



# ELLEN MACARTHUR FOUNDATION

BlackRock



Eric & Wendy Schmidt Fund for  
Strategic Innovation



H&M Group



INTESA  SANBILO

MAYOR OF LONDON



NYC Mayor's Office of  
Sustainability



PHILIPS

GROUPE RENAULT

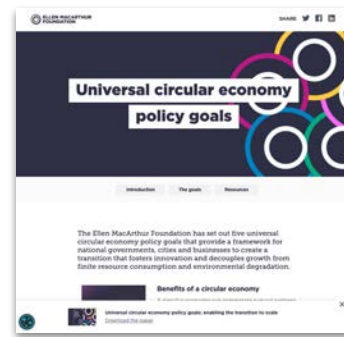
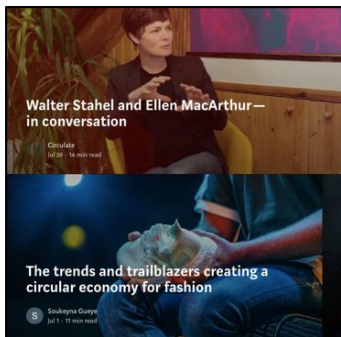
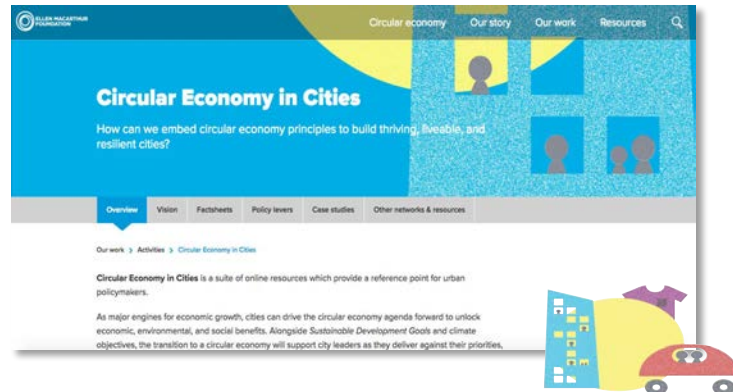


SUN Institute  
Environment & Sustainability  
Initiated by Deutsche Post Foundation



scJohnson  
A world of ideas. A world of health.

# We engage and inspire actors across the system



Our current economic  
model is **linear**



**Take**



**Make**



**Waste**



# The linear economy leads to...



**Waste**



**Underutilised  
assets and  
economic losses**



**Price risks and  
supply chain  
volatility**



**Climate change  
and biodiversity  
loss**

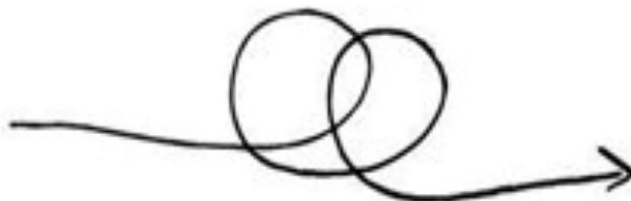
# A CIRCULAR ECONOMY IS BASED ON THREE PRINCIPLES DRIVEN BY DESIGN



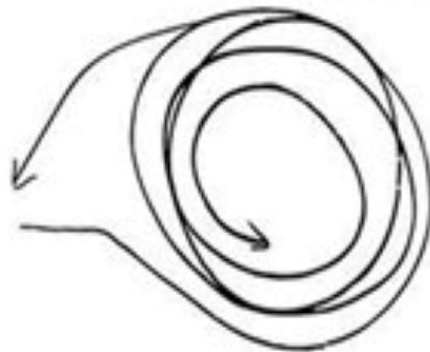
LINEAR ECONOMY



RECYCLING  
ECONOMY

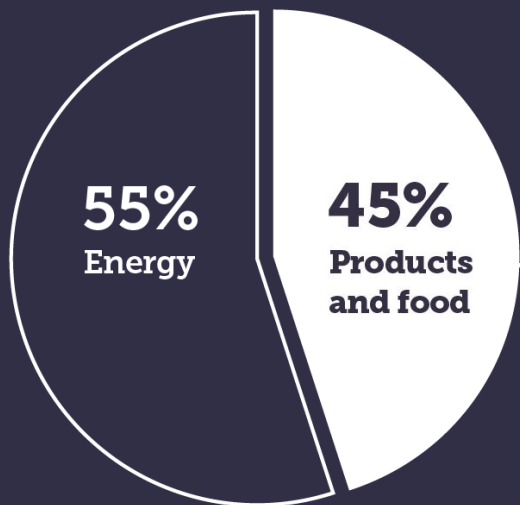


CIRCULAR  
ECONOMY



# It is a bigger idea, for better growth, that tackles glocal challenges

TOTAL CURRENT GLOBAL  
GREENHOUSE GAS EMISSIONS



HOW THE CIRCULAR ECONOMY  
HELPS TACKLE CLIMATE CHANGE



Design out waste and pollution  
**to reduce GHG emissions**  
across the value chain



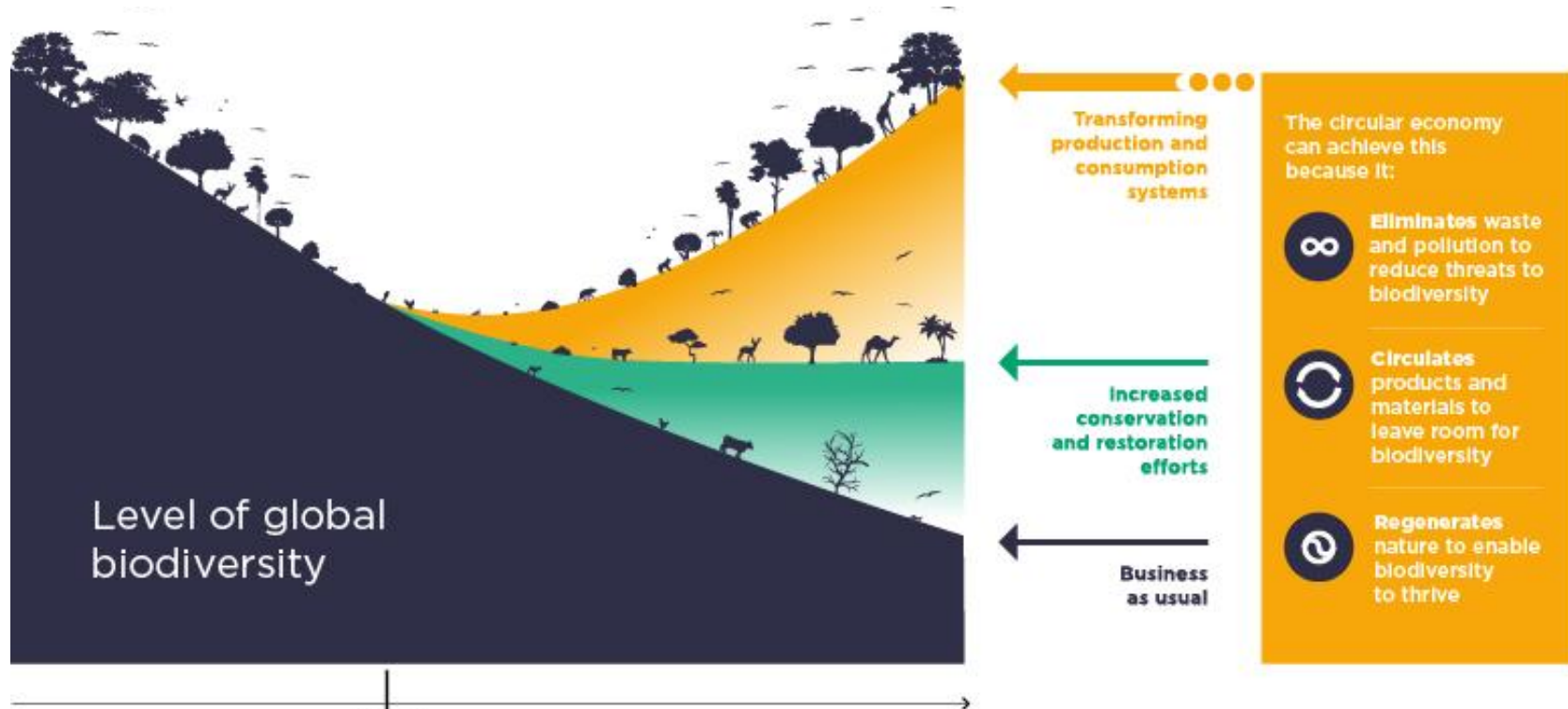
Keep products and materials in use  
**to retain the energy embodied**  
within them



Regenerate natural systems  
**to sequester carbon**  
in soil and products



**To halt and reverse biodiversity loss, and create an economy that can work in the long term, we need to transform the way we make and use products and grow food**





# Ecovative

## What makes it circular?

- A natural multi-purpose packaging
- Fully compostable alternative to plastic packaging



# Patagonia

## What makes it circular?

- Design for durability & reuse
- Supports take-back
- Empowers customers



**Circulate**  
products  
&  
materials

# Venlo City Hall

## What makes it circular?

- Green wall improves air quality in a radius of 500m.
- Generates renewable energy, filters and filtrates water.
- Designed for disassembly.



**Regenerate**  
natural  
systems



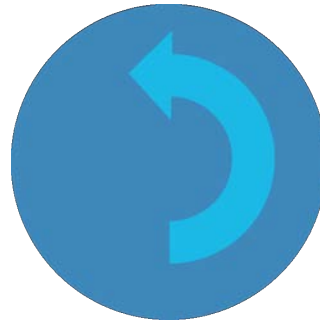
## 4 essential building blocks for a circular economy



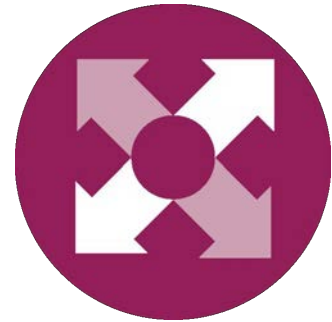
Circular design



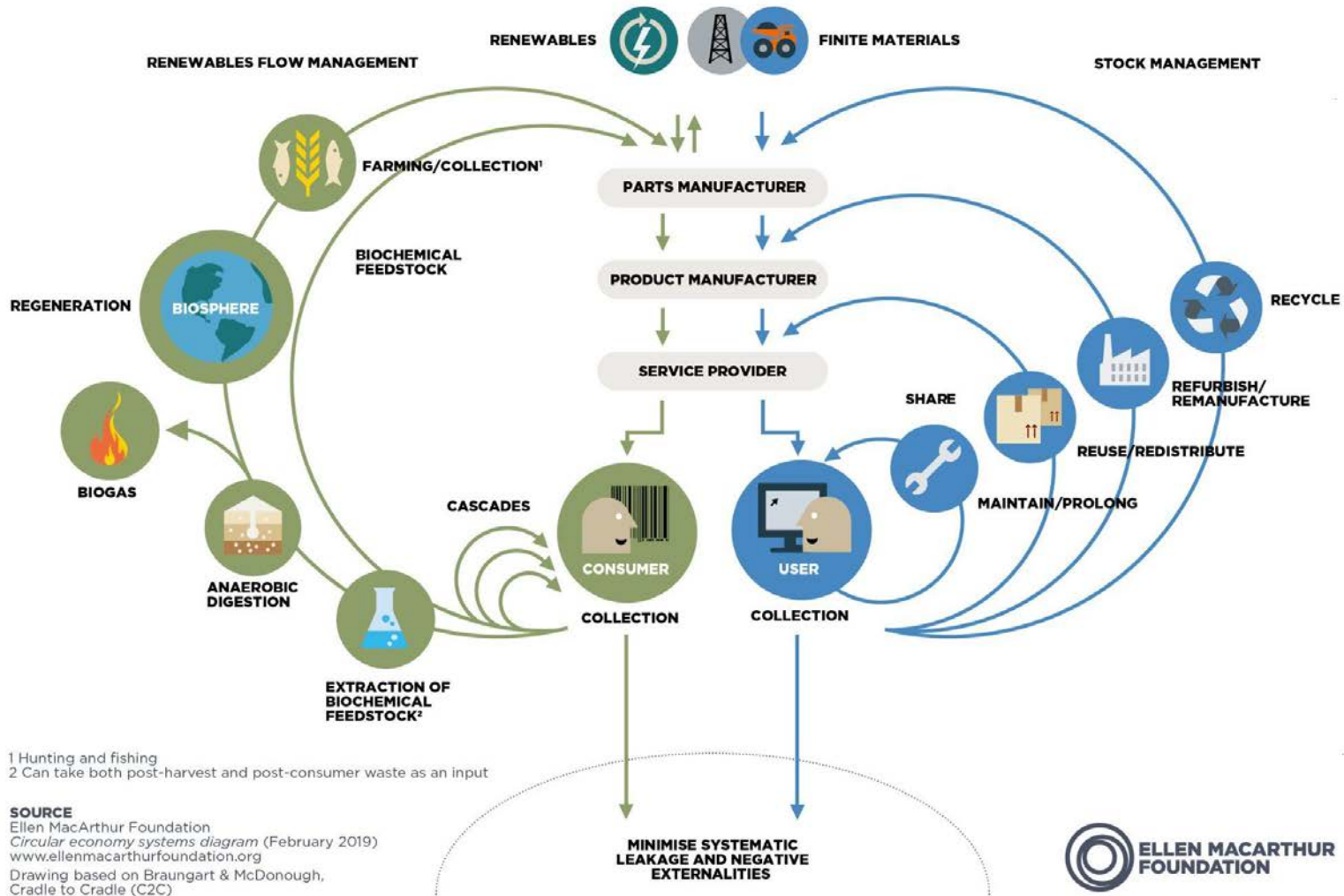
Circular business  
models



Reverse  
logistics



Cross sector  
collaboration

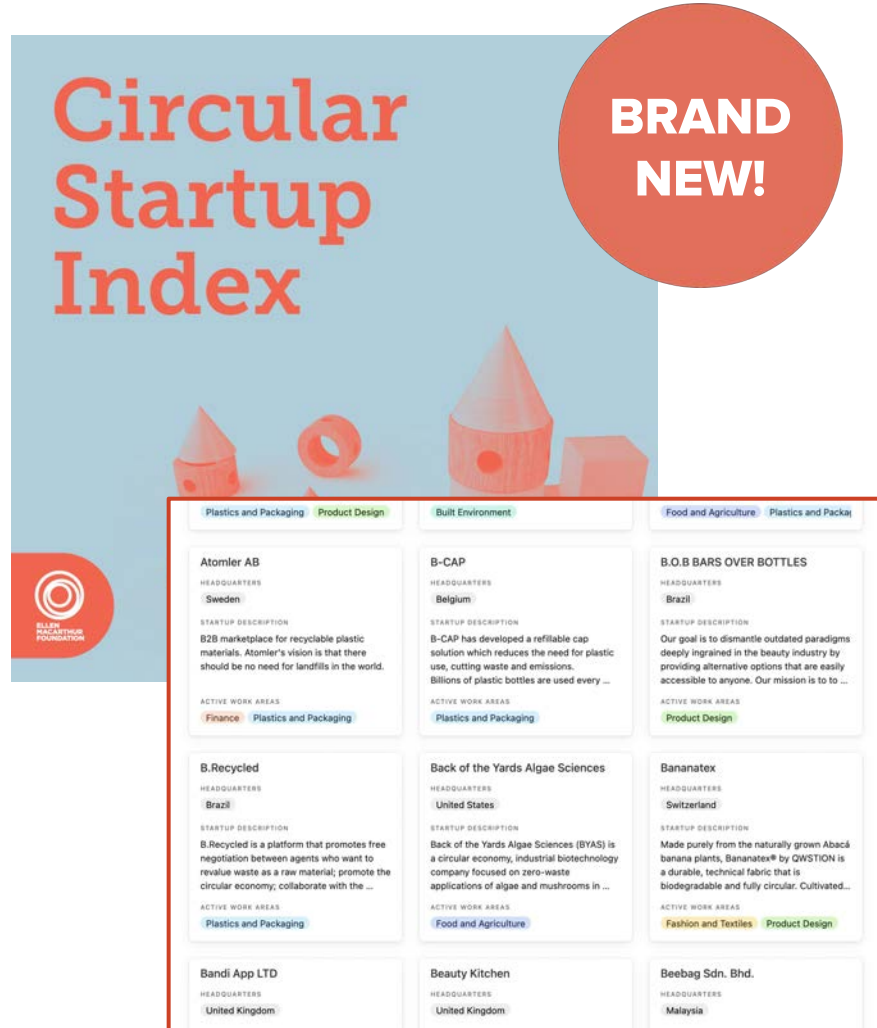


# Circular Startup Index

A tool to help businesses, cities, investors and accelerators to discover circular solutions on the market today.

To accelerate the transition to a circular economy, circular innovators need greater exposure and support to collaborate, scale and replicate.

Search and filter through 400+ circular startups today.



**Circular Startup Index**

**BRAND NEW!**

Plastics and Packaging | Product Design | Built Environment | Food and Agriculture | Plastics and Packaging

<b>Atomier AB</b> HEADQUARTERS Sweden STARTUP DESCRIPTION B2B marketplace for recyclable plastic materials. Atomier's vision is that there should be no need for landfills in the world. ACTIVE WORK AREAS Finance   Plastics and Packaging	<b>B-CAP</b> HEADQUARTERS Belgium STARTUP DESCRIPTION B-CAP has developed a refillable cap solution which reduces the need for plastic use, cutting waste and emissions. Billions of plastic bottles are used every ... ACTIVE WORK AREAS Plastics and Packaging	<b>B.O.B BARS OVER BOTTLES</b> HEADQUARTERS Brazil STARTUP DESCRIPTION Our goal is to dismantle outdated paradigms deeply ingrained in the beauty industry by providing alternative options that are easily accessible to anyone. Our mission is to to ... ACTIVE WORK AREAS Product Design
<b>B.Recycled</b> HEADQUARTERS Brazil STARTUP DESCRIPTION B.Recycled is a platform that promotes free negotiation between agents who want to revalue waste as a raw material; promote the circular economy; collaborate with the ... ACTIVE WORK AREAS Plastics and Packaging	<b>Back of the Yards Algae Sciences</b> HEADQUARTERS United States STARTUP DESCRIPTION Back of the Yards Algae Sciences (BYAS) is a circular economy, industrial biotechnology company focused on zero-waste applications of algae and mushrooms in ... ACTIVE WORK AREAS Food and Agriculture	<b>Bananatex</b> HEADQUARTERS Switzerland STARTUP DESCRIPTION Made purely from the naturally grown Abacá banana plants, Bananatex® by QWSTION is a durable, technical fabric that is biodegradable and fully circular. Cultivated... ACTIVE WORK AREAS Fashion and Textiles   Product Design
<b>Bandi App LTD</b> HEADQUARTERS United Kingdom	<b>Beauty Kitchen</b> HEADQUARTERS United Kingdom	<b>Beebag Sdn. Bhd.</b> HEADQUARTERS Malaysia



# 3 STRATEGIES FOR CIRCULAR BUSINESS MODELS



## RETAIN PRODUCT OWNERSHIP

Product as a service

Subscription

Lease

Rental

*Examples*

homie | signify



## PRODUCT LIFE EXTENSION

Refurbishment

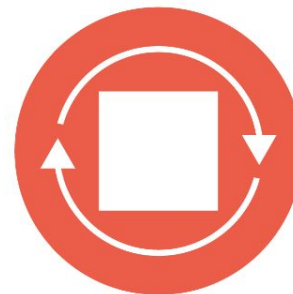
Repurposing

Repair

Sharing platforms

*Examples*

FAIRPHONE | PHILIPS



## CIRCULAR SUPPLIES

Upcycling

Design for closed loops

Regeneratively produced raw materials

Resource recovery from waste

*Examples*

niags | NOTPLA

# We have expertise and programmes on key topics

**Government and policy**

---

**Education and learning**

---

**Design**

---

**Business**

---



**Biodiversity**

---



**Cities**

---



**Climate**

---



**Fashion**

---



**Finance**

---



**Food**

---



**Plastics**

---

# Five universal circular economy policy goals

**GOAL 5**  
COLLABORATE FOR  
SYSTEM CHANGE

**GOAL 4**  
INVEST IN INNOVATION,  
INFRASTRUCTURE,  
AND SKILLS



**GOAL 1**  
STIMULATE DESIGN FOR  
THE CIRCULAR ECONOMY

**GOAL 2**  
MANAGE RESOURCES  
TO PRESERVE VALUE

**GOAL 3**  
MAKE THE  
ECONOMICS WORK