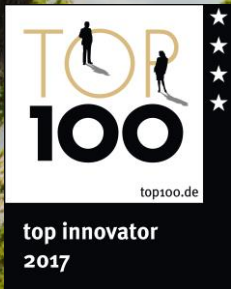
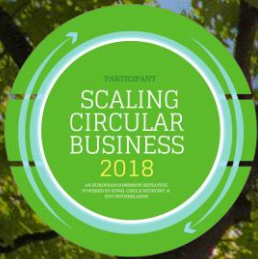


# iPoint-systems @ CD Lab

Jörg Walden, April 2019



in business  
since  
**2001**



**14**  
locations worldwide

**170**  
employees  
and growing




**23**  
awards

**97 %**  
customer  
renewal  
rate



**50,000+**  
customers  
from  
**100+**  
countries



**250**  
leading global  
manufacturers

impacting  
**100 million**  
products

## VISION

We want to provide

the most successful solutions and services to ensure the sustainability of  
your products



# Our Customers (excerpt)



iPoint

## OEMs



## Suppliers



## Other





- Safer Consumer Products → **Sustainable Brands**
- Financial Reporting → **Integrated Reporting**
- Retrospective Approach  
**Approach** → **Predictive, Future-Oriented**
- Mass Production → **Mass Customization, Batch Size 1,  
Individualized Products**
- Product / Ownership → **Service / Usership**  
(“XaaS”, e.g., Mobility as a Service)
- ~~Linear Economy~~ → ~~**Digital Circular Economy**~~

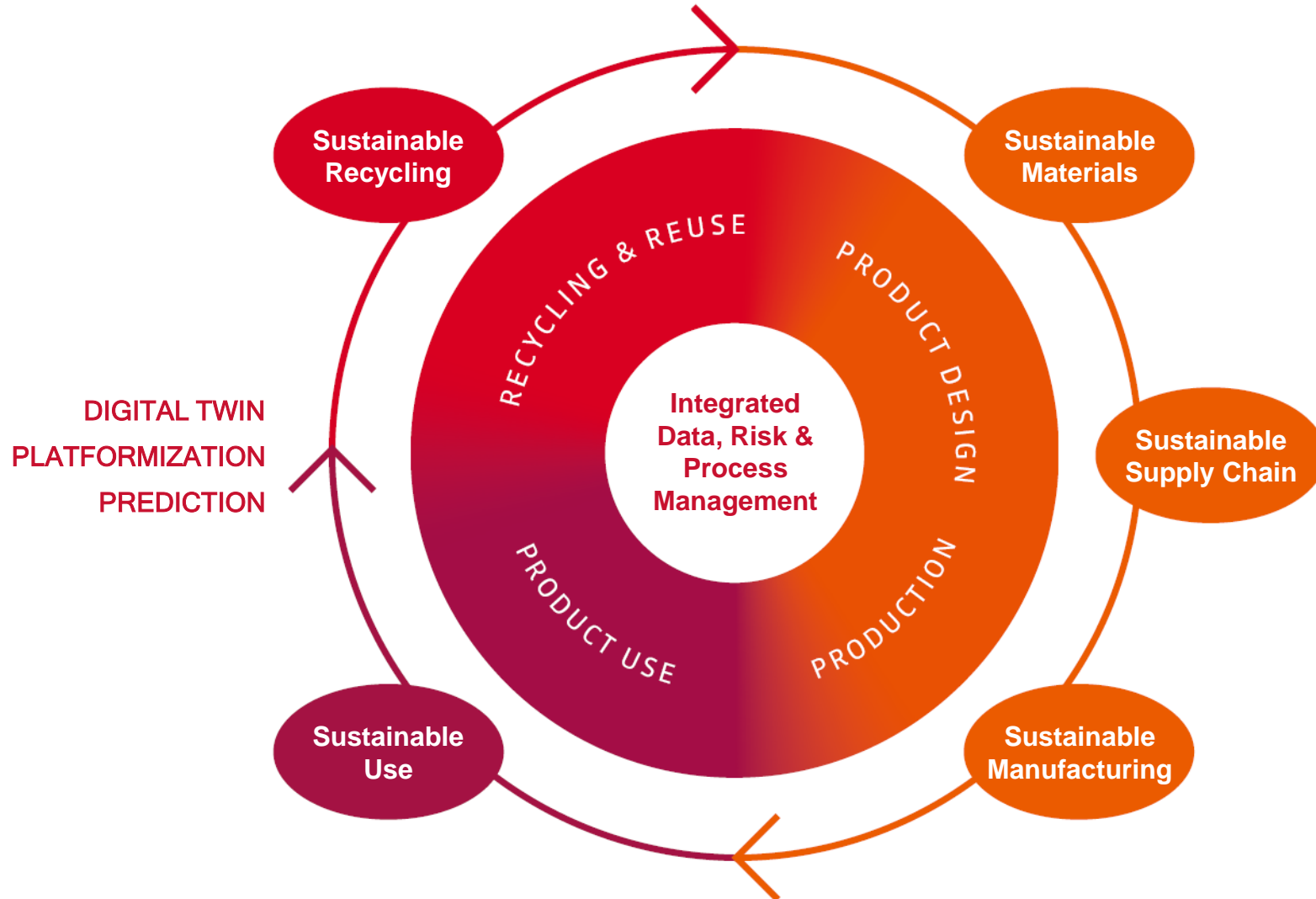
**The iPoint software platform ensures sustainable products and systems with a predictive approach (Digital Twin)**

Pioneering global players set course for closed loop and circular economy business models:

- Apple, Microsoft, Motorola & co. wring new revenue out of e-waste
  - Reverse logistics expert LTG operates 21 facilities in North and Latin America, Europe, and Asia
  - Pepsi, Coca Cola, Unilever and others set up circular economy strategies for consumer goods
  - IKEA goes circular: “The reason behind our shift from not just sustainability but circularity is that it is fundamental to our long-term survival and ability to continue to grow”, says IKEA UK sustainability manager Hege Sæbjørnsen
- In total, the Ellen MacArthur Foundation estimates that the transition to a circular economy represents a **US\$1 trillion opportunity** for the global economy

# 3. Our Solutions

# Digital Circular Economy: A Holistic Life Cycle Management Approach





# Steps towards Sustainable Business



5. Operational Sustainability

4. Strategic Sustainability

3. Tactical Sustainability

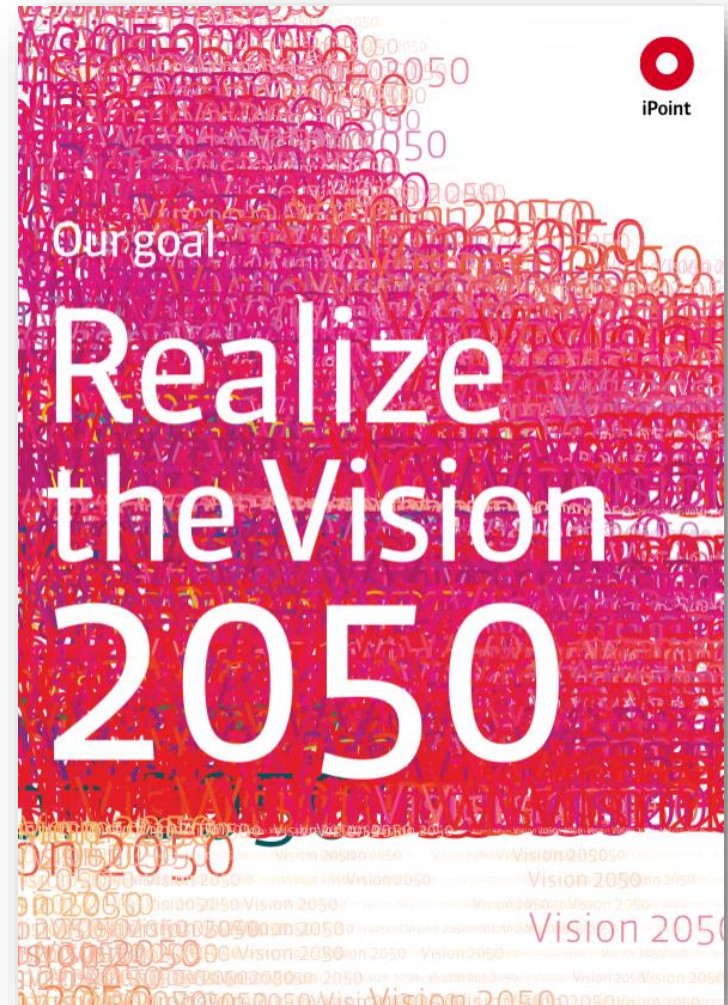
2. Legal Compliance

1. Pre-Compliance

# Cooperation with CD Lab to reach our Vision



1. Company goal:  
Realize the Vision 2050
  - Long-term planning and development necessary
  - Not feasible as a medium-sized company alone



## 1. Expectations of the CD Lab

- Closing data gaps and develop methods for evaluating and improving data quality
- Methods for integrating sustainability information into decision-making processes
- Development of a comprehensive sustainability and circular economy perspective

## 2. Expected benefits from the CD Lab

- Short-term
  - Scientific development of future relevant topics
  - Consolidation of expert status through cooperation with customers
  - Publications, White Papers,...
- Long-term
  - Implementation of the developed methods and data in the iPoint software products

# Digital Circular Economy: Realizing the Circular Economy with the help of the Digital Transformation



*“The circular economy is the greatest achievement of our time.”*

*“The digital transformation is paving the way for the circular economy.”*

*“No other lead market in the environmental sector stands to benefit from digitalisation more than the Circular Economy.”*



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