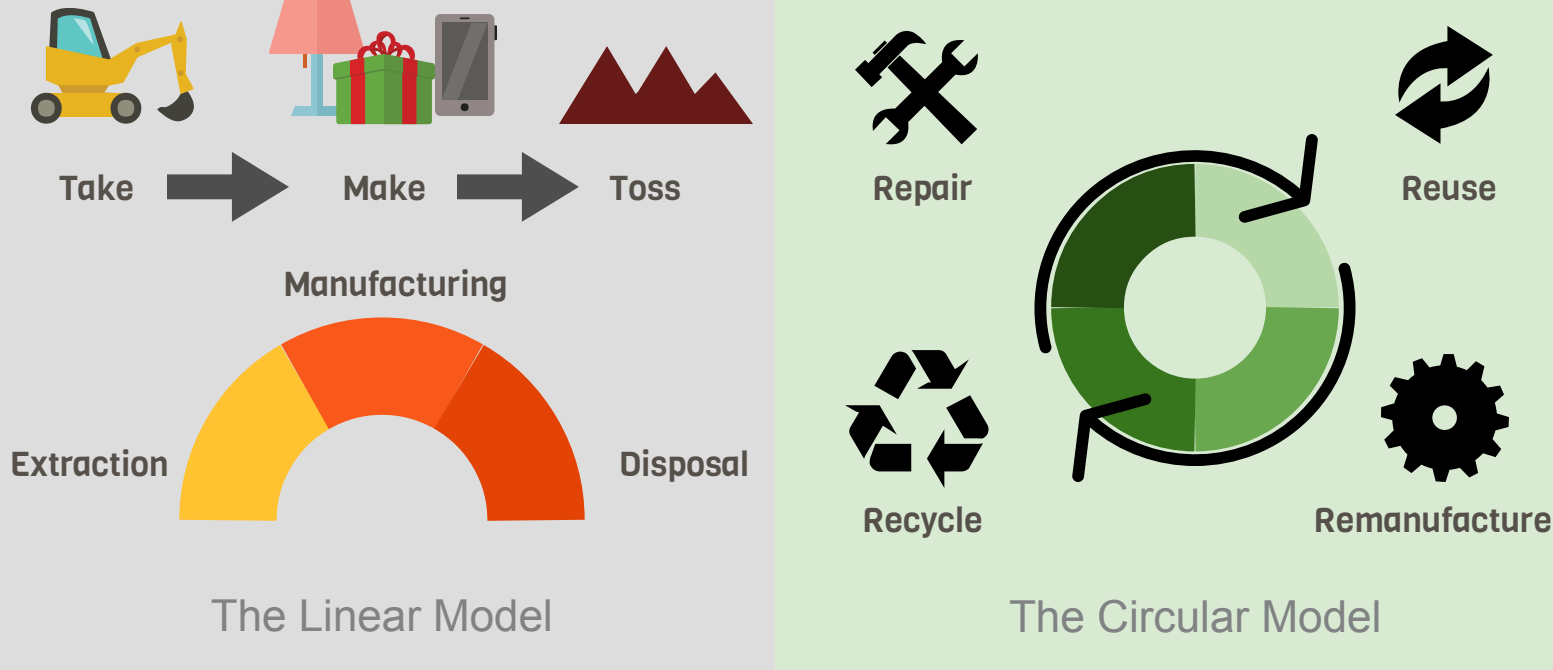


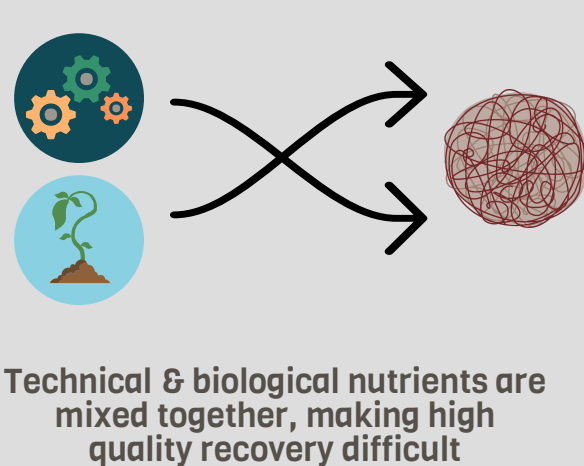
# Switching to a CIRCULAR Economy



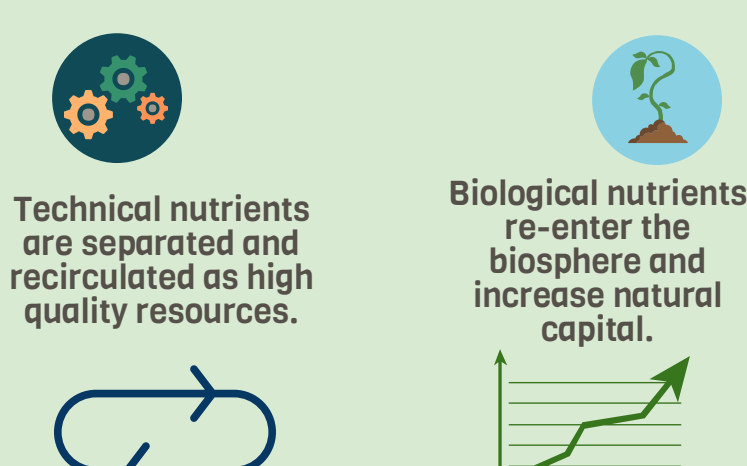
## Linear Vs. Circular Economy



### Materials in a Linear Economy



### Materials in a Circular Economy



## Why Switch to a Circular Economy?

By 2030

Imagine an economy...

... That exacerbates climate change effects ...



... Is still stuck on fossil fuels...



... Adding to growing amounts of waste...



... Generated by 8.5 billion people living with growing inequality. [1]



**Linear = Status Quo**



Ignoring and working against nature

Imagine an economy...

... That restores the environment and minimizes negative impacts...



... Is powered by renewable energy...



... Where waste from one industry becomes resource for another...



... And new business models based on collaboration and sharing arise.

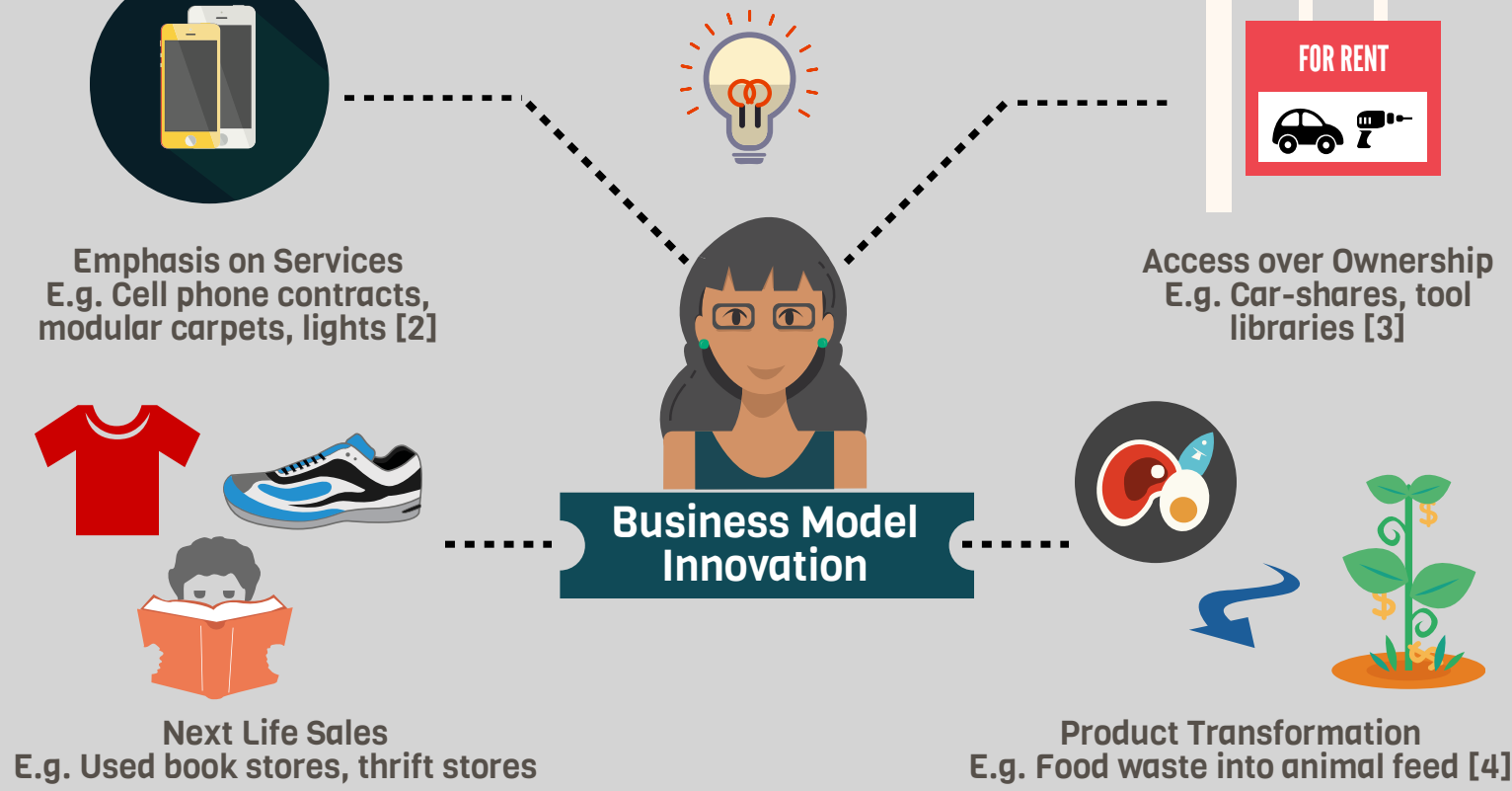


**Circular = A New Way**



Working with and learning from nature

## How do we make the switch?



### New Design Philosophies

100%



Incorporate recycled materials

Design for Disassembly



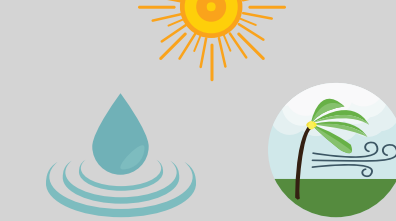
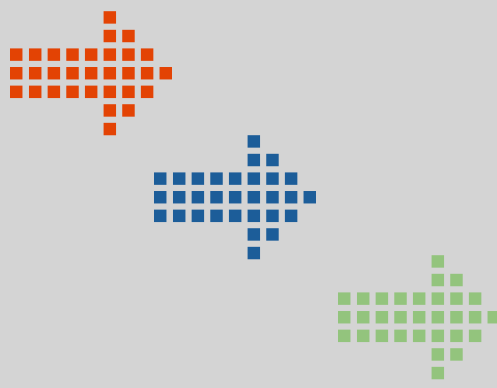
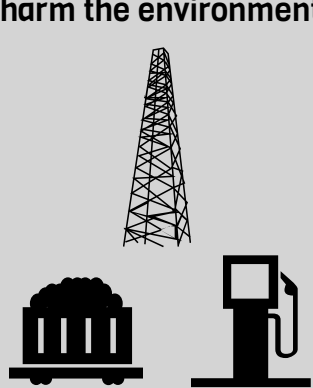
Design for Recovery

Design for Repair



### An Energy Transition

Switching from an economy fueled by wasteful extraction of non-renewable energy sources that harm the environment...



... to one that efficiently uses regenerative sources that preserves natural capital.

## Getting On Board



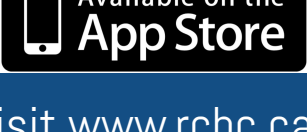
Many major companies are embracing the circular economy shift by partnering up with the Ellen MacArthur Foundation.

The Ellen MacArthur Foundation is a registered charity with the aim of "inspiring a generation to re-think, re-design & build a positive future through the framework of a circular economy." [5]

Global Partners



Want to see ideas of circular economies in action? Check out our sharing economy infographic!



Visit [www.rcbc.ca](http://www.rcbc.ca) and download the Recyclepedia App or call the Recycling Hotline: Lower Mainland (604)-RECYCLE (732-9253) Toll-Free 1(800)-667-4321

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### Sources

[1] World population projected to reach 8.5 billion by 2030- <http://unsdn.org/world-population-projected-to-reach-8-5-billion-by-2030/>

[2] Interface Carpets: Mission - <http://www.interface.com/CA/en-CA/about/mission>

[2] Philips: How to Transition to a Circular Economy <http://www.theguardian.com/sustainable-business/interactive/how-to-transition-to-a-circular-economy-infographic>

[3] Recycling Council of BC The Sharing Economy Infographic

[4] Enterra Feed - <http://www.enterrafeed.com/>

[4] The Ellen MacArthur Foundation - <http://www.ellenmacarthurfoundation.org/circular-economy>