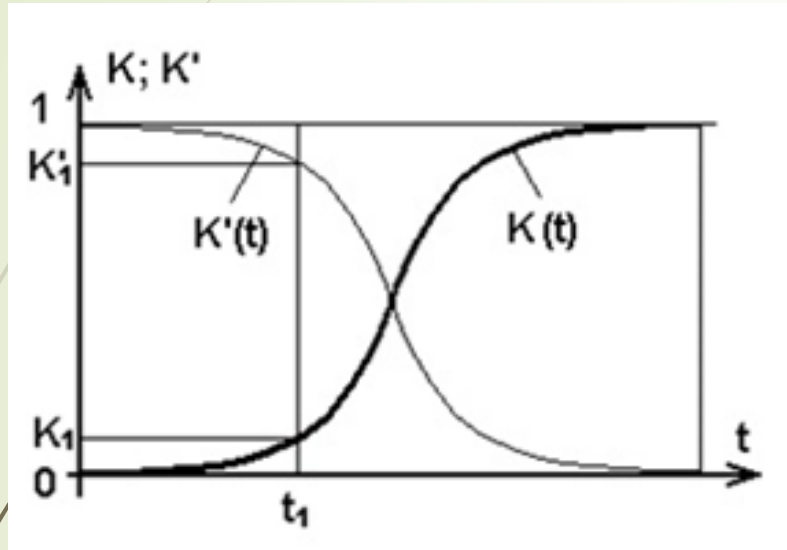
- ▶ Holistic Economy consist of many levels of growth: physical, economical, green, sustainable, smart.
- ▶ At each level operates cycles and loops
- ▶ For each level specific resources are used
- ▶ Each level has specific potential for growth
- ▶ As higher – as you can!



Quality growth matrix

Paradigm	Physical	Economic	Green	Sustainable	Smart
Resources	Materials and energy	Office and manual work	Clean technologies	Health technologies	Smart technologies
Applications	Production and consumption	Marketing	Wind, solar, electricity, smart houses, modular load, etc	Wellness, gene enginery, organ regeneration	Artificial intelligence, robotics virtual reality
Indicators	No	Economic	Ecologic Economic	Responsibility Social Ecologic Economic	Happiness of people
Fed-back	long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, recycling, and upcycling	Profit	Climate change	Life span of people	Happiness
Finances	EU, State	Business	Business	Business	Business

Economic growth

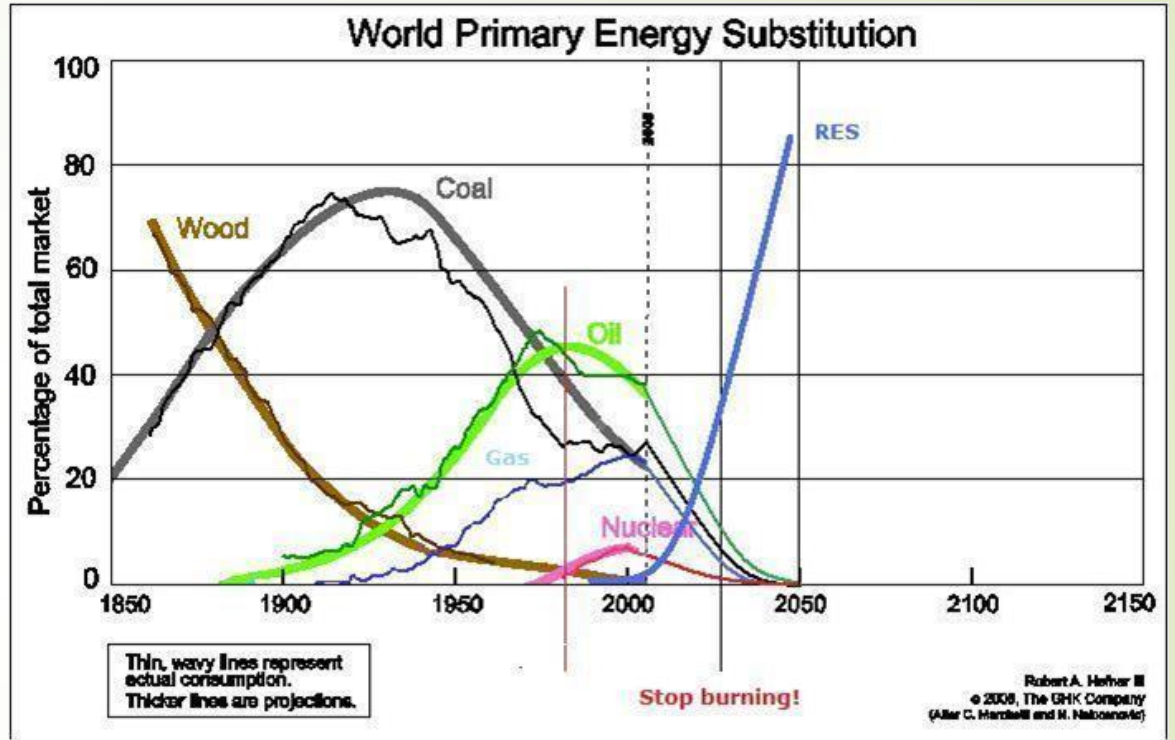


- **Active**, accelerating growth of work productivity of a society:
 - Innovation, integration, satisfaction of people, attraction, immigration, spread of own culture in a World
- **Passive**, decelerating growth of work productivity result:
 - Stagnation, disintegration, push, emigration, dissatisfaction, of people, internal contradictions, strike, revolution, destruction...
- Resources of economic growth –
 - accelerating introduction of office and manual work innovations



Green growth

- Non combusting energy – wind, solar
- Electric transport
- Modular load
- Green houses and communities
-





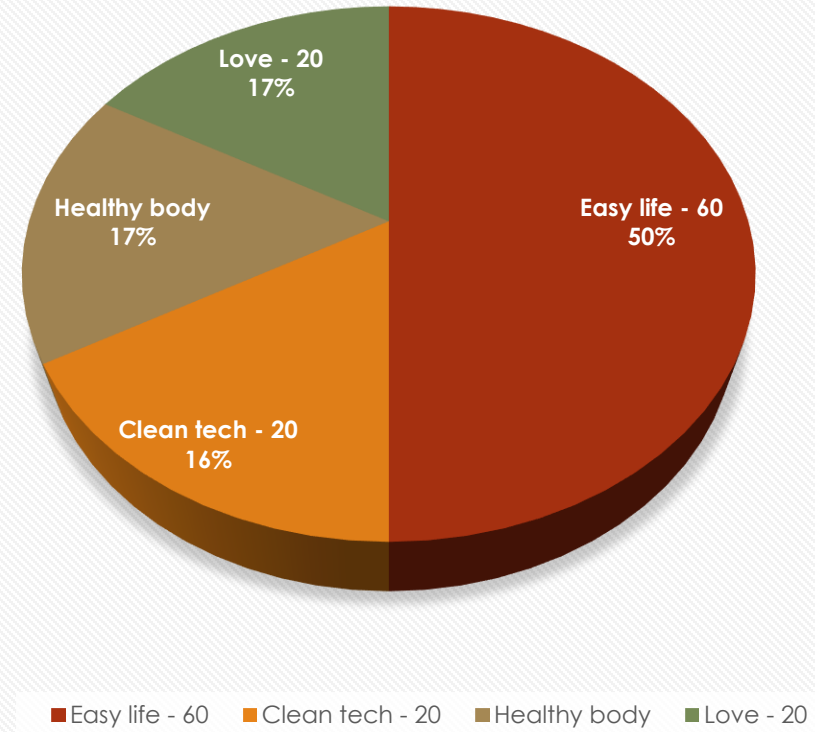
Sustainable growth

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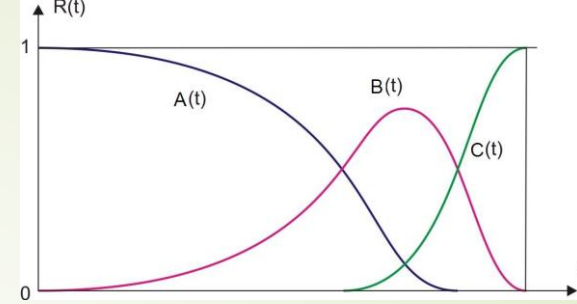
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*A.Maslow

Human life span factors



Human Safety and Health transition



Quality	Thesis	Antithesis	Synthesis	Earnings
Safety and Health concept	Safety techniques	Works safety	Employees safety and health	Importance of humans
Human value	Human source	Each human is important	Human is highest value he-self	Adequate evaluation
Life span	Until retire	Full-range life span	Immortality	Immortality visible
Healt technologies	Destiny	Societal medical care	Gene enginery	Self-care possibilities
Healing	Medical	Wellness	Organs regeneration (stem cells)	Immortality



Smart growth

- Human is smartest system in the World thanks to intelligence
- Artificial intelligence is applying of human self-management cycle into wide variety of activity fields:
 - Smart devices – phones, dust cleaners, wash machines, heat pumps, etc.
 - Robots, robotic systems
 - Smart business – virtual service,
 - Smart society – Democracy – Strategic Self-management at all levels as opposite to Politics.



iSAT – virtual Self-assessment tool on circular economy in tourism SME's service

Innovation circles
iSAT^B - tourism SME circular economy Self-Assessment tool

Purpose | Rules | Circular economy | Innovations | Map | User | Registration

The geography of tourism service circular economy

General | Marketing | Communication | Accommodation | Catering | Wellness | Local transportation

Physical Economical Green Sustainable Smart

Here you can compare your achieved circular economy innovation level to achievements of tourism service providers in your and other regions and countries. The colour of map markers shows average circular economy level per region/country.



Innovation circles
iSAT^B - tourism SME circular economy Self-Assessment tool

Purpose | Rules | Circular economy | Innovations | Map | Users | Text editing | User | Logout

Self-assessment results:

Circular economy culture | **Achievements by activity** | On the map | Cost savings | Perfection

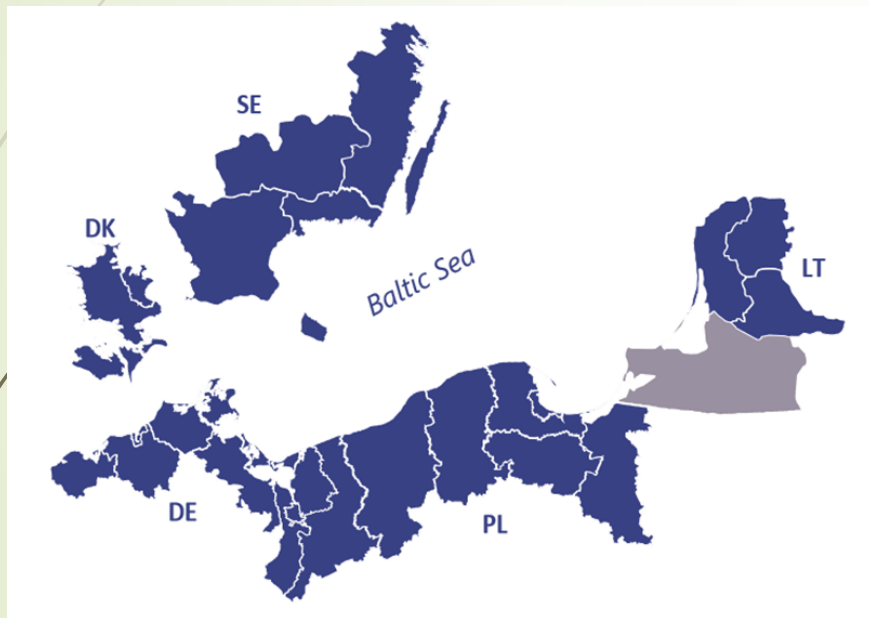
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Procents shows achieved progress by activities.

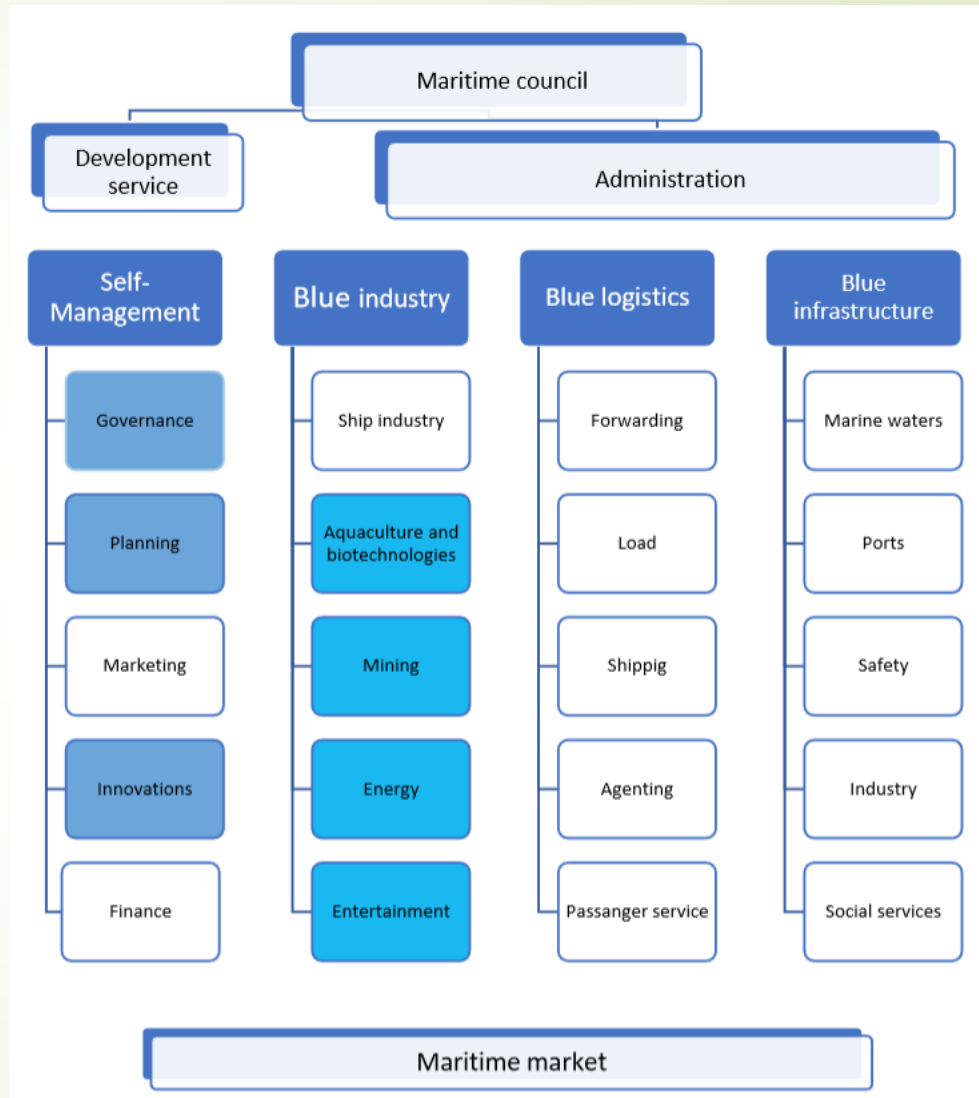
Go to Self-improvement tools

<http://www.virtualika.lt/iSat>

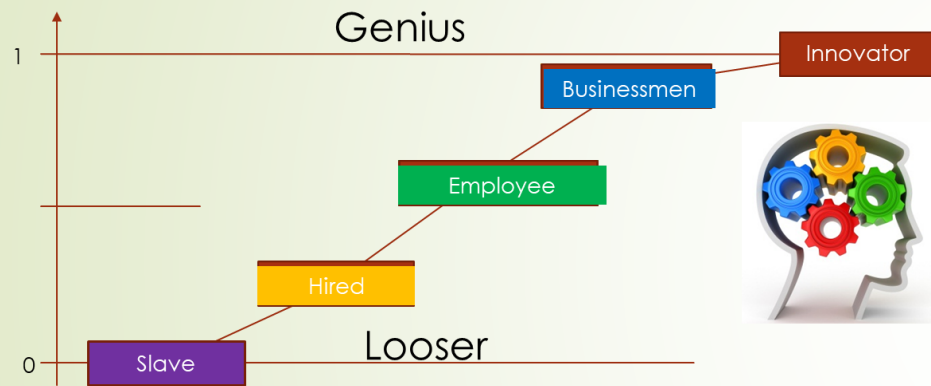
Blue growth in South Baltic Self-Assessment on basis of CE 3.00



Blue growth Self-Assessment



The best way to improve a World – to improve your-self



► <http://www.virtualika.lt/iGenius>



Summary						
Quality	Slave	Hired worker	Employee	Businessman	Innovator / Genius	Summary
Total score					9,76	Brill! You are Genius, with good jobs you can exceed time. So take it. Invent a future and give it to humans.

Qualities							
Quality	Slave	Hired worker	Employee	Businessman	Innovator / Genius	Summary	Towards perfection
Smartness	?				10,00	Clever, with well-developed logical thinking. Can solve abstract tasks easily, has quick perception. Wide cognitive interests.	0,00
Novelty	?				10,00	Experimenter and innovator by nature, seeks for innovations, criticizes the old things. Willing to reject the outdated rules and regulations. Invents new work techniques. Tends to change and redo everything.	0,00
Expedience	?				10,00	Has a major goal in life and interim targets that facilitate the achievement of the ultimate goal. Works towards the achievement of the goal methodically. He is usually a master, creator/developer, clever, leader (Strategist).	0,00
Flexibility	?				10,00	Very plastic. Can orientate easily and quickly and adapt to the changing conditions of the environment, activity and life. Can switch from one work to another very easily and quickly.	0,00
Reality	?				8,00	Average reliability of answers. Mistakes are possible in the interpretation of results. The results of the test need to be verified by other psychological methods.	2,00

References:

- ▶ Paulauskas S. Circular economy 3:00: tourism service case/ Management - Journal of Management. Lithuania business university of applied sciences, ISSN 1648-7974. Klaipeda, Lithuania. 2018, № 1(32). -P.91-97.
- ▶ Paulauskas S. Virtualics: Where did the Dialectic?/ Management - Journal of Management. Lithuania business university of applied sciences, ISSN 1648-7974. Klaipeda, Lithuania. 2017, № 2(31). -P.105-109.
- ▶ Paulauskas S. Towards European Union Strategic Self-Management/ Management - Journal of Management. Lithuania business university of applied sciences, ISSN 1648-7974. Klaipeda, Lithuania. 2016, № 2(29). -P.51-56.



Be smart – be circular!

