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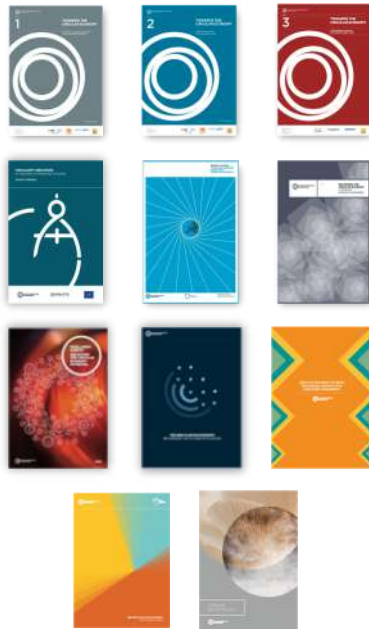


**OUR MISSION IS TO
ACCELERATE THE
TRANSITION TO A
CIRCULAR
ECONOMY**



Ellen MacArthur Foundation: Accelerating the transition to a circular economy

Insight & Analysis



Systemic Initiatives



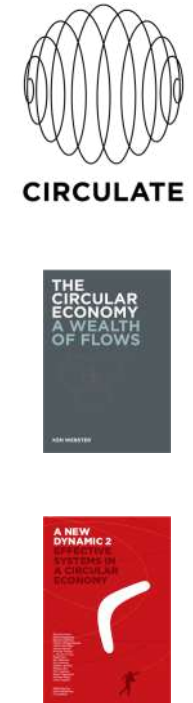
Business & Government



Learning



Communication





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Thank you

www.ellenmacarthurfoundation.org

 Eric & Wendy Schmidt Fund for
STRATEGIC INNOVATION

 MAVA

 PEOPLE'S
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LOTTERY

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A family company.
at work for a better world



The Circular Economy



2010

300

Google references
to circular economy

2010

300

Google references
to circular economy

Today

9 million+ Google
references to
circular economy

Evidence of momentum

- 2013 – WEF Meta-council on CE

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- 2015 - EU package on CE

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- Growing mountain of academic papers
- **THIS WORKSHOP!**

**What does the circular economy
mean to you?**

An economy which is restorative and regenerative by intention and which decouples economic activity from material consumption

What's this session about?

- What is the circular economy?
- Where does it come from?
- What's so appealing about it & why might it be important?



In your opinion ...

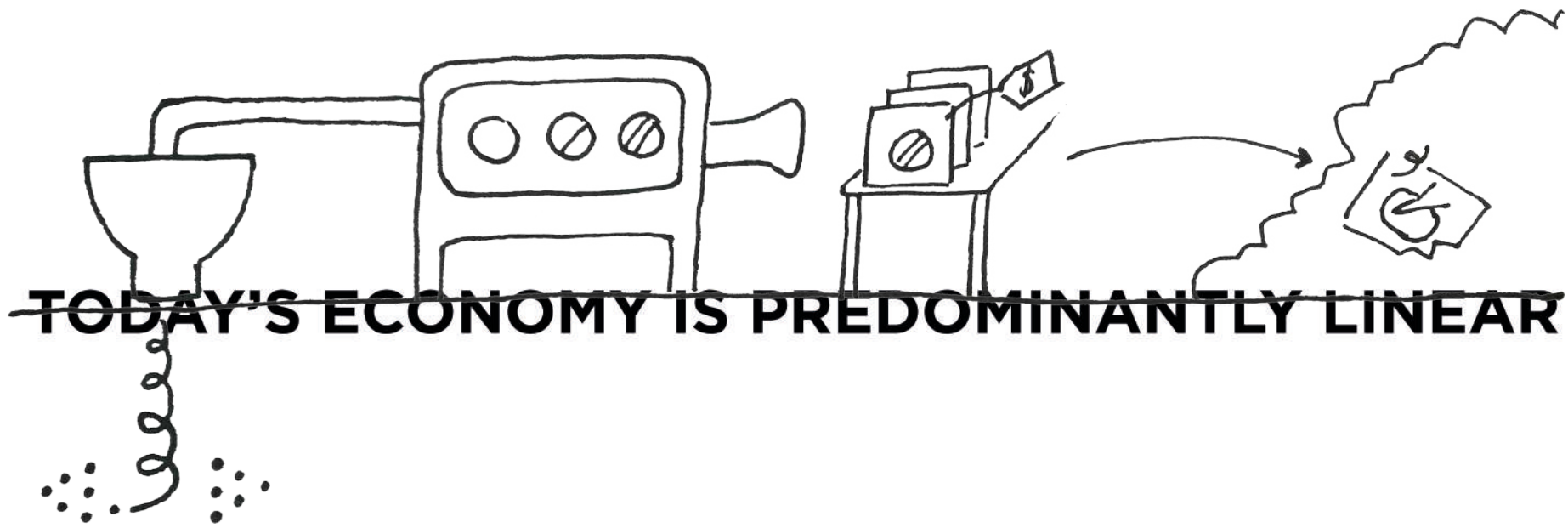
What problems is the circular economy trying to address?

Problems

- Lots of them
- Varied
- Complex
- Interrelated

**Why do we have these
problems?**

Watch film [here](#)



~~TODAY'S ECONOMY IS PREDOMINANTLY LINEAR~~



So ...

**How can we fix this problem of
materials extraction and
consumption?**

Watch series of film

film 1

film 2

film 3

film 4

film 5

*When we try to pick out anything by
itself, we find it hitched to
everything else in the Universe.*

John Muir

$$2 + 2 = 5$$





OBSOLETE: Any really expensive state of the art equipment you bought last year.



I. No Brakes

Linear economy relies on access to cheap:

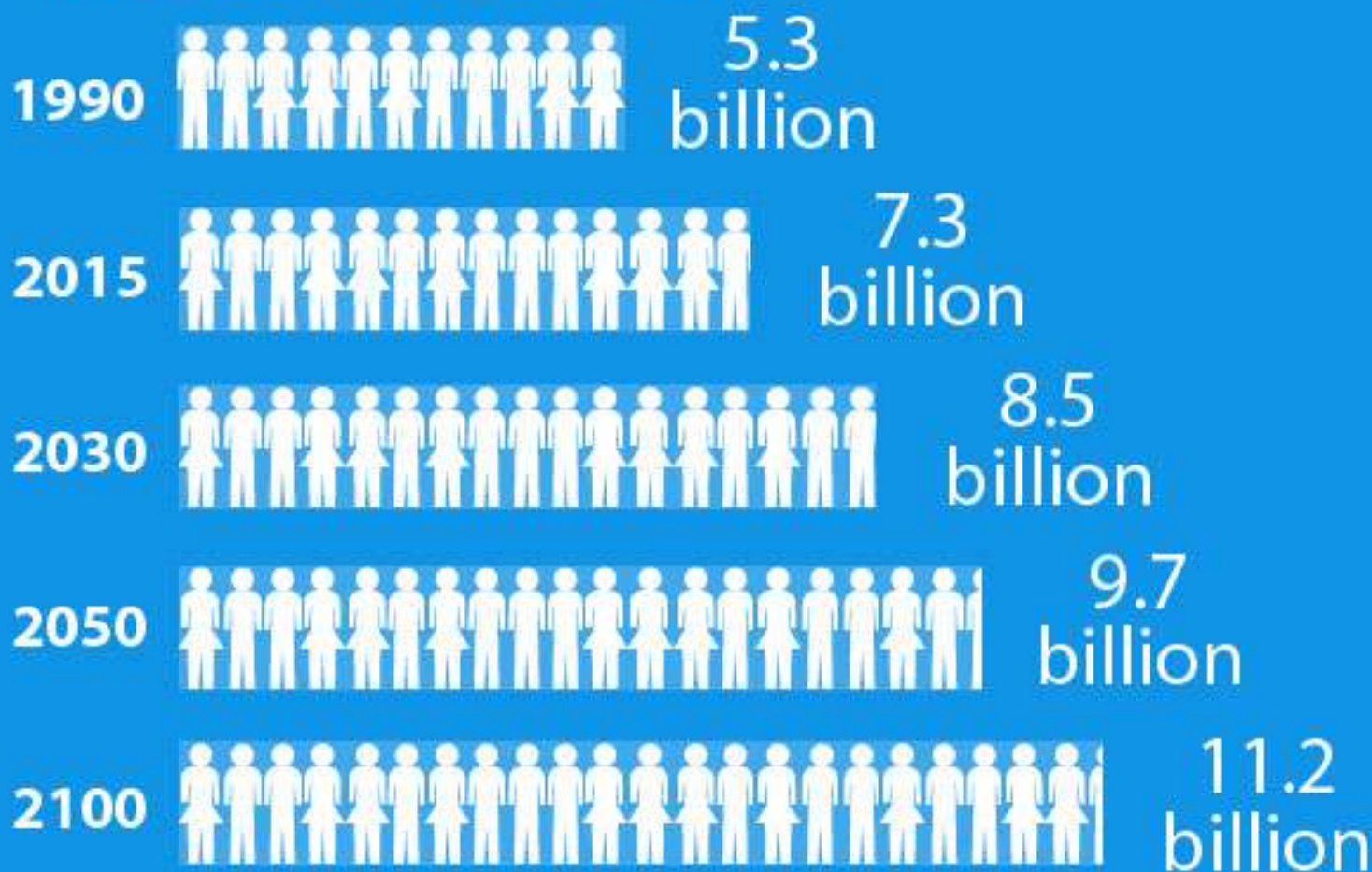
- Resources
- Energy
- Labour





World Population

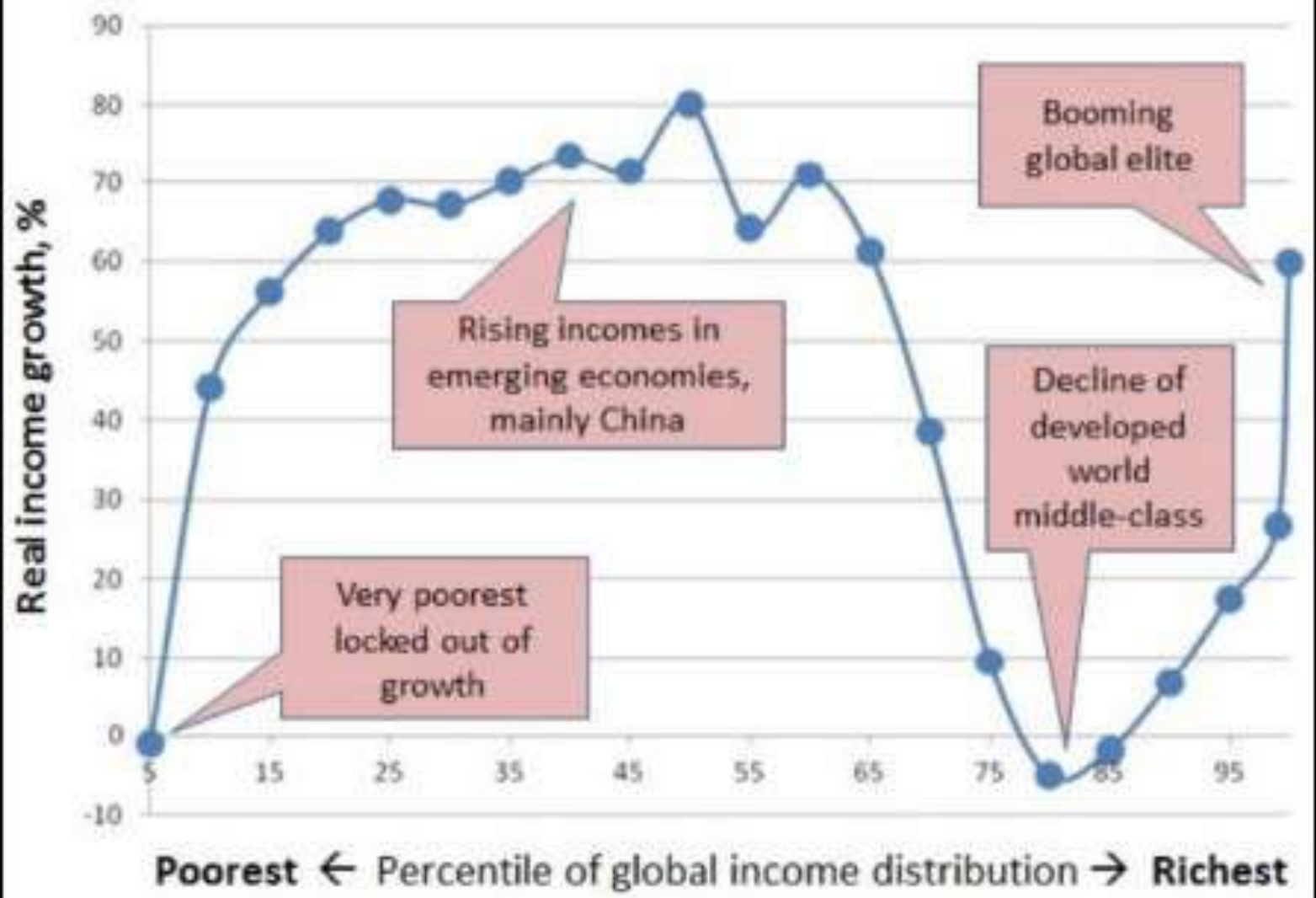
Projected world population until 2100



Source: United Nations Department of Economic and Social Affairs,
Population Division, *World Population Prospects: The 2015 Revision*
Produced by: United Nations Department of Public Information

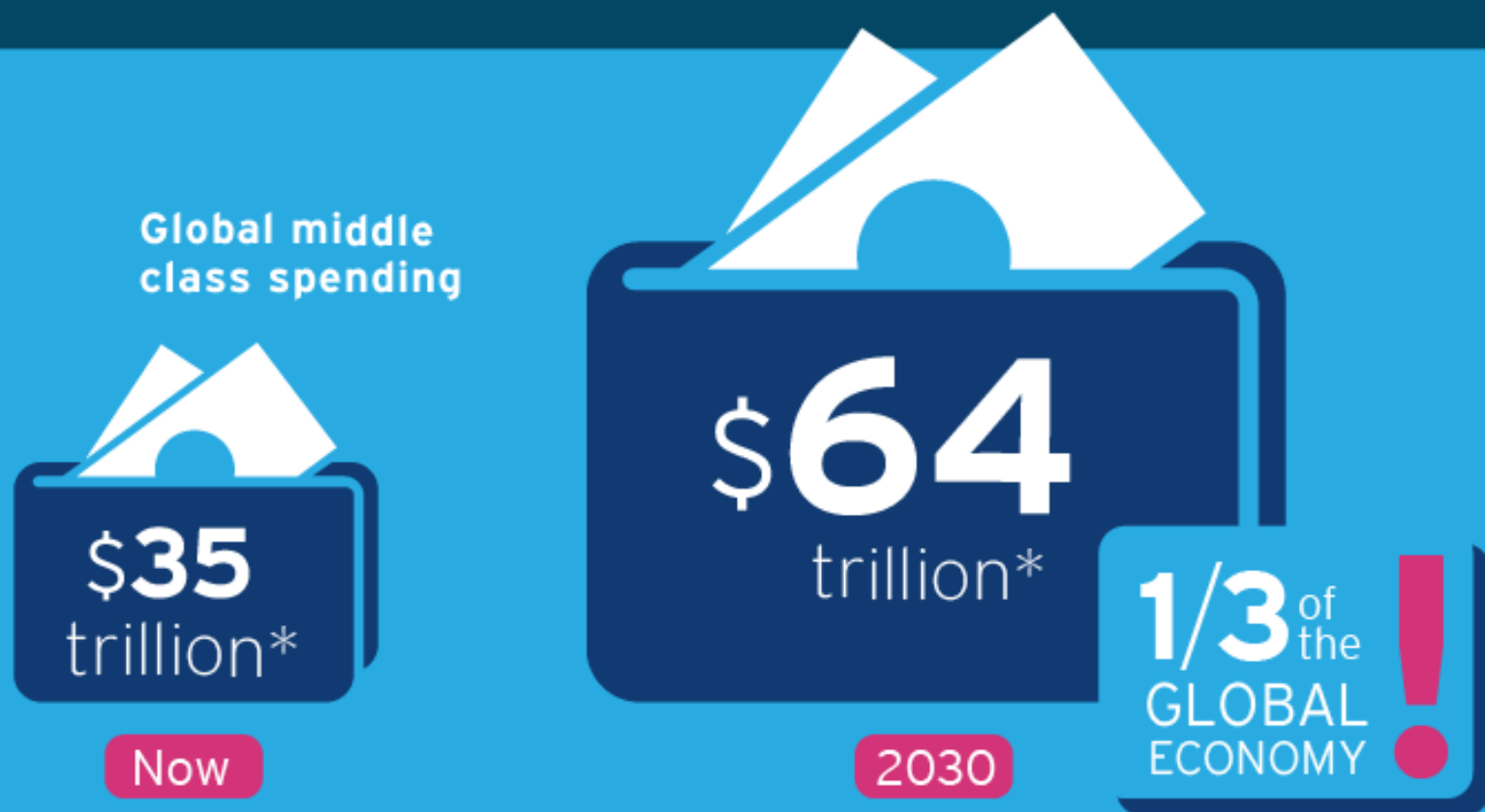


Global income growth from 1988 to 2008



The middle class will spend \$29 trillion more per year by 2030

Globally, the middle class is already spending \$35 trillion, and could spend \$29 trillion more by 2030, accounting for roughly 1/3 of the global economy. The market for middle class consumption could grow faster than global GDP growth.



*per year in real terms

*You never change things by fighting
the existing reality. To change
something, build a new model that
makes the existing model obsolete.*

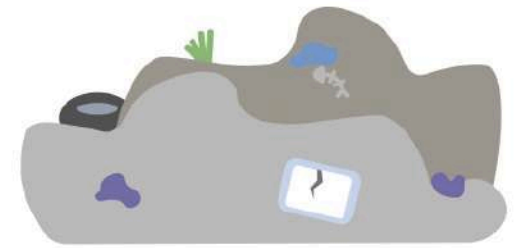
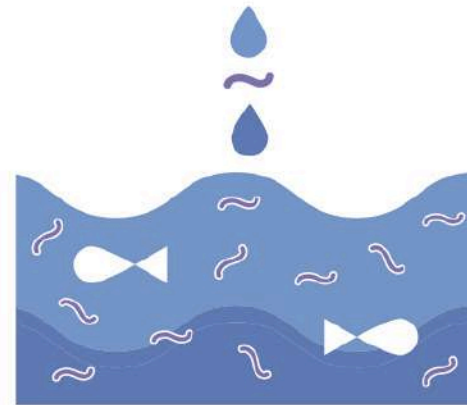
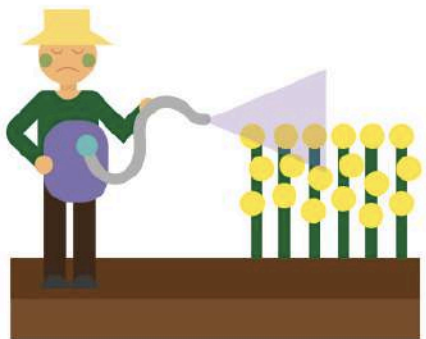
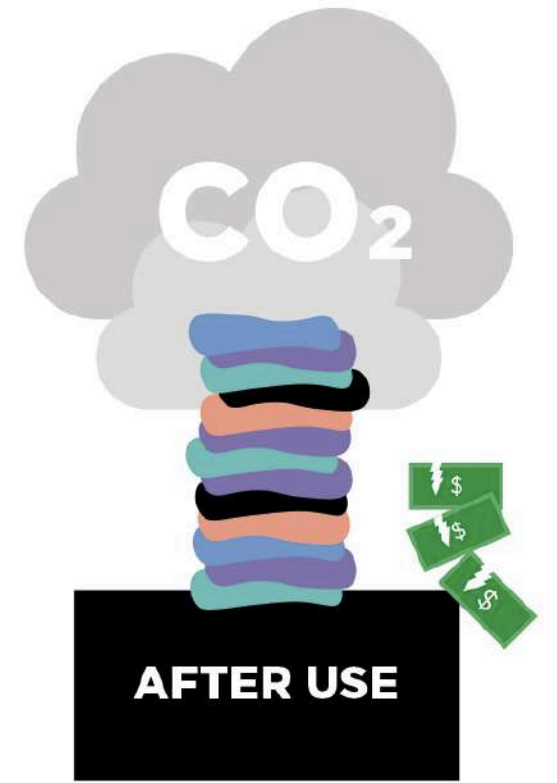
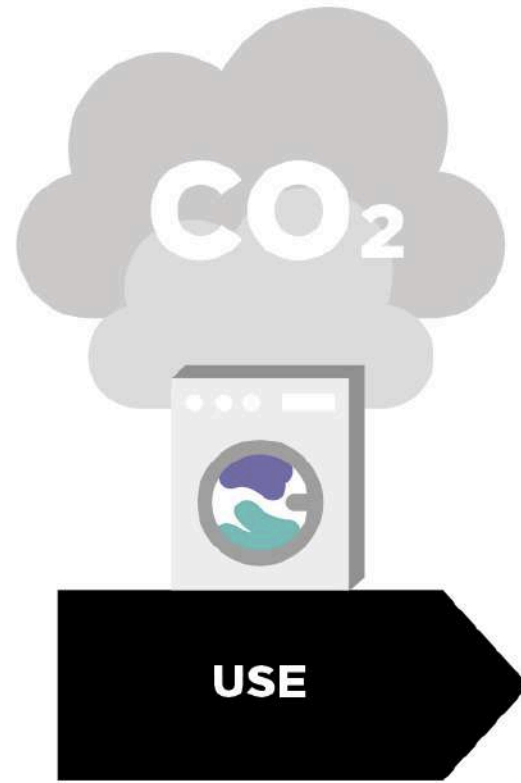
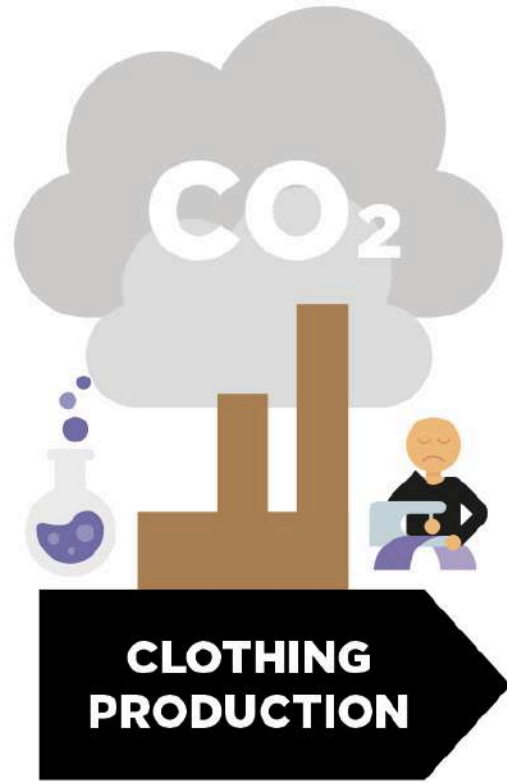
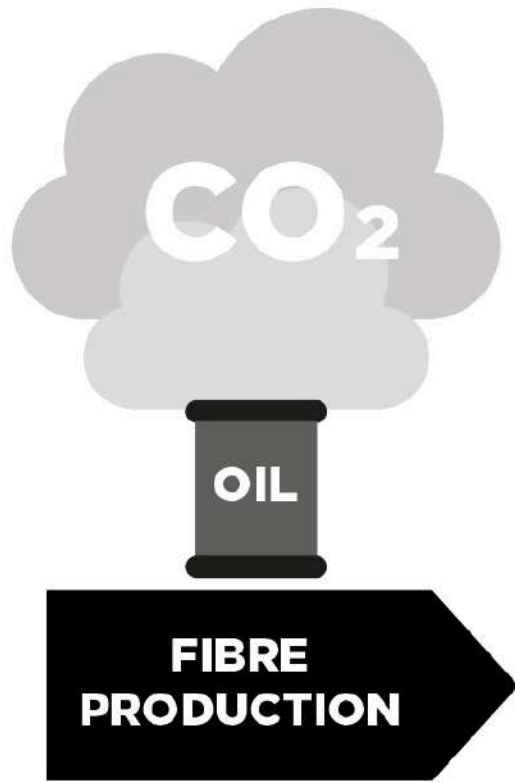
Buckminster Fuller



**Let's play the natural systems card
game ...**

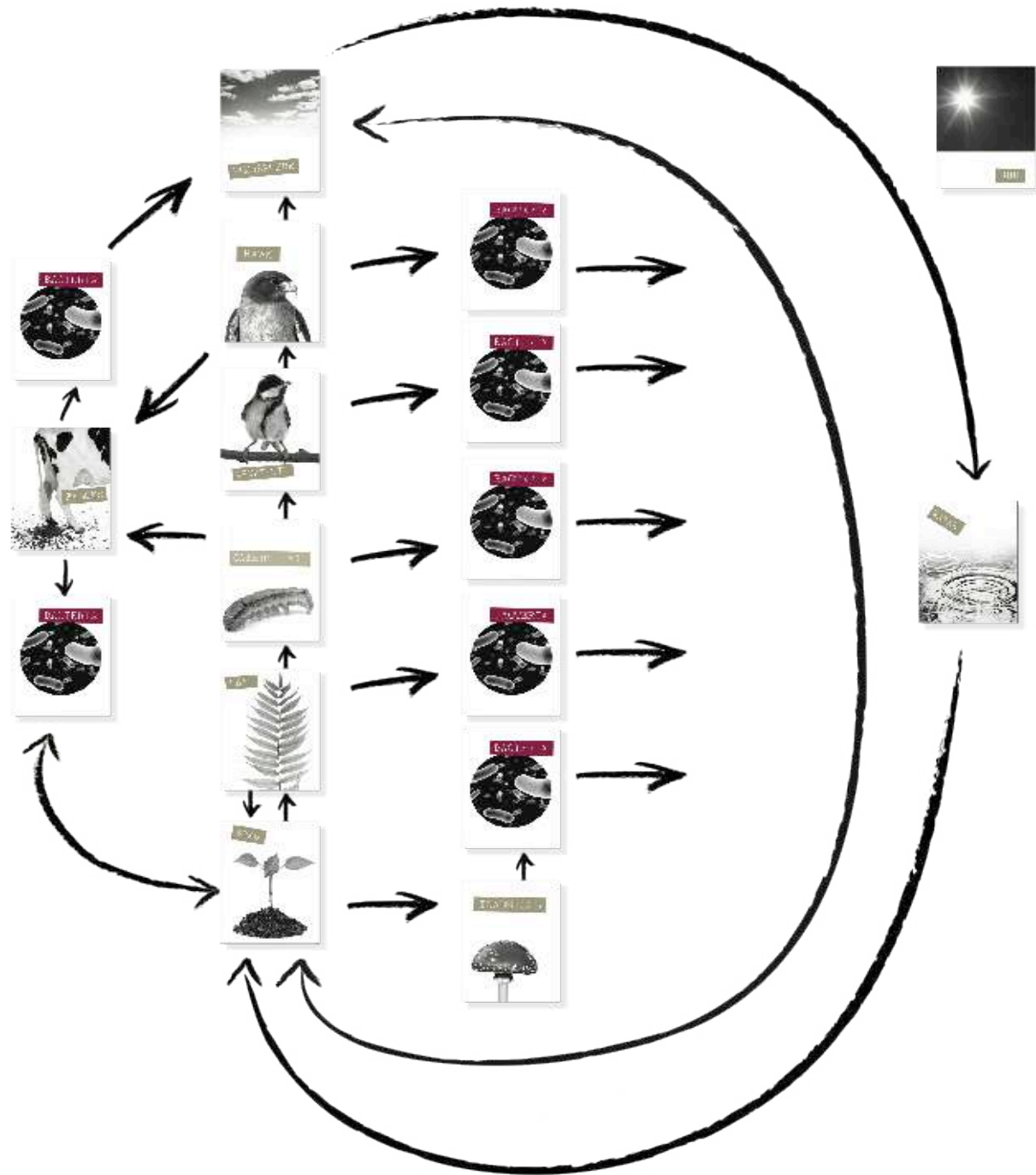
How does this system work compared to the linear system?

What are the fundamental differences?



How does this system work compared to the linear system?

What are the fundamental differences?



How does it work?

- Waste doesn't exist (waste = food for something else in the system)
- No pollution or toxins
- Regenerative
- Powered by the sun

Watch film [here](#)

Principles of the circular economy



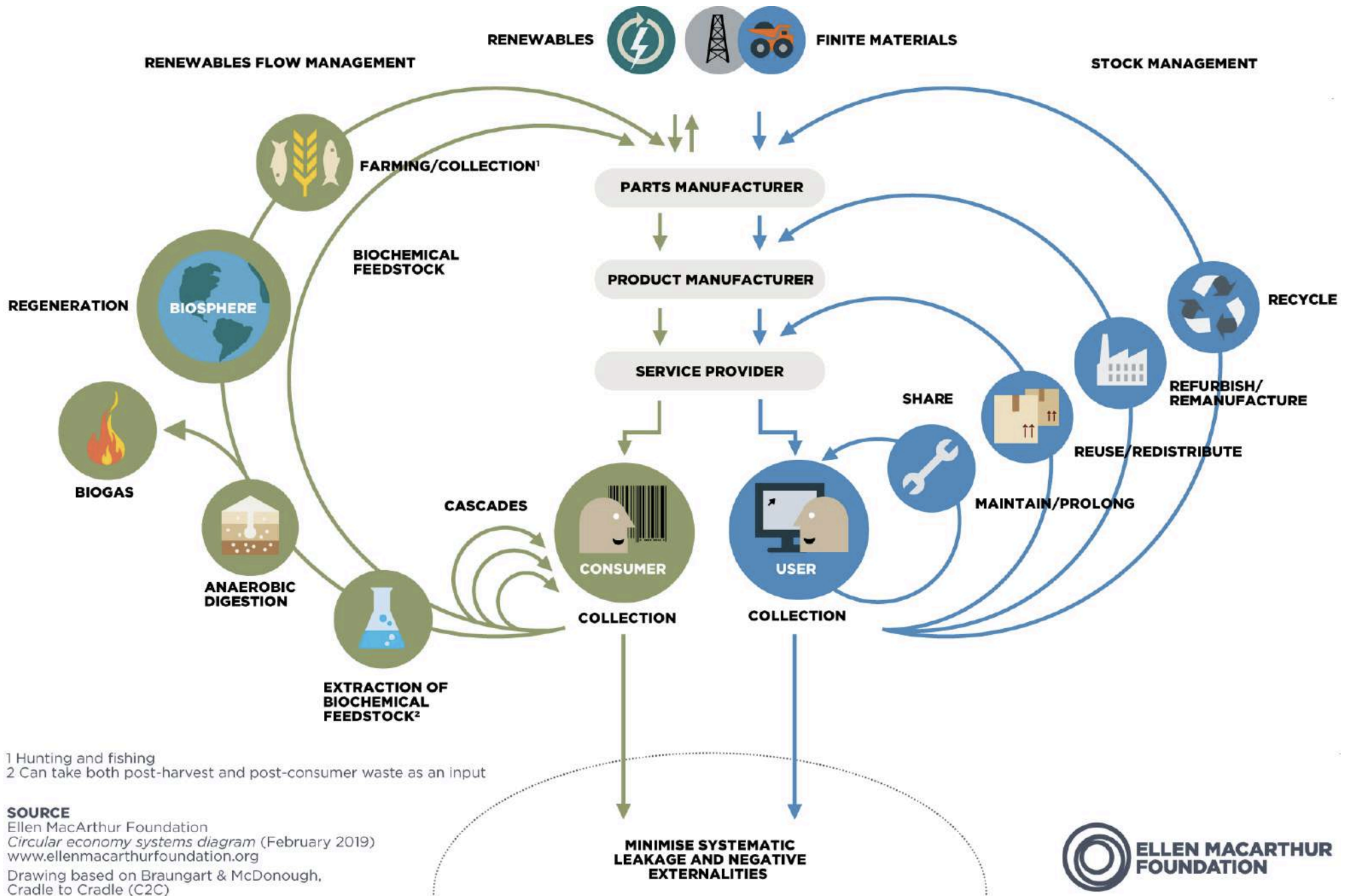
Design out waste and
pollution



Keep products and
materials in use



Regenerate natural
systems



Ecovative



Reman spare parts



Old cores collection



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9

Scanning... Hold still while the camera focuses

Biomimicry Janine Benyus

Cradle to Cradle William McDonough & Michael Braungart

Industrial ecology Thomas Greadel

Industrial symbiosis Marian Chertow

Blue economy Gunter Pauli

Natural capitalism Amory & Hunter Lovins, Paul Hawkin

Performance economy Walter Stahel

Case study activity

Discussion Questions ...

- With which of the 3 CE principles does it align?
- Where does it fit on the butterfly diagram?
- What are the benefits?
- Can you see any unresolved challenges?



Design out waste and
pollution



Keep products and
materials in use



Regenerate natural
systems

So, is this a circular economy?

BUILDING BLOCKS OF A CIRCULAR ECONOMY



**Circular
Economy
Design**



**New Business
Models**



Reverse Cycles



**Enabling System
Conditions**



What do you think?

**If not a circular economy,
then what?**