

WHAT'S A CIRCULAR ECONOMY?

It's an economic system that avoids waste by viewing waste as a resource, mimicking the cyclical nature of the planet's ecosystem.

WHAT ARE WE DOING TODAY?



TAKE



MAKE



WASTE

(maybe recycle)

HOW IS RECYCLING INSUFFICIENT?

To **TAKE** resources and **MAKE** goods we invest energy and labour. To break apart goods and break down materials is a **WASTE** of that initial investment .





WHAT DOES CIRCULARITY INVOLVE?

- Regenerative system
 - Product redesign
 - Business model rethink
 - Global systematic change
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WHO IS TALKING ABOUT CIRCULARITY?

- Public policy level
- NGOs
- Business strategy



**WHO IS TALKING
TO CONSUMERS?**

LINEAR Economy

creates
waste



RECYCLING Economy

manages
waste



CIRCULAR Economy

avoids
waste



#GoCircularNow

HIERARCHY OF CIRCULAR ACTIONS

1. RESELL

2. REPAIR

3. REFURBISH

4. REPURPOSE

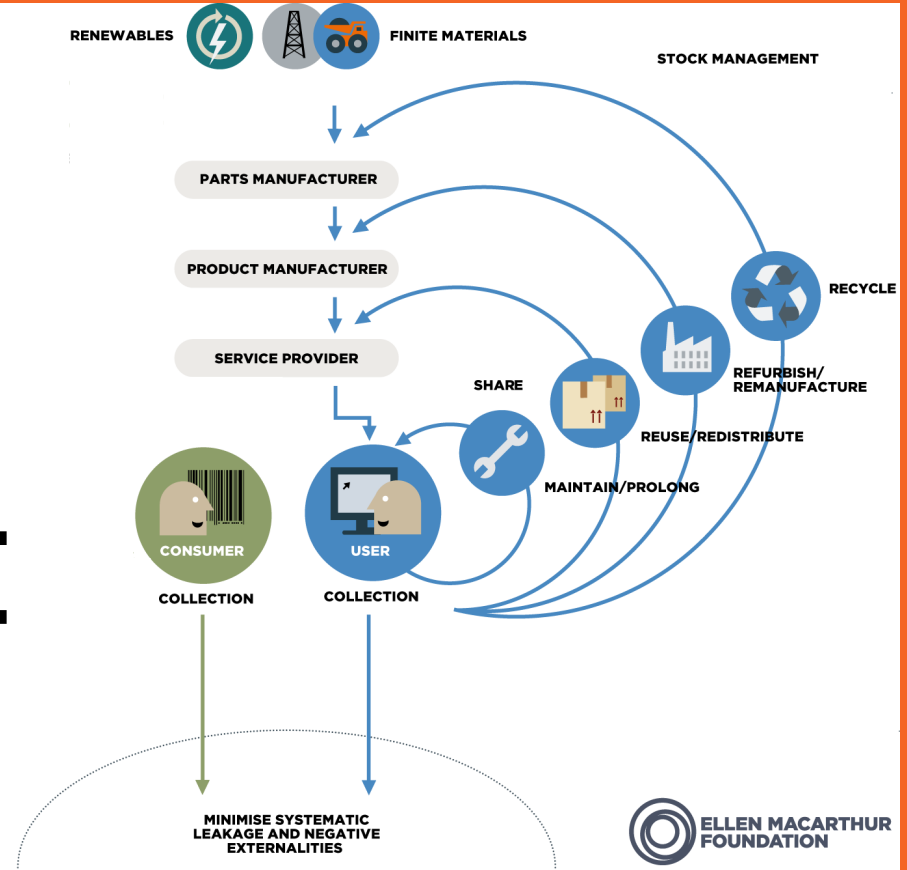
5. RECYCLE

GOODS

MATERIALS

1. RESELL
2. REPAIR
3. REFURBISH
4. REPURPOSE
5. RECYCLE

SOURCE
Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
Drawing based on Braungart & McDonough,
Cradle to Cradle (C2C)



1. RESELL

WHAT IS THE VALUE
OF THE GOODS YOU
PURCHASE?



2. REPAIR

WHY THROW THE
WHOLE THING
AWAY?



3. REFURBISH

WHAT YOU HAVE IS
NO LONGER GOOD
ENOUGH.



4. REPURPOSE

BEFORE YOU GO
ASKING FOR
RECYCLING.



5. RECYCLE

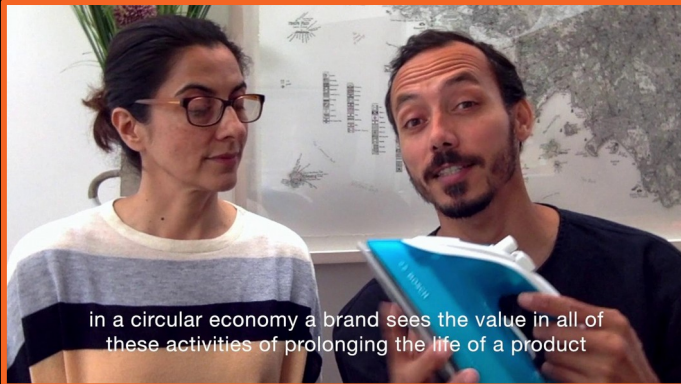
THIS SHOULD
ACTUALLY BE OUR
LAST RESORT.





CNBC EXPLAINS

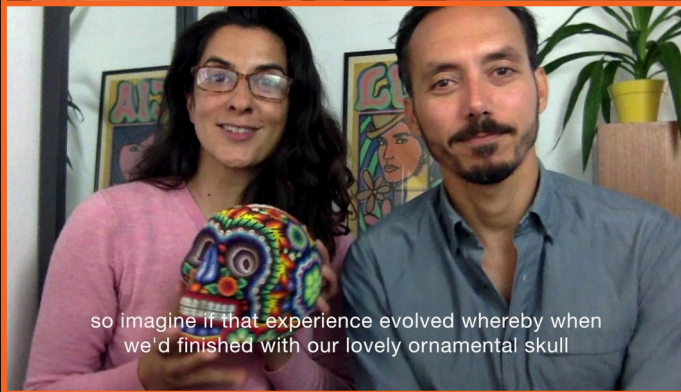
WHAT IS THE CIRCULAR ECONOMY?



in a circular economy a brand sees the value in all of these activities of prolonging the life of a product



maybe it gets to a point where nobody wants to wear the shoe, but the materials in it are valuable



so imagine if that experience evolved whereby when we'd finished with our lovely ornamental skull



the circular economy is about the value of these objects and the materials that make them up

#GOCIRCULARNOW