




OUR MISSION:

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**TO ACCELERATE
THE TRANSITION**

TO A



**CIRCULAR
ECONOMY**

A paradigm shift From growth unlimited to growth within the limits of a finite planet



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Total system waste is chronically high

A Challenge

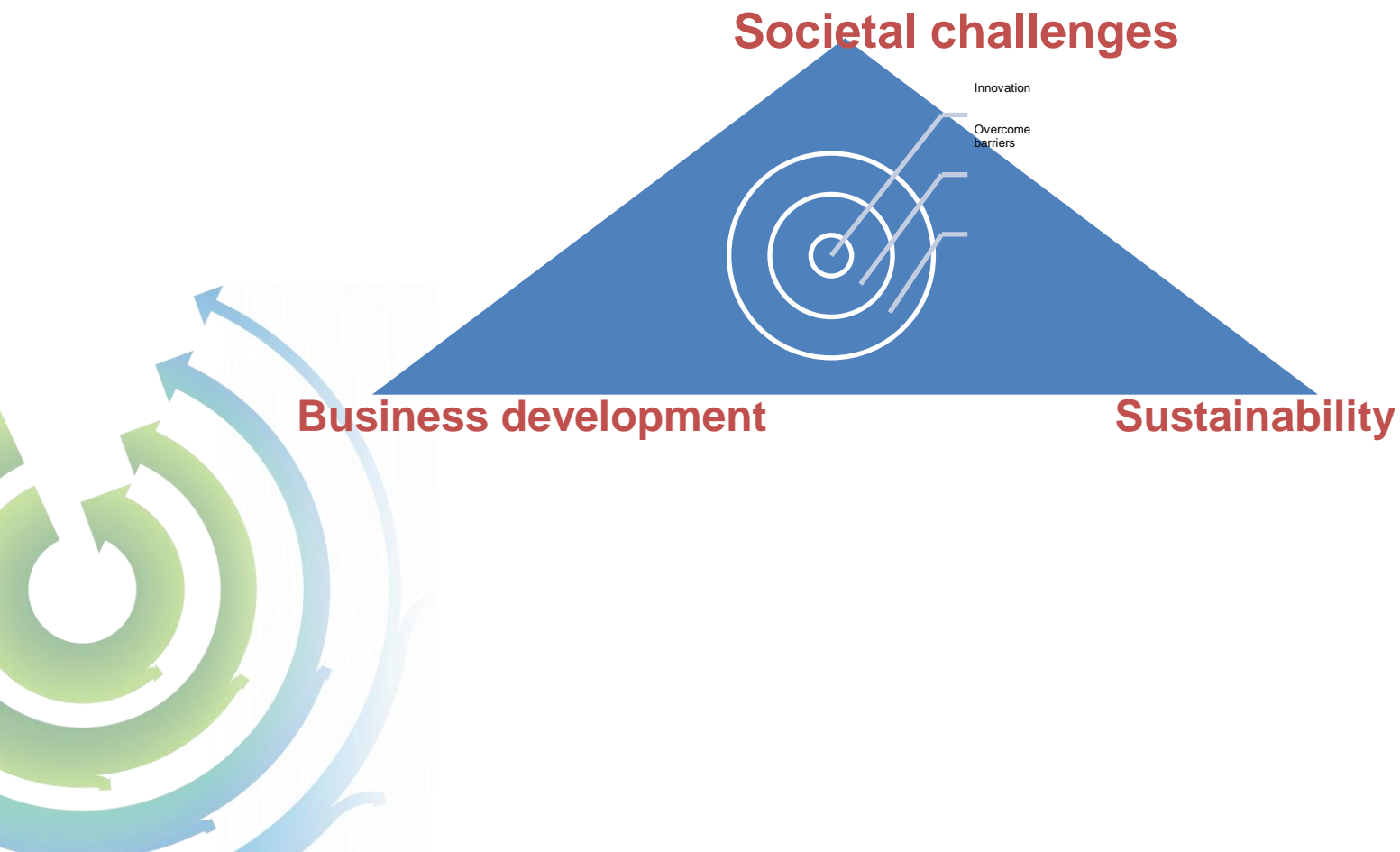
- Only 7% of all resources used ultimately result in materials used for products
- 1% of these materials go into durable products
- 0.02% of these materials are recycled

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**99.98% OF ALL RESOURCE AND MATERIAL INPUTS
ARE WASTED**

Source: Amory Lovins – Rocky Mountains Institute

The Innovation Strategy 2008



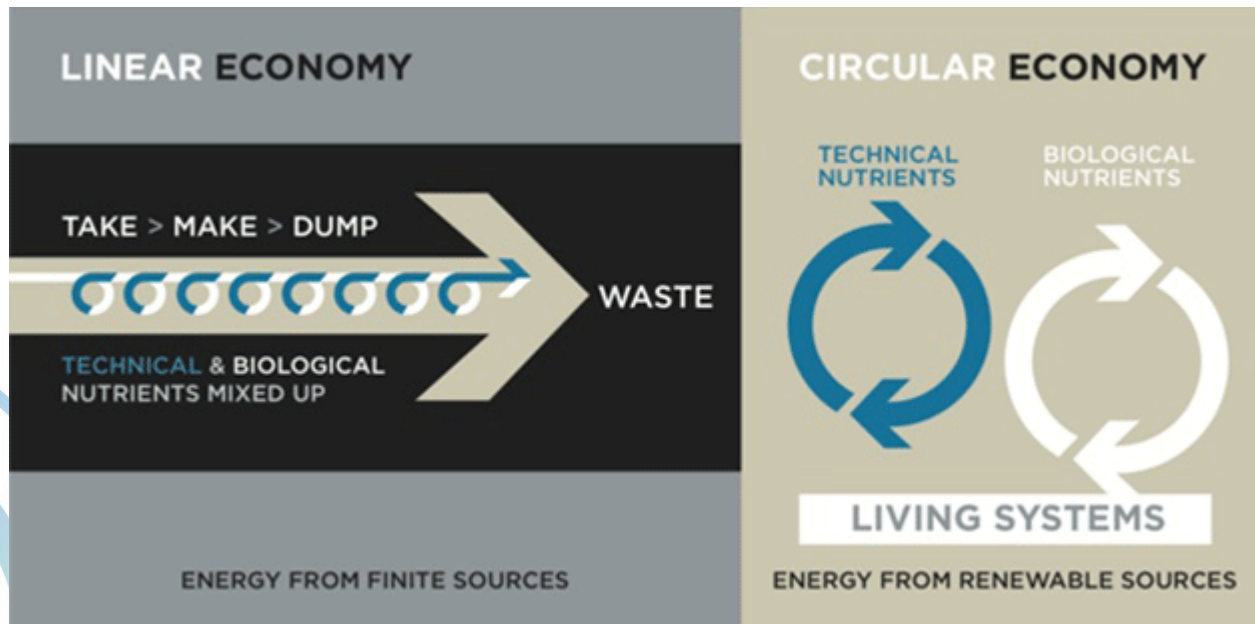
**The opportunity is one of rethinking an
redesigning the economy, inspired by
natural systems, led by business at a
profit**

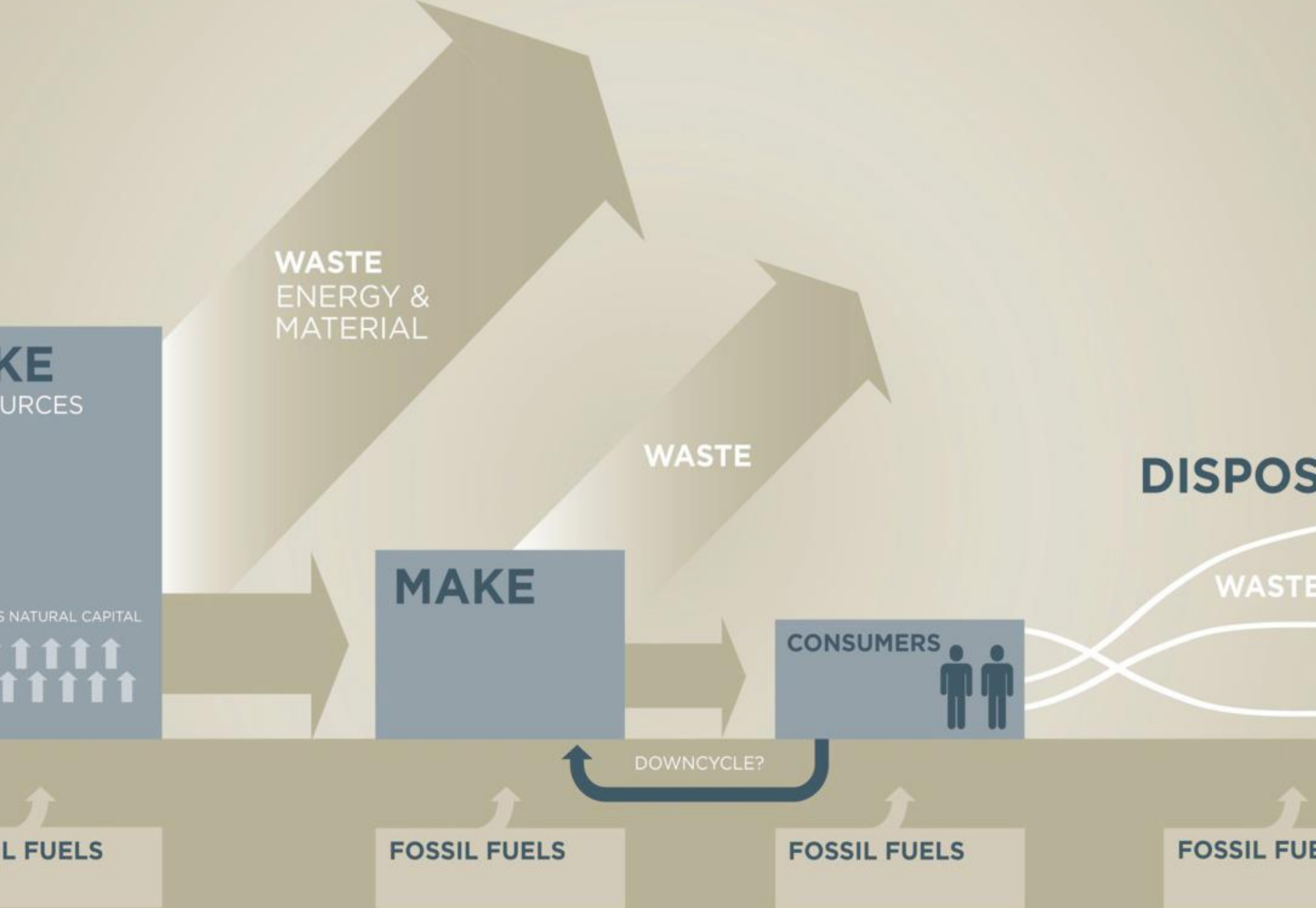
-enabling a restorative growth

But how?



Linear and circular economy





Circular Economy – the restorative economy- is based on

Performance Economy – Walter Stahel

Cradle to Cradle – McDonough and Braungart

Natural Capitalism – Amory Lovins

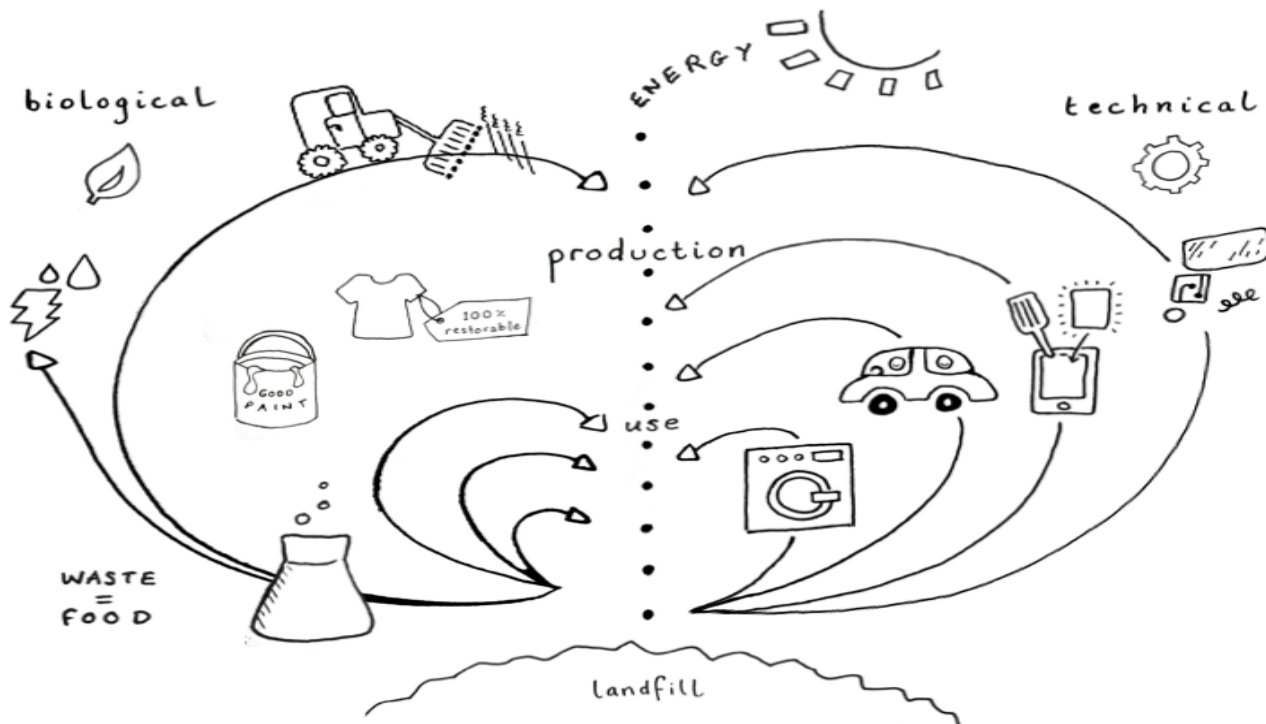
Industrial Ecology – Thomas Graedel

Biomimicry – Janine Benyus

Blue Economy – Gunter Pauli

End of waste – endless loops

The opportunity is one of rethinking and redesigning the economy, inspired by natural systems, led by business at a profit



.....enabling restorative growth

Closing the materials loops will require addressing several inherent challenges

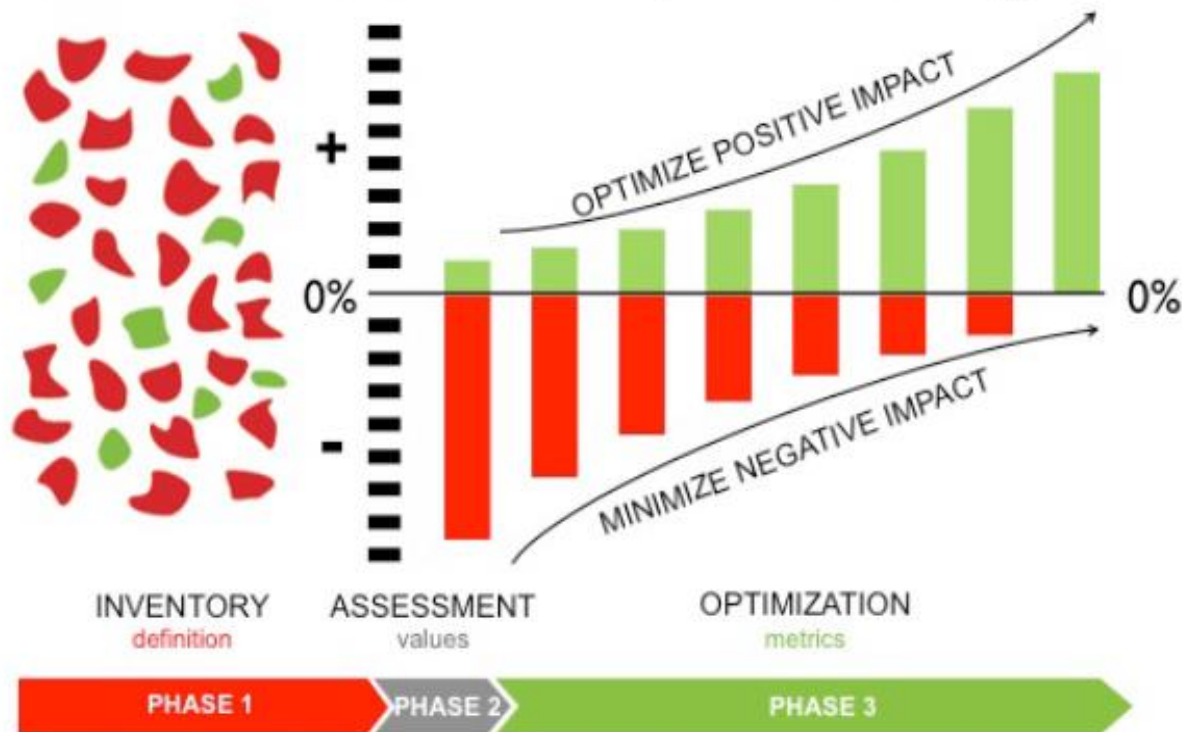
Sources of materials leakages



SOURCE: World Economic Forum and Ellen MacArthur Foundation circular economy team

THE UPCYCLE CHART

Cradle to Cradle® Continuous Improvement Strategy



A Fractal Balance of Small, Medium & Large helps catalyze critical city functions



A River Delta



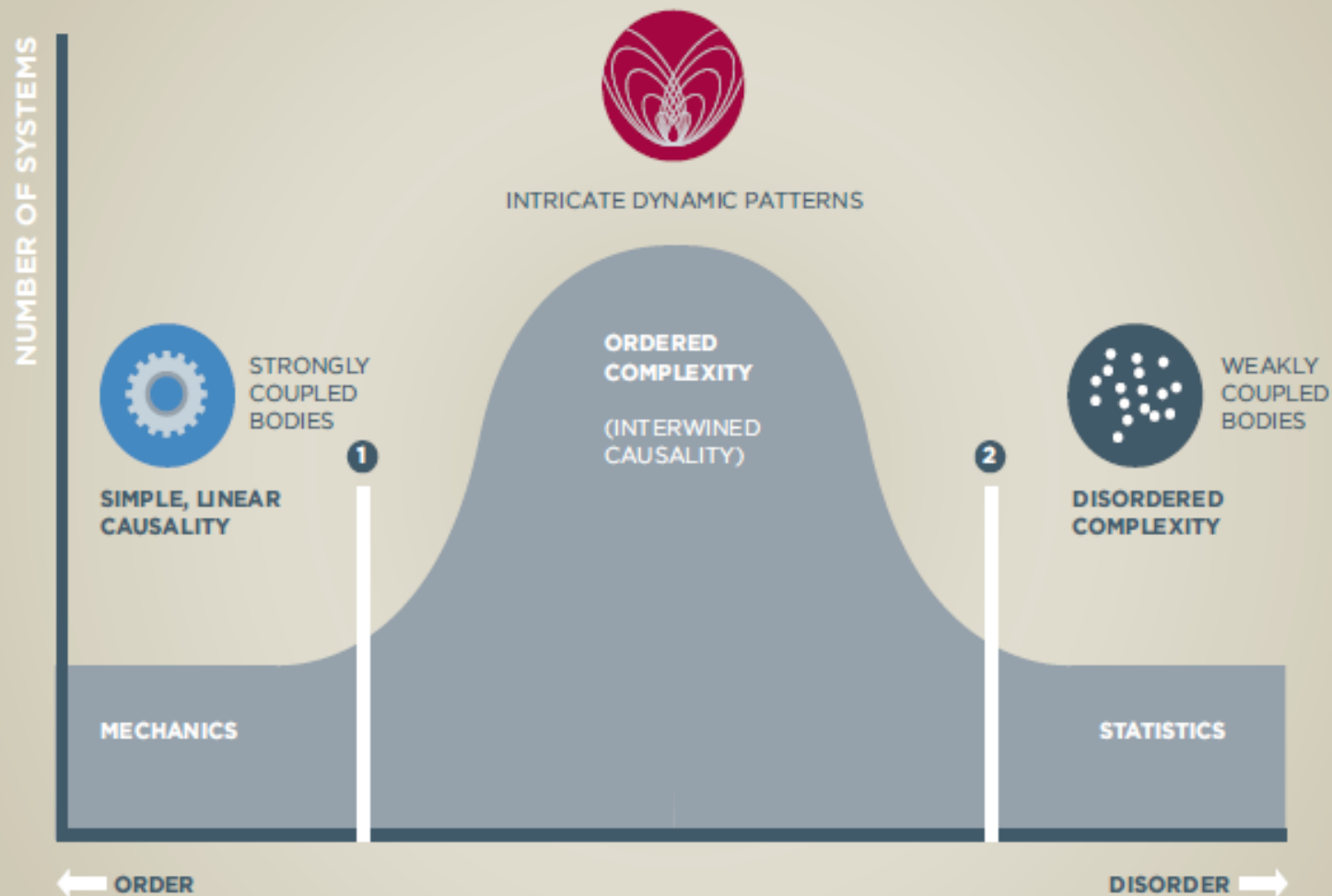
A Fractal City



A Leaf

Nikos Salingaros & Jane Jacobs

SYSTEMS BY PREVALENCE AND TYPE



Policy Intervention types

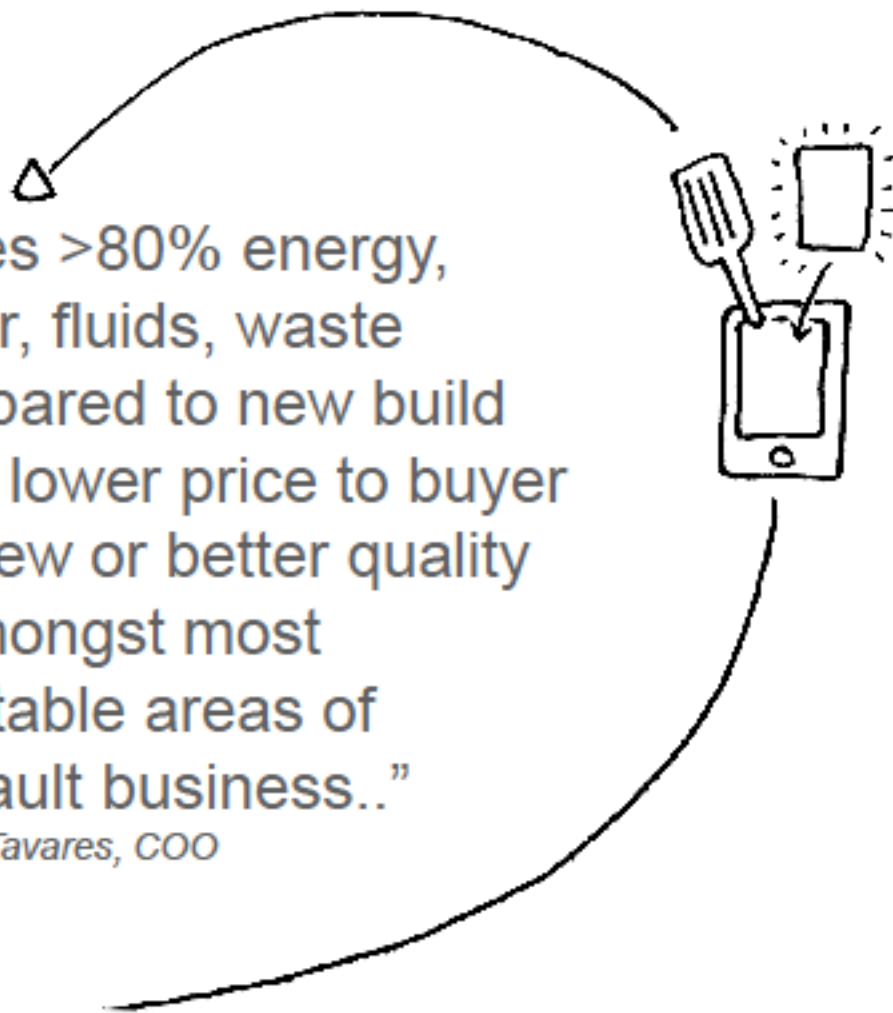
- Education, information and awareness
- Collaboration platforms
- Business Support Schemes
- Public Procurement and Infrastruktüre
- Regulatory Frameworks
- Fiscal Frameworks

Renault small commercial vehicle and parts remanufacturing



- Saves >80% energy, water, fluids, waste compared to new build
- 30% lower price to buyer
- As new or better quality
- “..amongst most profitable areas of Renault business..”

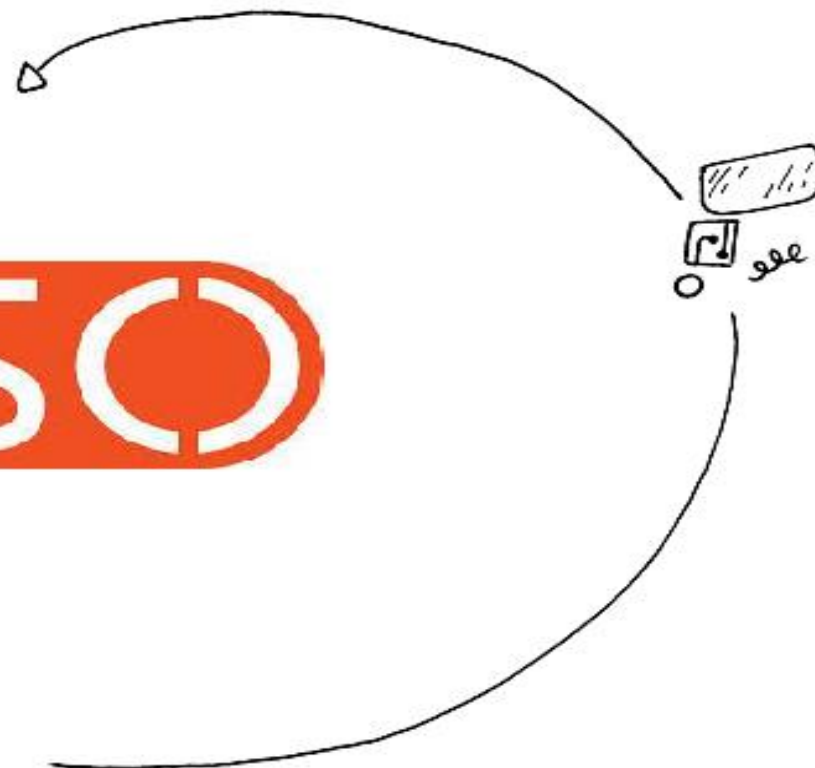
Carlos Tavares, COO



ELLEN MACARTHUR FOUNDATION

Enabling pure material flows - “carpet to carpet again”

DESSO





ELLEN MACARTHUR FOUNDATION

Ecovative produces mycelium based materials which can replace polystyrene packaging and are 100% biodegradable ..



Urban Mountain - cradle to cradle inspired office building in Oslo



- Urban Mountain is the winning project in the Nordic Built Challenge in Norway.
- A 50,000 square foot office building in central Oslo is being renovated and expanded with 30,000 m² using new and innovative methods to optimize the building's energy consumption and CO2 emissions

