

# THE CIRCULAR ECONOMY



## AND HOW IT CAN BENEFIT YOUR BUSINESS



### WHAT IS THE CIRCULAR ECONOMY?

The circular economy is restorative and regenerative by design and is based on two simple ideas: that waste is a resource and we need to decouple economic growth from the consumption of finite resources.

#### LINEAR ECONOMY



#### CIRCULAR ECONOMY



## HOW TO IMPLEMENT IN YOUR BUSINESS RE-SOLVE FRAMEWORK

The framework encompasses 6 principles enabling businesses to identify the most applicable principles for their operation and understand the steps that they can take to progress to a circular economy.



### ⚡ RE-GENERATE

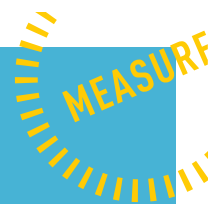
- > Shift to renewable energy & materials
- > Reclaim, retain & restore health of ecosystems
- > Return recovered biological resources to the biosphere

### SHARE

- > Share assets (car, warehouse, appliances)
- > Re-use assets, use second-hand
- > Prolong life through maintenance & design for durability & longevity

### OPTIMISE

- > Increase performance/efficiency of your product e.g. car
- > Remove waste in production & supply chain
- > Leverage big data, automation & remote sensing and steering



### LOOP

- > Re-manufacture products or components
- > Recycle materials
- > Extract biochemicals from organic waste

### VIRTUALISE

- > Books, music, travel, online shopping, autonomous vehicles etc.

### EXCHANGE

- > Replace old with advanced non-renewable materials
- > Apply new technologies
- > Choose new product/service