



ELLEN MACARTHUR FOUNDATION  
Rethink the future

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# Circular Economy 100

Re-Thinking the future

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The Ellen MacArthur Foundation is an independent charity with the aim of inspiring a generation to re-think and re-design and build a regenerative circular economy

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*You never change things by fighting against the existing reality. To change something, build a new model that makes the old model obsolete.*

Buckminster Fuller

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# LINEAR ECONOMY



TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

# CIRCULAR ECONOMY



BIOLOGICAL MATERIALS

TECHNICAL MATERIALS

ENERGY FROM RENEWABLE SOURCES

### PRINCIPLES OF A CIRCULAR ECONOMY

WASTE = FOOD  
 DIVERSITY = STRENGTH  
 ENERGY = RENEWABLES  
 PRICE = REAL COST

BIOLOGICAL MATERIAL  
 SAFELY ENRICHES  
 NATURAL SYSTEMS...



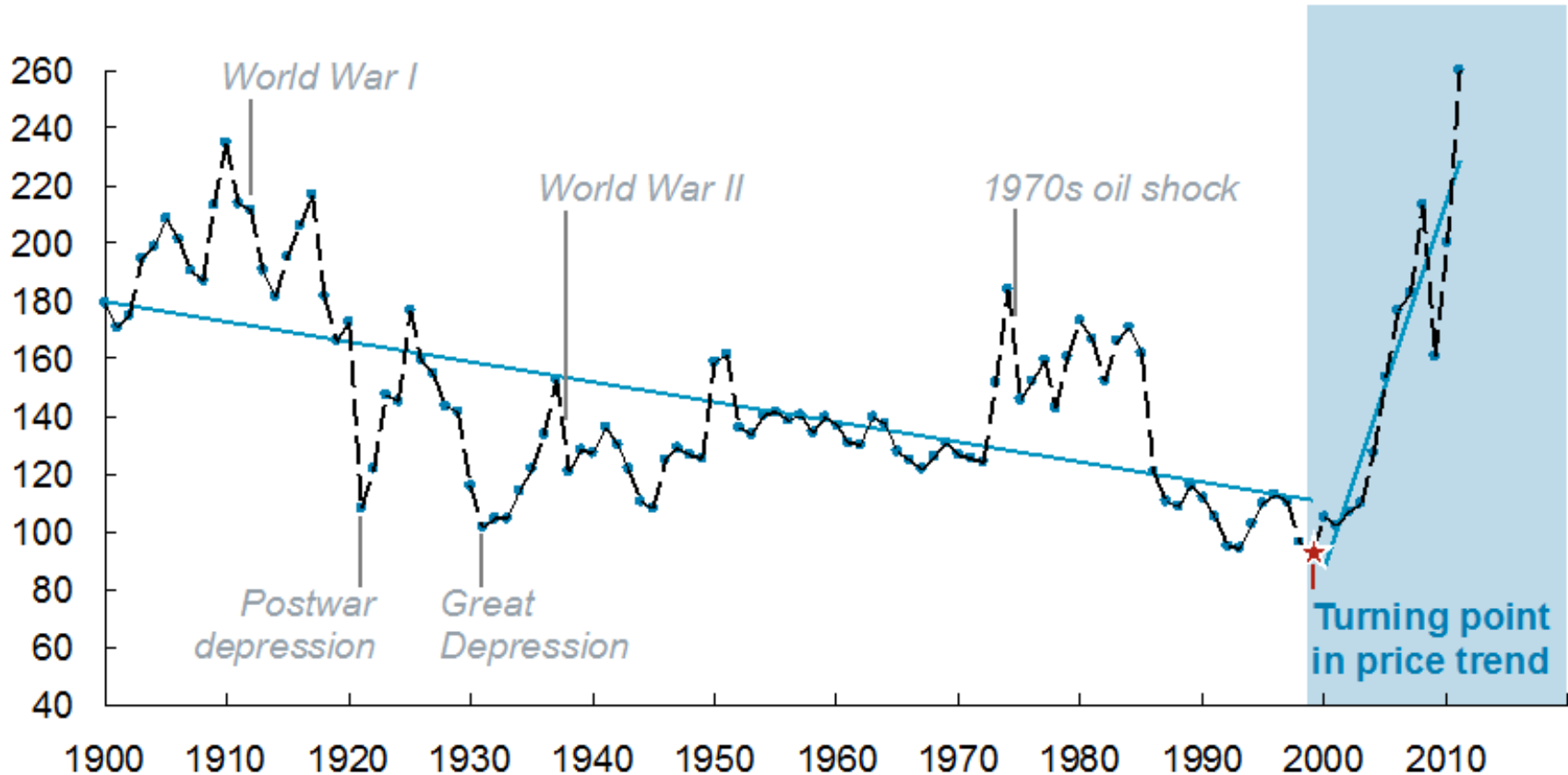
TECHNICAL MATERIALS DO NOT  
 COMPOST, THE PRODUCTS ARE  
 MADE TO BE MADE AGAIN...



The circular economy offers the opportunity to move away from our "take - make - dispose" model, by ensuring, through careful design and innovative business models, that technical and biological materials continuously flow, safeguarding valuable resources and restoring natural capital. It aims to achieve economic resilience by decoupling prosperity from the consumption of finite resources.

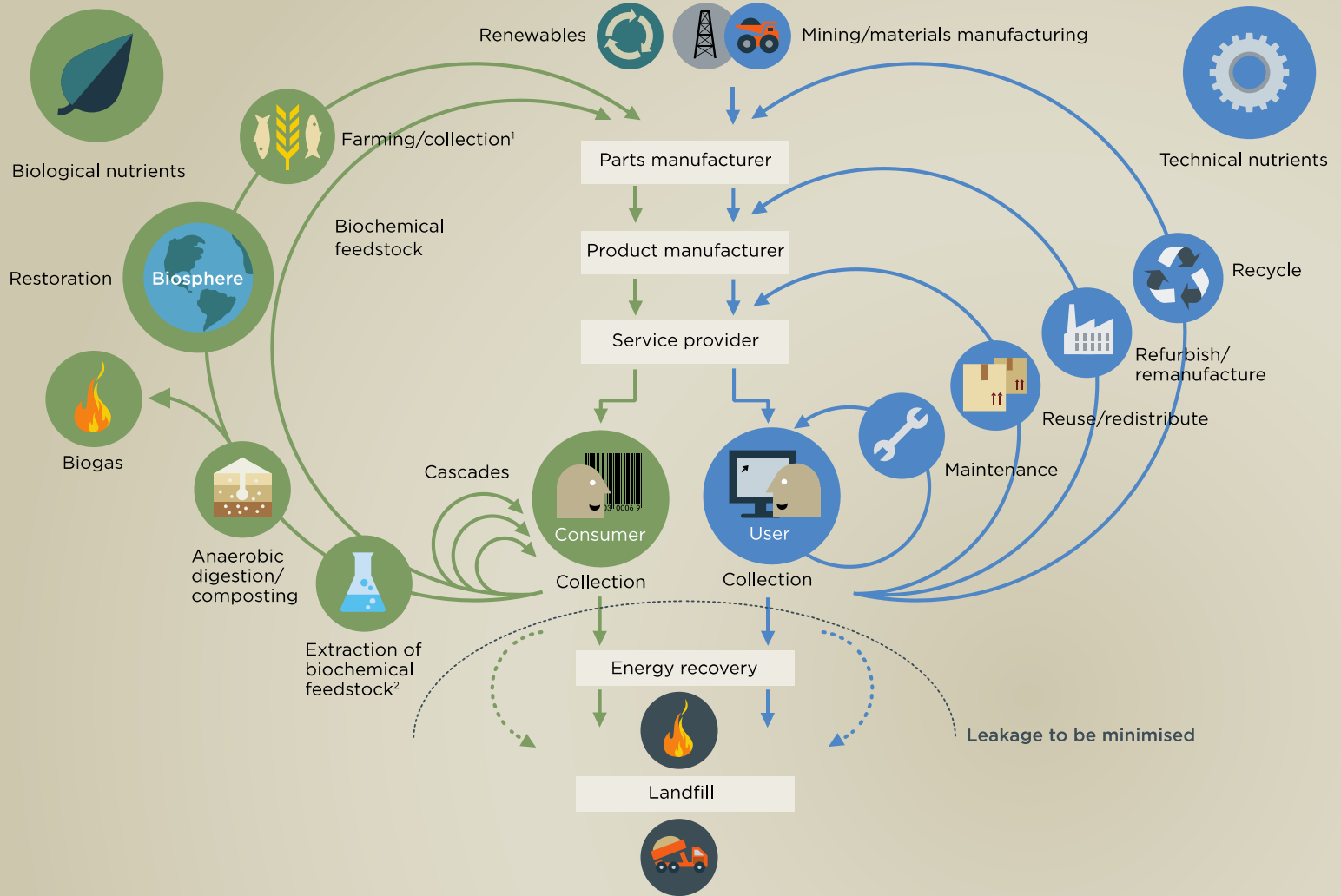
# A paradigm shift?

McKinsey Commodity Price Index (years 1999 - 2001 = 100)<sup>1</sup>



<sup>1</sup> Based on arithmetic average of 4 commodity subindices: food, nonfood agricultural items, metals, and energy; 2011 prices based on average of first 8 months of 2011

# CIRCULAR ECONOMY

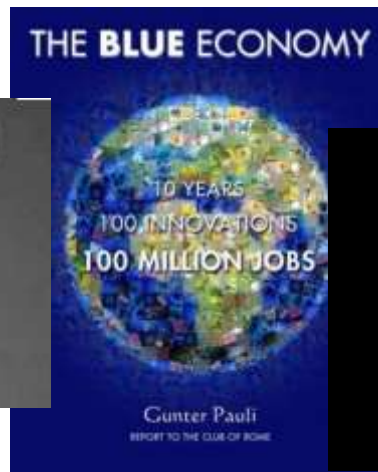


<sup>1</sup> Hunting and fishing

<sup>2</sup> Can take both post-harvest and post-consumer waste as an input  
Source: Ellen MacArthur Foundation circular economy team



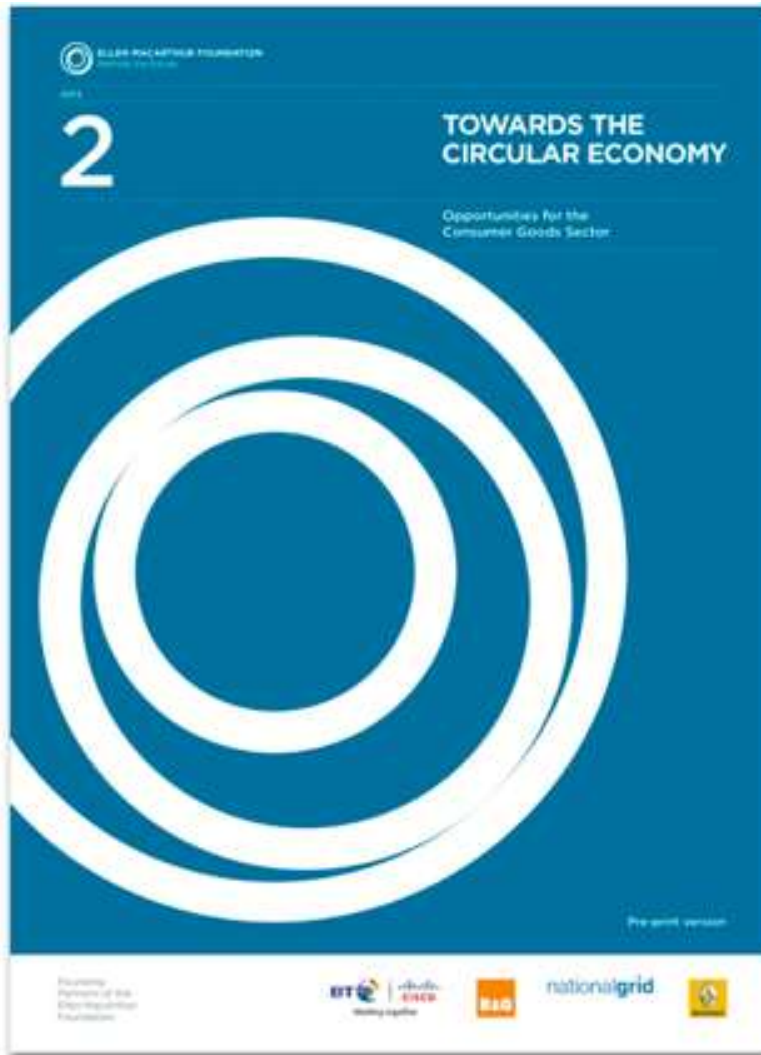
- Cradle to Cradle – Braungart and McDonough
- Performance Economy – Walter Stahel
- Blue Economy – Gunter Pauli
- Biomimicry – Janine Benyus
- Natural Capitalism – Lovins et al.



The Foundation's goal is an education which sees the challenges of a resource constrained world as an opportunity to re-think, re-deign and build a positive future.

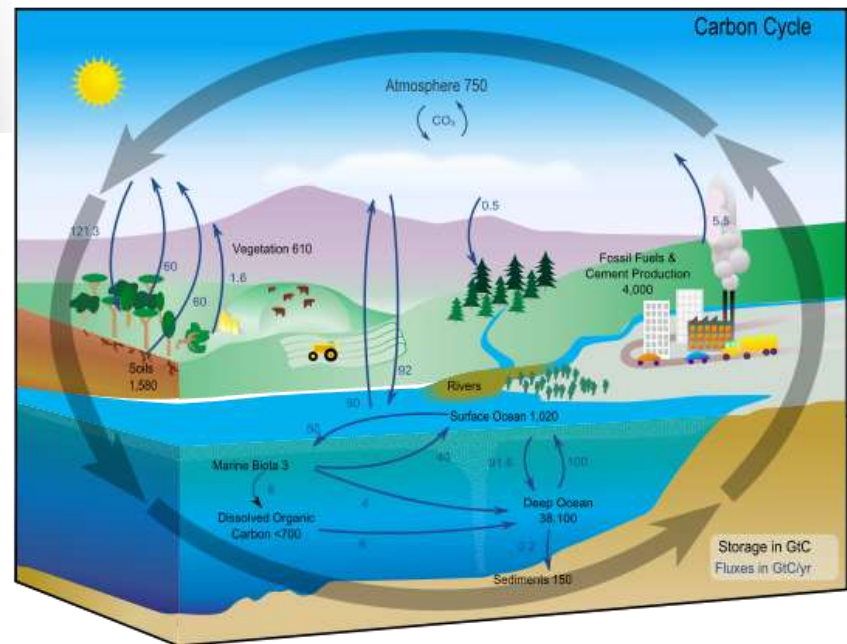
**EDUCA+ION**

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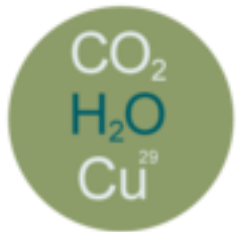




# Who's the audience?



# Why now?



Resource  
constraints



Investment  
opportunities



Enabling  
technology



The new  
consumer

