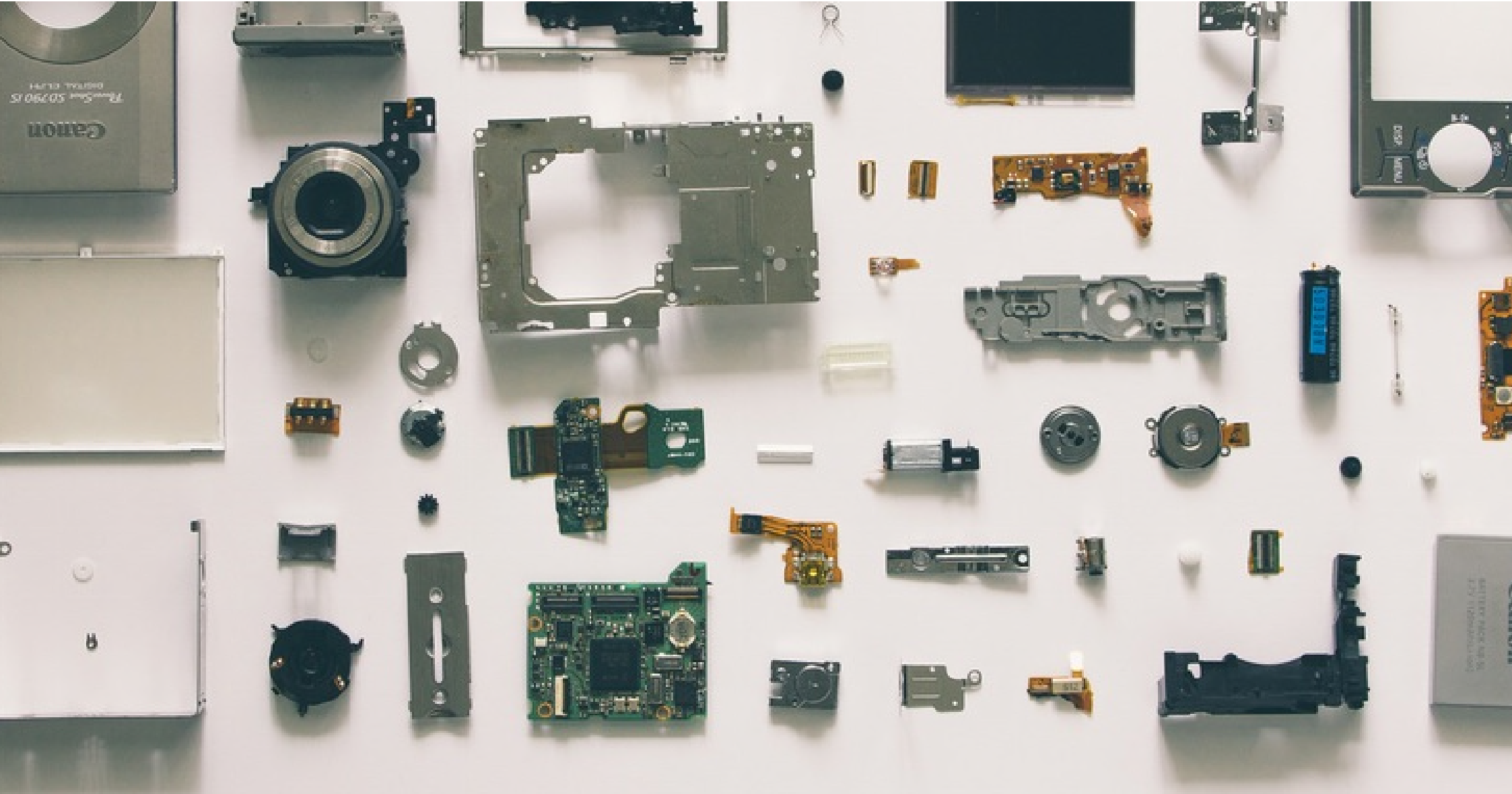


WELCOME TO THE CIRCULAR ECONOMY

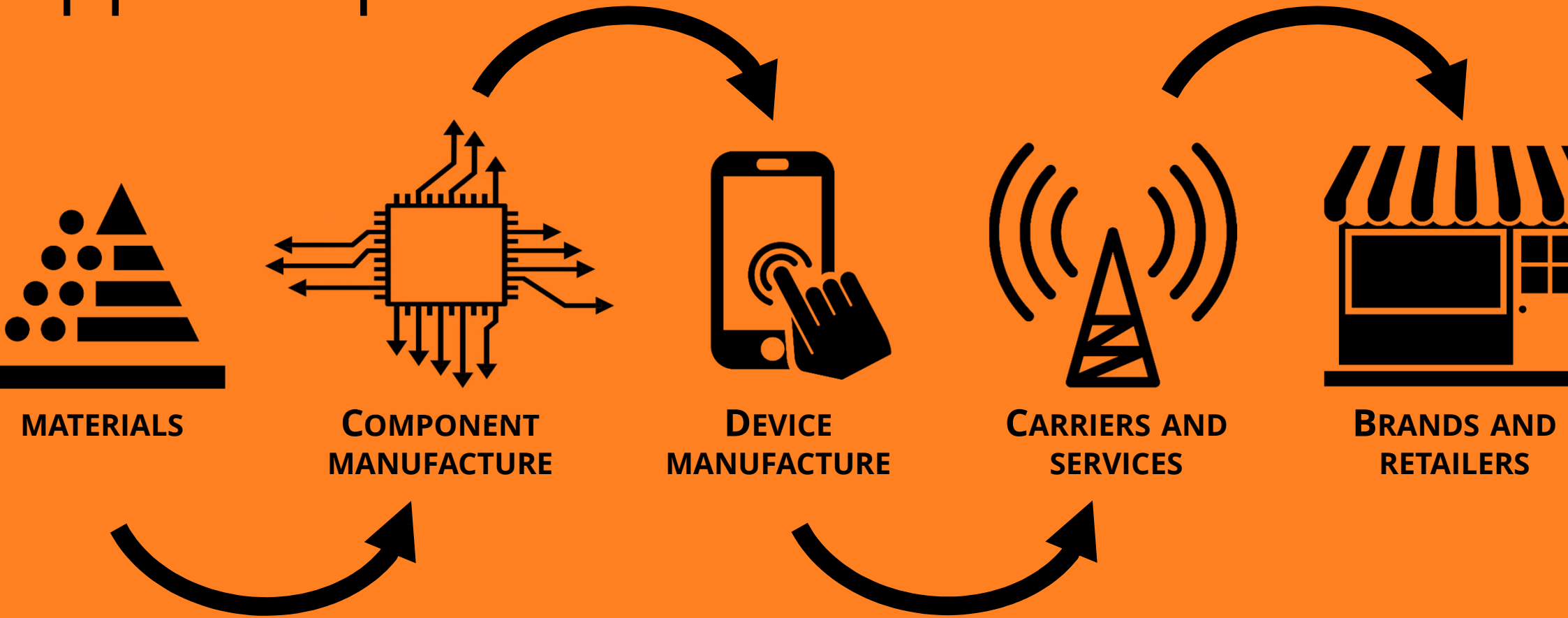


Miriam Gilbert, Coincidencity

battery?



The “take-make-dispose” approach does not support repair...



**...BUT IT CREATES
MASSIVE WASTE**

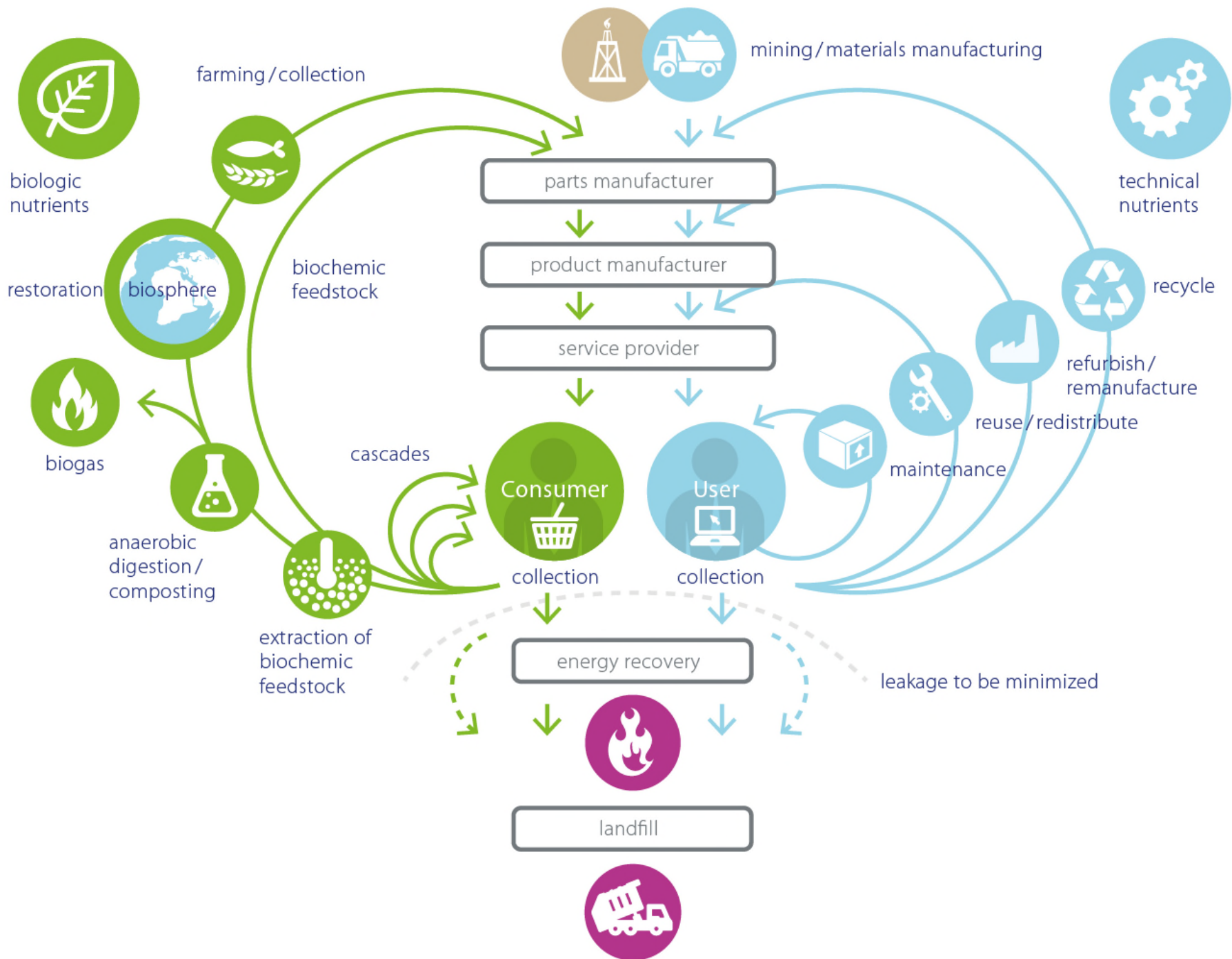
Circular Economy is...

- Restorative by design,
- Aims to keep products, components and materials at their highest utility and value at all times,
- Distinguishes between technical and biological cycles.

(Ellen McArthur Foundation)



It's **NOT**
Recycling



The Circular Economy is growing

63 legally binding targets
68 non-binding objectives
for EU member states,
covering things like energy, air
pollution, transport emission and
waste



ELLEN MACARTHUR FOUNDATION



Underlying factors

That make a move towards a circular
economy essential





**RESOURCE SCARCITY
AND WATER INSECURITY**

URBANISATION





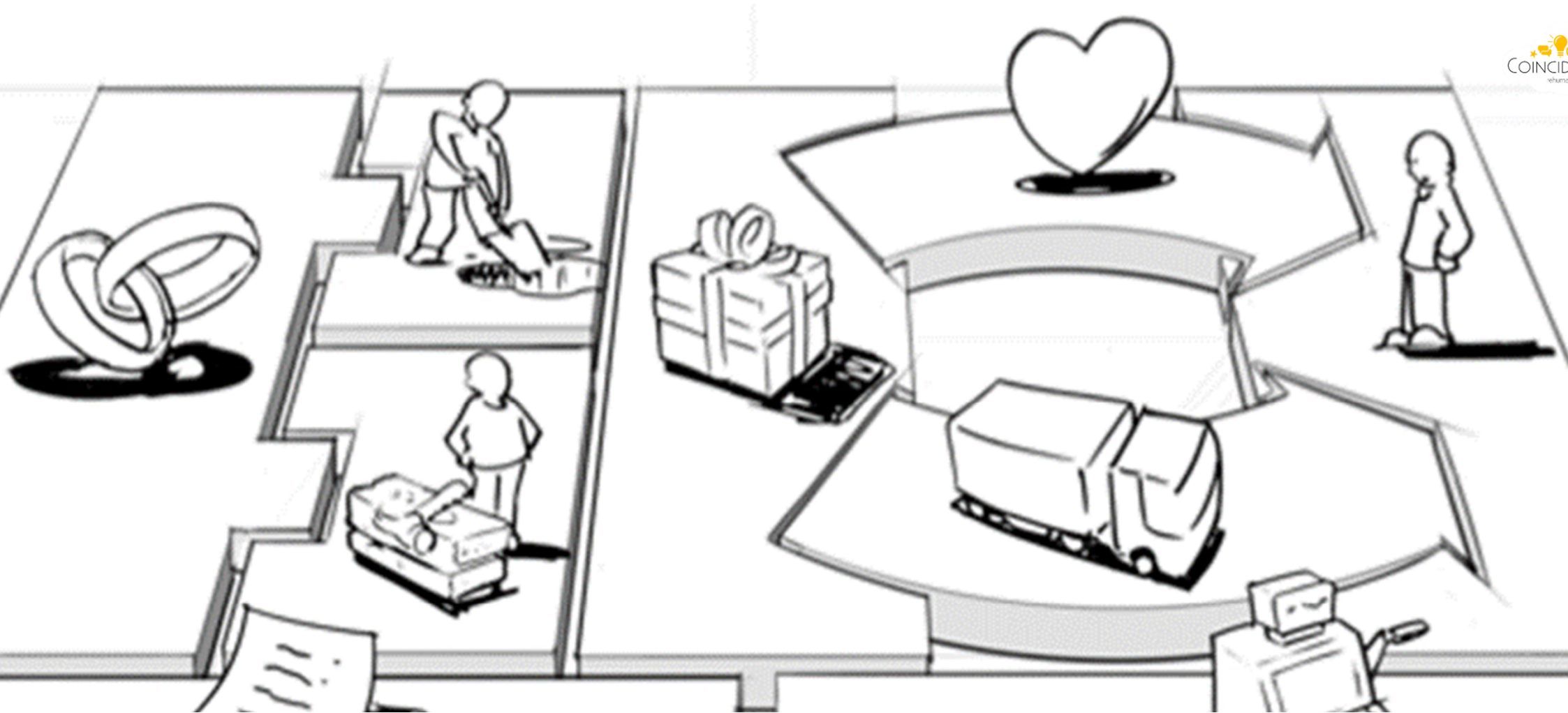
EMPOWERED CONSUMERS

RISE OF THE SHARING ECONOMY



TECHNOLOGY





NEW BUSINESS MODELS

MORE DEVELOPEMENT NEEDED

To make the circular economy reality, we need to shift the needle



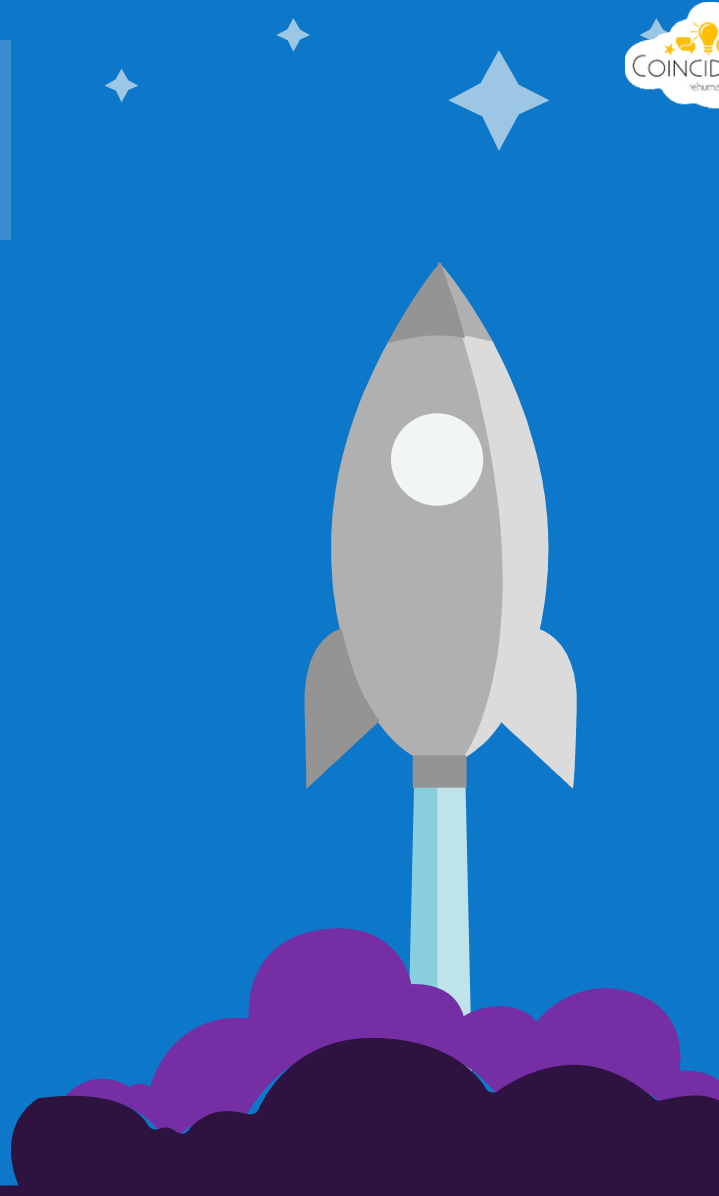
1 Tighter environmental controls and regulation standards

2 Cross-sector collaboration

3 Systemic approaches

3 Reverse logistics

3 Radical redesign

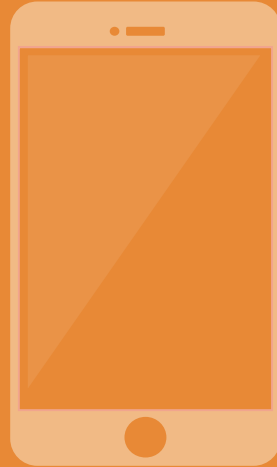


Enabling the circular economy to take off



THE DIFFERENCE IS 1MM
between repair and landfill

DESIGN FOR REPAIRABILITY



WHAT'S THE DIFFERENCE?

One millimetre. That's the difference in thickness between the 9.4 mm glued iPad and the 10.4 mm retaining-clipped Nexus. That's the difference between extending the life of your device through repair, as opposed to tossing it in a landfill.

1 Can you replace the battery?

2 Can you fix the screen?

FIND OUT MORE:

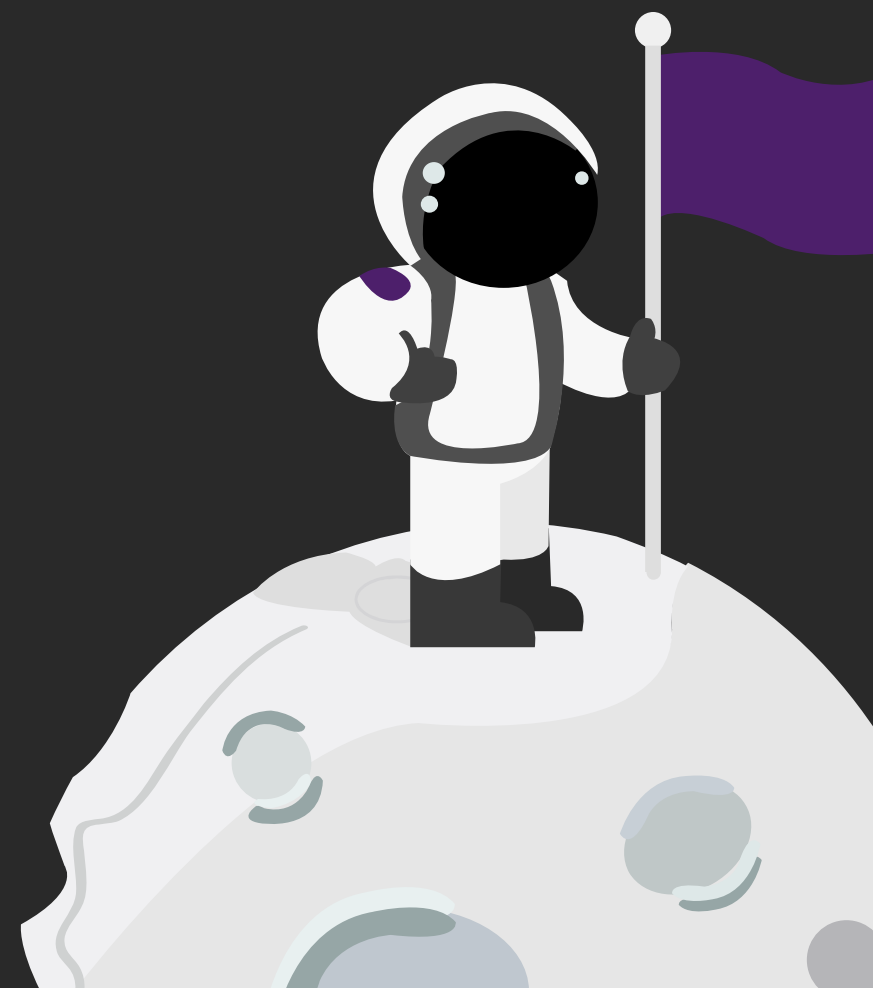
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CIRCULAR ECONOMY 100

GREAT RECOVERY PROJECT BY THE
RSA

WRAP UK


THE CIRCULAR ECONOMY AWARDS





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THANK
YOU!