

# CIRCULAR CZECHIA

Best circular business cases & inspiration

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# PREFACE

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The circular economy is not merely a trendy catchphrase thrown about by the European Union and a few savvy firms. The circulation of resources is something that has functioned in nature since time immemorial, but we humans have forgotten it. We have suppressed the common sense that cautions us to be economical and provident, and instead created a linear economy that plunders, produces and discards at breakneck speed. Even if it may satisfy human whims, it stands on weak foundations. With disappearing resources we will struggle to maintain the current tempo of growth. This is one of the reasons why several firms and individuals are now orienting themselves toward the so-called “circular economy”. That is why we have prepared examples of good practice for you, which demonstrate how the principle of circular economics works in practice.

*A circular economy is a system in which we take considerate approach to nature, but at the same time generate profit thanks to the reuse of valuable materials, which we keep in circulation for as long as possible.*



**Soňa Jonášová**  
director, INCIEN

# LIST OF COMPANIES

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**TIERRA VERDE**

**PLASTIA**

**COPYMAT**

**KOMA MODULAR**

**ASIO GROUP**

**SKANSKA**

**SONNENTOR**

**OPRAVÁRNA**

**BRENS EUROPE**

**BIOPEKÁRNA ZEMANKA**

**IKEA**

**JRK WASTE MANAGEMENT**

**ERC-TECH**

**SUEZ**

**CIUR**

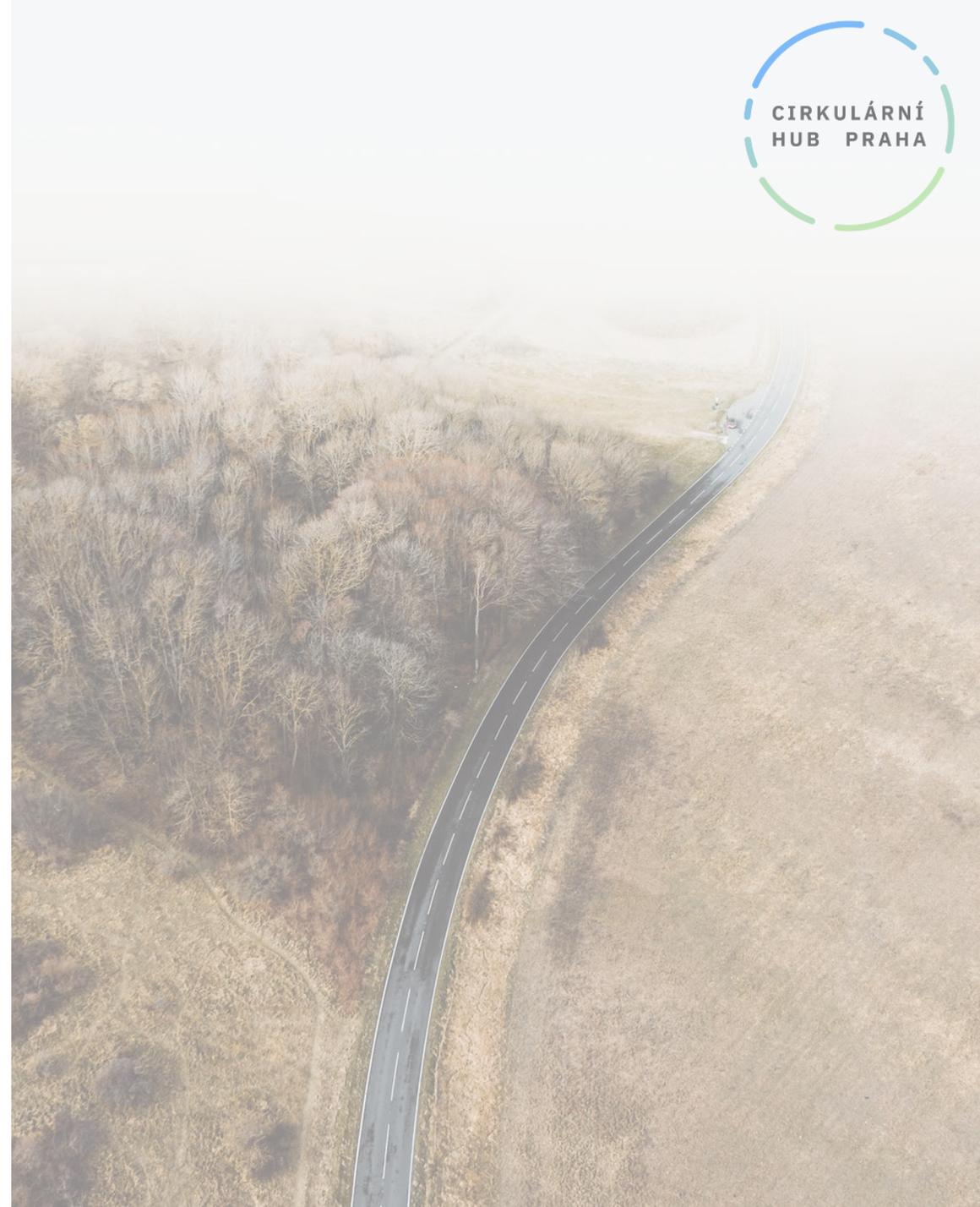
**NAFIGATE**

**STABILPLASTIK**

**CYRKL**

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CIRKULÁRNÍ  
HUB PRAHA



# TIERRA VERDE

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Tierra Verde is a Czech-Slovak company, which since 2008 has been offering ecological hygiene products and packaging-free and plastic-free household goods. It sells its own branded products in the DM drugstore chain, e-shops and wholefood stores, and also exports its goods abroad, primarily to Scandinavia.

*„The idea that we should view waste as a resource has been part of our company philosophy from the outset. Even despite the fact that this approach is far more demanding, we want to show that world that it’s possible to build a functional model. It always depends on inner conviction and determination.“*

NATAŠA FOLTÁNOVÁ, founder of Tierra Verde

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<https://en.tierraverde.cz/>



# TIERRA VERDE

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## CHALLENGE

“When I saw how much waste was generated in production, it was clear to me that it was necessary to do something about it,” states company founder Nataša Foltánová. Accordingly, from the very beginning she made it company policy that nothing that entered its supply chain would later be needlessly discarded. As a result, the packaging in which the input raw materials are delivered is used to produce bags and covers for notebooks.

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## SOLUTION

However, in addition to waste generated in production it was also necessary to resolve the issue of the wrapping in which the products travel from the company to our households. Tierra Verde therefore began to package its products in paper, thereby reducing the quantity of plastic in its packaging. For example, products previously sold in five litre canisters are now sold in cardboard boxes, in which a plastic bag corresponding to the volume of goods is inserted. This saves 100 grams of plastic. In addition, two years ago the company began to supply its products to packaging-free retail outlets in order to prevent the generation of new waste.

## RESULT

On first appearances it seems entirely simple, nonetheless it was necessary to resolve a range of technical problems, to devise a logistical system, to convince employees and overcome the fact that this manner of waste management demands a great deal more time and money. For example, paper packaging is twice as expensive as plastic, because plastic today is very cheap. Despite this, according to Nataša Foltánová such an approach pays off. The company as a whole is growing in all the indicators, while packaging-free sale has increased by 200 percent. In its far-sighted approach to packaging, Tierra Verde has gained a substantial head start over other firms that are only just beginning to consider the idea of zero-waste.

# PLASTIA

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Feeders for birds all year round

*“The circular economy brings us new challenges and at the same time new opportunities. However, many things are not clearly given and defined, and as a result we can forge our own, new paths. And this is something we thoroughly enjoy.”*

LENKA NOVOTNÁ Co-owner of Plastia

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<https://www.plastia.eu/en/>



# PLASTIA

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## CHALLENGE

Feed and drink for birds all in one. This is a modular product, which by replacing parts of the product changes its use. After the winter ends, the customer replaces the variable part for feeding with the part for drinking, and so feed becomes drink. The middle section is joint, and holds the whole object together. It is therefore not necessary to buy a new product. The feed/drink can be affixed to a railing or stake, or suspended.

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## SOLUTION

We wanted to build a firm on principles which would at the same time become the value framework of our company as a whole. Our ambition is to make items in such a way as to make good use of the properties of plastic, and suppress the inclination to treat plastic as a single-use material. Another great challenge was how to save investments in moulds by conceiving products in a modular manner. And a no less fundamental challenge was the endeavour to eliminate the seasonal nature of the use of our products.

## RESULT

A new product was created. We saved on finances invested in moulds and improved the return on our investment. New and attractive opportunities for co-operation with the non-profit sector emerged, in this case with the Czech Society for Ornithology. The project addressed new target groups that are sensitive both to ecology and to the practicality of products. We succeeded in creating a so-called new functional optimum, in which the customer uses the product or its parts for a far longer time than comparable products on the market. And last but not least, we succeeded in meeting a third challenge, namely reducing the seasonal nature of the product.

# COPYMAT

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Until the last breath of each printer - an ecological approach to printing and copying

*“I didn’t believe that you could sell printers with love... It’s time for us to realise that printing is not about selling, selling, selling, but about long-term co-operation and trust.”*

KRISTÝNA KUTILOVÁ, Managing Director, COPYMAT



# COPYMAT

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## CHALLENGE

We provide print solutions as a service. We discuss the requirements for functionality of printers and photocopiers, and on the basis of this we recommend solutions. This covers used but effective machines that have not yet exhausted their potential. Thanks to these we attain a reduction of costs and enable clients to invest in the things that are important for their business.

## SOLUTION

We very often come across clients who have bought printers on the basis of the acquisition price, and were afraid to buy used equipment. However, the operation of these printers cost the clients a lot of money, and so instead of servicing their equipment, they preferred to throw it out. For this reason we started providing printing as a service – we met clients' requirements and at the same time repaired and reused equipment which still provided the required comfort and effectiveness. We thereby gained clients, and thanks to the several year guarantee on the equipment we moderate fears of purchasing older machines.

## RESULT

We busted several myths about the sale of printers. For example the one about inbuilt obsolescence devices in every machine. Because after all, we wouldn't provide a guarantee on a machine if it was manufactured in such a manner as to stop working after a certain time. In addition, among our partners we were indicated as the firm with the best relationship to the environment.

# KOMA MODULAR

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Modular buildings – build, refurbish, dismantle, rebuild

*“Modular construction breaks away from the tried and tested procedures and products of classic builders and embarks upon an innovative construction of premises according to the model of the automobile industry.”*

STANISLAV MARTINEC, CEO, KOMA Modular

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<https://www.koma-modular.cz/en/>



# KOMA MODULAR

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## CHALLENGE

Modular construction is a new, alternative branch in the construction of buildings. A modular building is formed of individual modular units, prefabricated on a production line. The principles of the circular economy are of absolutely core significance for the functioning of the entire company, which is probably best documented by the relocation of our Czech modular pavilion from the international exhibition EXPO in Milan for its further use.

We also supply modular kindergartens, which we rent to towns and municipalities. All the client requires is a suitable site, with the possibility of connection to the essential networks. Our company will take care of all the installation, servicing during operation and disassembly. The product corresponds to all the construction prescriptions.

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## SOLUTION

When the kindergarten is no longer required, the modular building is relocated to a new site. At present we offer a single classroom for 25 children, and we are planning the production of further kindergartens. The building is in a modern design, using attractive facades.

The challenge is to break away from the tried and tested procedures and products of “classic builders”, and to embark upon an innovative construction of premises according to the model of the automobile industry.

## RESULT

Municipalities can respond flexibly to the current number of children set to attend kindergarten. The task of resolving insufficient places in kindergartens in the Czech Republic is thus shifted from the state to private firms. The assembly of the kindergarten is very quick, specifically within the course of a few weeks. Our company also refurbishes individual modules and uses them for constructing modular buildings which serve also for other purposes. This method of acquiring buildings is termed off-site building, which appositely captures the character of production of buildings on another site than where they are later placed. And above all, permanent buildings are not constructed for temporary use.