

The world we made

A small introduction inspired by a
visionary book (by Jonathon Porritt)



The consumption paradigm

Outshine your competitor next door
with more product choice!



The circular economy in practice

Going backward from 2020 till the beginning of the century



The material world

By 2020 ...

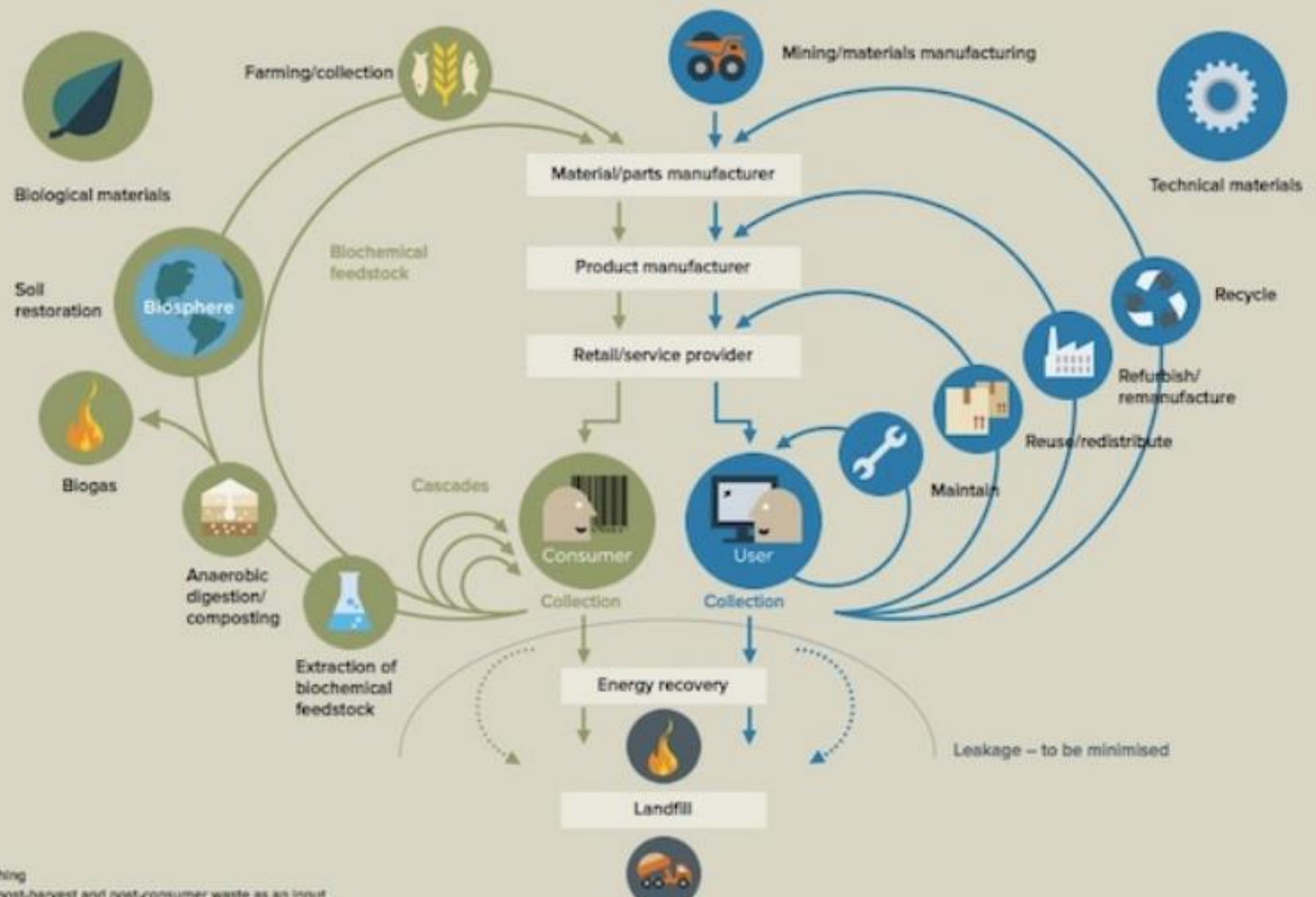
- waste become completely unacceptable
- many more possibilities for finding rental alternatives to personal consumptions – sharing platforms, swap clubs
- Collaborative consumptions are a common reality



Ecodesign and circular economy



THE CIRCULAR ECONOMY AN INDUSTRIAL SYSTEM THAT IS RESTORATIVE BY DESIGN



1 Hunting and fishing

2 Can take both post-harvest and post-consumer waste as an input

Some further ideas to explore and some practical examples

Identify products we use and throw away that could be recycled or reused.

Determine whether there is any service, private or public, that will recycle or reuse those products.

Analyse the cost of recycling or reusing these products and compare those costs to the costs of simply throwing them away.

Life Cycle Thinking

Product

Requirements

Product/producer
responsibility

Eco-design
regulation