



Science in the City

Building Participatory Urban Learning Community Hubs
through Research and Activation



Introduction to the circular economy



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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



TAKE

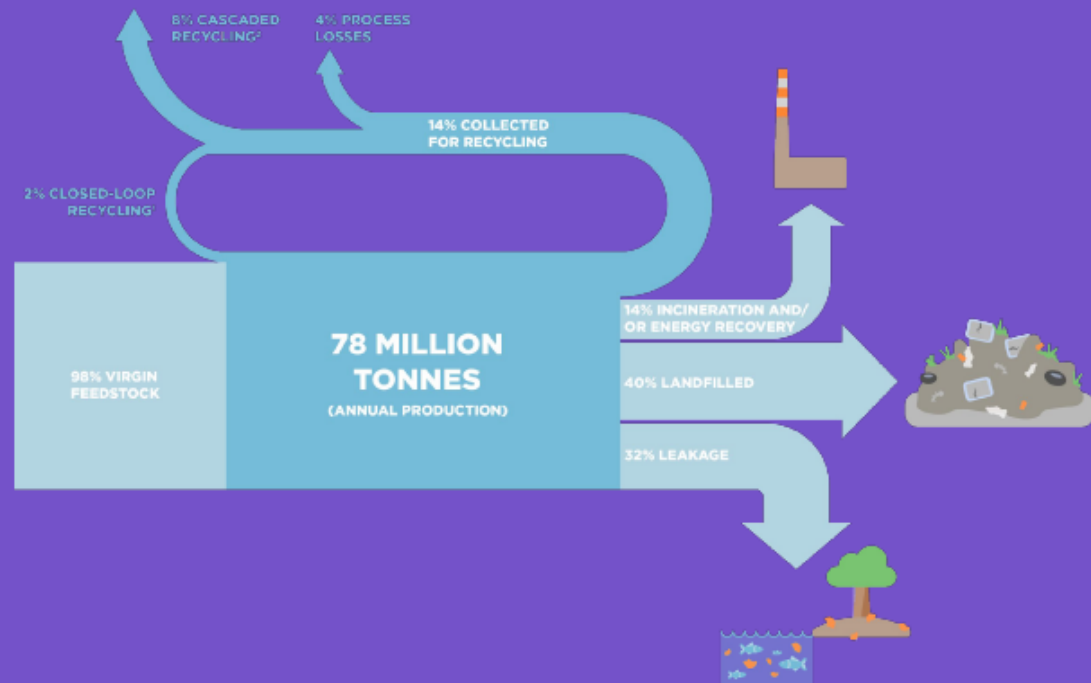


MAKE



WASTE

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**



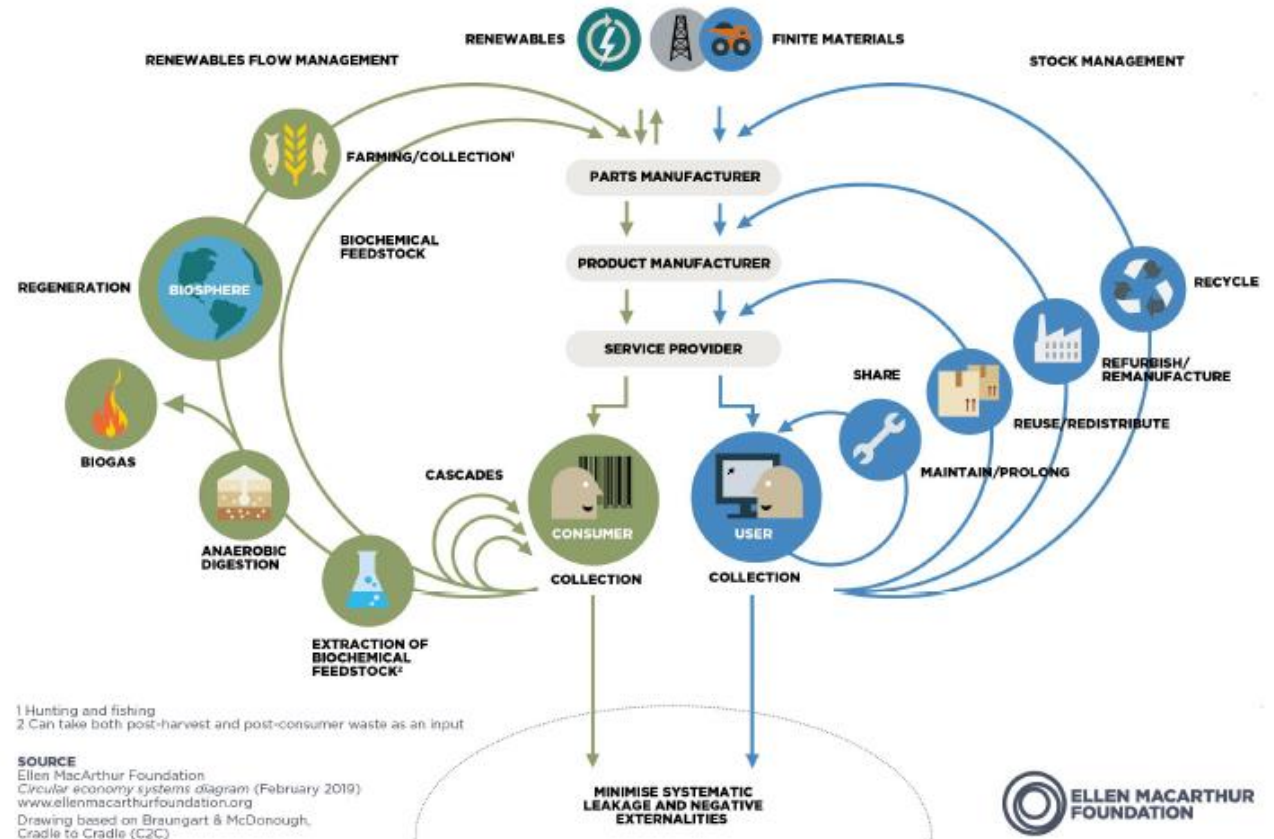
Keep products and materials **in use**



Regenerate natural systems



The circular economy system diagram



Benefits of the circular economy

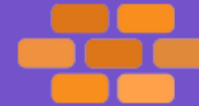
Benefiting the **environment**, **society**, and **business**




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



