

# Introduction to the circular economy

The linear economy is  
ripe for **disruption**

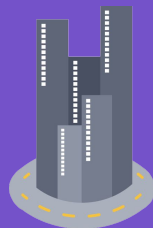
# Wasted opportunities in today's economy



**30%** of food  
is wasted



Cars sit unused  
**92%** of the time



Office is used  
**50-65%** of  
the time

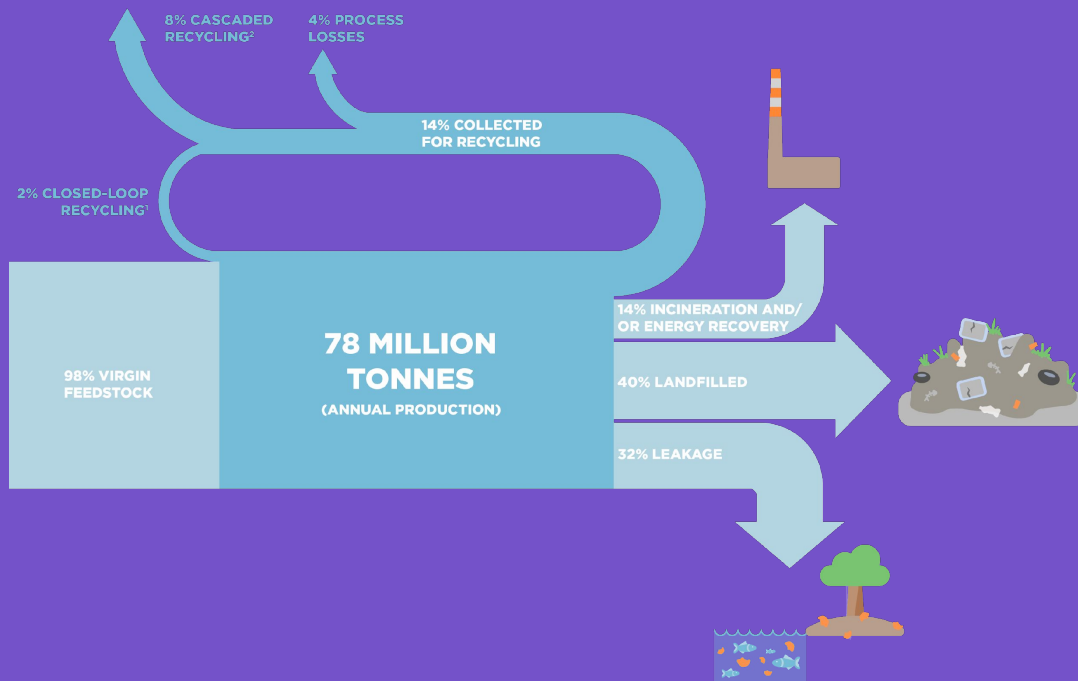


**86%** of plastic  
packaging is  
not recycled

# The **linear** economy



# Current responses **don't work**



Treating the **symptom**,  
not the **cause**

# Economic **loss**



**USD 80-120 billion**  
is the value of plastic  
packaging material  
lost  
every year.



# Environmental **loss**



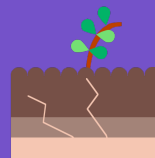
Climate  
change



Biodiversity  
loss



Ocean  
pollution



Land  
degradation

The linear model  
is **ripe for disruption**



An economy that is **restorative**  
and **regenerative** by design

# New way to design, make, and use



TAKE



MAKE



WASTE



RESTORE



REGENERATE

# Three principles of the circular economy



**Design out** waste  
and pollution



Keep products  
and materials  
**in use**




**Regenerate**  
natural systems

# Design out **waste** and **pollution**



ECOVATIVE



BRITISH SUGAR



BALBO

# Keep products and materials **in use**



MUD JEANS

A circular inset image showing a close-up of blue denim jeans with a significant amount of brown mud splattered on the fabric.

RYPE OFFICE

A circular inset image showing a modern office interior with a bright purple armchair and a white sofa.

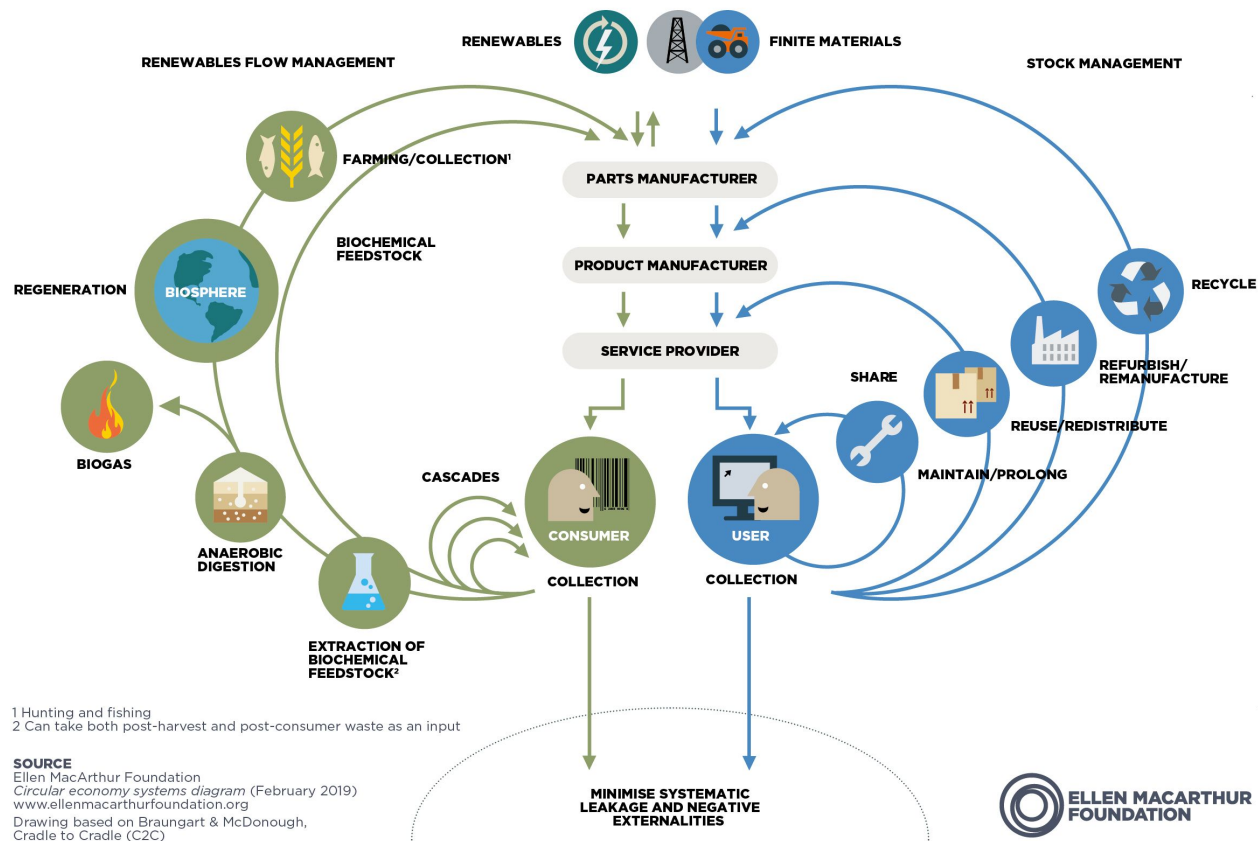
PHILIPS &  
TURNTOO

A circular inset image showing a close-up of a pink and white fabric, possibly a piece of clothing or a bag.

# Regenerate natural systems



## The circular economy system diagram



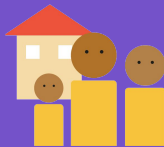
# Benefits of the circular economy



# Benefiting the **environment**, **society**, and **business**




**48% ↓**  
greenhouse  
gas emissions  
by 2030



**18% ↑**  
in household  
disposable  
income by 2030



**Over USD 1 trillion**  
per year can be  
gained from  
materials savings



The transition to a circular economy is  
**already** happening