DESIGNING for the Circular Economy
POLICY

SHARED LANGUAGE
Single-use plastics ban approved by European Parliament

October 24, 2018
He who can wield the Sword shall rule...

CHINA SWORD

RECYCLERS
China-EU agreement paves way for global adoption of circular economy

JULY 16, 2018
LINEAR ECONOMY
Take, make, waste
Take → Make
CIRCULAR ECONOMY

Butterfly Diagram
Increase use of renewables

Biological Materials

Take

Make

Technical Materials

Minimize waste
Increase use of renewables

Biological Materials

Take

Technical Materials

Make

Make

Reuse

Share Repair

Minimize waste
Increase use of renewables

Biological Materials

Take

Make

Cascades

Minimize waste

Technical Materials

Recycle

Refurbish

Reuse

Repair

Share
Biological Materials

Increase use of renewables

Take

Make

Biochemical

Cascades

Minimize waste

Technical Materials
1. Hunting and Fishing
2. Can take both post-harvest and post-consumer waste as an input
SOURCE: Ellen MacArthur Foundation - Adapted from the Cradle to Cradle Design Protocol by Braungart & McDonough

**Diagram Description:***
- Biological cycles
- Farming/collection
- Biochemical feedstock
- Restoration
- Biogas
- Anaerobic digestion/composting
- Cascades
- Extraction of biochemical feedstock
- Energy recovery
- Leakage to be minimised
- Landfill
- Parts manufacturer
- Product manufacturer
- Service provider
- Recycling/remanufacture
- Maintenance
- Reuse/redistribute
- Technical cycles
- Mining/materials manufacturing

**Notes:**
- Increased energy powered by renewable energy.
Seattle becomes first major U.S. city to ban straws

July, 2018
OPEN SOURCE CIRCULAR ECONOMY DAYS

SEATTLE, JUNE 2019