

The 5 keys of the circular economy

The model of the future

Past

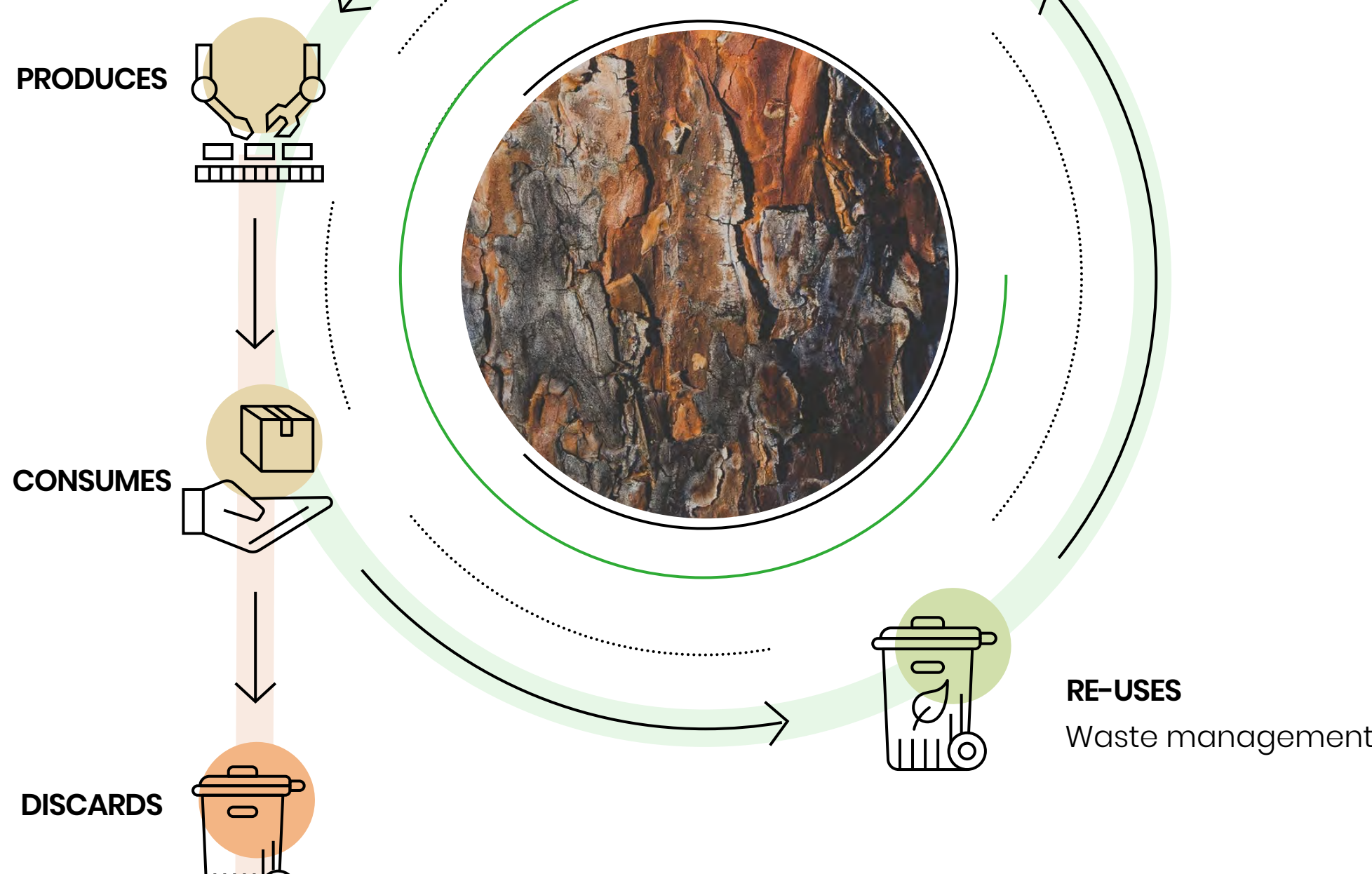
Linear Economy

- ✓ Loses Value
- ✓ Unsustainable

Future

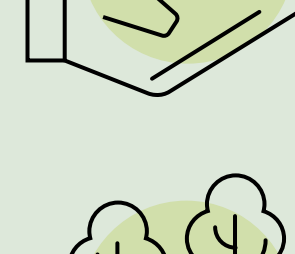
Circular Economy

- ✓ Creates Value
- ✓ Sustainable



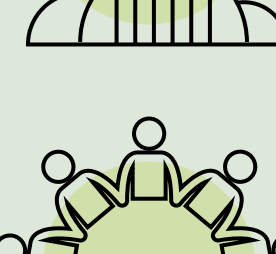
Unlike the linear economy, the circular economy makes it possible for resources to **continue generating value over time**. In addition, it reduces waste materials and their impact to a minimum.

Inspired in nature



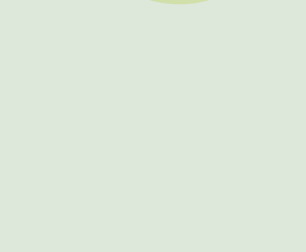
Waste does not exist.

The waste materials of some are nutrients for others.



Promotes diversity.

It provides adaptive capacity.



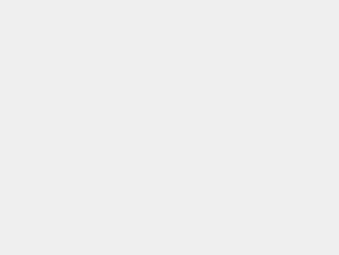
Collective well-being

It creates beneficial relationships that promote collective well-being.

How it's done

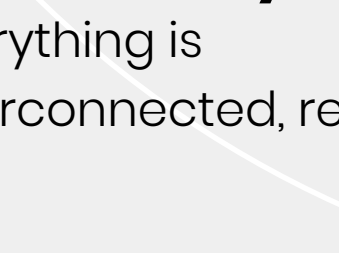
Designs products

with the aim of recovering the materials at the end of the cycle and perpetually transforming them into valuable and healthy resources.



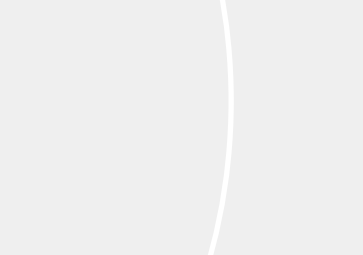
Thinks in «systems»

Everything is interconnected, related.



Works in cascades

to maximize use of the material or product. Involves working the hierarchy, re-using, repairing, recycling and recirculating.



Uses clean energy

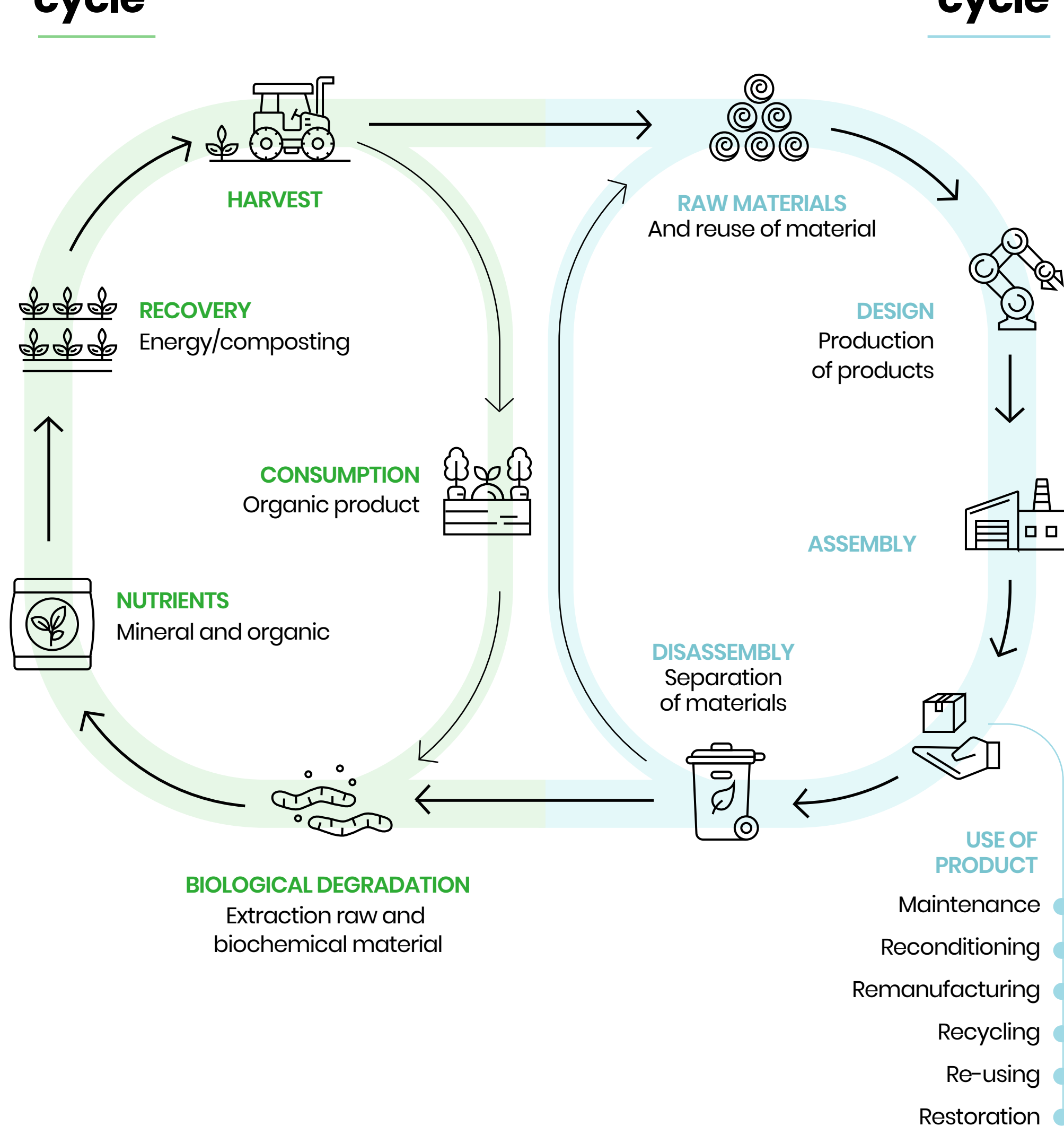
From renewable sources.



Its cycles: biological and technical

Biological cycle

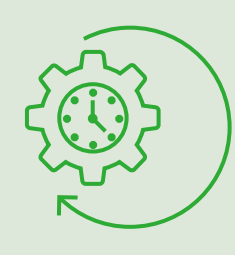
Technical cycle



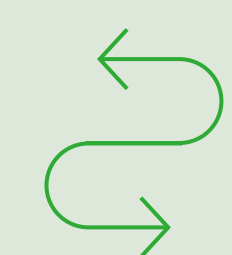
Its benefits



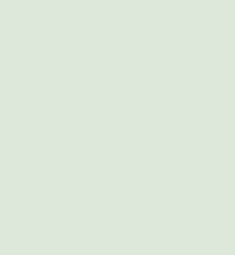
Optimizes use of resources.



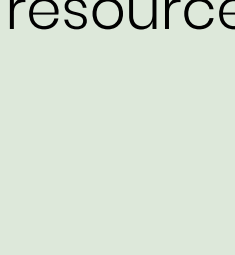
Maximizes productivity of resources.



Increases the capacity for adaptation to change.



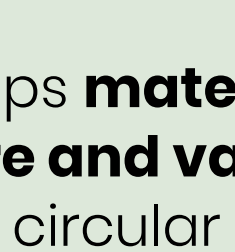
Keeps **materials secure and valuable** the circular way.



Increases the **durability** of products.



Improves people's **well-being**.



Creates greater **diversity** of local and global opportunities.



Promotes **more balanced** and cooperative **relationships**.



Reduces carbon footprint. (-48% in CO₂ Emissions for 2030)

Contribution to the ODS

The concept of circular economy is aligned with the ODS and with the spirit of restoring and balancing ecology, society and economy. The most evident relationship is as follows:

