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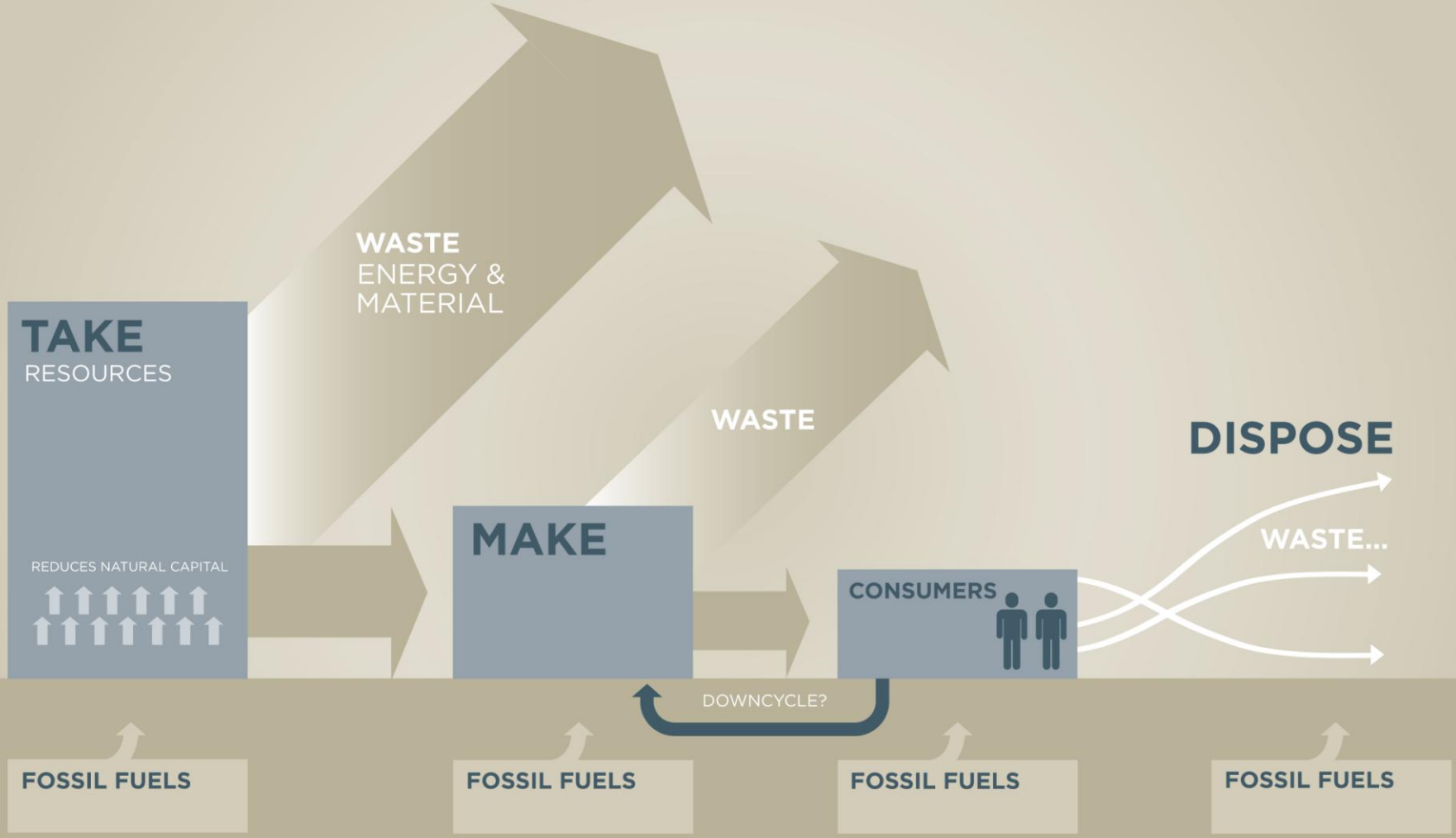
FOUNDATION
Rethink the future

# LINEAR ECONOMY

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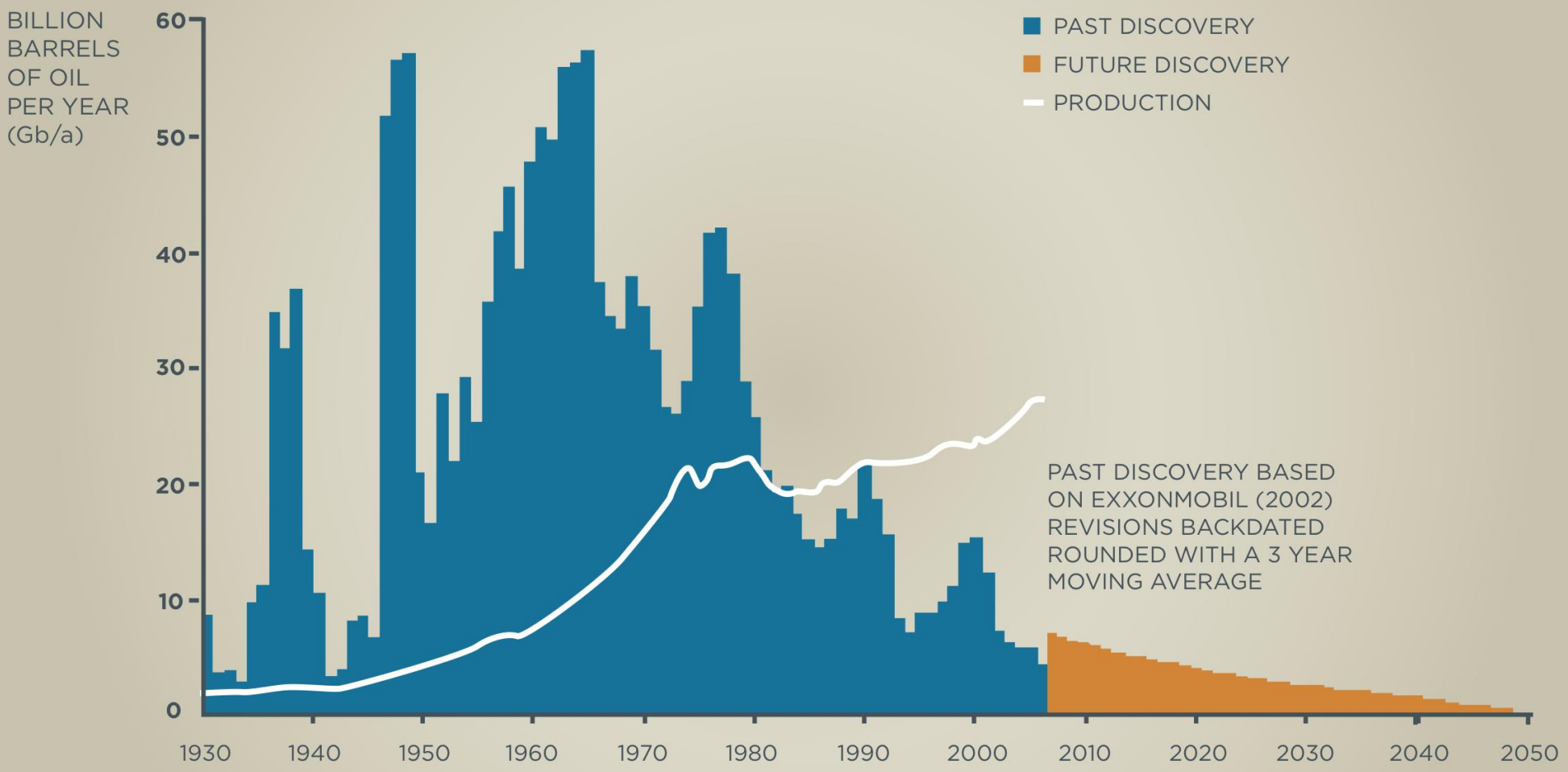
# THE GROWING GAP OIL, DISCOVERY AND PRODUCTION

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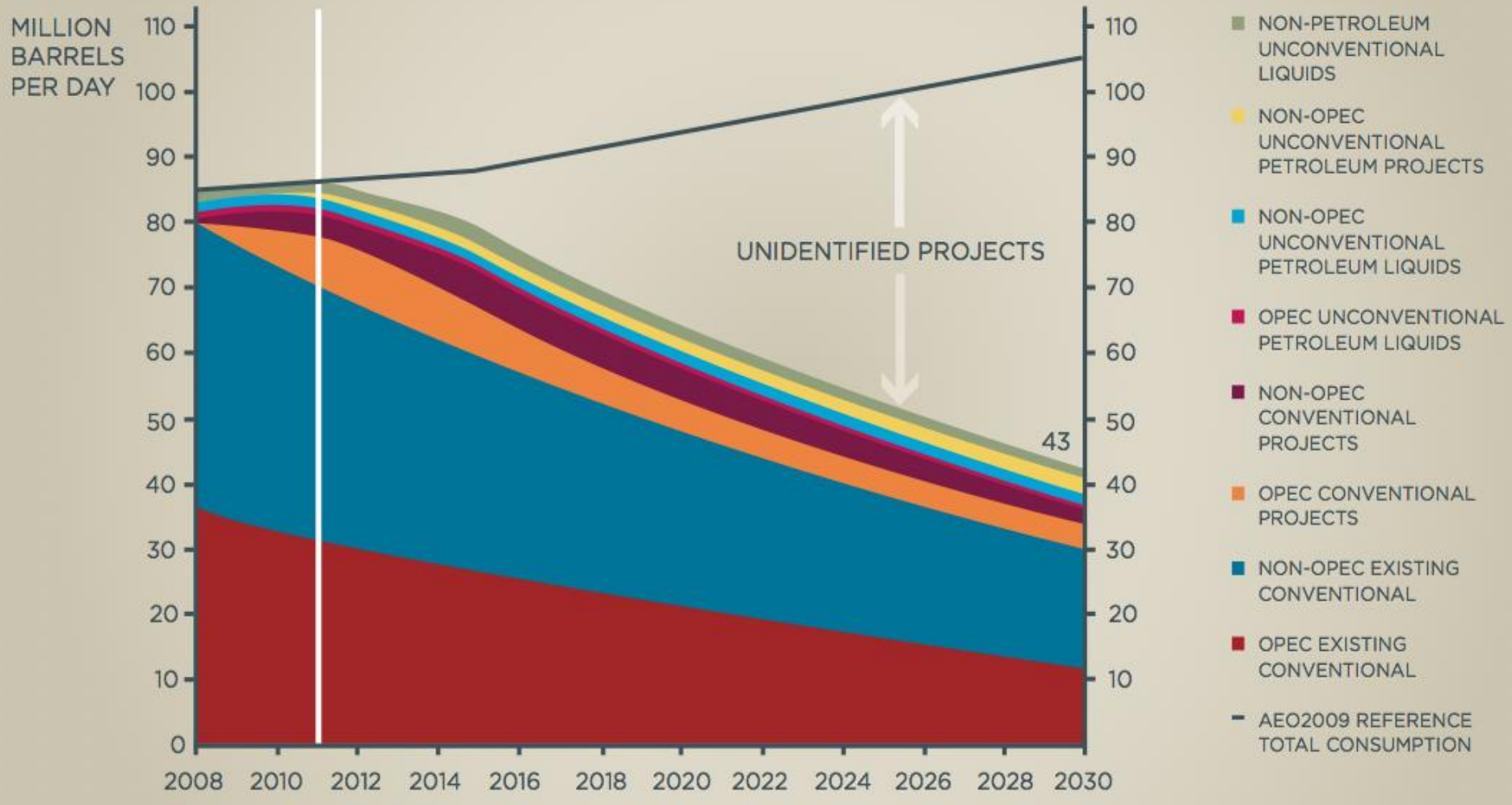
# THE WORLD'S LIQUID FUEL SUPPLY




*Source: US Energy Information Administration*

SOURCE: EIA,AEO2009

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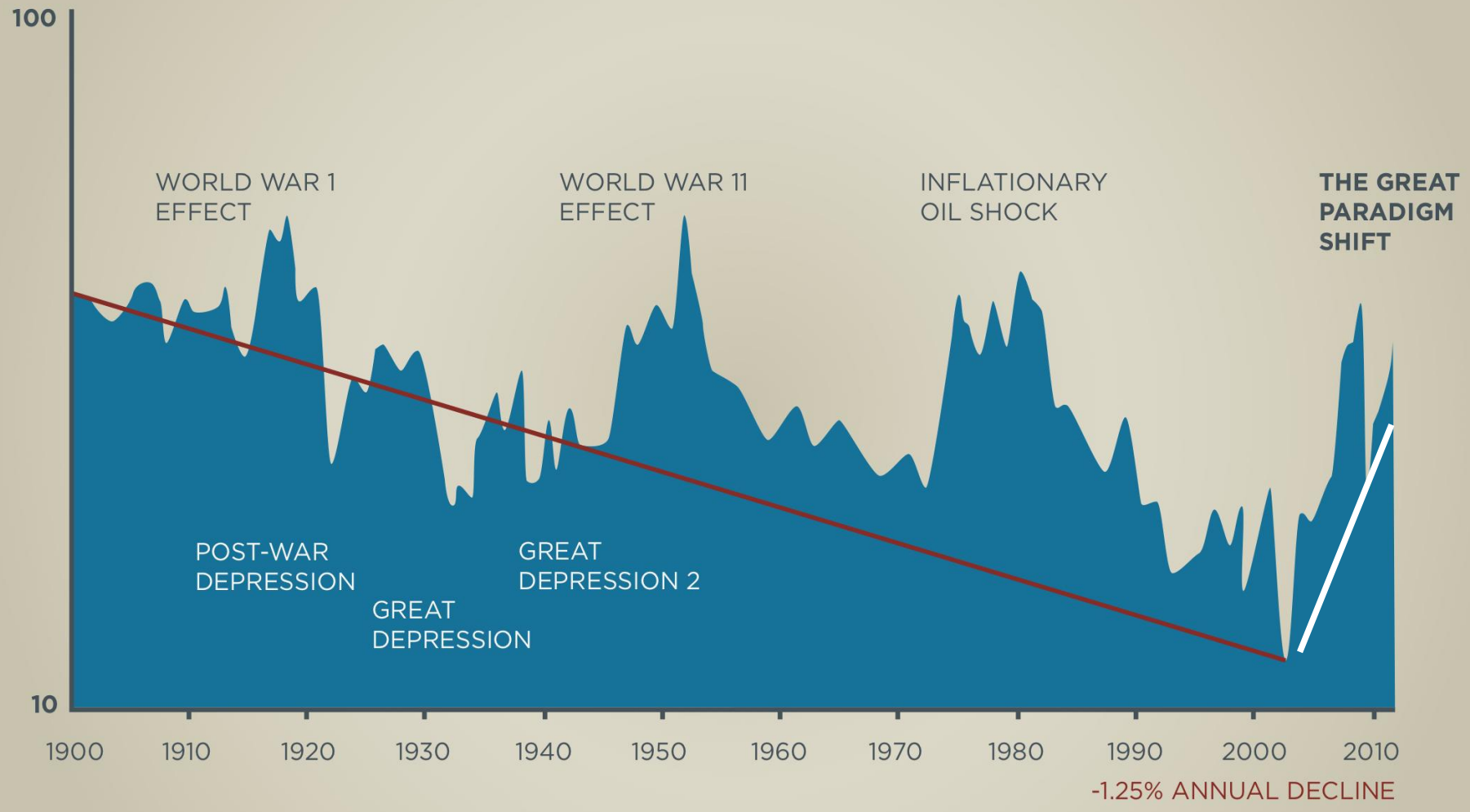
# COMMODITY INDEX PARADIGM SHIFT?




CREDIT: GMO

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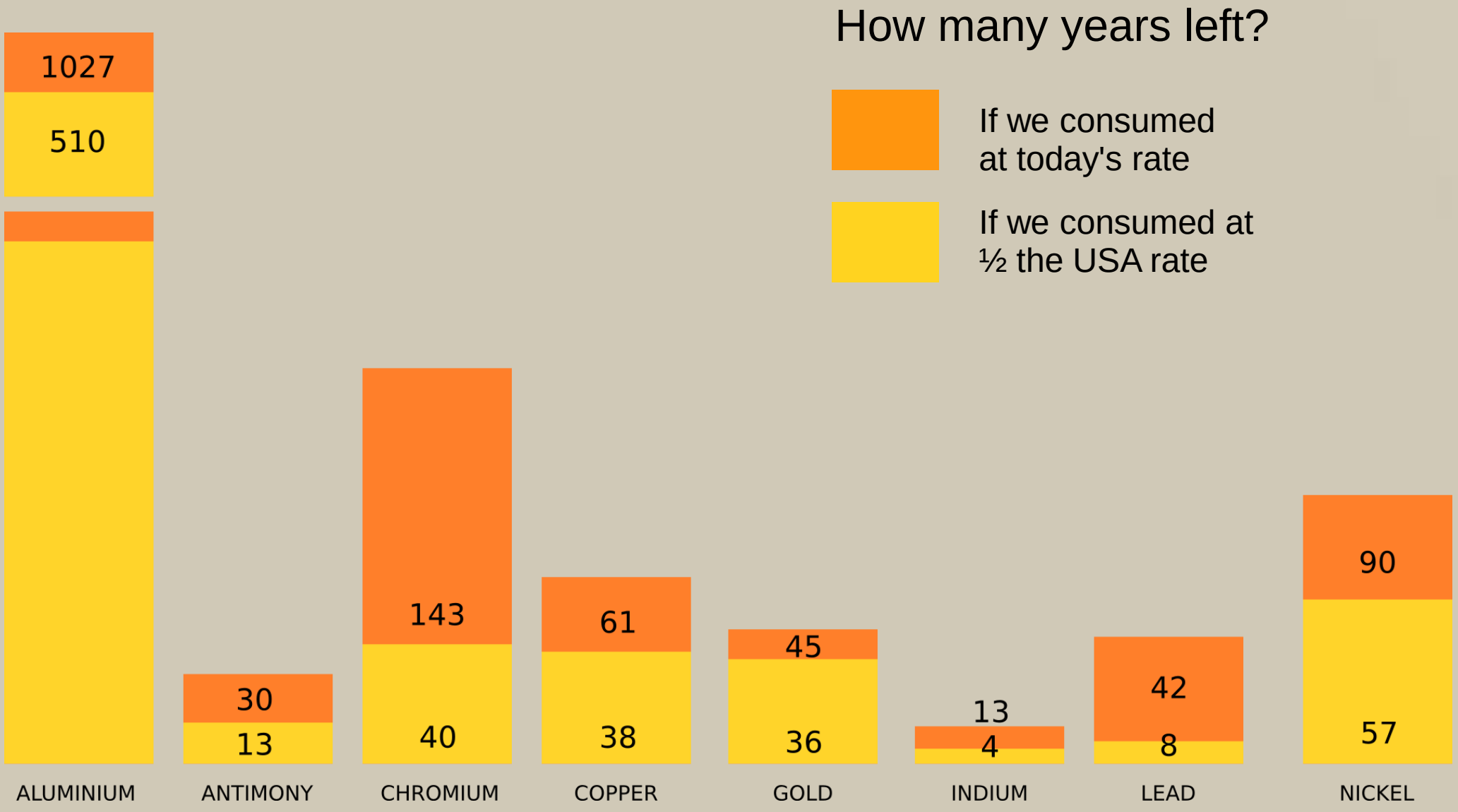
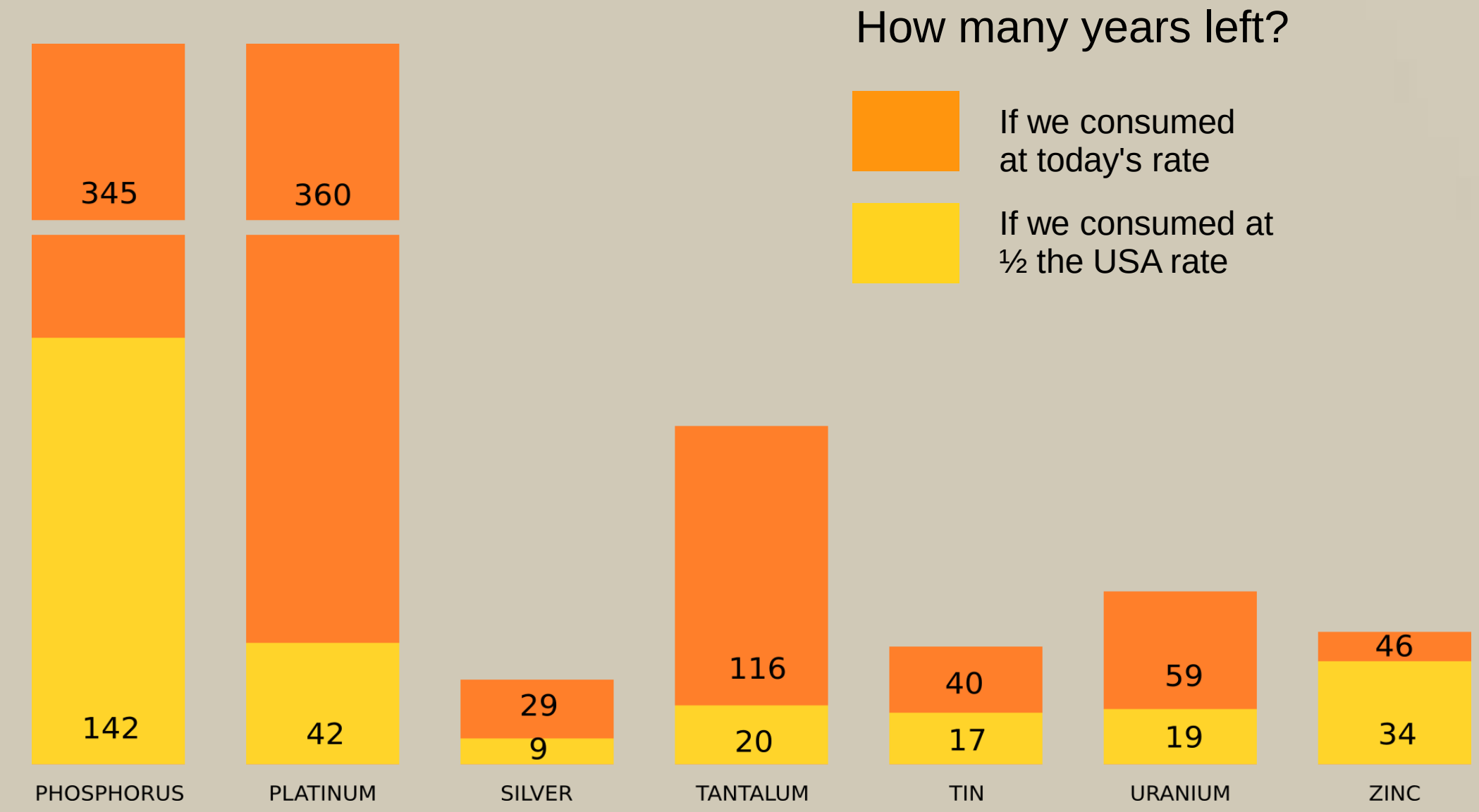
# RAW MATERIALS




Source: infographics blog

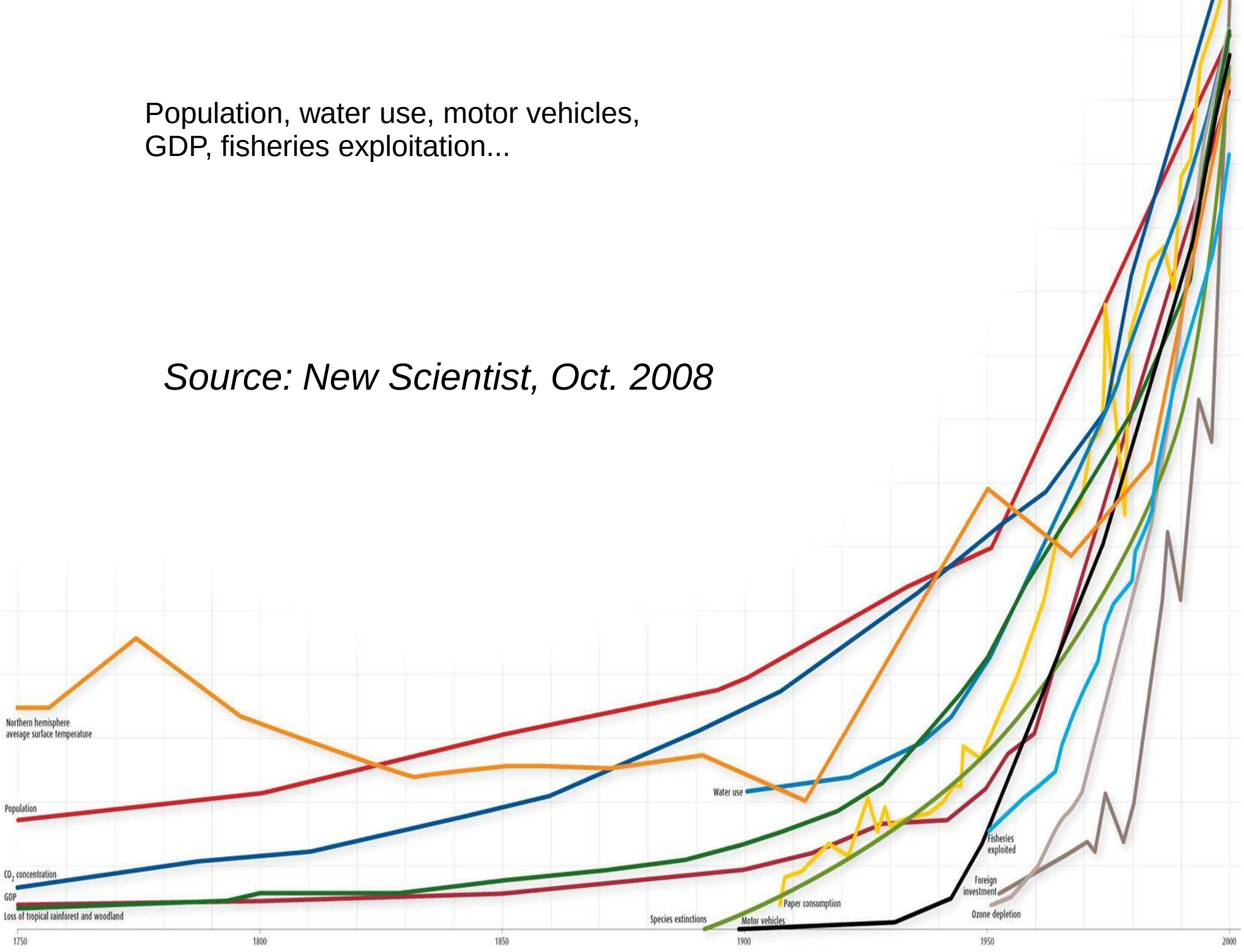
# RAW MATERIALS



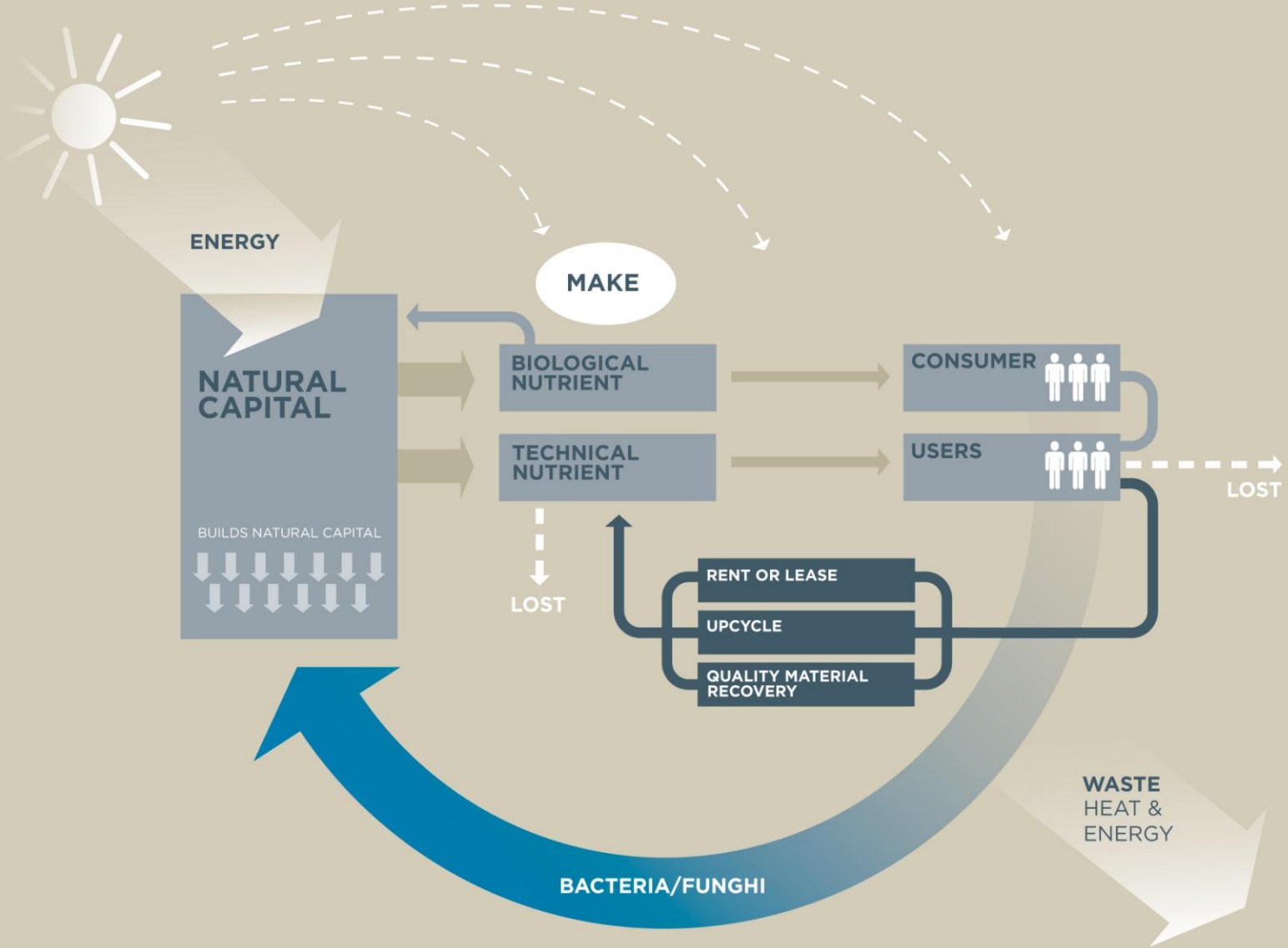

Source: infographics blog

Population, water use, motor vehicles,
GDP, fisheries exploitation...

*Source: New Scientist, Oct. 2008*



# THE CIRCULAR ECONOMY

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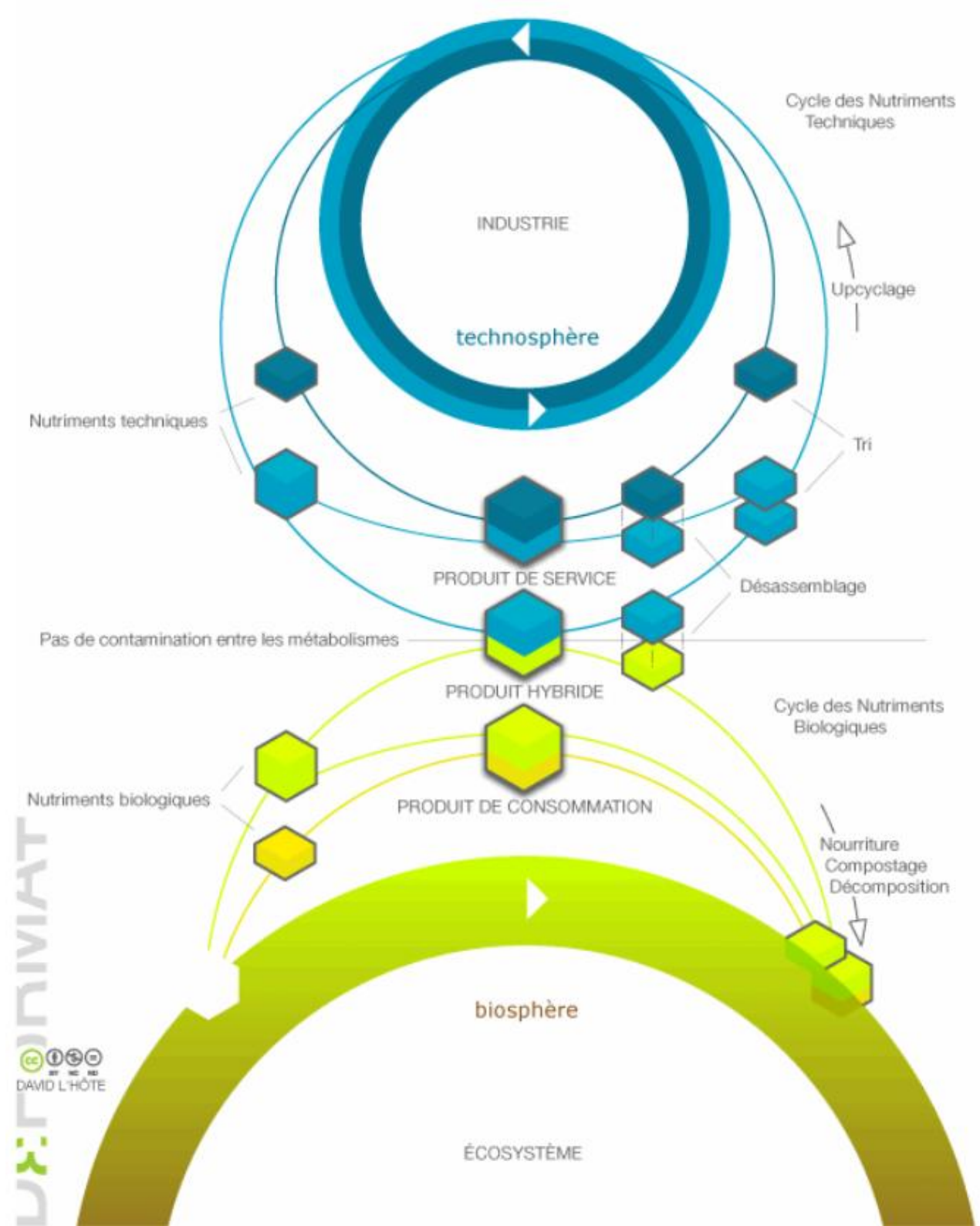



Technical nutrients

Biological nutrients

# 'Design for disassembly'

# FOUNDING PRINCIPLES

Waste is food

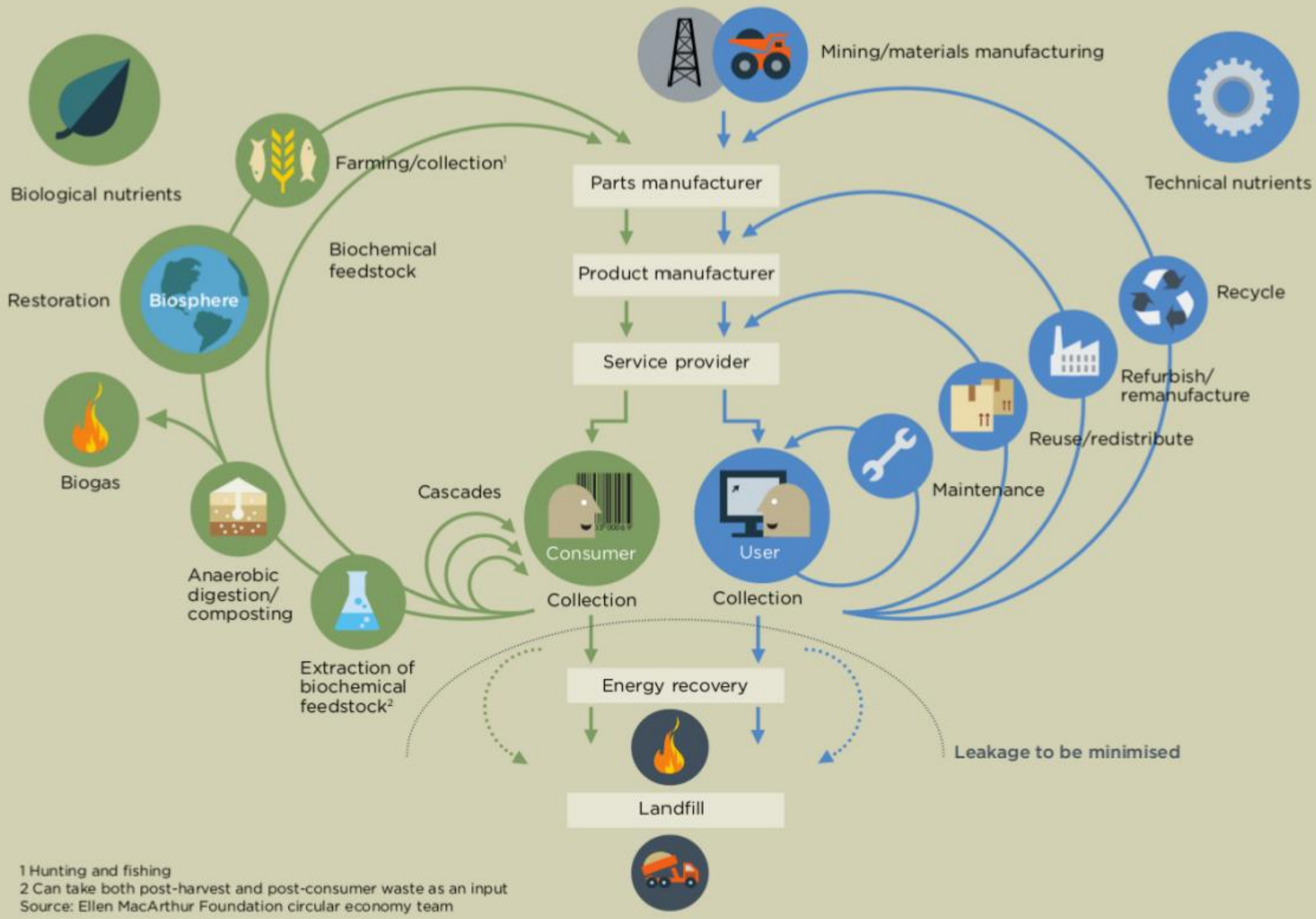
Diversity is strength

Energy must come from renewable sources

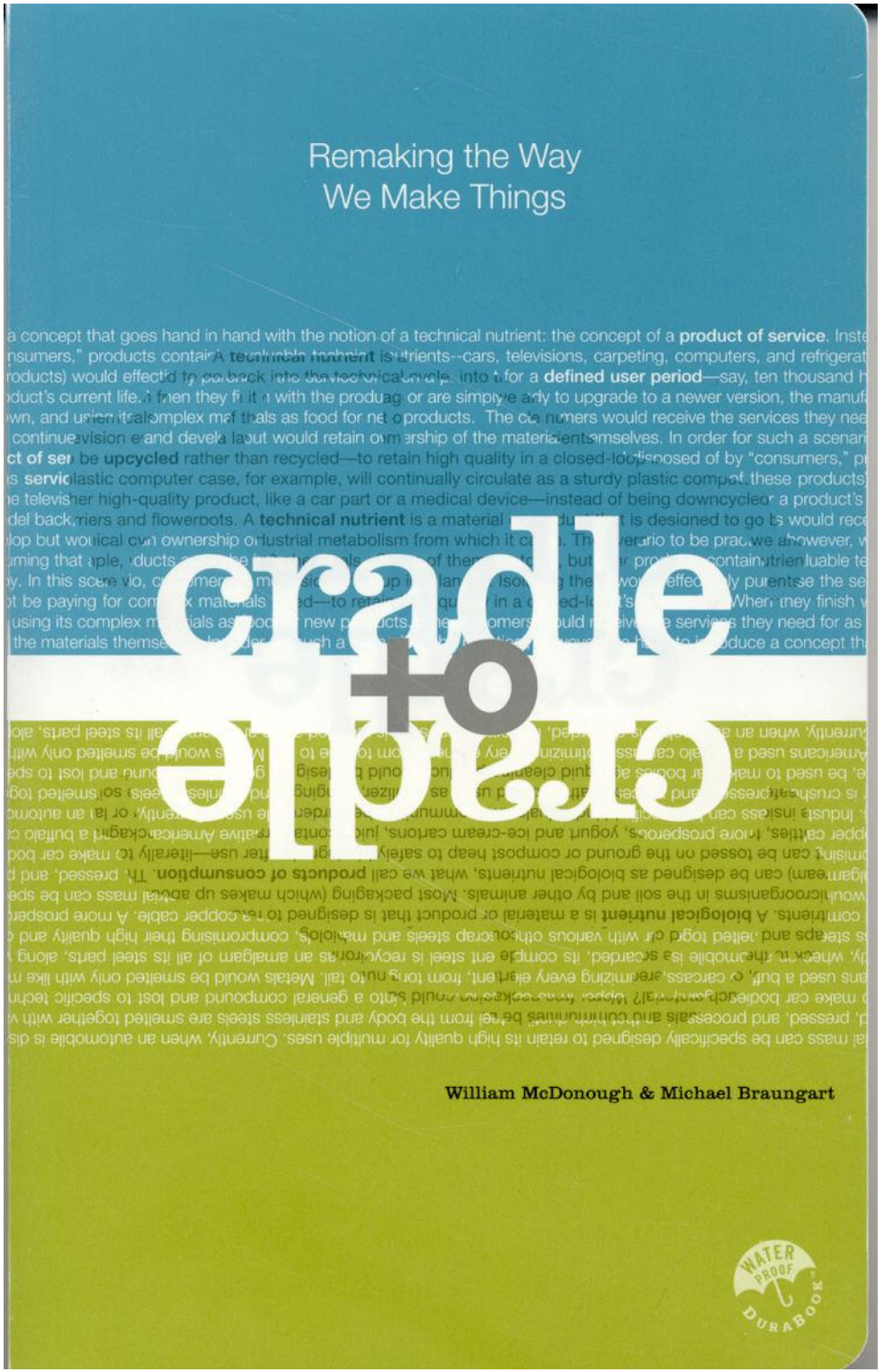
Prices must tell the truth

Thinking in terms of systems is key

FIGURE 6 **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
Source: Ellen MacArthur Foundation circular economy team

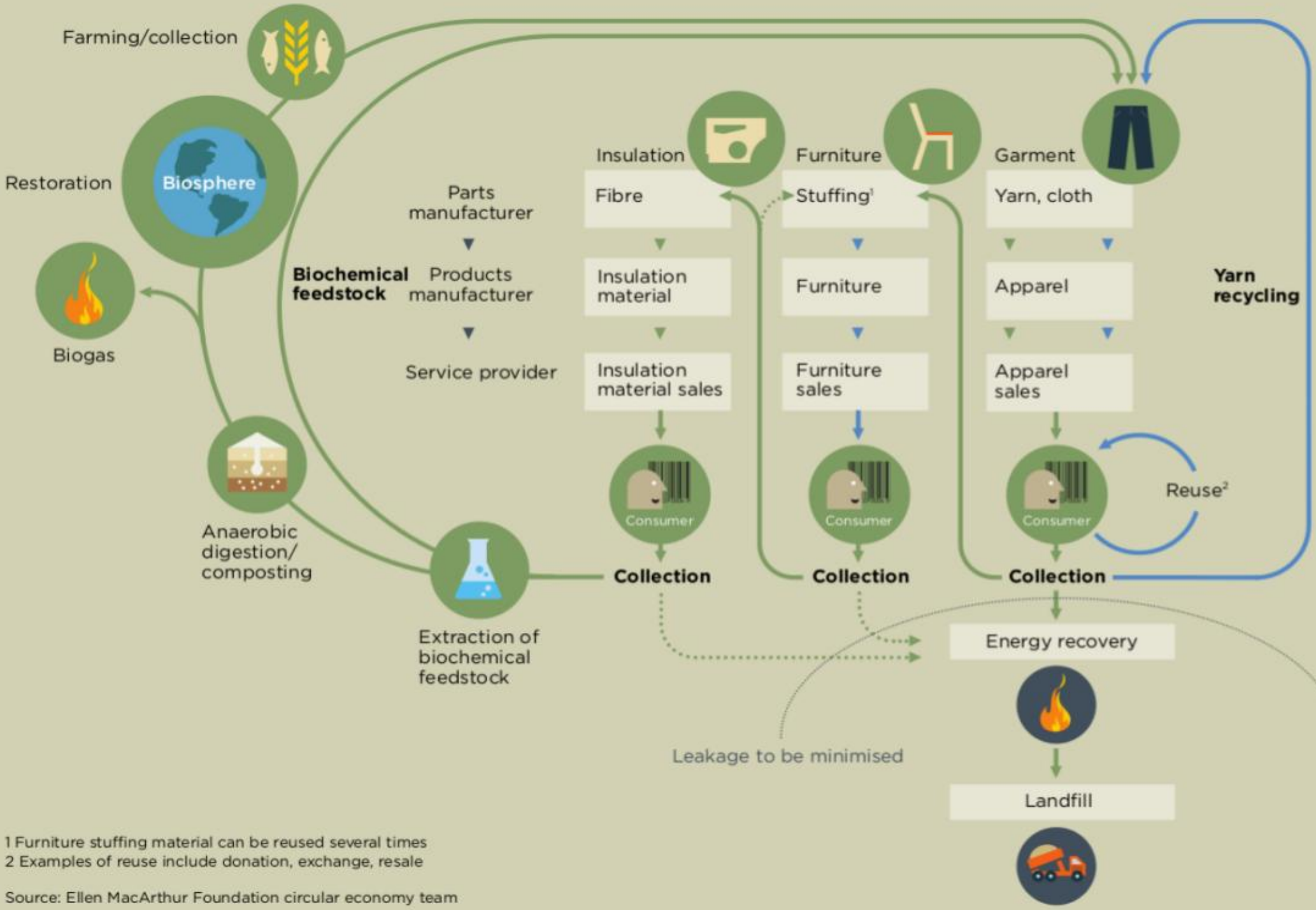



# Cradle to Cradle

Bill McDonough and Michael Braungart

# CASE STUDY: DESSO

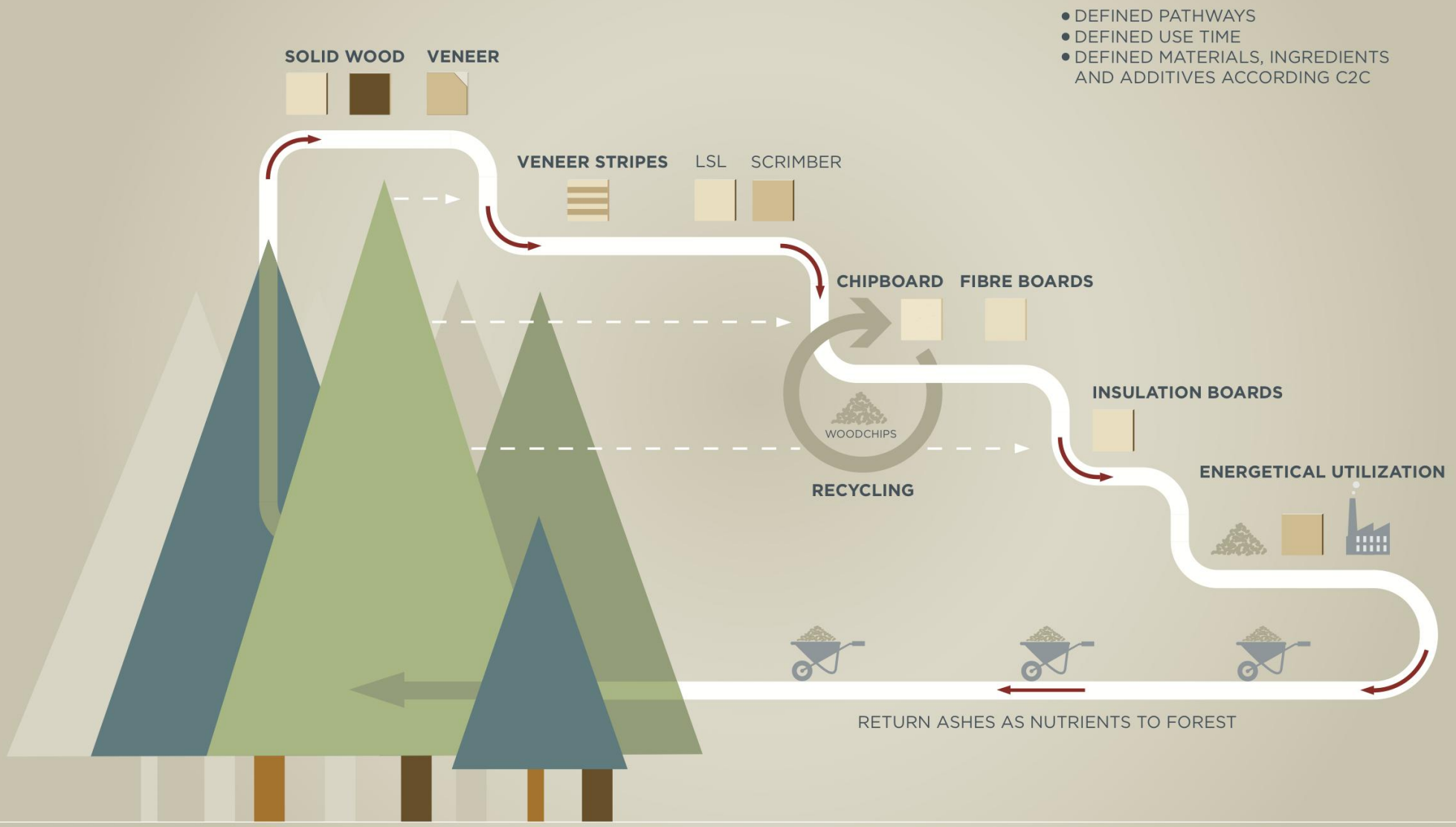
FIGURE 9 **Cascading keeps materials in circulation for longer—textile example**




1 Furniture stuffing material can be reused several times
2 Examples of reuse include donation, exchange, resale

Source: Ellen MacArthur Foundation circular economy team

# WOOD CASCADE ACCORDING TO CRADLE TO CRADLE

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ORIGINAL EPEA USED WITH PERMISSION

# Video

Our system

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