

Circular Economy

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LINEAR ECONOMY

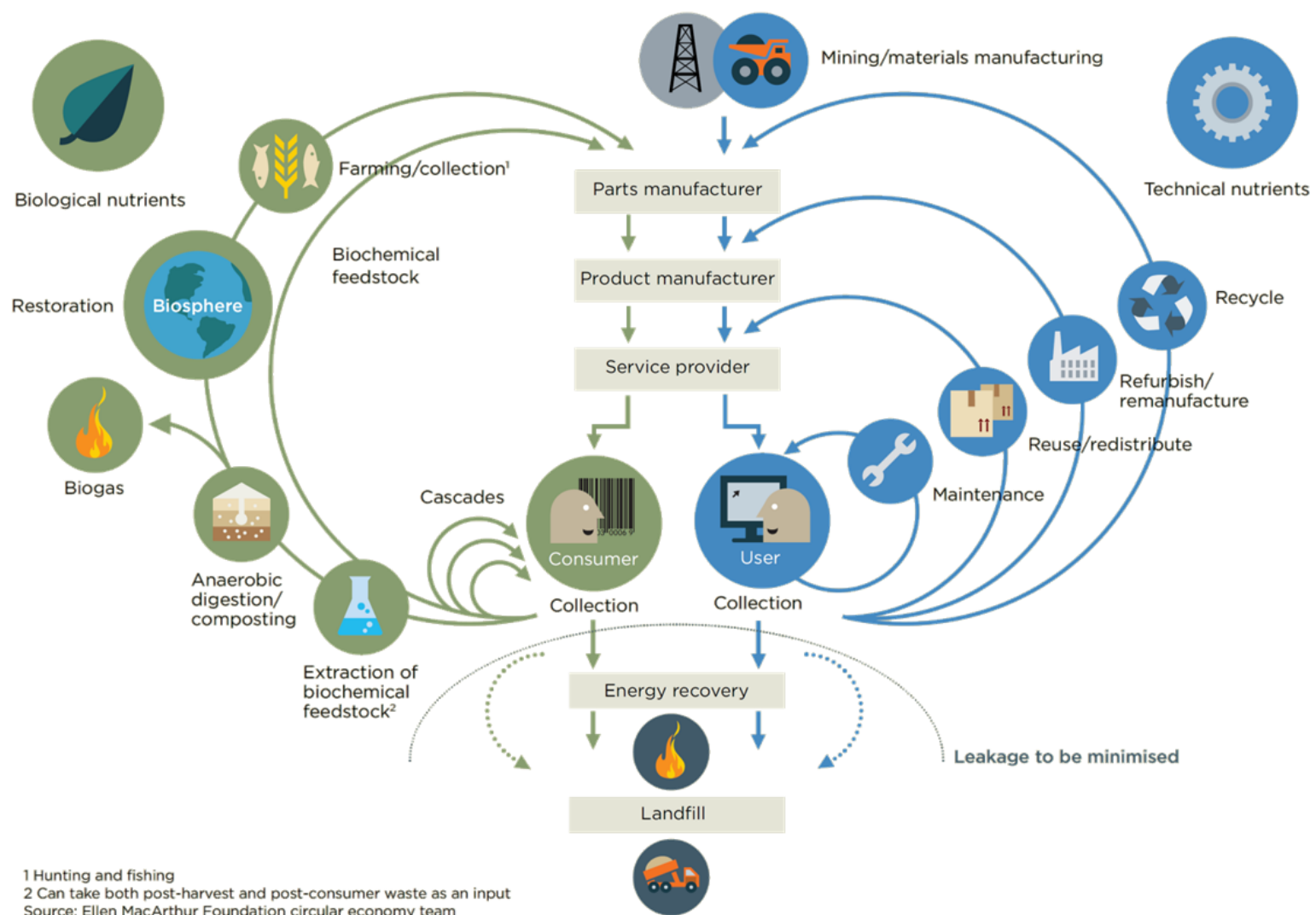


RECYCLING ECONOMY



CIRCULAR ECONOMY





1 Hunting and fishing

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

Source: Ellen MacArthur Foundation circular economy team

3 principles





Apple investigated by France for 'planned obsolescence'

🕒 8 January 2018



🔗 Share



Consumer advocates claim a deliberate slowing down of older devices is designed to drive sales of newer models



About the campaign

Our #BuiltToLast campaign is working to ensure fewer appliances end up at the landfill. You can help by choosing longer-lasting appliances and devices – we'll help you do that. You can also encourage retailers and manufacturers to make more durable products.

86%

want businesses to take
products back at the end of life
so they can be reprocessed

SBNproductstewardship.org.nz



Government-accredited schemes



Clothing & textiles



Construction



Consumer goods



Electrical equipment



Food & beverage



Furniture



Industrial



Office supplies



Packaging



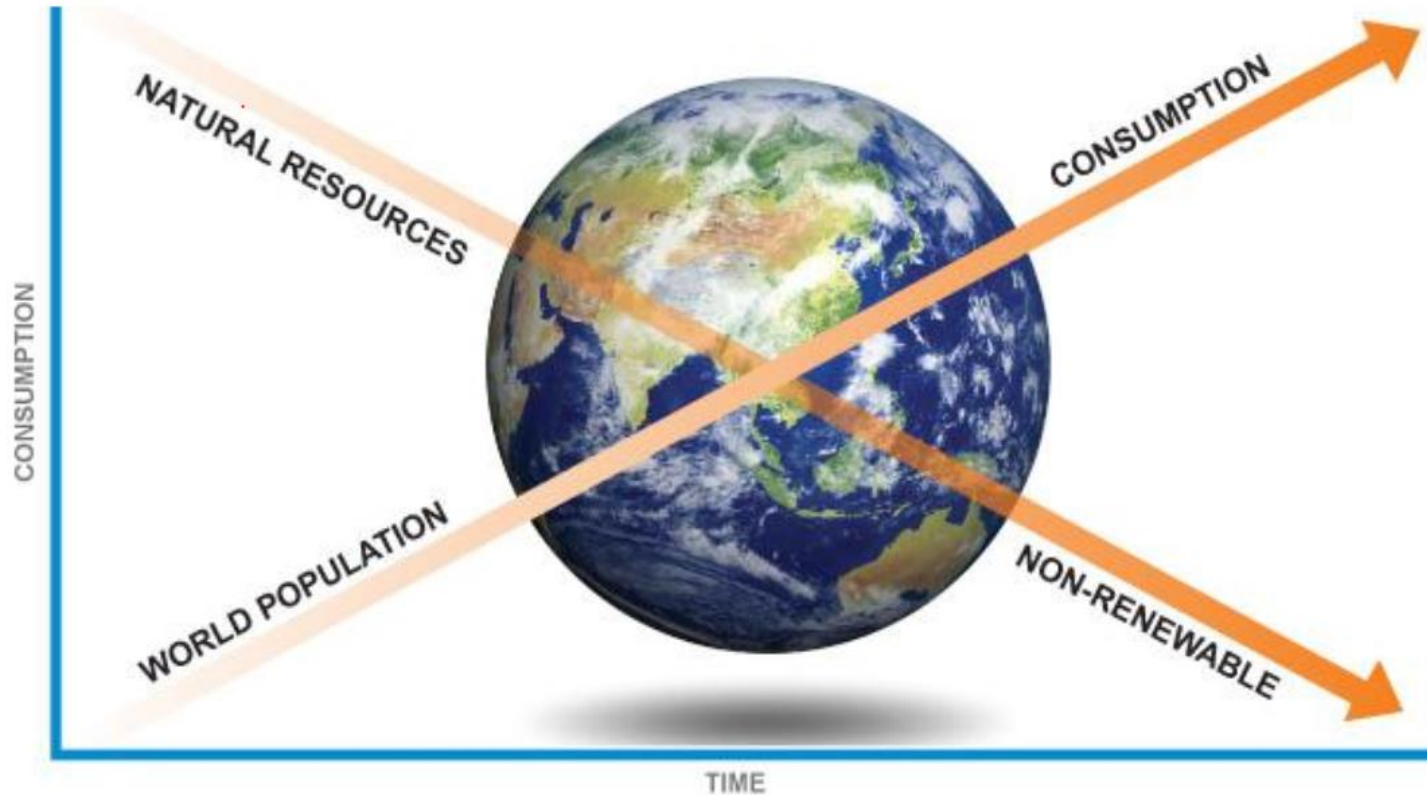
Primary sector

SBNproductstewardsip.org.nz



Sustainable
Business
Network

Why do we need a circular economy?



Benefits



USD **700**
MILLION
ANNUAL MATERIAL
COST SAVINGS
IN THE **FAST-MOVING**
CONSUMER GOODS INDUSTRY

47%
REDUCTION
IN **TRAFFIC**
CONGESTION
IN **CHINA'S CITIES**

48%
REDUCTION
OF CARBON DIOXIDE
EMISSIONS BY
2030

€3,000
INCREASE
IN DISPOSABLE INCOME
PER ANNUM FOR
EU HOUSEHOLDS

Auckland
could liberate up to

\$8.8
BILLION

in additional economic activity
and reduce carbon emissions by

2,700
ktCO₂e in 2030

How do we achieve a circular economy in NZ?



#1 Design



#2 Demand

I do not need a drill.
I need a hole in the wall

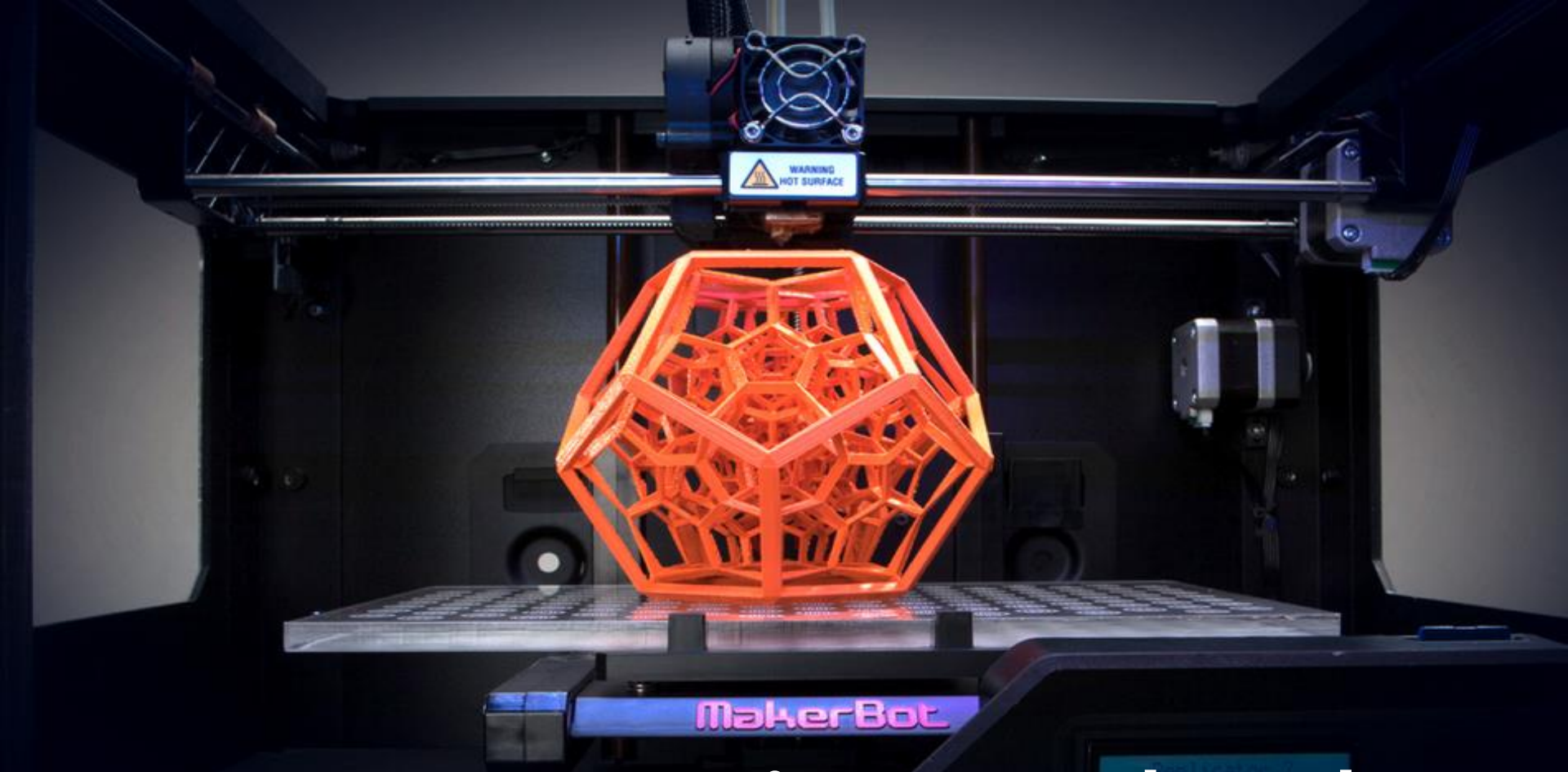


#3 Business Models



**Recycling
centre**

#4 Infrastructure



#5 Harnessing Technology



#6 Policy and Legislation

GO CIRCULAR 20/25

Enabling SME's to 'go circular'

Co-investing to create a low carbon circular economy

A logistics partner?



Thank you

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