

What is Circular Economy?

The usual approach to production and manufacturing involves a straight line and is linear



Take

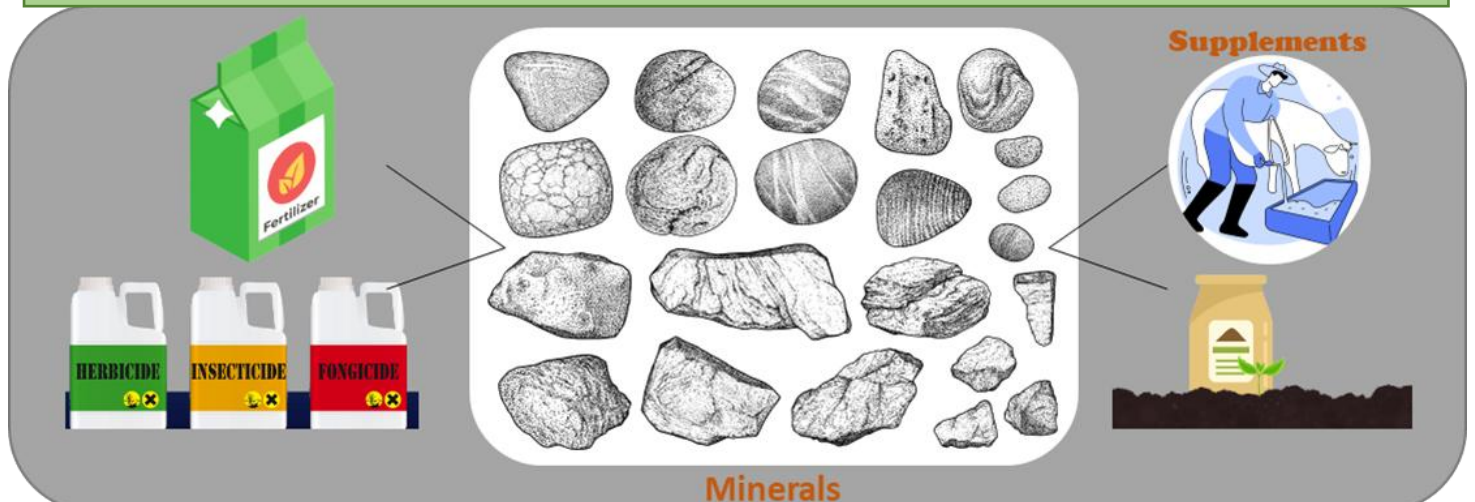


Make

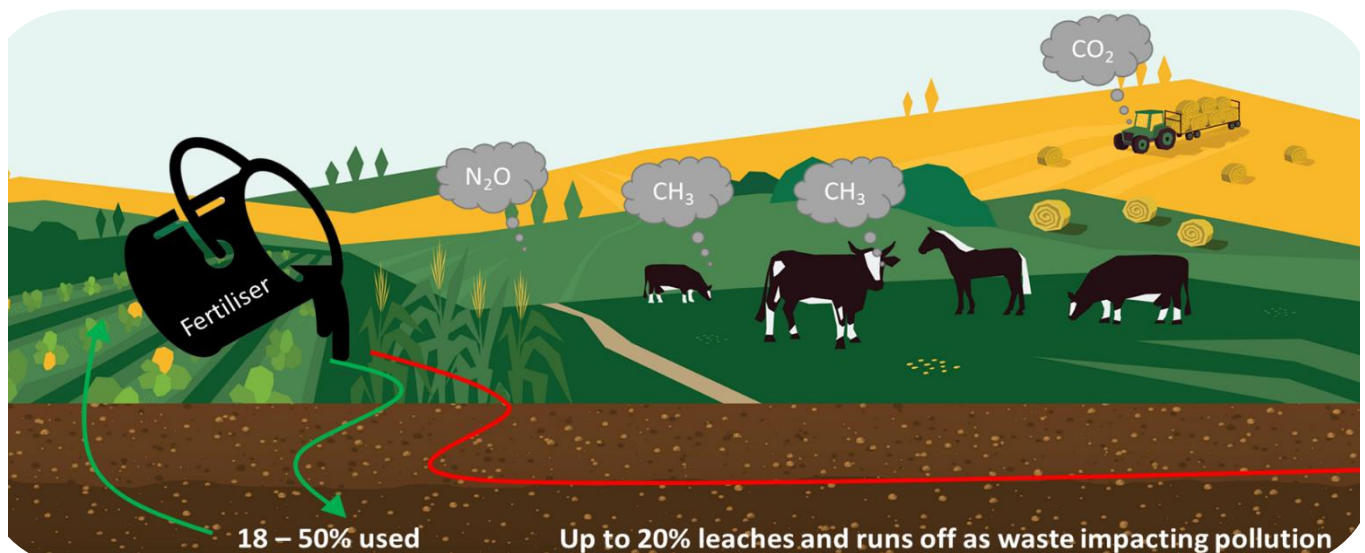


Dispose/Waste

'Take' involves using limited resources from the environment as a base to produce products



'Making' often uses inefficient practices and harmful energies like fossil fuels causing waste



To make a linear system circular we don't just bend them on themselves. We want to shorten/reduce the take and dispose aspects by reducing the amount of natural resources taken and the amount of waste produced through a combination of **recycling**, **refurbishing** and **reusing**. In this way we ensure the products we use are more environmentally sourced.

