

Circular Economy an outline

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«Circular economy and valorization/recycling: a potential way to reduce dependence on raw material and energy»

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Today's facts mainstreams and future



Today's Facts

- Economy driven society
- Economy based on: take-make-dispose
- Resource depletion

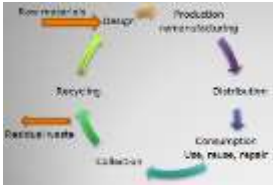
Mainstreams. Environmental strategy

- cleaner production,
- eco-industry and
- circular economy

Future

- New business models: from **'business as usual'** to **'sustainable business'**
- From **material-oriented** to **services-oriented business**
- Rethink definition of ownership
- Maximizing labor cost maximizes waste production as the extra income is used for consumption

Circular Economy an outline

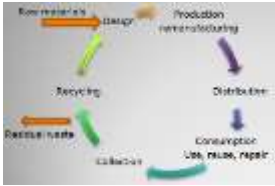


The **linear ‘take, make, dispose’** model, relies on large quantities of easily accessible resources and energy, and as such is increasingly unfit for the reality within which it operates.

Working towards efficiency – reducing the resources and fossil energy consumed per unit of economic output – will not alter the finite nature of their stocks but can only delay the inevitable.

The concept of the circular economy has attracted attention in recent years. **It is characterised, more than defined,** as an economy that is restorative and regenerative by design and which aims to keep products, components and materials at their highest utility and value at all times, distinguishing between technical and biological cycles.

https://www.ellenmacarthurfoundation.org/assets/downloads/publications/ElleMacArthurFoundation_Intelligent_Assets_080216-AUDIO-E.pdf



Circular Economy Versus Linear Economy



Linear

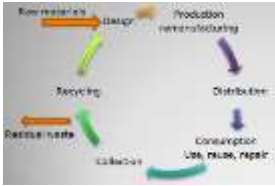
- Raw materials & waste
- Competition
- Individuals
- Do less bad
- Added value
- Standardised production
- Downcycling



Circular

- Raw materials only
- Collaboration
- Ecosystem
- Do good and positive
- Shared value
- Local and adapted production
- Upcycling

<http://www.slideshare.net/wiithaa/whats-the-circular-economy-or-the-upcycle>



Limitations of today's Linear Economy

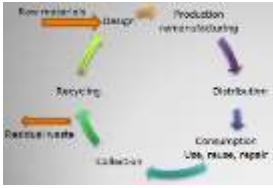


What are the limitations of a Linear Economy?

- lost value of materials and products
- scarcity of resources, volatile prices
- waste generated, environmental degradation & climate change



Circular Economy package - what's in it? - presentation by Pierre Henry - DG Environment



Circular Economy concept

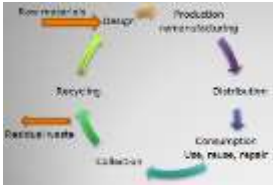


What is a Circular Economy?

- the value of products, materials and resources is maintained in the economy for as long as possible
- waste generation is minimised



Circular Economy package - what's in it? - presentation by Pierre Henry - DG Environment



Collaborative Economy major contribution to Circular Economy



Collaborative Economy



Product as a service



Redistribution systems



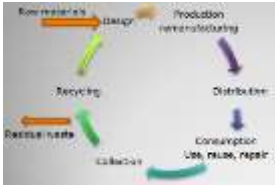
Collaborative lifestyles

collaborativeconsumption.com

The collaborative economy consists in replacing the ownership of a product by use value of the product.

This shift enables to create added value by reducing energy consumption and the need for new raw materials.

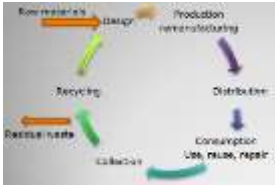
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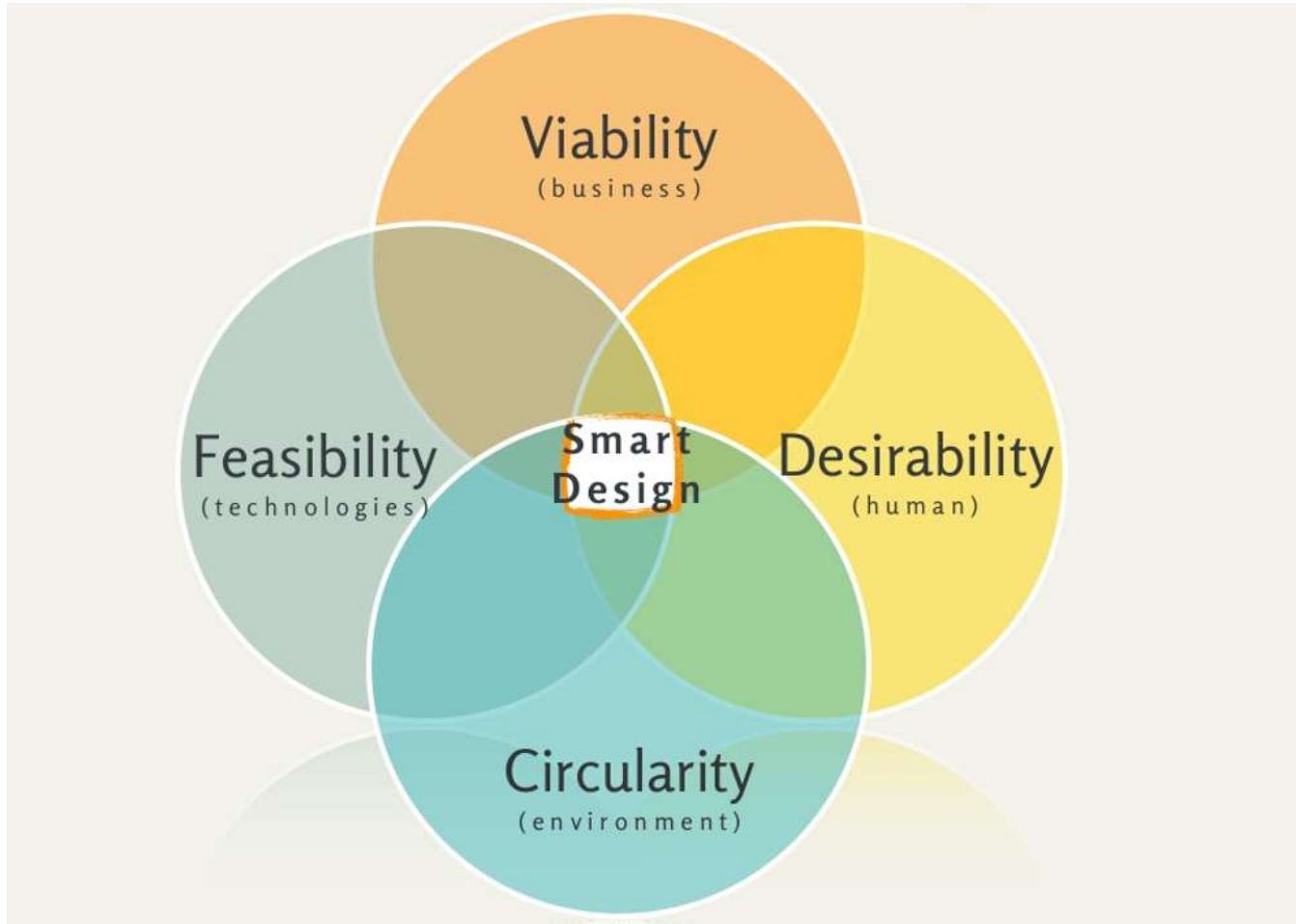
Circular Economy Opportunities



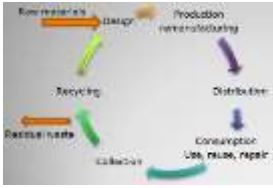
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Circular Economy Innovation should be smart



<http://www.slideshare.net/wiithaa/whats-the-circular-economy-or-the-upcycle>



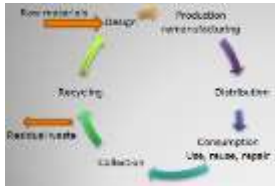
Circular Economy Innovation should be smart



90% of the products we buy are trashed
within 6 months

Source: The Great Recovery

http://www.slideshare.net/wiithaa/design-an-easy-tool-for?next_slideshow=1

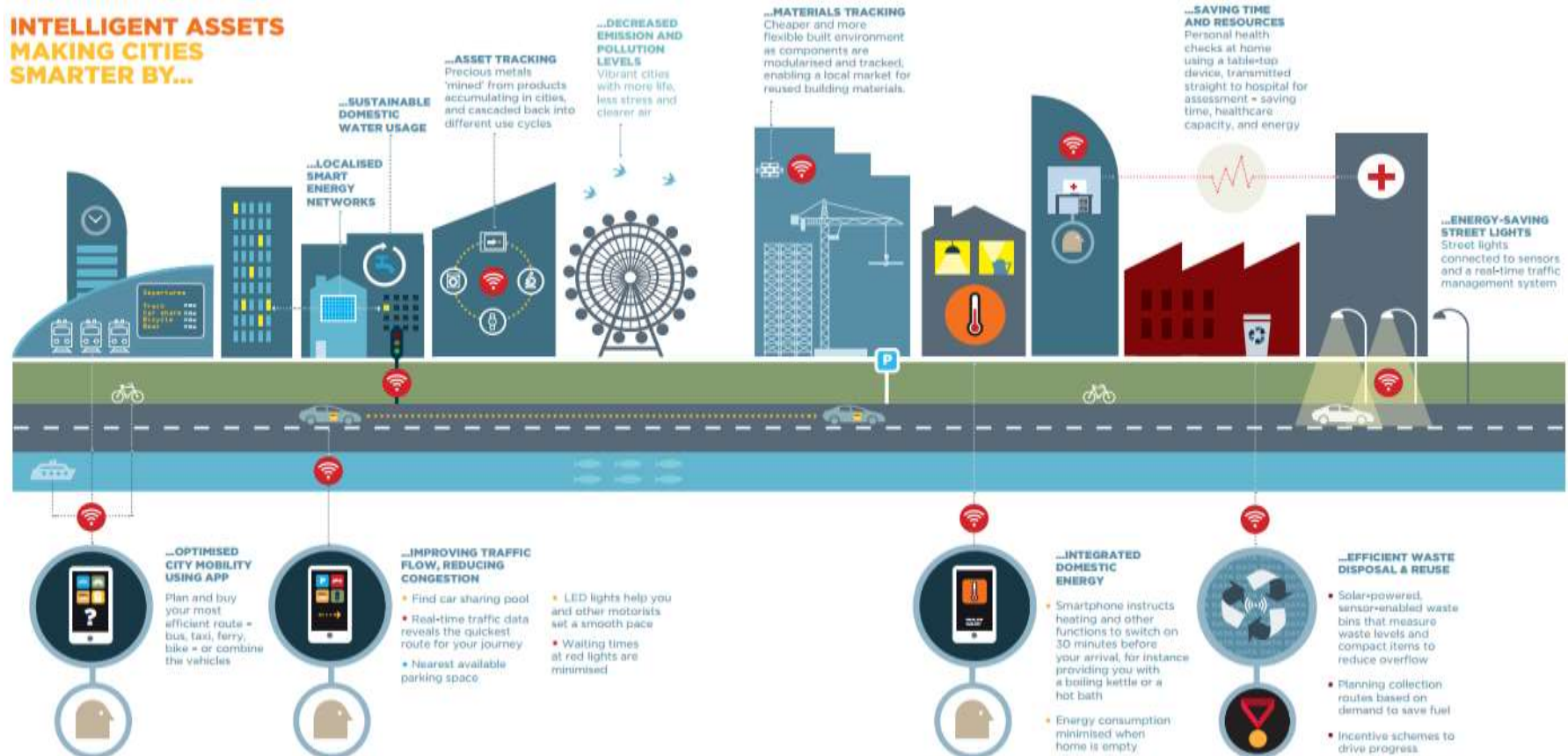


Circular Economy And Smart Cities



60% of the world's population are expected to be living in urban areas by 2030

INTELLIGENT ASSETS MAKING CITIES SMARTER BY...



https://www.ellenmacarthurfoundation.org/assets/downloads/publications/EllenMacArthurFoundation_IntelligentAssets_080216-AUDIO-E.pdf



Intelligent Assets: Unlocking the circular economy potential

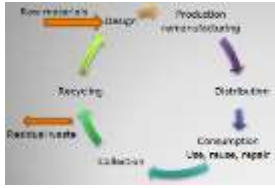


“The Fourth Industrial Revolution”

With up to 50 billion connected devices predicted by 2020, a pervasive digital transformation is reshaping the economy.

“...applying circular economy principles could create value, and generate wider benefits for society.... Intelligent assets are a key building block of a system capable of ushering in a new era of growth and development, increasingly decoupled from resource constraints.”

“Dame Ellen MacArthur, Founder, Ellen MacArthur Foundation”



Good Examples Smartphones

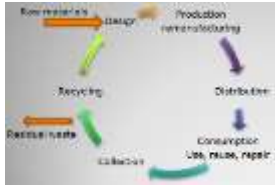


Today [1.]



Tomorrow [2.]

1. <http://tech.firstpost.com/uncategorized/ill-take-a-smartphone-in-any-colour-as-long-as-it-is-green-65899.html>
2. <http://www.slideshare.net/wiithaa/whats-the-circular-economy-or-the-upcycle>



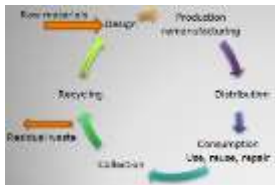
Good Examples circular mode



Event poster for 'Fashion Labs' by the Flanders Fashion Institute. The poster features the text 'FASHION LABS' in large, stylized letters. Below the text is a circular arrangement of various clothing items and accessories. The event is titled 'Circulaire Mode' and is scheduled for 30.03.2015 at namiddag at Felixpakhuis Antwerpen. The event is free ('Gratis'). The poster includes the website 'WWW.FFI.BE', 'WWW.STADSLAB2050.BE', and the hashtag '#FASHIONFLOW3'. Logos for 'A+', 'C', and 'FFI' are also present.

“...build up the fashion industry to a more **circular event**. We are leaving the concept of linear thinking that a piece of clothing starts from material to design to production to retail, which brings it to the consumer, and then ends up...on a pile of garbage. We are looking at **innovative examples from home and abroad** about how we can create new business models, use better materials, dealing with a renewing way of production or designing with less fabric remains. With the **Fashion Lab ‘circular style’** we not only want to show how it can be done, we are also open to **new ideas and collaborations...**”

<http://www.ffi.be/en/event/fashion-lab-circular-fashion1>



Good Examples repair cafes



Ανακυκλώνω
στην
πηγή

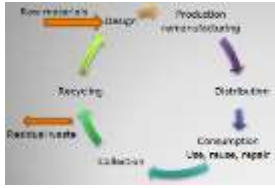
ΚΟΙΝΩΝΙΚΗ ΣΥΝΕΤΑΙΡΙΣΤΙΚΗ

Ακταίο Ρίου - Πάτρα
Τηλ.: 2615 0099 10



Σήμερα λειτουργούν περισσότερα από 1.150 Repair Cafés σε 29 χώρες

<http://www.protothema.gr/greece/article/604417/anoixe-to-proto-repair-cafe-stin-ellada/>

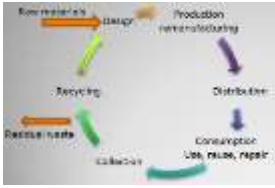


Circular Economy

Sustainable "green" Universities



- Sustainable building design
- Renewable energy
- Water bottle re-use
- Locally produced food
- Waste disposal
- Green transport
- Awareness-raising events



Let's go forward to the circular future



!!Thank You!!