



ELLEN MACARTHUR FOUNDATION
Rethink the future

Circular Economy

A short introduction





Economic analysis

European union

CE100

Teaching and research agenda

Disruptive Innovation festival

From linear to...

A



From linear to...

A



B



From linear to...

A



B

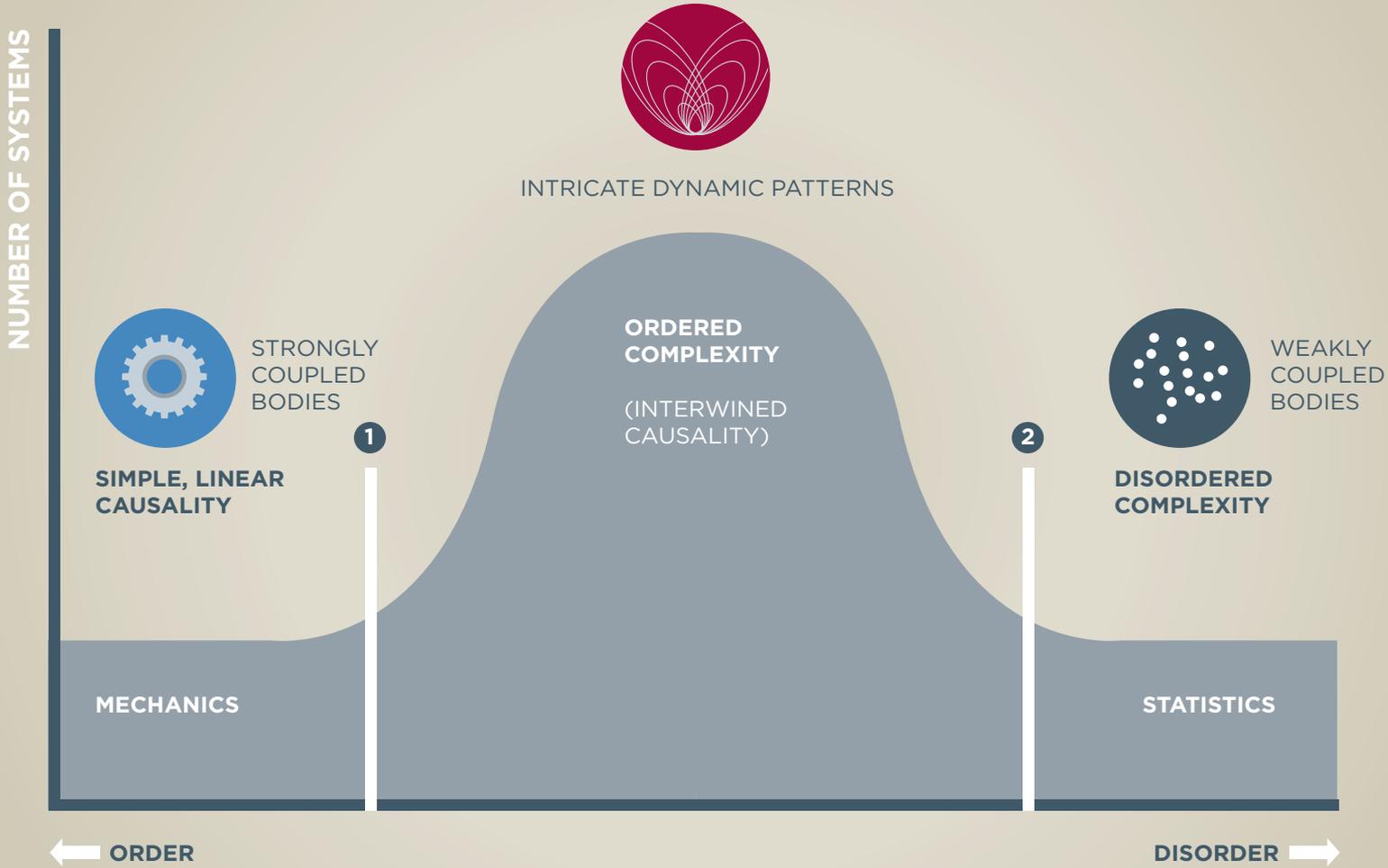


C





SYSTEMS BY PREVALENCE AND TYPE



CREDIT: AFTER SALLY GROENER AND BERNARD LIETAER

Waste = food

Celebrate abundance

Diversity brings resilience

Energy from renewables

Think in systems

A paradigm shift

20th century

21st century

Image of the machine → Image of a metabolism

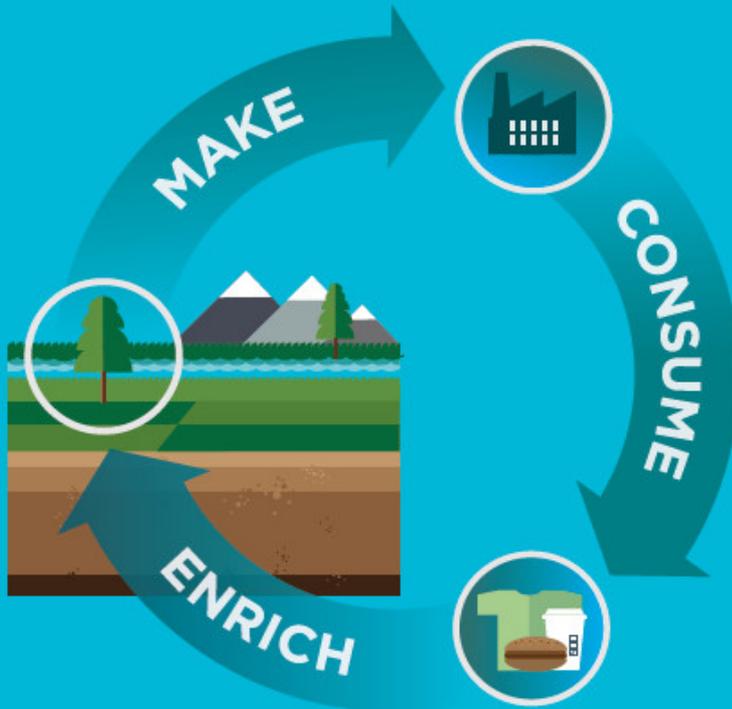
Prediction and control → Ordered complexity

Linear and throughput → Circular/iterative

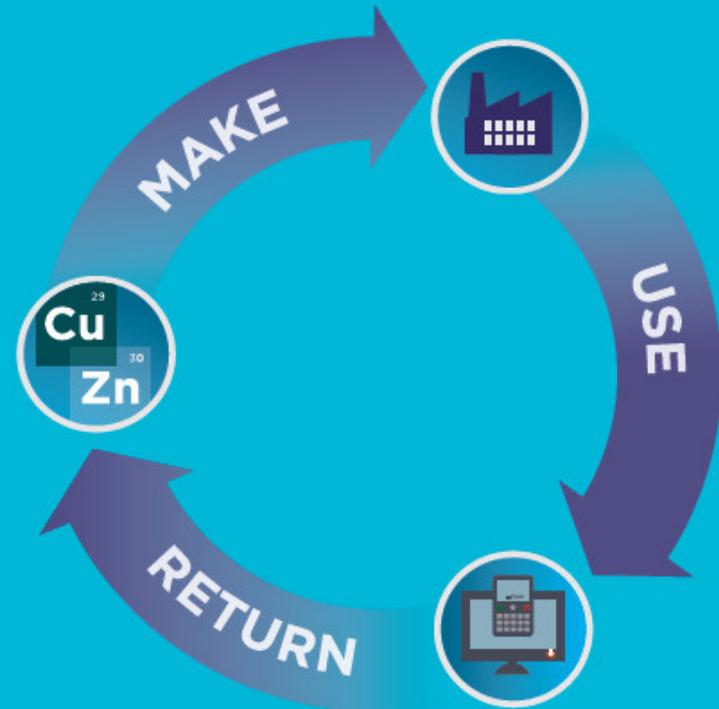
Boxed education → Open education

Individualistic and consumerism → Systems and citizenship

Reduce, minimise, restrict → Abundance and regeneration



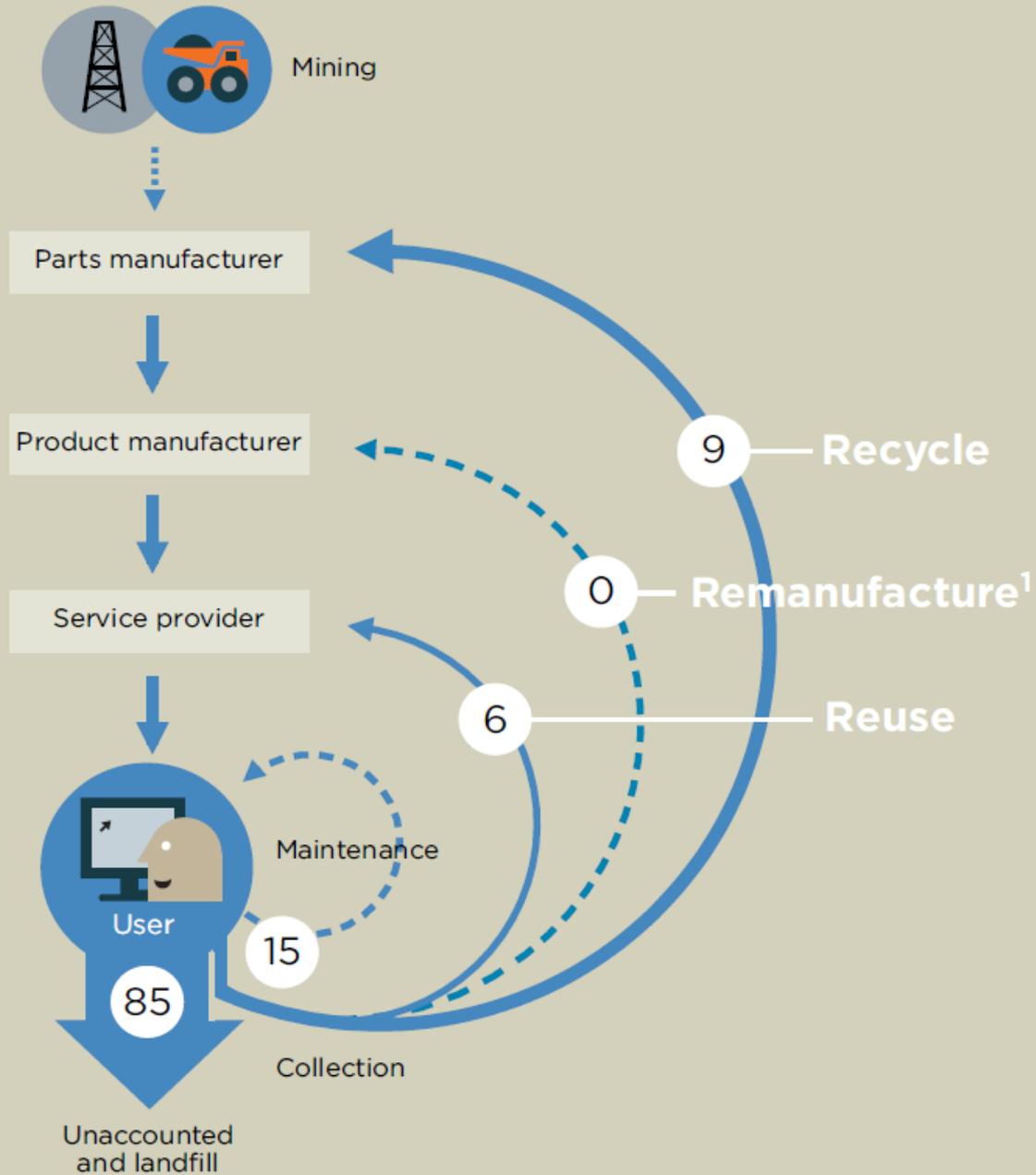
BIOLOGICAL MATERIALS



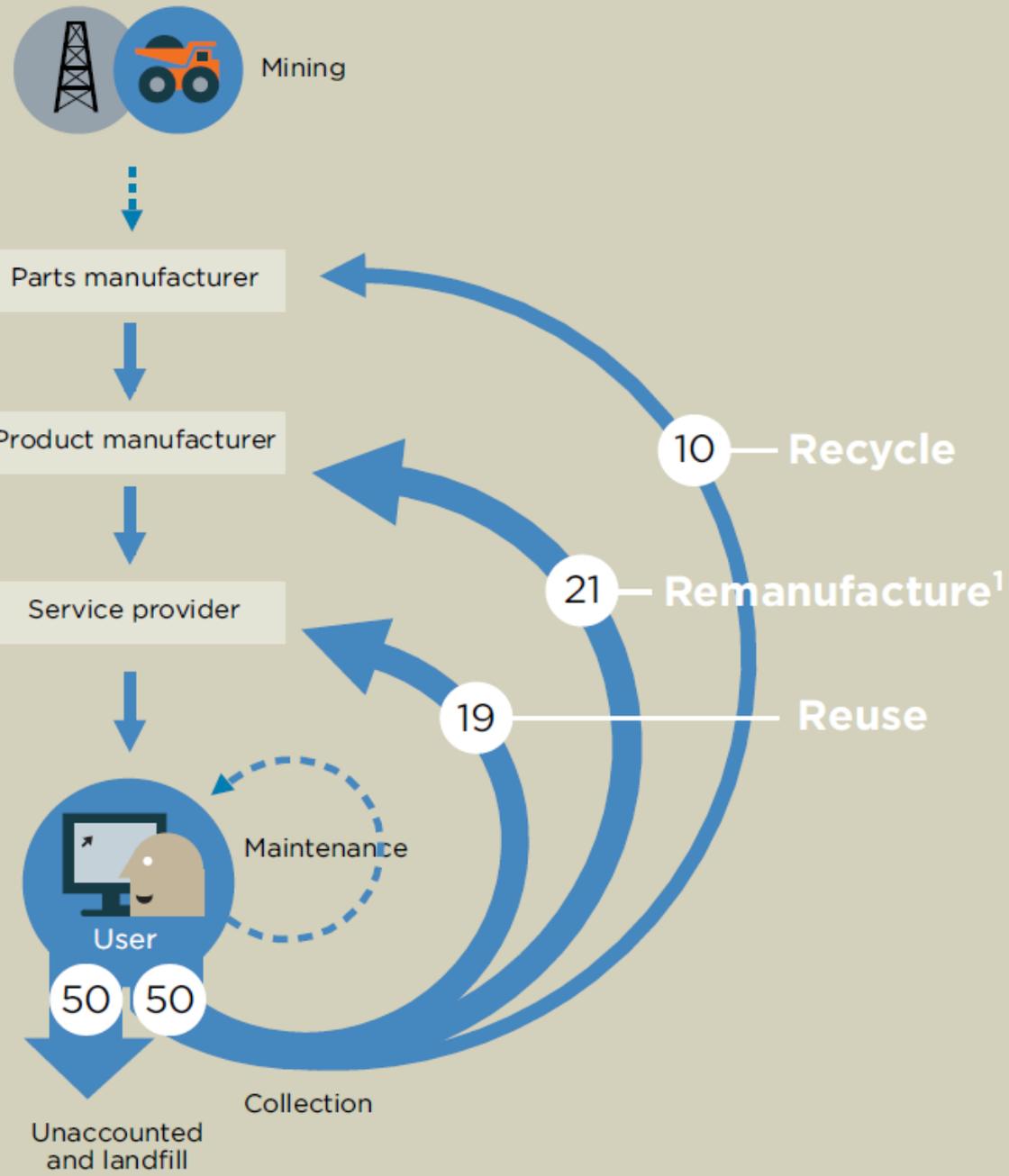
TECHNICAL MATERIALS

ENERGY FROM RENEWABLE SOURCES

Status quo



Transition scenario



Transitional scenario

50% collection

Material savings:
USD 1 bn

Energy savings:
USD 60 m



Advanced scenario

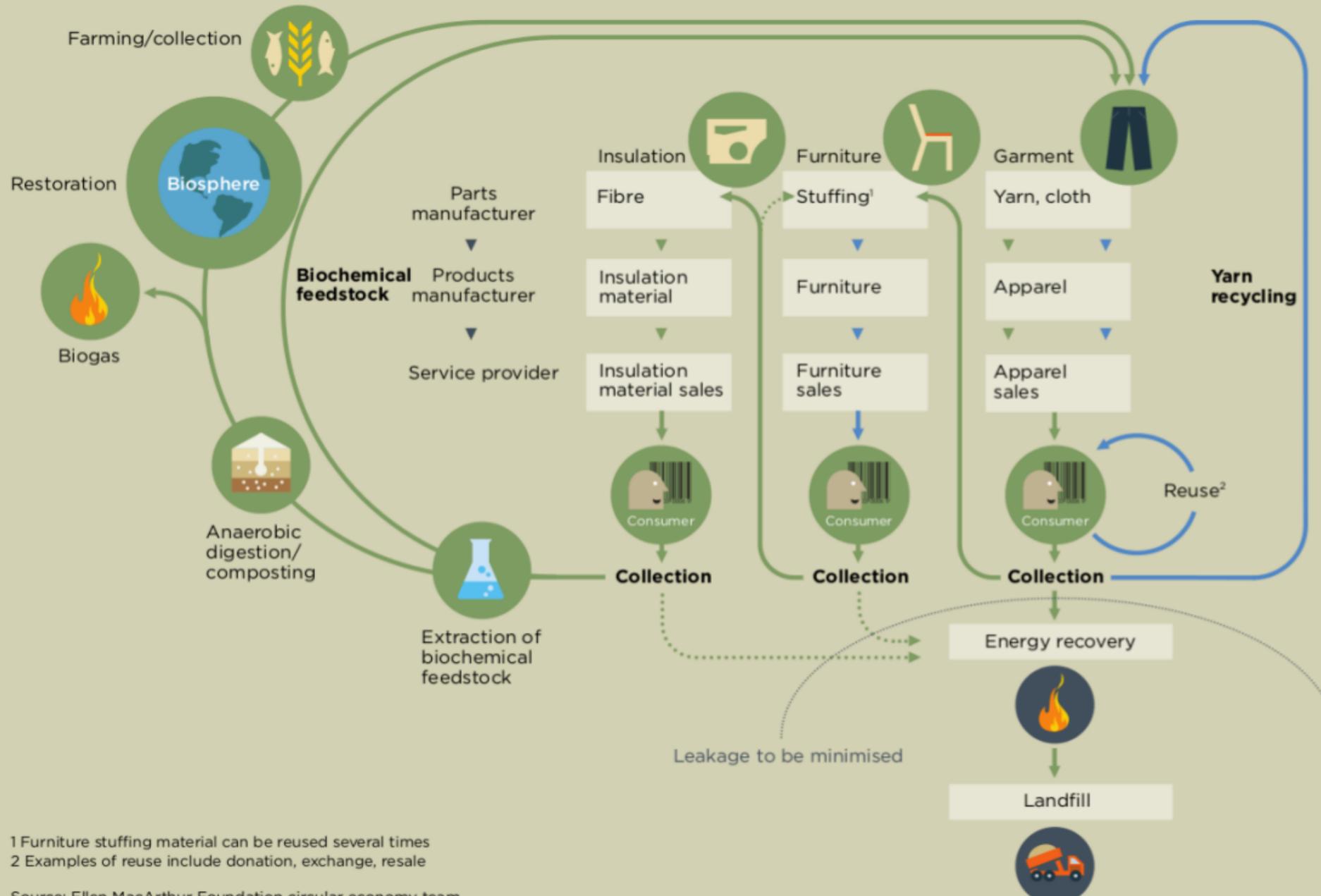
95% collection

Material savings:
USD 2 bn

Energy savings:
USD 160 m

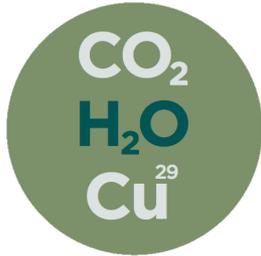


FIGURE 9 Cascading keeps materials in circulation for longer—textile example

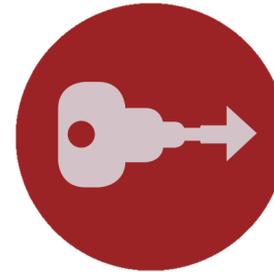


1 Furniture stuffing material can be reused several times
 2 Examples of reuse include donation, exchange, resale

Why now?



**Tighter
regulation**



**The new
consumer**



**Investment
opportunities**

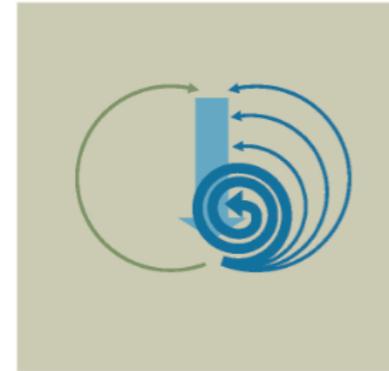


**Enabling
technology**

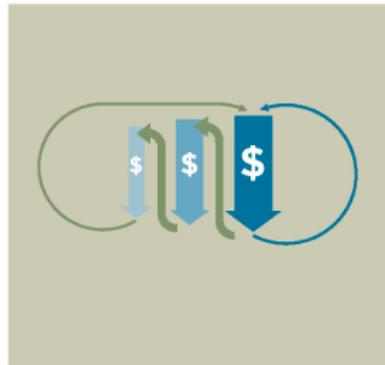
Four value drivers



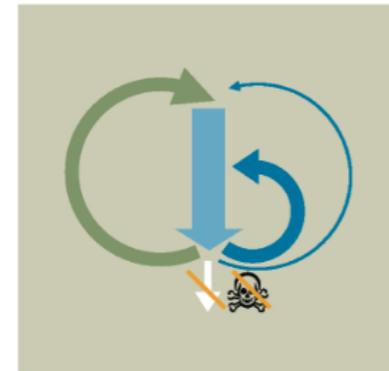
Inner circle



Circling longer



Cascading materials



Pure material flows

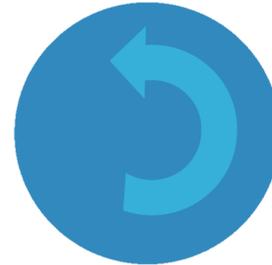
Four building blocks



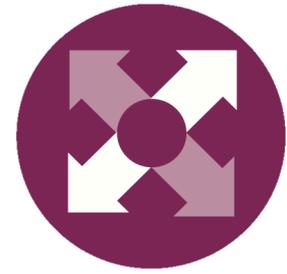
**Radical
design**



**Innovative
business model**



**Cascades/
reverse cycles**



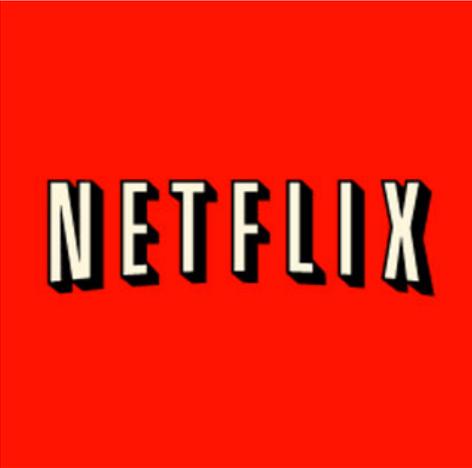
**Cross-sector
collaboration**

The Spotify logo, featuring the word "Spotify" in a white, rounded, sans-serif font with a green outline, set against a solid green square background. The letter 'o' has three curved lines above it, resembling a radio signal.

Spotify™

The LoveFilm.com logo, featuring the word "LOVE" in red, "FiLM" in black, and ".COM" in red, all in a bold, sans-serif font.

LOVEFiLM.COM

The Netflix logo, featuring the word "NETFLIX" in a white, bold, sans-serif font with a black outline, set against a solid red square background.

NETFLIX

A NEW ERA OF URBAN MOBILITY



1 Become A Member

Register at car2go.com and receive your membership card via mail.



2 Locate A Vehicle

Use the car2go finder at car2go.com or a smartphone app to locate a car2go vehicle. You can use any vehicle spontaneously or book a car2go in advance online or by phone.



5 Finish Your Trip

Complete your trip in an available public parking space within the car2go Home Area. Charges are calculated by the minute and will be debited from your credit card after you exit the vehicle. Fuel, insurance, maintenance and parking are included at no additional cost.



3 Access The Vehicle

Walk up to the car2go, hold your membership card against the card reader on the windshield and the doors will unlock. Enter your PIN and rate the condition of the vehicle.

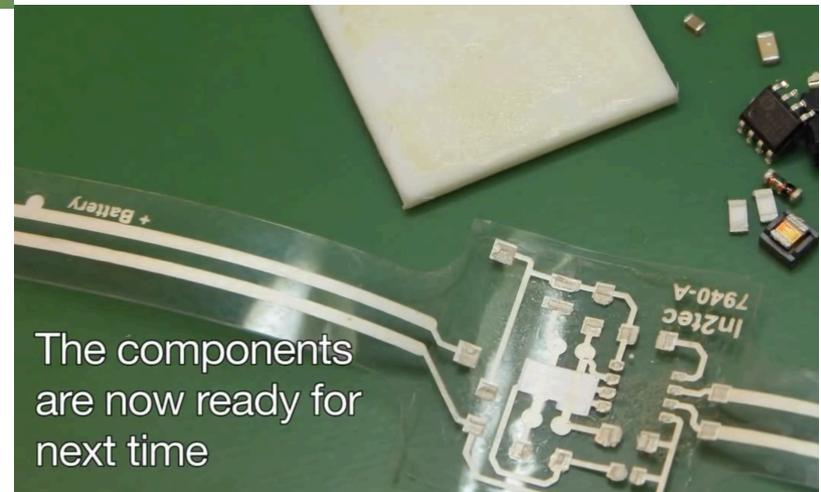
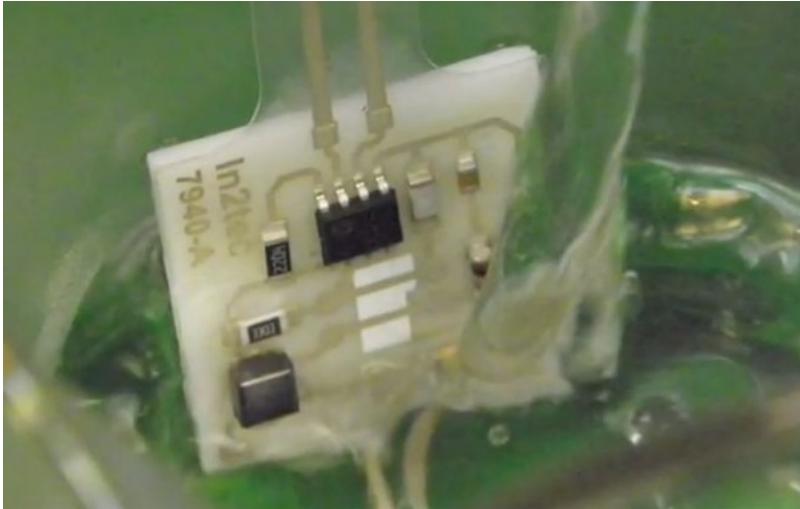


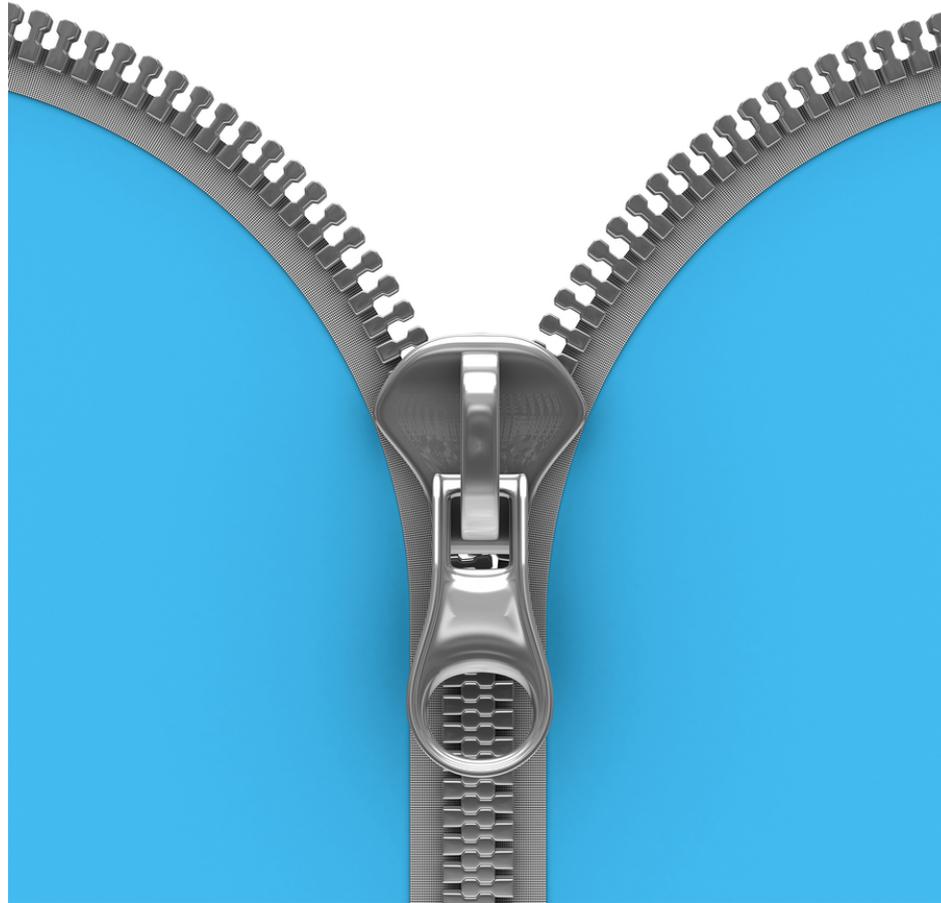
4 Drive

Take car key which is stowed next to the touchscreen unit, start the car2go and drive off. Drive as long as you want.

CAR
2GO











The goods of today are the
resources of tomorrow at the
resource prices of yesterday

Walter Stahel

