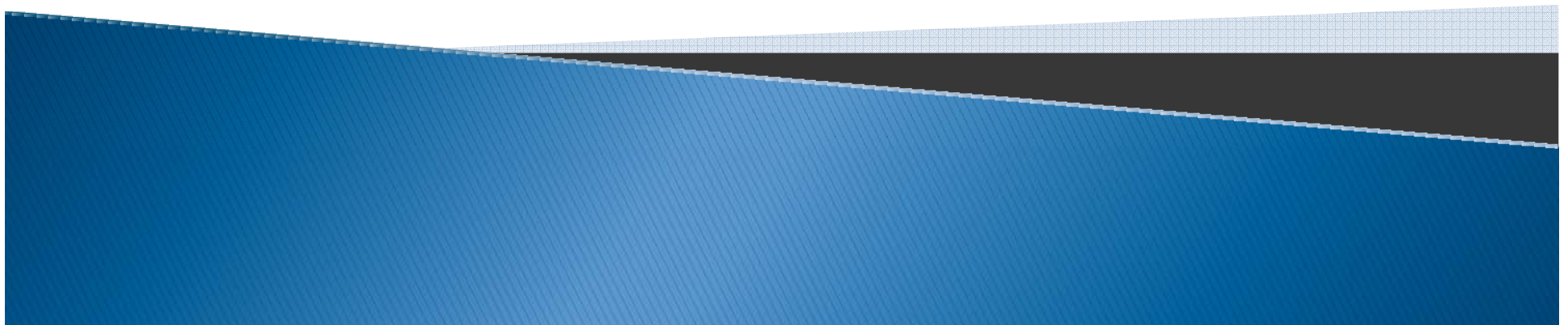




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## Chris Ashe

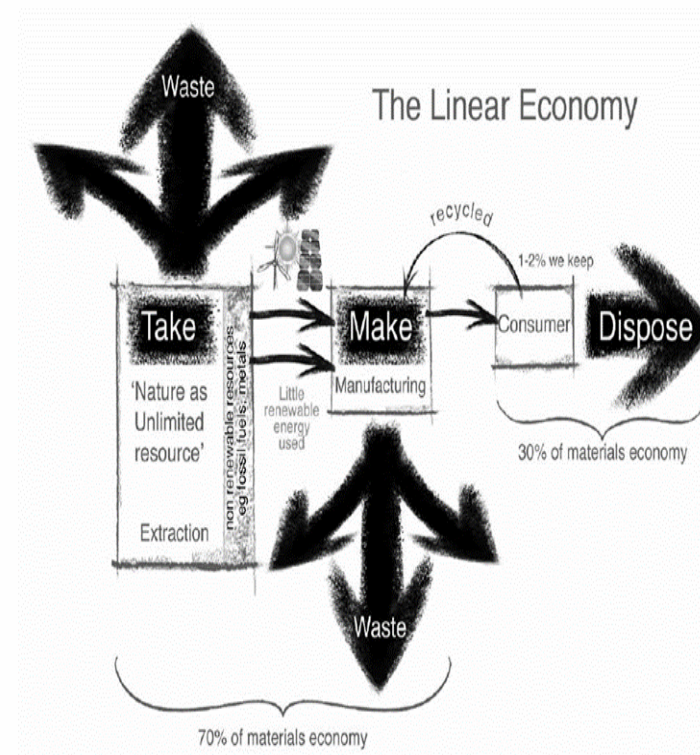


# The Linear Economy



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- ▶ Current economic model of 'Take-Make-Dispose'
- ▶ EU as unlimited resource and waste bin;
- ▶ 65 billion tonnes of raw materials enter the economic system, p.a.;
- ▶ Approximately 60% of waste ends up in landfill...

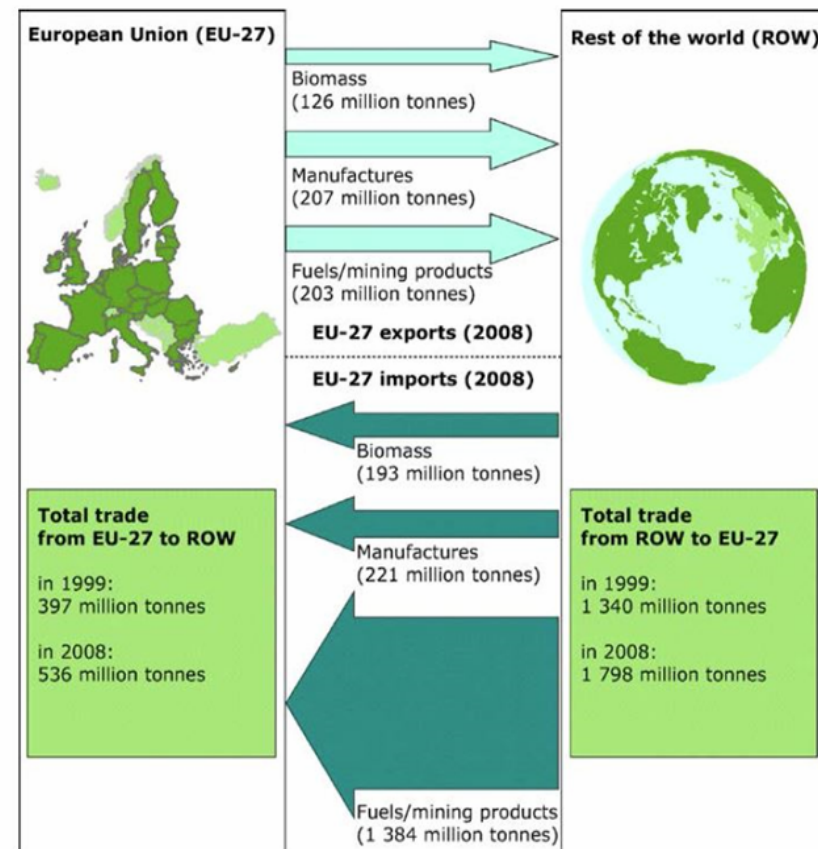


# Limitations of the Linear Economy



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- ▶ Rising prices for materials and energy;
- ▶ Supplies of precious materials running low;
- ▶ Environmental damage from resource extraction,
- ▶ Improving efficiency offers only short term gains.

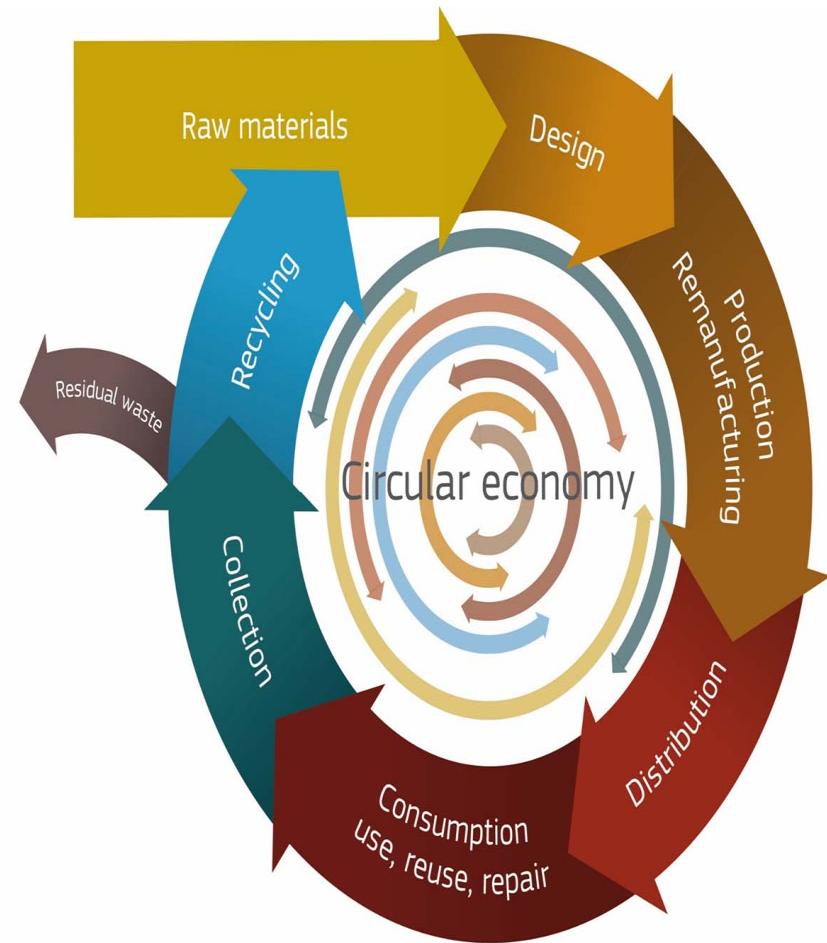


# The Circular Economy? More for Less?



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- ▶ A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.”



# Improved efficiency will not solve the problem of finite resources – a full system change is necessary!!



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- ▶ Growing world population and new middle-class consumers in developing world will further increase resource use and costs;
- ▶ Circular model generates wealth and employment by creating more value from a single unit of a resource than traditional linear model;
- ▶ Re-use of materials makes good economic sense for companies when resource prices are rising;
- ▶ Technological enablers – including IT and Communications – are emerging ('Internet of Everything');
- ▶ Consumer preferences are moving to 'Access over Ownership' / On Demand models;
- ▶ Governments noticing that resource policy is effective industrial policy – stimulus and support available

