System reset (video) - http://bit.ly/2B2IkwW

McKinsey Podcast - Why the circular economy is all about retaining value (2016) (audio)
https://mck.co/2RxjvDK

Circular economy case studies (choose and read one) - Ellen MacArthur Foundation
http://bit.ly/2Hr9xPH

In the case study, "A Wardrobe in the Cloud" by the Ellen Mac Arthur Foundation, they start with the challenge that there is a high turnover in clothing and it is detrimental to the environment because of the waste it produces as well as consumers because of having to constantly buy to replace old clothes. The solution is a company that offers a clothes subscription service where customers can access up to 30 items per month for a fee. This allows customers to try new styles and a variety of types, with great quality. They also have the option to buy after renting. It aims to mitigate the impulse buying that the ease of technology has created. By doing this, the company keeps clothes in use for a longer period of time.

Infographic: Circular Economy System Diagram - http://bit.ly/2RKFzLd

In the infographic, it explains what a circular economy is in a visual way. A circular economy is defined as that which seeks to rebuild capital, whether this is financial, manufactured, human, social or natural. This is important because of the flow of goods and services. It considers each part from both the producing end and consumer end. There is a continuous circle of materials and retains as much value as possible.

OUTLINE OF A CIRCULAR ECONOMY

PRINCIPLE

1

Preserve and enhance
natural capital by controlling
finite stocks and balancing
renewable resource flows
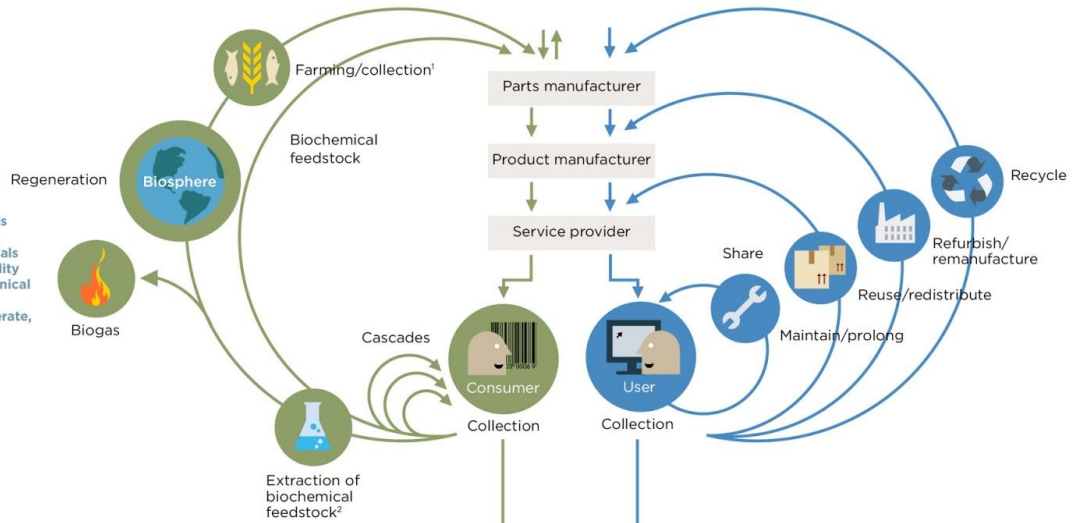ReSOLVE levers: regenerate,
virtualise, exchange

Renewables   Finite materials

Regenerate   Substitute materials   Virtualise   Restore
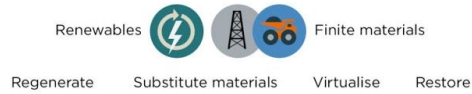
Renewables flow management   Stock management

PRINCIPLE

2

Optimise resource yields
by circulating products,
components and materials
in use at the highest utility
at all times in both technical
and biological cycles
ReSOLVE levers: regenerate,
share, optimise, loop

Farming/collection[1]

Parts manufacturer

Biochemical
feedstock

Regeneration   Biosphere

Product manufacturer

Recycle

Service provider

Share

Refurbish/
remanufacture

Biogas

Reuse/redistribute

Maintain/prolong

Cascades

Consumer

User

Collection   Collection

Extraction of
biochemical
feedstock[2]

PRINCIPLE

3

Foster system effectiveness
by revealing and designing
out negative externalities
All ReSOLVE levers

Minimise systematic
leakage and negative
externalities

1. Hunting and fishing
2. Can take both post-harvest and post-consumer waste as an input