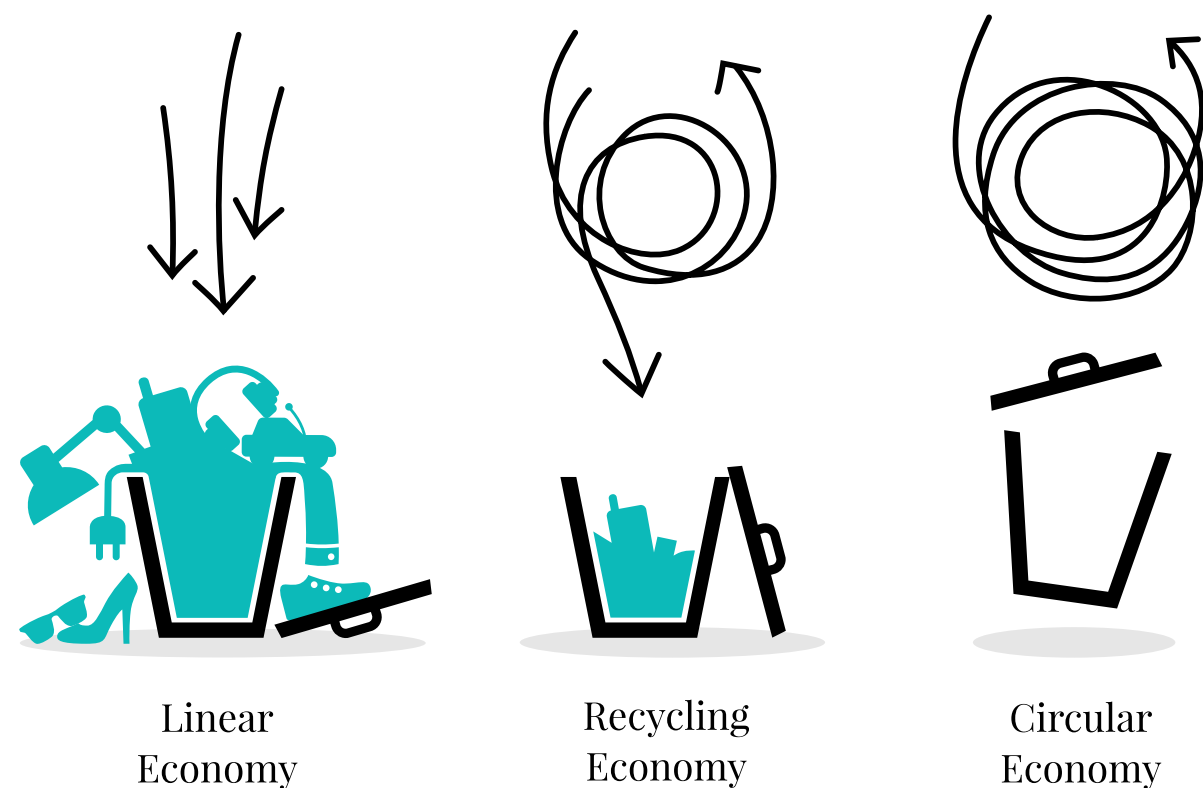


# Circular What?

*"A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems."*

Ellen McArthur Foundation



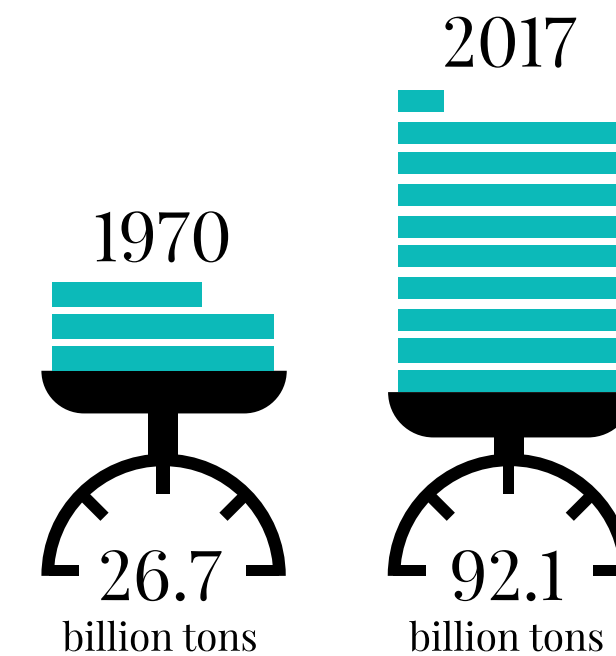
Look at that happy empty trashcan to the right!

Within a circular economy, trash is heavily reduced and we give mother earth some well deserved slack.



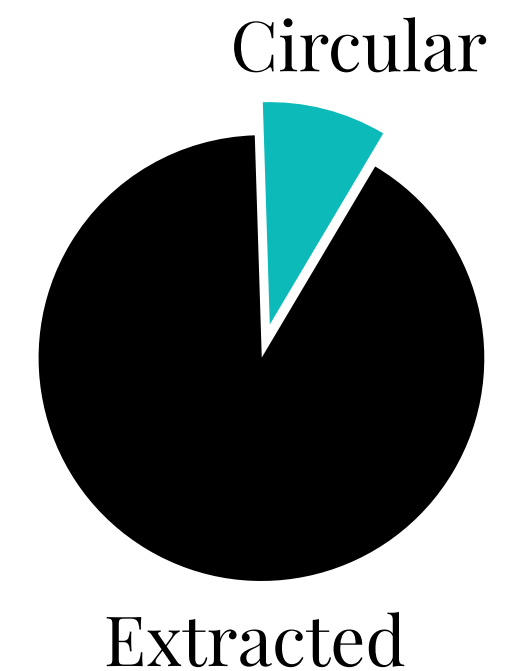
## Global Emission of Greenhouse Gases

62% of all the global greenhouse gasses are emitted during extraction, processing and production of goods.



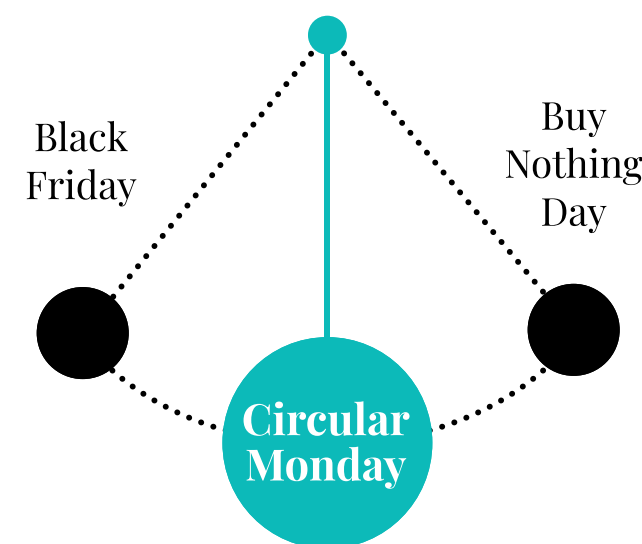
## Global use of materials

Between 1970 to 2017, the global use of materials has tripled.



## Used Material Extracted vs Circular

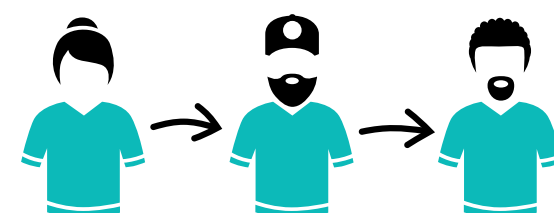
Our world is only 9% circular. 8.4 Gigatonnes of materials are cycled input, versus 84.4 Gt coming from extracted resources.



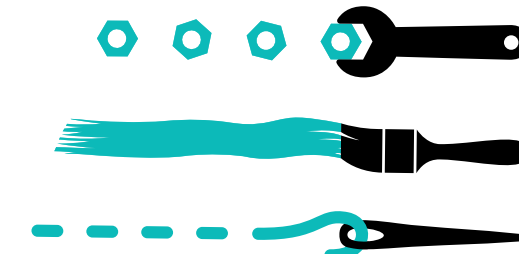
## Yet another anti-consume hashtag campaign?

Well, not really. Think of it like a pendulum; On one side you have Black Friday, known for it's linear consumption & shopping hysteria. On the other side we have "Buy nothing day", that was born as a anti-dote to Black Friday.

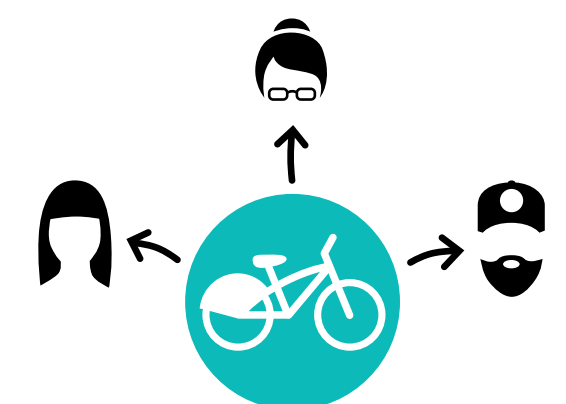
To make it simple, circular economy is about sharing, renting, mending, borrowing, upcycling, redesigning and recycling. It is the new way of doing things, instead of the good old "wear and tear".



Reuse



Repair



Rent

## #circularmonday

The Monday before Black Friday we encourage Circular Alternatives. Find out more at [www.circularmonday.com](http://www.circularmonday.com)

Sources: The circularity gap report 2019 ([www.circularity-gap.world](http://www.circularity-gap.world)) and Ellen MacArthur Foundation ([www.ellenmacarthurfoundation.org](http://www.ellenmacarthurfoundation.org))