03 - REPORT Circular economy on rural territories trends and tools

15.07.2021 - 15.11.2021







Universitat d'Alacant Universidad de Alicante







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INTRODUCTION

- 1. CIRCULAR ECONOMY AND SYSTEMIC DESIGN (POLITECNICO DI TORINO)
- 2. CIRCULAR BUSINESS MODELS (UNIVERSIDAD DE ALICANTE)
- 3. BY-PRODUCT'S VALORISATION AND WASTE REDUCTION (UNIVERSITY OF BACAU)
- 4. NATURAL RESOURCES MANAGEMENT (HELLENIC UNIVERSITY)

CONCLUSIONS

Circular economy and Systemic Design (Politecnico di Torino)

To present and explain the relationship between the Circular Economy and Systemic Design, a series of slides have been produced to emphasise this connection from a theoretical point of view, but also from a practical one by showing case studies carried out by the research group in Systemic Design of the Politecnico di Torino.

The three macro sections in which we can categorise the slides presented are:

- Theoretical-methodological introduction of Systemic Design and Circular Economy (2)
- Practical case studies and project outputs (2)
- Presentation of partners that collaborate with the research group in Systemic Design (1)

The relationship between Design, in particular Systemic Design, and the Circular Economy presents a significant trend that for several years has been highlighting new approaches to design for the creation of impacts that are as positive as possible in terms of environmental, social and economic sustainability.

The first category of slides introduced, firstly, the Systemic Design approach, analysing in detail the aspects that characterise and distinguish this design methodology. It also presented the methodological steps that are addressed in the definition of a SD project. According to the same category it has been important to highlight the main concepts related to Circular Economy to define it. Additionally, the Circular Economy definition has related to the European vision of how Europe tries to move towards a new economic and productive model with a new Circular Paradigm. All these aspects have been interconnected with the rural areas, by showing the challenges and the potentialities that nowadays they must face.

To better explain the relations between these two approaches it has been defined in another section with practical case studies to show all the concepts applied to specific areas and context. The project called EnFAsi was a Regional funded project related to a local supply chain and production to reuse the output from the Cuneo local context. Instead, the Retrace project has been an Interreg Europe project to apply Systemic Vision for the defined Regional Circular Policies.

The last slides section is related to the partners and stakeholders that often collaborate with the Systemic Design Lab at Politecnico di Torino. The Polo Agrifood presentation shows the main topics on which they work on, related to Circular Economy in rural areas to develop projects with Universities and Companies placed in the Piedmont Region.

The Systemic Design Introduction

By Silvia Barbero, PhD Associate Professor - Politecnico di Torino Chair - Systemic Design Association





Introduction September 28th, 2021

MULTITRACES joint staff training event Circular Economy in rural territories Trends and tools

Silvia Barbero, PhD Associate Professor - Politecnico di Torino Chair - Systemic Design Association

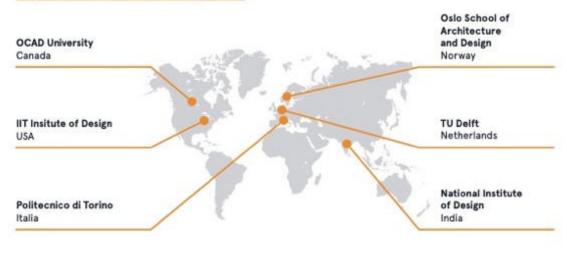


What do you think Systemic Design is?

Intellectual Output 3 | Circular economy on rural territories- trends and tools









Systemic Design deals with material, energy and information flows in order to develop open systems in which the output of a process becomes the input for another one, avoiding waste and reaching zero emissions.

This methodology can be successfully applied and adapted to numerous contexts like **SMEs and industries** from different sectors (agrifood, buildings and constructions, energy etc.), **cities, regions** and **territorial/cultural heritage sites**.

SYSTEMIC DESIGN | Introduction



Approach





Pillars

Outputs > inputs

The outputs of a system become the inputs for another productive chain.



Relationships Relationships generate the open system itself.



Autopoiesis Autopoietic systems support and reproduce themselves by co-evolving together.



Acting locally The context in which we operate is fundamental and has priority over the outside world.

Human-centred design

The human being in relation to his or her environmental, social, cultural and ethical context is the focus of the project.

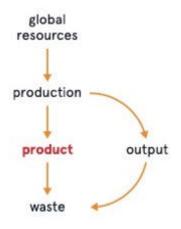
SYSTEMIC DESIGN | Introduction



Paradigm Shift

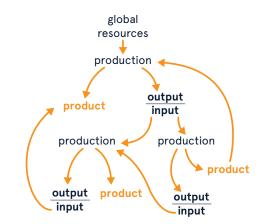
Linear production model

\ Product = Quantity \ Economic value \ Strong competition \ Low interest in waste





Paradigm Shift



SYSTEMIC DESIGN | Introduction

Systemic production model

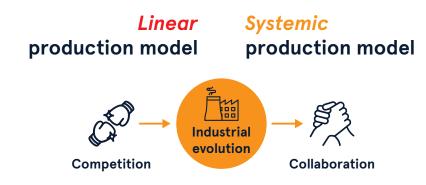
**** Balanced engagement of all actors

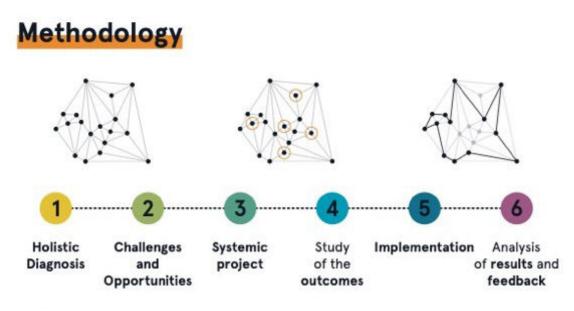
\ Networks of local relationships

∖ Waste turns into a resource



Paradigm Shift

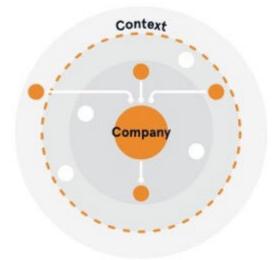




SYSTEMIC DESIGN | Introduction

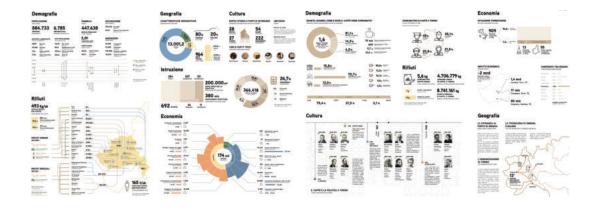


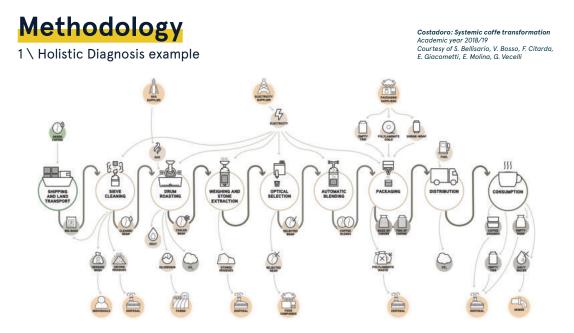
The deep analysis of the current scenario, considering both the surrounding context and the flows of energy and matter.





1 \ Holistic Diagnosis example

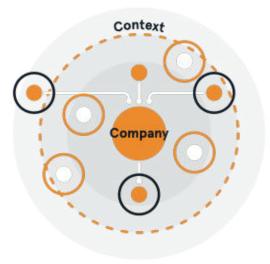






2 \ Challenges and Opportunities

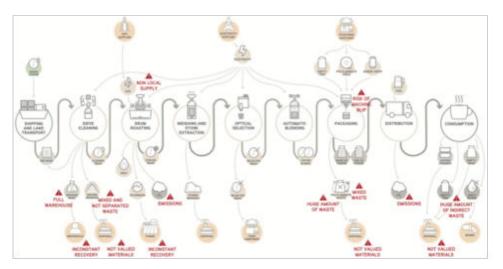
The identification of **challenges and opportunities** of the current scenario and its flows.



SYSTEMIC DESIGN | Introduction



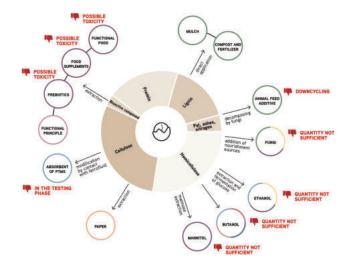
2 \ Challenges and Opportunities example





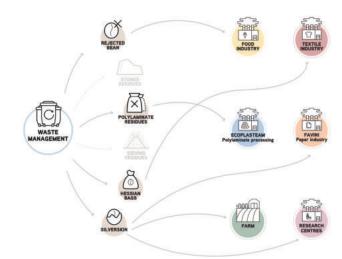
2 \ Challenges and Opportunities example

Costadoro: Systemic coffe transformation Academic year 2018/19 Courtesy of S. Bellisario, V. Bosso, F. Citarda, E. Giacometti, E. Molina, G. Vecelli



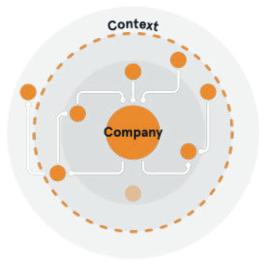


2 \ Challenges and Opportunities example





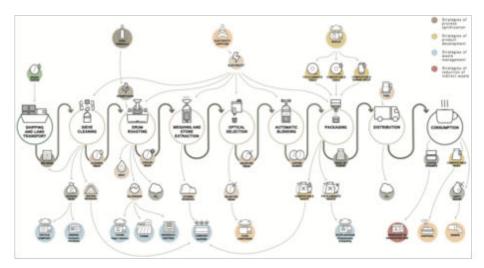
The design of a **new systemic model based on relationships** between processes and actors, which optimizes energy and material flows and gives value to waste as resources.



SYSTEMIC DESIGN | Introduction

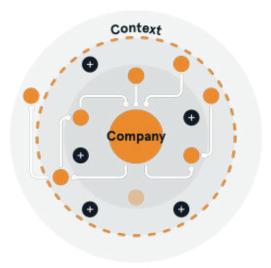


3 \ Systemic Project example





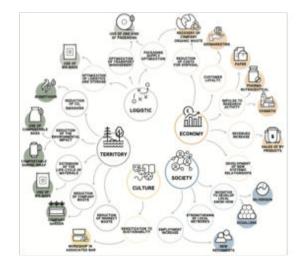
The identification and the study of the new outcomes generated by the new systemic model



SYSTEMIC DESIGN | Introduction

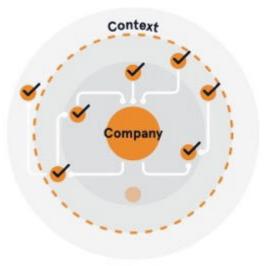


4 \ Study of the outcomes example





The system is **validated** from a feasability point of view with **studies and simulations**, then it is finally **put into effect** in the specific context.

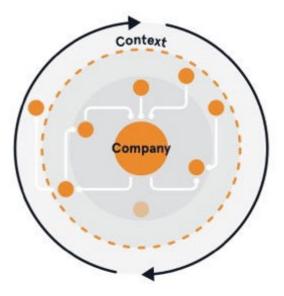


SYSTEMIC DESIGN | Introduction



6 \ Analysis of results and feedback

Feedback following the implementation phase continuously enable the discovery of new opportunities, finally making the system autopoietic.

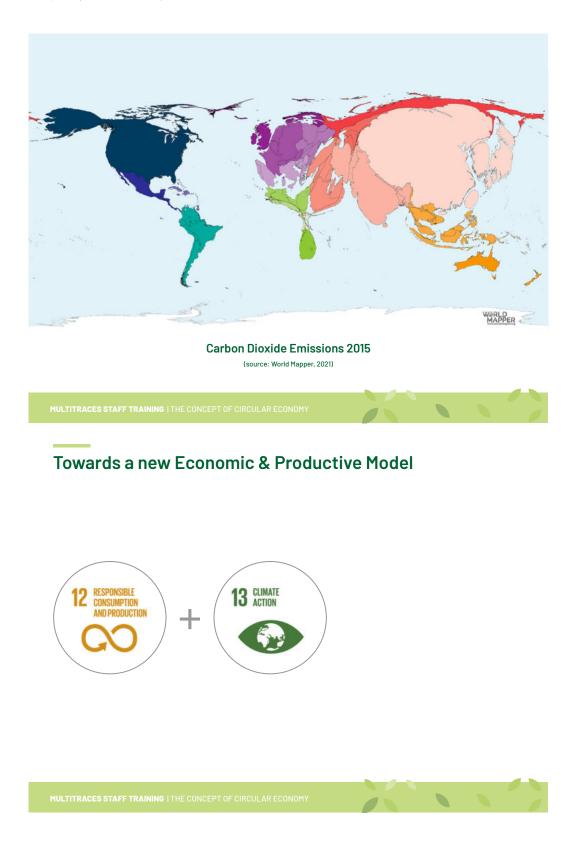


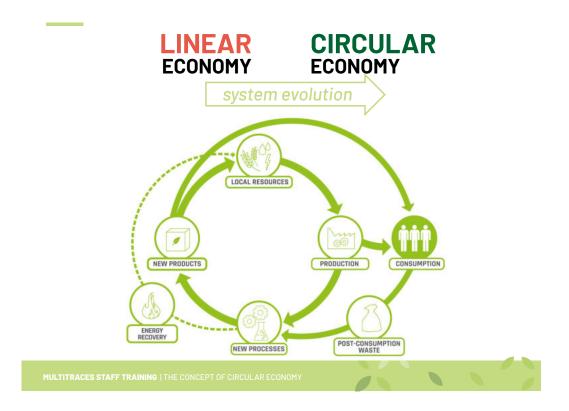
The Concept of Circular Economy

By Amina Pereno, PhD Politecnico di Torino



World reference map (source: World Mapper, 2021)





Circular economy

Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

Ellen Macarthur Foundation

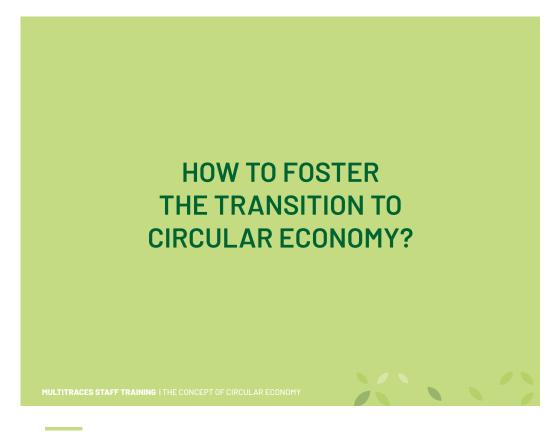






The Circular Economy concept



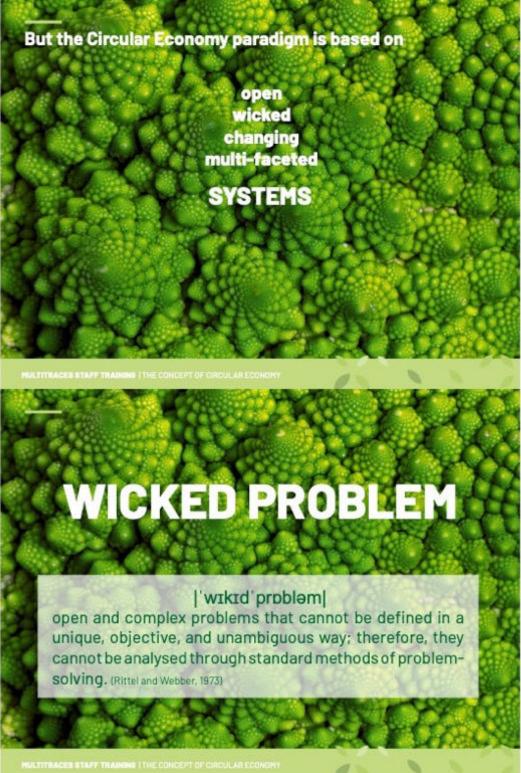


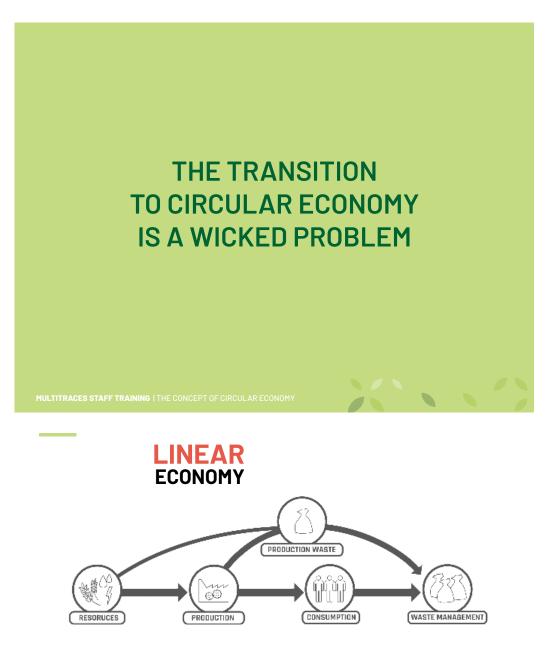
We are used to think of and design within



SYSTEMS



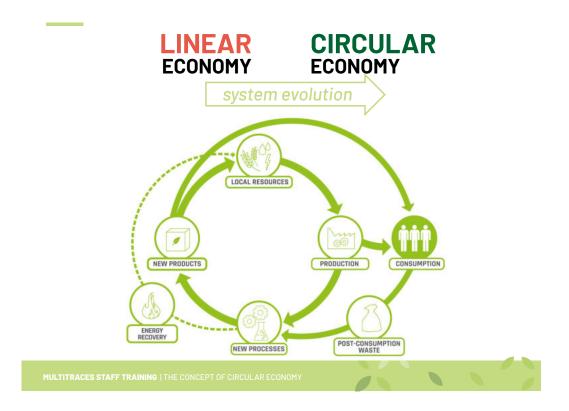




> resource scarcity

- > rising raw material prices
- > weakness of the global supply chain (wars, political tensions, natural disasters)

- > new protectionism of raw materials to guarantee strategic reserves
- > waste management costs



Circular economy

Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

Ellen Macarthur Foundation

Circular economy principles

Looking beyond the current "take, make and dispose" extractive industrial model, **the circular economy is restorative and regenerative by design**. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

In a circular economy we design the whole life cycle, moving beyond the concepts of recovery and reuse, which are naturally embedded in every production process.

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Circular economy principles

Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, **it aims to redefine products and services** to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

Ellen Macarthur Foundation

The change in the production system requires product and service innovation.

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Circular economy principles

Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

The waste concept no longer exists: every process generates by-products that are resources for other processes.

1

Ellen Macarthur Foundation

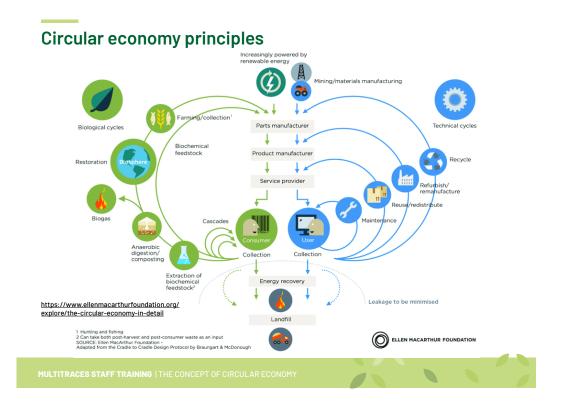
Circular economy principles

Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design. Relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimising negative impacts. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural and social capital.

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The circular economy promotes environmentally, socially and economically sustainable local production and development.

HULTITRACES STAFF TRAINING | THE CONCEPT OF CIRCULAR ECONOMY



Circular economy drivers

The Circular Economy paradigm is based on an economic model that meets three principles:

1. To rediscover discarded matter as sources of material, limiting processing as much as possible

 Secondary sources of raw
 materials are many and not yet fully explored: waste collection, recycling systems, production waste, unsold items.

(Bompan, 2018)

Circular economy drivers

The Circular Economy paradigm is based on an economic model that meets three principles:

- To rediscover discarded matter as sources of material, limiting processing as much as possible
- 2. To end the unused value of the product, even before being discarded

We often observe unnecessary 'depreciation' of goods with unused value:

- Warehouses full of products waiting to be disposed;

- Boxes in our storerooms that are full of clothes with no affective value;

- Objects bought and used once a year.

(Bompan, 2018)

MULTITRACES STAFF TRAINING | THE CONCEPT OF CIRCULAR ECONOMY

Circular economy principles

The Circular Economy paradigm is based on an economic model that meets three principles:

- 1. To rediscover discarded matter as sources of material, limiting processing as much as possible
- 2. To end the unused value of the product, even before being discarded
- 3. To stop the premature death of materials

(Bompan, 2018)

MULTITRACES STAFF TRAINING | THE CONCEPT OF CIRCULAR ECONOMY

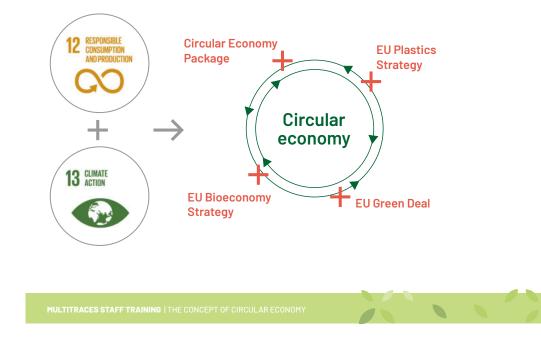
Although recycling and reuse are key strategies to recover material, we often throw away perfectly good materials.

It doesn't matter if the material will be recycled: often only one part of an object breaks or spoils, while the other components remain perfectly functional, yet we throw it all away.

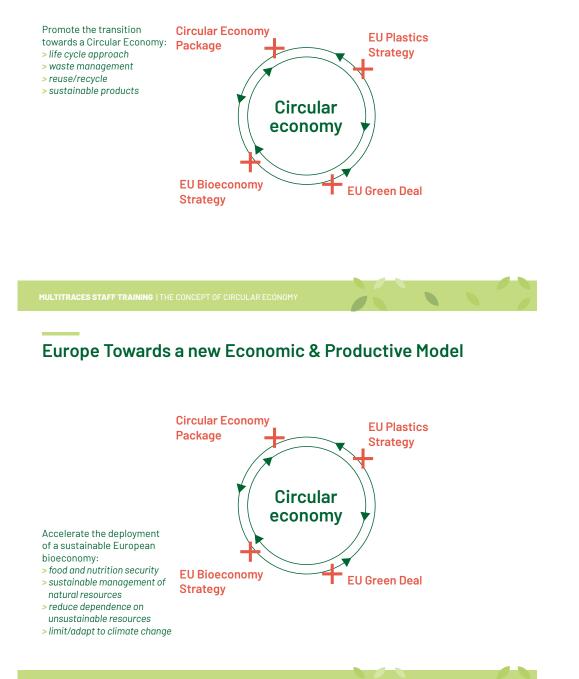
Deep-rooted obsolescence practices need to be reviewed and changed to stop this waste of material.

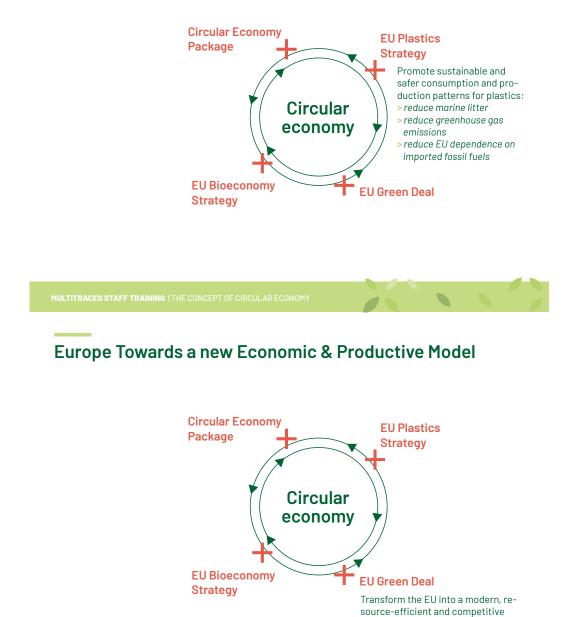


Europe Towards a new Economic & Productive Model



Europe Towards a new Economic & Productive Model



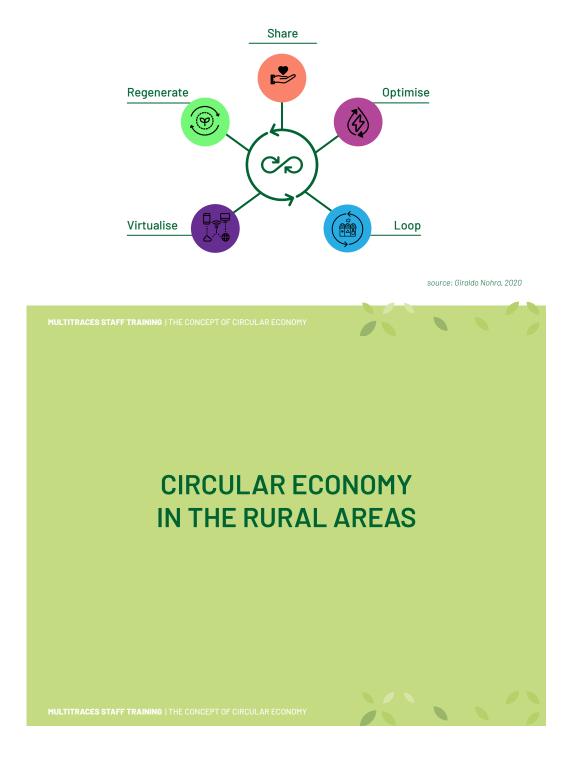


Europe Towards a new Economic & Productive Model



economy (8 areas of action)

A new Circular Economy Paradigm



Deruralization



credits: Bruno Zanzottera - National Geographic, 2018

MULTITRACES STAFF TRAINING | THE CONCEPT OF CIRCULAR ECONOMY

Deruralization

The share of the world's population living in urban areas is expected to increase from 55% in 2018 to 60% in 2030 (UN, 2018).

The migratory movement towards urban areas has transformed the countryside, because **traditional production faded away**, also causing the **loss of agricultural biodiversity** and local wealth.



MULTITRACES STAFF TRAINING I THE CONCEPT OF CIRCULAR ECONOMY

Rural areas in Europe

Rural areas in the EU represent:

91% of the territory **56%** of the population

Agri-food sector is particular relevant but also wasteful:

40% of EU soil is occupied by the food system

54% of the total EU annual waste is agricultural waste

46% of edible mass of fruit and vegetables is lost or wasted

MULTITRACES STAFF TRAINING | THE CONCEPT OF CIRCULAR ECONOM

Circular economy in rural areas

CE implies change at 3 levels:

MICRO

Rural companies improve the circularity of their production systems.

MESO

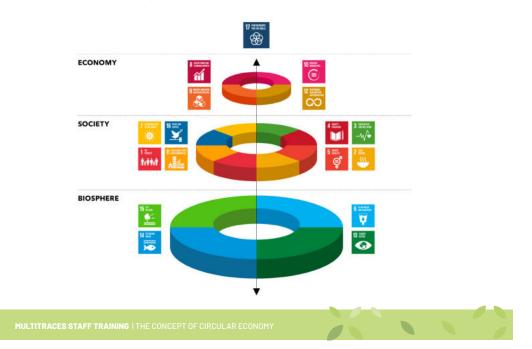
Industries traditionally working as separate entities become engaged in complex resource exchanges (industrial symbiosis).

MACRO

Integrating and re-design the production, the consumption system and its components (infrastructure and service delivering, cultural and social systems) in a sustainable way.



Circular economy in rural areas



Circular economy in rural areas

It is urgent to **educate** professionals that can provide concrete solutions to **real-world problems**, supporting the transition to Circular Economy.

Alongside disciplinary skills, a strong **ethical commitment** and solid **cultural foundations** are needed.



The EN.FA.SI Project

By Amina Pereno, PhD Politecnico di Torino





Politecnico di Torino

Architecture and Design

Amina Pereno Politecnico di Torino, Department of Architecture and Design (DAD)

MULTITRACES joint staff training event Circular economy in rural territories trends and tools

Castello del Valentino 29 September 2021



EN.FA.SI. PROJECT

Systemic Design case study applied to Cuneo Bean from field to distribution



Department of Architecture and Design Politecnico di Torino



With the support of the Piemonte Region POR FESR 07/13 - 1.1.3. Innovazione e PMI - Poli di Innovazione

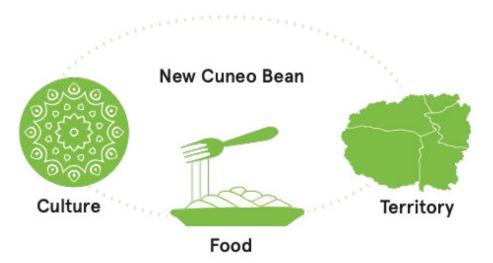
Scenario



https://vimeo.com/112259507

Systemic approach

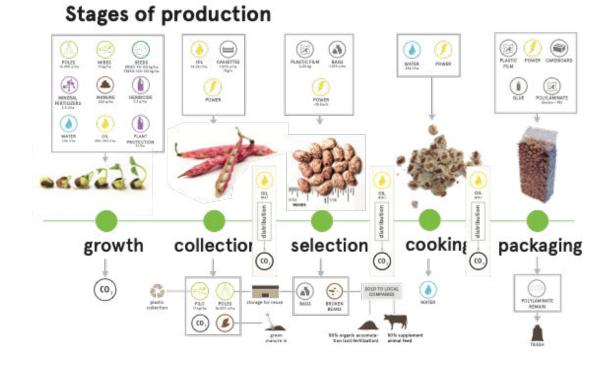
Local development



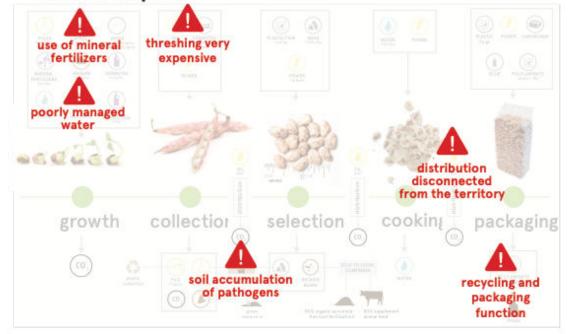


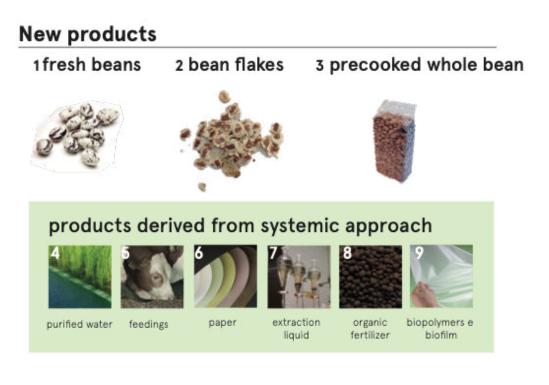
Stages of production





Critical aspects

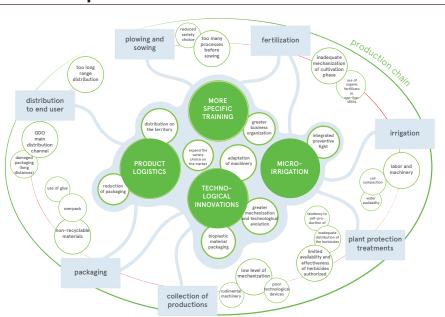




Results

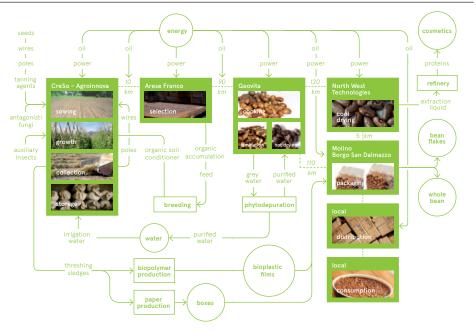
Production processes





Critical aspects/solutions

Enfasi - new system



Results

Distribution and consumption



Dissemination

Polito Design Stories

Editorial project for the dissemination of research projects

Polito Design Stories is a collection of booklets that was made to promote the project to non-experts.



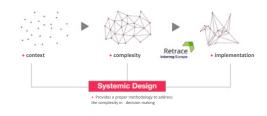
The Systemic Design Method

delivering Circular Economy business Model for regions Retrace Interreg Europe Project

By Carolina Giraldo Nohra, PhD Politecnico di Torino



+ Anticipatory Actions for Regions



+ RETRACE project 2016-2020



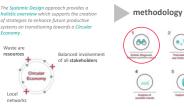
+ Goal

Aims at promoting systemic design as a method allowing local and regional policies move towards a circular economy when waste from one productive process becomes input in another, preventing waste being released into the environment.



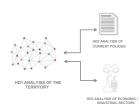
A Systemic Approach for REgions TRAnsitioning towards a Circular Economy

+ Systemic Design towards Circular Economy





+ Holistic Diagnosis

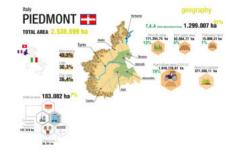


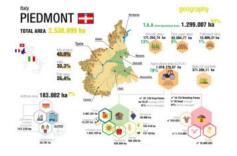
The aim of the Holistic Diagnosis is to assess the regional framework assess the regional framework conditions in order to identify policy gaps and potential opportunities upon which to build supportive policies.

- Potential connections to assess the potential synergies at the systemic level with other sectors or processes at regional/interregional level.
- The Holistic Diagnosis should allow each region to better target the nature and scope of good practices of interest to the region.

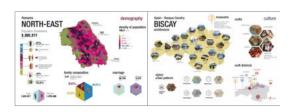












+ Success factors

6-0 E

Accelerates the realization of Systemic Design projects towards an Circular Economy in Europe

Practices

ebate on Systemic Design and ircular Economy between niversities, businesses and public







economy Platform - medium term impacts gional Action Plan Piedmont Region

+ Framed within the Green Chemistry and Agro-food sectors, (RISS priority areas).

R&D projects aiming to create ween different companies and rec

entends to lineace innovative solutions and collaborative aggregations, facilitating the exchange of knowledge and skills between companies and research centers.



+ Creation of new Lundings of CEs

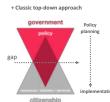
+ information

Bioeconomy Platform - long term impacts Regional Action Plan Piedmont Region



nt by 2030.

+ Success Factors





+ Limitations of the Approach

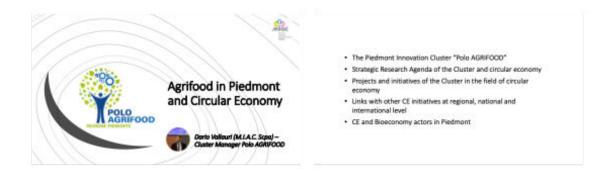
- Cultural / Lenguage barriers (english vs native lenguage)
 Data accesability
 Policy Barriers
 Vertical Governance approach
 Traditional business structure
 Lack Knowledge concerning Circular Economy

+ Advantages for main actors



Agrifood in Piedmont and Circular Economy

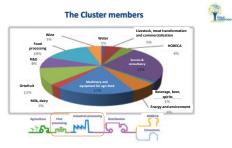
By Dario Vallauri Cluster Manager Polo Agrifood







The key F&D s	ectors in	Piemonte
	Production	Processing
Wine 200		
Meat 📫	\odot	
Dairy	\odot	
Fruits & vegetables	\odot	
Cereals (corn, wheat, rice)	\odot	
Coffee S		
Confectionery		
Bakery	0	
Farming machinery		
Food machinery (process, packaging)		





Yme

AGRIFOOD Innovation Cluster – the Boards





Yme











Circular Economy in the Cluster Agenda

- Circular Economy in the Cluster Agence Recovery and re-use of waste and by-products from agricultural and agr-oritostrial supply chains mixed at the production of value-added products (ingredients for food & feed, cosmitics, emergy, etc.) Sustainable packaging for food (biodegradoble / compostable, recyclable packaging) Implementation of traceability initiatives

- Improvement of the sustainability of agn-food chains, also through regional, national and European neisarch and innovation projects
- Organization of dissemination events / workshops / infodays / training courses (ex. Bioeconomy Day, Salone del Gusto, Ecomondo, etc.)



Reduction of waste and energy consumption; Recovery of by-products

Types of waste:

Hyper of water Wine Industry ➡ Pomace Frus Processing ➡ Peels, seeds and pulp residues Vegetable Processing ➡ Peels, seeds and pulp residues Oil Industry ➡ Solid residues, vegetation water Milling Industry ➡ Kars, gene Dairy Industry ➡ Head, skin, faihbones Fish Industry ➡ Head, skin, faihbones



ar economy field 🚏	Project: ECO FOOD	AlM: study and realization of a new product and a new process for cellulose containers with barrier film for packaging of fatty/dry or acid products in MAP
AGRIFOOD cluster's projects in the circular economy field	Feasibility study: NO-MORE-WASTE	AIM: Development of new models of food surplus management to reduce food waste in some relevant supply chains in Piedmont: <i>meat, dairy, fruits &</i> vegetables.
AGRIFOOD duster's	Project: Innova- EcoFood	All: re-use of <i>rice</i> and <i>wine</i> by-products from regional supply chains for the development of new food, nutraceutical and cosmetic products.













DN: The Cluster C.L.A.N was created to increase and promote the ty of the agrifood chain, trough the stimulation of innovation and exploitation of the results of scientific research activities oration between research companies, institutions and public



KIC (Food

MISSION: Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted.







European Green Deal Call – Horizon 2020



Call H2020-LC-GD-2020 Subtopic C. (2021): Reducing the dependence on hazardous pesticides

PROPOSAL: European IncluSive PartIcipatoRy Agro-EcoLogy (E-SPIRAL)

- Keywords: Fertilisation; Agroecology; Environment, resources and sustainability; Circular economy
- Coordinator from Israel + 11 EU partners
- Role of Polo AGRIFOOD: Implementation of a dynamic protocol for fruit crops (wine grapes and berries) in Italy on the farm side and on the fork side (processed foods, logistics, packaging, traceability)

Actors in Piedmont on Circular Economy / Bioeconomy First movers

NOVAMONT

- Field of activity: leading international company in the bioplastics and in the development of bioproducts and biochemicals from plant sources, biodegradable and compostable.
- Mission: to develop materials and bioproducts through the integration of chemistry, environment and agriculture, activating biorefineries and providing solutions that ensure **efficient use of**
- Products: MATER-BI products, MATROL-BI biolubricants and greases, CELUS-BI ingredients for the cosmetics sector







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Circular economy and Sustainable Business Model (Universidad de Alicante)

Under the context of an increased competition with direction towards each time more environmentalfriendly development, companies (small, medium, and big) are expected to follow the national and supranational strategies of sustainable development. The European Green Deal, together with the Circular Economy Action Plan and the Sustainable Development Goals, underlines the need for growth based on innovation through recycling and reuse philosophy. It is expected to have a global economic model based on minimizing the negative effects of finite resources consumption, by focusing on intelligent design of materials, products and systems. Circular business models could minimise material input into and leakage out of the economic system and play an essential role in utilising the resources and capabilities of the private sector for the transition to more sustainable economic development. Even though there is still considerable uncertainty on how to implement new circular business models in existing global supply chains, circularity brings more than inspiration, but also new challenges for facing this paradigm shift, with a room for multidisciplinary research in the coming decades to overcome the current understanding. In fact, the leverage circular economy approaches for sustainable development on an organisational level demands a new understanding of value. Thus, academia should keep "a watchful eye on the 'bigger picture' whole-systems research", reinforcing the dependency between a single organisation, a specific CBM, and its value network in a circular supply chain.

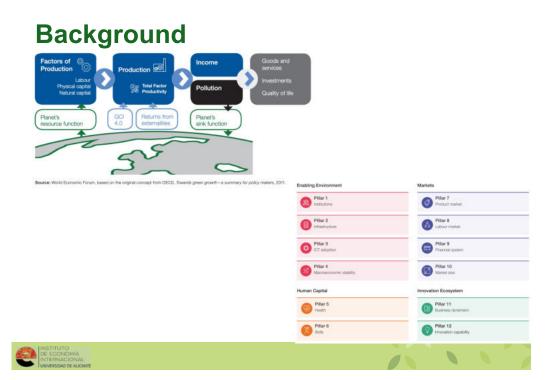
Many circular business models arise having at their heart the concept of helping in the process of prolonging the lifetimes of products and parts through successive cycles of reuse, repair, remanufacturing and closing material loops. There are at least six different types of circular business models, i.e., sharing platforms, product as a service, loops, circular supply chains, resource recovery, product life extension.

Some examples of the types of circular business models are considered from both theoretical and more practical perspectives. A short description of the types of circular business models is followed by an imaginary company exploiting olive stones (O-live). A business plan is developed as an example students should be able to conduct without forgetting the relevance of case studies.

A real case such as the one of the Comunidad de Regantes de Pliego is presented aiming at understanding the need of a combination of factors that could transform a weakness into a strength through innovation and a more efficient use of resources. The region of Pliego is facing a huge problem of water availability due to its location and the low presence of sufficient water for irrigation in a predominantly agricultural region. The use of renewable energy sources could be just an example of an innovative business model used for coping with their main weakness.

Circular Business Models

By Oana M. Driha, PhD Universidad de Alicante





SUSTAINABLE GOALS

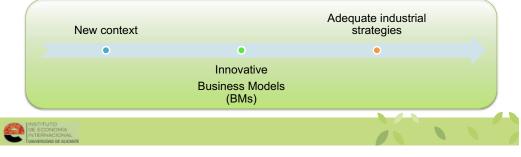
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Background



BUSINESS STRATEGY





Background

Circular economy, inspired by the concept of **closed-loop economy**, - is defined as a global <u>economic model</u> minimizing the negative effects of finite resources consumption, by focusing on intelligent design of materials, products and systems.

- $\Rightarrow~$ to minimise emissions, resource use, pollution and waste
- \Rightarrow To **maximise** the resource efficiency of material assets

Interest in environmental impacts of products and processes and the sustainable use of natural resources \rightarrow CE's relevance was amplified worldwide

- ⇒ traditional linear (open-ended) economy, treating the environment as a waste reservoir, → a linear lifecycle
- ⇒ starting from conceptualization and design, went through development, inservice and finished with disposal.
- ⇒ closed-loop production and consumption patterns & completely focused on resource efficiency and waste reduction & able to better balance and harmonize economy, environment and societal needs.



Circular business models

Business model (BM)

- It describe the rationale of how an organization creates, delivers, and captures value
- · BMs a mean for driving competitiveness and set up a company's market strategy



BM \rightarrow a framework to formulate a **business strategy**

A strategy is an approach to *outperform competitors and gain competitive advantage*

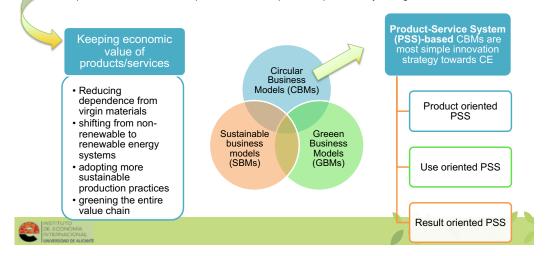
A strategy defines:

- the value proposition (which needs of which customer segments to satisfy)
- value creation (resources and processes required to create value including the relationships with suppliers and customers)
- value delivery (resources and processes required to deliver value to customers)
 - value capture (cost structure and revenue streams)

Circular business models

Circular business models (CBMs)

 A new kind of BMs, where the value creation is grounded on <u>keeping the economic value</u> embedded into products after their use and exploit it for new types of market offerings => requires a set of return flows (from end users to producers), eventually through intermediaries



Circular business models

Circular business models (CBMs)

- CBMs could minimise material input into and leakage out of the economic system and play an
 essential role in utilising the resources and capabilities of the private sector for the transition to
 more sustainable economic development.
- there is still considerable uncertainty on how to implement new circular business models in existing global supply chains.
- The European Commission's Horizons2020 Project suggests promising figures for the implementation of the Circular Economy (CE), leveraging the region's GDP by up to 0.5% by 2030, in addition to the creation of 700 thousand new jobs
- $\Rightarrow~$ new sustainable business models (SBM) are required
- ⇒ CBMs stand out as a better adjusted SBM strategy, with a significant increase in efficiency for organizations in the consumption of resources, primarily based on appropriate regulation, investment in innovation and the development of appropriate business models, capable of generating and flowing value in the supply chain



Circular business models

Circular business models (CBMs)

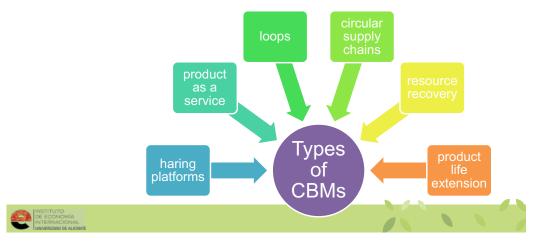
- circularity brings more than inspiration, but also new challenges for facing this paradigm shift, with a room for multidisciplinary research in the coming decades to overcome the current understanding
- The leverage CE approaches for sustainable development on an organisational level demands a new understanding of value => academia should keep "a watchful eye on the 'bigger picture' whole-systems research", reinforcing the dependency between a single organisation, a specific CBM, and its value network in a circular supply chain
- The complex value interaction in CBM implies trade-offs that ascend as obstacles to CE's
 promotion, whose understanding of structural dynamics of the business ecosystem is
 prerogative to leverage the skills and resources of members of the value chain → a sharing of
 language and understanding between the different perspectives of goals and interests is
 required
- There is a broadly agreeing by experts about the need for expanding the types of values to include more diverse values and metrics besides economic
- · Besides, the current CE phase stagnates on low-value resource retention options



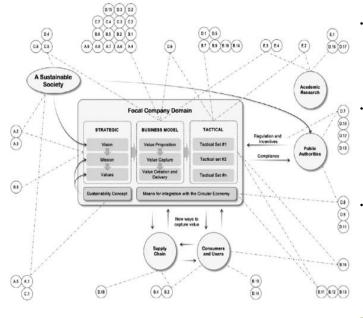
Circular business models

Circular business models (CBMs)

 the main aspect of CBM concept is to "help to prolong lifetimes of products and parts through successive cycles of reuse, repair, remanufacturing and closing material loops" Extending product lifetimes by reversing product obsolescences is known as the Product Value model







• Tactics → the competitive choices within the business model.

In CBM they should allow profit to be realised within the cyclical activities, considering that value is generated based on the efficiency of the material Loops.

Tactics would be the strategic expressions for value capture in interaction with other

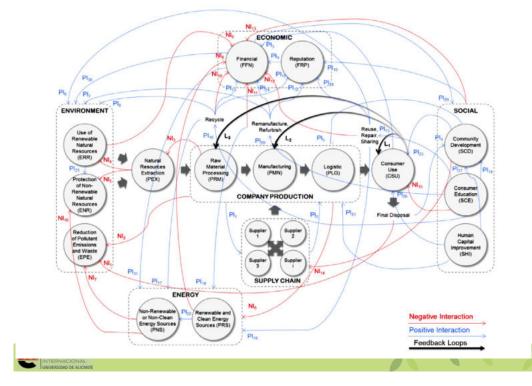
players in the ecosystem. => tactics must <u>allow new</u> forms of value capture.

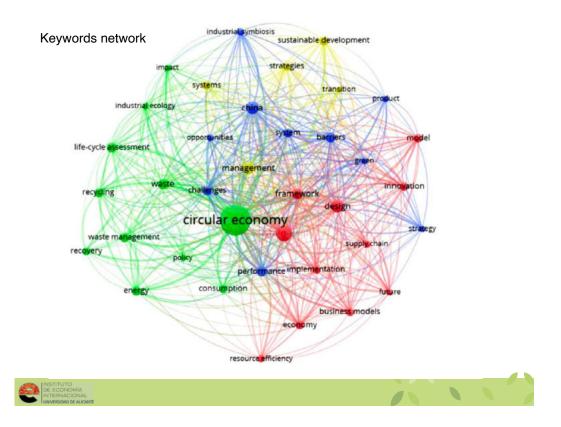
still unexplored.

Still, in this context, the whole product and its service lifecycle and the material/energy loops must be analysed and properly orientated, by means of broadening the organisation's perception of its own field of activity.

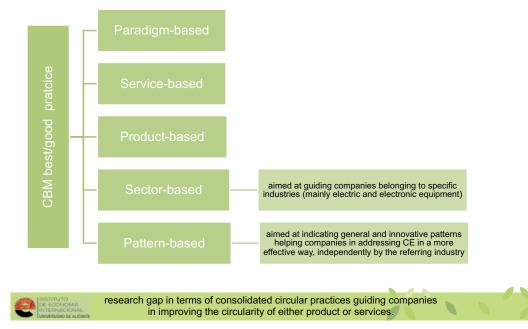
DE ECONOMIA INTERNACIONAL







Circular business models



CBM best practice classification.	

Author	CBM best practice classification						
	Paradigm-based	Service-based	Product-based	Sector-based	Pattern-based		
Adam et al. (2017)	х						
Beulque and Aggeri (2016)					x		
(Bocken et al. (2017)			x				
(Bressanelli et al. (2017)			x				
Dewberry et al. (2016)					x		
Gnoni et al. (2017)			x				
Goyal et al. (2016)					x		
Guldmann (2016)					x		
Hindley (2016)				x			
Jagger (2016)				x			
Kim et al. (2016)				x			
(Laubscher and Marinelli, 2014)				x			
Ma et al. (2014)				x			
McIntyre and Ortiz (2015)				x			
Morioka et al. (2017)					x		
Piciu (2016)		x					
(Prendeville et al., 2017b)	x						
Rattalino (2017)				x			
Regenfelder et al. (2016)					x		
Sarasini et al. (2016)				x			
Scheel (2016)					x		
(Sousa-Zomer et al., 2017)				x			
(Sousa-Zomer et al., 2017)				x			
Stål and Corvellec (2018)				x			
Svatikova et al. (2015)				x			
(Venselaar and van de Kelft, 2014)					x		
Whalen et al. (2017)	x						
Yazan et al. (2015)				x			
DE ECONOMIA DE ECONOMIA							
UNIVERSIDAD DE ALICANTE							

Circular business models

Challenges related with the adoption of the CE paradigm

```
CBM challenges classification.
Author
CBM challenges classification
Sustainability-based
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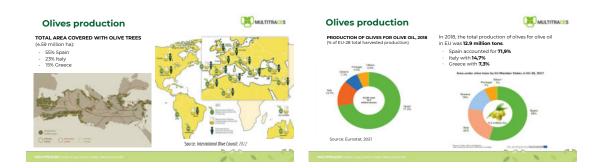
	Sustainability-based	Supply chain-based	Company-based	ICT-based	Lean-based
Chertow and Ehrenfeld (2012)		х			
(de Lange and Rodic, 2013)			x		
Franco (2017)			x		
Guldmann and Jensen (2015)			x		
(Howell et al., 2018)				x	
Kurilova-Palisaitiene et al. (2018)				x	
Lüdeke-Freund and Dembek (2017)	x				
Morlat and Pinto-Silva (2014)	x				
Pagoropoulos et al. (2017)				x	
Planing (2017)				x	
Rizos et al. (2015)			x		
Rizos et al. (2016)			x		
Romero and Rossi (2017)					x
Roos (2014)	×				
Sannö et al. (2014)	x				
Smith-Gillespie (2017)	x				

O-live Case study

By Elena Olmos University of Alicante









Case Studies

CASE STUDY 2: BIOLIVE: Environmentally Friendly Bioplas Created From Olive Seeds

- Mission: fill a gap in the **bioplastics** industry by **recycling** waste products from olive oil production into a green alternative to petroleum derived plastics.
- Duypu Vimaz discovered similarities in the chemical mal up of olive stores and platistic. This discovery left her to up of olive stores and platistic. This discovery left her to the discover of the store of the store of the store of the discover of the store of the store of the store of the model with the store of the store of the store of production process, into biodegradable platist products > What leves a much strailse categories hosting > Offer a sustainable substitute for plastic packaging

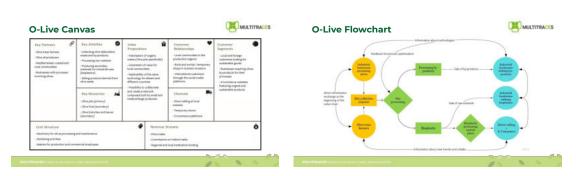


O-Live Project

- O Live was born a collaborative project, together with owners of clive tree farms, and the owners of the clive of processing and extraction plants. Our partners will provide us with their production outputs [clive seedal, and we will process them as primary sources to produce a blankatic material, Ranging from basing packsaging to higher added value products such as furniture, we will be collaborating with our partners and the local communities to understand the needs of urpotential buyers (whether businesses or customers). The utimate goal is to create a scalable and replicable business model which will develop and expand throughout the **entire Mediterranean region**, where olives are produced and processed.



O-Live



Comunidad de Regates de Pliego

By Martin Jiménez CEO Comunidad de Regantes de Pliego









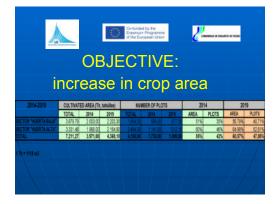








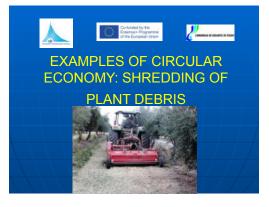












By-product's valorisation and waste reduction (Bacau University)

The Module led by University of Bacau "*New vision with regard to the specific economic activities of the rural environment: by-products valorisation and waste reduction*" within the MULTITRACES international project, aims for students, based on the knowledge and skills, entrepreneurial accumulated, to understand how to think from the project phase an agri-food business, based on the intelligent use of by-products / waste from rural activities. Thus, by opening a business, the degree of employment and career development opportunities increase.

Mankind is facing a major crisis of material and energy resources, a context in which the food crisis is at the forefront. Under these circumstances, it is necessary as a measure of maximum necessity to valorise the useful substances from by-products from the food industry.

By-product and waste valorisation with their reintroduction into the economic circuit is the basic principle of a circular economy.

From the processing of raw materials of the different branches of food industry, beside the main products, several by-products and wastes are obtained whose share varies according to the nature of the raw materials, the finished products, the technology, and the equipment used.

Agriculture plays a key role in the valorisation of the biological resources at its disposal. To produce food, agricultural activities create both planned products (e.g., fruit and vegetables) and waste (e.g., orange peel and wheat straw). Given that agriculture aims to create food for human consumption and has a considerable impact on the environment, creating more sustainable agricultural practices is essential if we are to shape a more sustainable future.

Agri-food by-products / wastes (organic residues) comprise important sources of sugars, lipids, carbohydrates, minerals, inorganic compounds (e.g., silica), dietary fibre or phenols, carotenoids, and tocopherols. Phytochemicals are a valuable source for the food, pharmaceutical and cosmetics sectors. The current methods of valorisation of by-products have been developed along with the traditional production lines, being closely connected to the agricultural origin of raw materials.

There are two traditional methods of by-product valorisation in the food industry: as animal feed or as fertilizer.

The technological processes in the food industry must be oriented towards a maximum valorisation of the raw materials so that the quantities of waste are reduced to the maximum, because they raise numerous economic, hygienic-sanitary, and other issues.

Currently, research in the field is focused on finding new methods to capitalize on by-products / waste from the agri-food industry, to increase and expand innovation opportunities by achieving a zero-waste economy. This being the main objective of the circular economy.

In this context, the present material briefly presents the main by-products e.g., resulting from dairy industry, beekeeping, processing of cereals, fish industry, slaughterhouse, sugar industry, oil industry, vegetable canning industry, beer industry, wine industry, wood processing, processing of eggs and also the main methods of their valorisation.

This material presents some suggestive examples which can inspire future research on the valorisation of agri-food by-products and waste.

Romagria SRL

By Liliana Topliceanu, PhD Full Professor University of Bacau





- SC Romagria SRL Bacau was founded in 1992 and is managed by Laurentiu Baciu, sole associate and manager of the company. .
- Laurentiu Baciu, is an agronomist by profession, graduate of the Agricultural Faculty of "Ion Ionescu De La Brad" Agronomic Institute of Iasi.

State Street





• This area this area is cultivated with:



1			There is a set
-	350 ha with rapeseed;		333 ha with barley;
-	550 ha with whea;	-	150 ha with sunflower;
-	1000 ha with maize ;	-	30 ha lucerne;
-	1 ha apple orchard;	-	1 ha with nuts.

- The company also owns a mini farm with a surface of 3 ha where they are . raised : 300 chickens, ducks, turkeys, geese especially for own consumption and for hotel restaurants. In fact 80% from the hotel food are come from own production.
- On the company's lands there is also a small lake, populated with fish and several natural springs that it intends to exploit.



- out, the company owns and uses assets located in the farm owned by Damienesti, Bacau County.
- The 100,000-square-meter farm, located in Damienesti, Bacau County. On this land are located constructions and scaffolds: administrative building, grain silos, mechanical workshop, machinery and equipment covers, fuel storage, sanitary filter and annexes, water basins, water wells.







The hotel sector In 2007 SC Romagria SRL started the works for the first 4 star hotel in Bacau and in May 2009 it was put into operation.

about 300-400 m from the city center.

- E • The hotel is located in Bacau town, I.S.Sururza, nr.11,
- The hotel has 32 accommodation spaces 4 single rooms, 24 double rooms, 4 apartments - 3 restaurants with a capacity of 150, 50 and 20 seats and a terrace on the 5th floor of the hotel.



Occupation



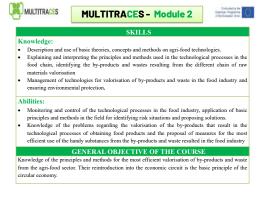
- The company has some development plans and a part of them could be a source of inspiration for the student projects. The subject proposed are :
- 1. Photovoltaic panels on the roofs of farm buildings;
- 2. RES system for supplying the irrigation network;
- 3. Recovery of vegetable waste for the production of pellets;

4. The company intends to develop the part of the tourism activity going towards agrotourism. In this idea they want to create an Angus cow farm, to create a lake and build some guest houses. The students can inspire from this for projects.

By-products valorisation and waste reduction

By Vasilica Alisa ARUŞ, PhD Associate Professor University of Bacau



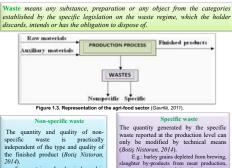


CONTENT OF MODULE 2

1. Valorisation of by-products and waste in the agri-food sector by implementing the circular economy 2. Valorisation of dairy industry by-products

- 3. Valorisation of the wine industry by-products and wastes
- 4. Valorisation of the beer industry by-products and wastes
- 5. Valorisation of the vegetable canning industry by-products and waste 6. Valorisation of inedible eggs and egg shells
- 7. Valorisation of the vegetable oil industry by-products and waste
- 8. Valorisation of the sugar industry by-products and waste
- 9. Valorisation of slaughterhouse by-products and waste
- 10. Valorisation of the fish industry by-products
- 11. Valorisation of by-products and cereal waste 12. Valorisation of beekeeping by-products
- 13. Valorisation of the wood processing by-products and waste





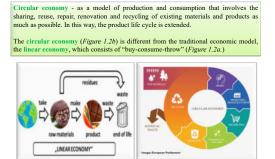
E.g.: containers for chemicals used in the cleaning and disinfection of installations.

Specific waste The quantity generated by the specific waste reported at the production level can only be modified by technical means (*Botis*) Nistoran, 2014). E.g.: barley grains depleted from brewing, slaughter by-products from mean production, potato or citrus peels, stale bread, etc.

By-product means a substance or object which results from a production process the main objective of which is not to produce it and which satisfies, cumulatively, the following conditions:

- the subsequent use of the substance or object is certain,
- b) the substance or object may be used directly, without being subjected to any other processing in addition to that provided by ordinary industrial practice;
- the substance or object is produced as an integral part of a production c) process;
- d) the subsequent use is legal, in the sense that the substance or object meets all relevant requirements related to the product, environmental protection and health protection for the specific use and will not produce overall harmful effects on the environment or public health.

Valorisation is any operation whose main result is that the waste serves a useful purpose by replacing other materials that have been used for a particular purpose or that the waste is prepared to serve that purpose in businesses or in the economy in general.



b) Circular economy

Figure 1.2 a) Linear economy (Raiković et al., 2020):





CIRCULAR ECONOMY knows several definitions and interpretations. In its most generous terms it means: • superior valorisation of raw materials,

- · sustainable use of nature offers us, including renewable energy sources,
- · reintroduction in new economic cycles of by-products and waste
- · reintroduction in new technological processes of the different components of the final product when it reaches the end of its lifecycle;
- high energy efficiency, automation and computerisation of production activities.



a decrease in the amount of disposable waste as close to zero as possible, a cleaner and healthier environment for all of us.

The most correct way to achieve these objectives is for the design of new production capacities, the opening of a new business to be done by considering the circular economy at each stage of the raw material transformation chain.

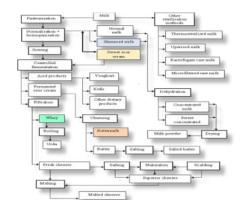
The purpose of this Module 2 is for you to understand how it should be thought, since the project phase, an agri-food business, the way in which by-products and waste can be valorised.

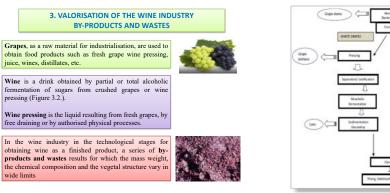
2. Valorisation of dairy industry by-products

Milk is a white-yellow, sweet-tasting liquid which is obtained by the complete and uninterrupted milking of healthy, properly fed and cared for animals

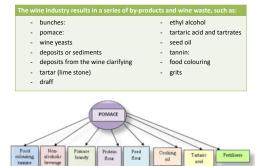
- From the main technological processes which take place in the dairy industry result three **by-products**:
- **skinmed milk** resulting from the separation of cream from milk; **buttermilk** resulting from the butter manufacture;
- · whey resulting from the manufacture of cheeses, casein and protein coprecipitates.

These by-products as well as the products resulting from their industrial processing can be used in human food, for animal feed, as well as for various technical purposes (chemical industry, pharmaceutical industry, paper industry, textile industry, etc.).









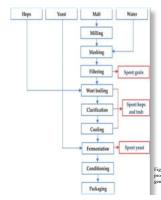
4. Valorisation of the beer industry by-products and wastes

Beer is a low-alcohol, non-distilled beverage, obtained by alcoholic fermentation, with the help of yeast, a wort made from malt, water and hops, the malt being able to be partially replaced with unmalted cereals (corn, broken rice, barley) and possibly enzymes

The main raw materials used in the beer industry are barley, water and hops, also adding unmalted cereals and selected yeast crops.

Malt is a product obtained by germinating barley seeds under special conditions, in order to accumulate enzymes and disintegrate macromolecular substances in the grain.

Hops is a plant with yellow-green flowers, whose aromatic and bitter female inflorescences are used in brewing. Due to the compounds it contains in the cones, hops largely influences the taste, aroma, colour, clarity and preservation power of beer.



The by-products obtained in the beer industry are the following:

cereal waste;
malt germs (rootlets);
malt draff;
protein sediment (trub);
primary fermentation foam;
yeast;
carbon dioxide.

ee 4.2 Schematic representation of the brewing ss and points where the main by-products are ated (Karlović et al., 2020) 5. Valorisation of the vegetable canning industry byproducts and waste

By-products from fruit and vegetables are leftover like seed, pulp, skin or pomace, accounting to 10-35% of raw mass.

Generally, they are used as animal feed or for production of biomaterials, biofuels, biogas, platform chemicals and bio-fertilisers through biological processes (Dilucia et al., 2020).



Figure 5.1. Valorisation of fruit and vegetable by-products (Kowalska et al., 2017)

9. Valorisation of slaughterhouse By-products and waste

Meat and meat products form an important segment of the human diet because they provide essential nutrients which cannot be easily obtained through vegetables and their derived products.

Animal by-products include all parts of a live animal that are not part of the dressed carcass such as liver, heart, rumen contents, kidney, blood, fats, spleen and meat trimmings.

Animal by-products can be grouped into: non-carcass meat (EBPs)
non-meat products (IEBPs)

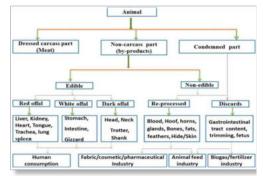
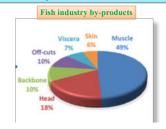


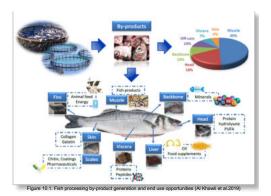
Figure 9.1. Classification of animal by-products (Alao et al. 2017)



10 . Valorisation of the fish industry by-products

In the fish industry, as in the meat industry, the processing of the raw material results in a series of by-products and waster (Figure 10.1) consisting of parts which separate in the processing of the main product, consisting of easily alterable substances, which if not immediately recovered, can form outbreaks of infection within the enterprise.





11. Recovery of by-products and cereal waste

The most well-known and frequently used The most well-known and frequently used cereals (Figure 11.1.) for human food are the following: wheat, rye, triticale, corn, barley, rice, oats, millet, sorghum; to these are added the so-called pseudo-cereals (buckwheat, quinoa, amaranth, sesame) although they do not belong to grasses, but to other botanical families.

Almost two-fifths of world grain production is used for animal feed. In the form of whole or ground grains, as green, dried or ensiled plants, as waste (straw, chaff or stalks of maize) and by-products (bran, germs) they are used in the food of all human-raised animal species.







The bark is used to fertilize the soil, as a combustible material, to obtain products such as tannins, waxes and furfural

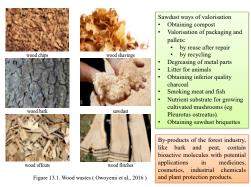


Figure 13.1. Wood wastes (Owoyemi et al., 2016)

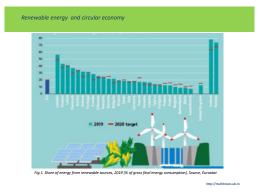
Renewable energy and Natural Resources

By University of Bacau









Renewable energy and circular economy

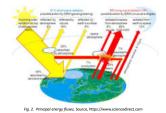
The share of energy from renewable sources in gross final energy consumption, 2010-2019 for Greece, Spain, Italy and Romania, in %:

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Greece	10.1	11.2	13.7	15.3	15.7	15.7	15.4	17.3	18.1	19.7
Spain	13.8	13.2	14.3	15.3	16.2	16.3	17.4	17.6	17.5	18.4
Italy	13.0	12.9	15.4	16.7	17.1	17.5	17.4	18.3	17.8	18.2
Romania	22.8	21.2	22.8	23.9	24.8	24.8	25.0	24.5	23.9	24.3

Solar energy

The sun - the most important source of energy on Earth. In one second the Sun radiates more energy in space than mankind has consumed since its appearance on earth: 3.86x1026 J.

The value accepted of the solar constant is approximately 1360 W/m³, representing an average annual value, measured with the help of scientific research satellites. The Earth's atmosphere and Earth's surface interact with solar radiation, producing a series of transformations of solar radiation.

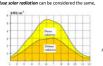


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Solar energy

The mechanisms by which the intensity of solar radiation changes as it passes through the atmosphere, are storgation and digitual. Fradiation and digitual is reflected by the Earth's atmosphere or some of its components (the air molecules and certain categories of clouds). By reflection, some of the solar radiation is disspated, the mechanism of this process is called Radyeigh diffusion, and this phenomenon represents the radiation of the celestal walk. Direct radiation is the component of atmosphere radiation that is neither reflected nor scattered, and which directly reactions the surface. This is the component that produces sladows. Direct solar radiation depends on the celestal and the celestal and the direct radiation, diffuse radiation and reflected radiation. Diffuse to be radiation depends on the celestal and the celest radiation celest cathe compared the targoing surface. Diffuse cabler radiation cathe considered the same,





Solar energy

- he solar radiation that reaches the Earth consists of: visible radiation from 0.38 to 0.78 microns, ultraviolet (UV) radiation from 0.28 to 0.38 microns, infrared (IR) radiation from 0.78 to 2.5 microns.

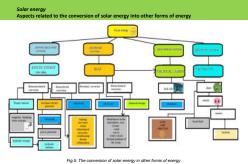


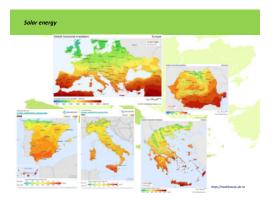
According to the standards, the photovoltaic modules are evalu It quantifies the reduction in the power of light as it passes thre dust. mass index - AM of 1.5. sphere and is absorbed by air and ough the

AM has the value 0 (before entering the Earth's atmosphere), in which case the irradiance is the solar constant, respectively 1360 W / $m^2.$ constant, respectively 1360 W/m². All signals are appreciately a specific to the Earth's surface (the shortest path of radiation, through the atmosphere, to the Earth's surface). All signals are appreciated as the Earth's surface is 50% longer than for AM =1, which corresponds an angle y = 41.8 °





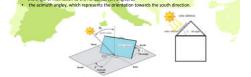




Solar energy Solar thermal energy

Capturing the sunlight for heat production

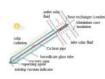
- Optimizing an entropy of the entr Industrial cale system; industrial cale system; * *IPC - Low Power Collectors* - generally intended for small - scale use, generally for obtaining hot (low power domestic or industrial applications).
- The protect outracts or muccular approximation; for a highest possible efficiency, the orientation of the collectors position towards the Sun must be correct the position of the star collectors is defined by two angles: the angle of inclination to the horizontal (titrange), a, the angle must have, which regressifis the orientation towards the south direction.



Solar energy Solar thermal energy Solar energy Solar thermal energy m tubes solar collectors For residential applications, the most common solar collectors are Flat solar collectors; Vacuum tubes solar collectors; Heat pipe solar collectors. Battery-mounted glass tubes. Heat pipe of inside. These types of collectors have been have a wing-shaped Cu pipe with an absorbent elemen market for over 25 years and are of several types: The flat solar collector • open circuit - the heat transfer fluid from the consumer's installation is the same as the one circulating through the panel pipes - naliator principle; • closed circuit - the primary circuit (corresponding to the solar panel) is separated from the secondary circuit by the consumer through a heat exchange: olar radiation bacheded by a collector per unit of absorption ce is equal to the difference between the indeent solar ion and the optical bioses. The heat losses of the collector is invironment by conduction, convection, and radiation are minimed as the product of the heat transfer coefficient $U_{\rm and}$ difference between the average temperature of the absorbent $T_{\rm p}$ and the temperature of the absorbent $T_{\rm sol}$ staged the useful energy output of an surface collector A is ignerity the surface taborbed back radiation and the heat absorbed the absorbed back radiation and the heat the tube (right) $Q_u = A_a \times \left[l - U_L \times (T_p - T_a) \right]$

Solar energy Solar thermal energy

Heat pipe evacuated tubes collector

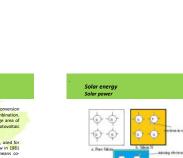


the top, and the water with a lower of will remain at the bottom of the w through the glass tubes, will towe tanl III remain at the bottom of the tan through the glass tubes, will receive sun. It will heat up and becoming less limb into the tank at the top (the effect).

Examples of heat production systems using solar collectors for rural houses

Fig.14. Schematic diagram sc

eme for solar heating s



Del and Fig.13. 5



... c. Silicia P Fig.16. The schematic of Siliciu atom (4 election ons on the ou

Fig.17. Simplified diagram of a htto

Solar energy ion of the sunlight into electricity (the photoelectric conversion). This conve ing concentrated solar power, directly using photovoltaic panels or combina systems use lenses or mirrors and solar tracking systems to focus a large arr onversi ectly us by Adolf 2011. This word n eration principle rd photovoltaic consists of the Greek word for light and the na ord refers to the direct transformation of sunlight into electricity to propose for a photovoltaic paged system.

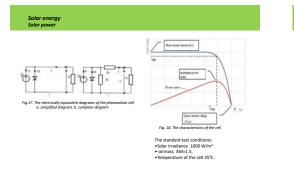
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The cell consists of two or more semiconductor layers between 0.001 and 0.2 mm thick, doped with certain chemical elements to form "p" and Str

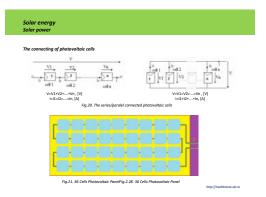
Jufictions. Juctura celulei PV este similară cu cea de. Când stratul de siliciu este ex sină, va avea loc o "agitație" a electron terial si va fi generat un curent electric.

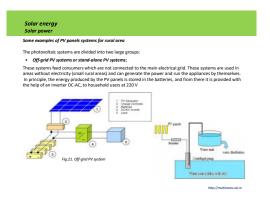


Solar energy Solar thermal energy

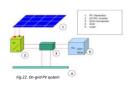


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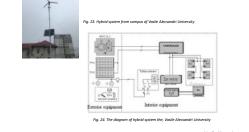






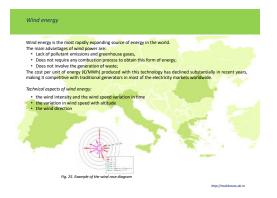


Hybrid systems - independent of the electrical distribution network. Consist of a photoelectric generator, associated with a wind turbine or generator set with an internal combustion engine, or both. Biogas is also used.



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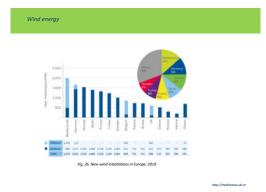
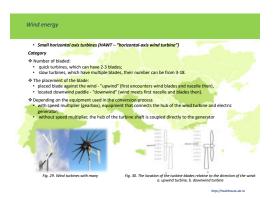
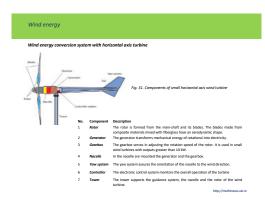




Fig.27. The wind map for Europe at a height of 50 m









Wind energy Small wind electric systems used in rural areas Household installations - a domestic system of production and use of direct and alternating cu small wind turbine ing a ----.1



Water-pumping installations - used in areas where water is in limited quantities, but there is ground water in depth and wind blows regularly.



Biomass

he biomass categories:

Ine biomass categories: +Primary biomass - produced by agriculture and forestry. It includes energy crops and agricultural crops such as short rotation trees, grasses and aquatic plants. -Secondary biomass: biomass such as straw, storev and crop residues that is generated as a result of haverstigm and processing of primary biomass such as lumber, pulywood, and grains. It also includes processing residues and by-product streams from food, feed, fibre and materials production. -Pritory biomass: post-consumer residue streams from routhan activities such as fats, greases, oils, construction and demolition detry/wood, as well as animal manure and other by-products from concentrated animal feed operations.

very (biofuels)

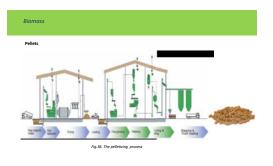


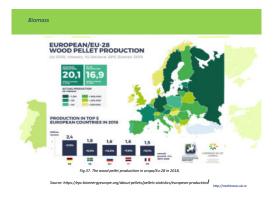




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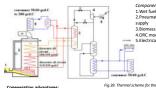








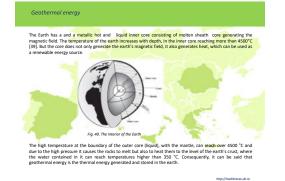
Biomass burning and energy production. Micro- cogeneration plant CHP or cogeneration is a process of energy transformation in which useful electricity and heat are pn simultaneously, in a single process



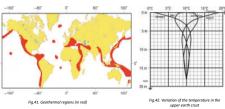
1.Wet fue 2.Pneumi supply ass boi 4.ORC mc 5.Eler e (Org

e 80%

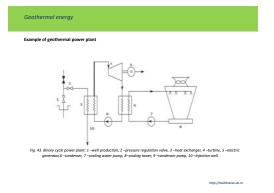
ergy efficiencies above 80%, imary fuel economy, is pollution and the possibility of controlling and re w cost for energy produced in cogeneration plants. ng pollutants,



Geothermal energy



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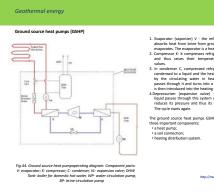




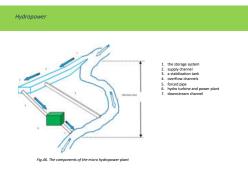
Fig.45. Types of geothermal heat p

Hydropower

Solar energy evaporates seawater producing clouds. When the drops end up having a mass large enough, pravity pulk water back to the Earth's surface in the form of rain. If this rain falls on high ground and reaches the streams and neers that flow rapidly there is the ability to extract some of their energy by arranging part of their course so that the water passes through a hydraulic turbine that drives an electric generator, using water to eristics of micro hydropov y are suitable for low po al communities) and f

can be u on property, with and the use of the skills of the population in the area depending on the tributary flow, makes them a d energy system; e. Some are over 70 years old and still in working o last even longer and can serve consumers for ger en to be safe and profitable for several deca ts have pr

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