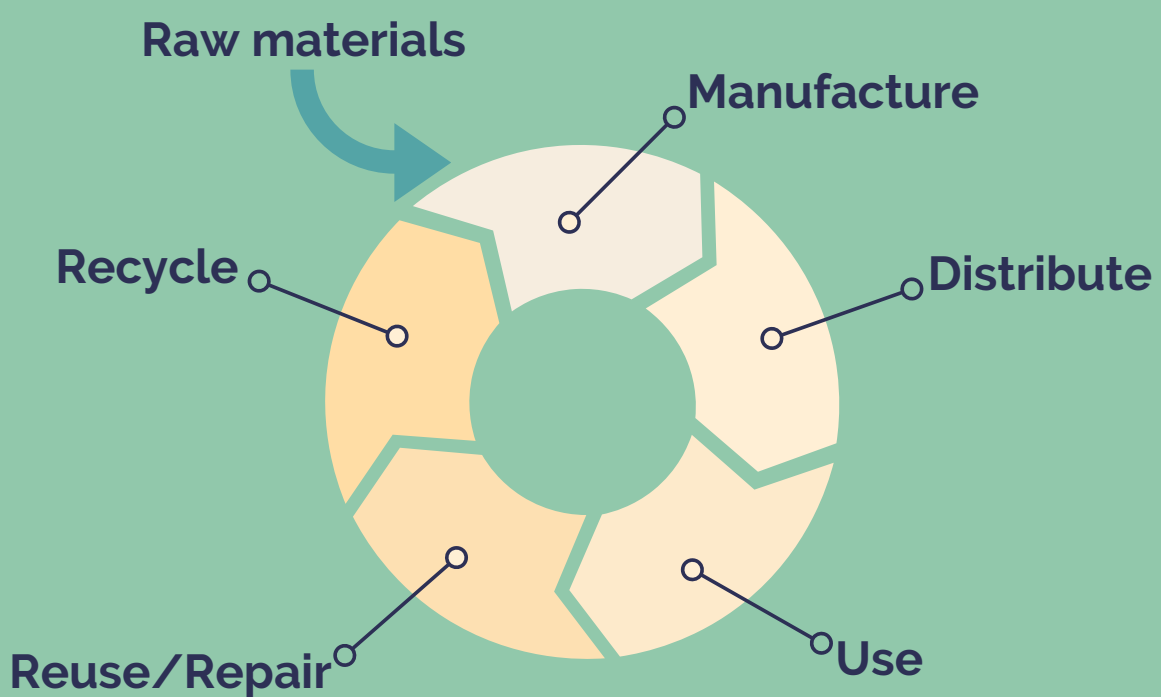




WHAT IS THE CIRCULAR ECONOMY?

AND WHY SHOULD YOU CARE?

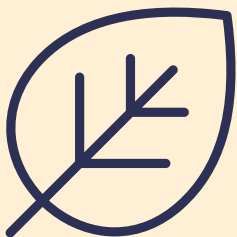
A circular economy (CE) is based on three principles



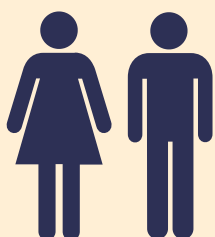
Moving away from the traditional linear 'Take-Make-Waste' economy, rather taking inspiration from nature



The EU has pledged €10 billion of funds for investment in the transition to the circular economy



Moving to a circular economy could result in a 48% reduction in carbon dioxide emissions by 2030



The circular economy is closely related to UN Sustainable Development Goal 12, which is cited as an enabler for nearly all other Sustainable Development Goals

Moving to a circular economy requires all of the 6R's to be utilised appropriately

Rethink

Reuse

Refuse

Repair

Reduce

Recycle

References: (1) <https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy> (2) European Commission Report COM/2019/190 (3)