



ELLEN MACARTHUR FOUNDATION

A circular economy Restorative and regenerative by design

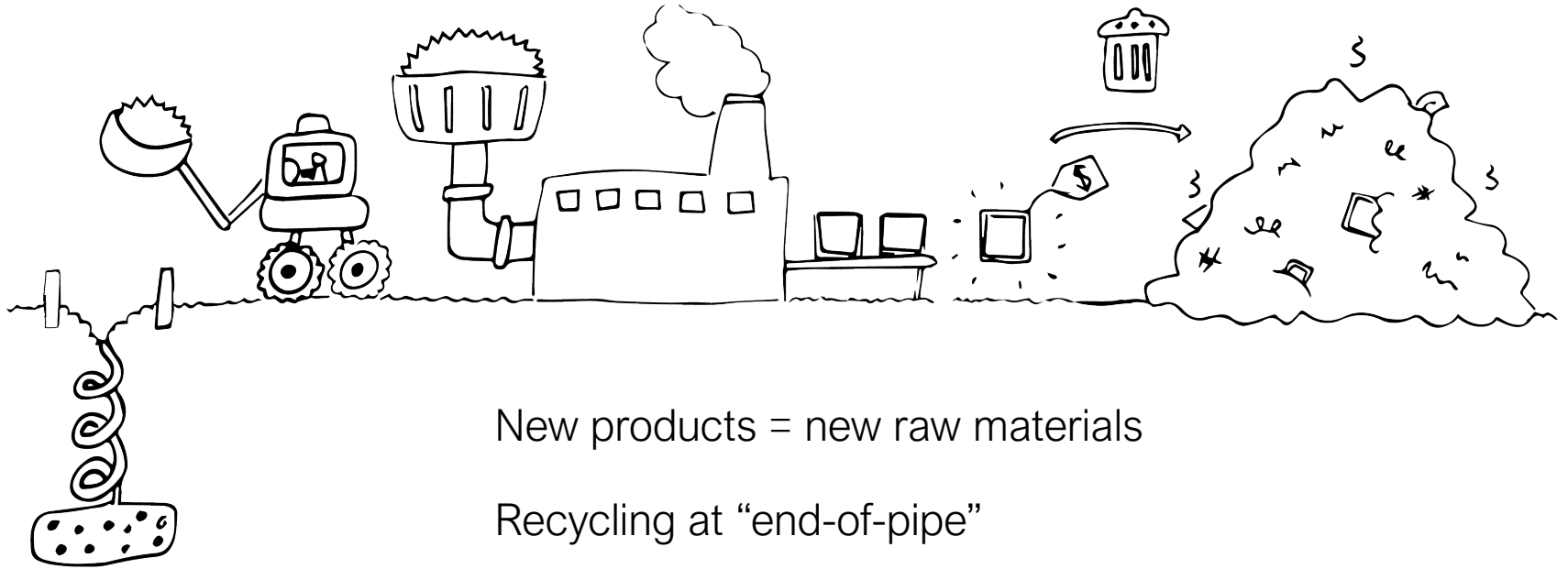
Core
Philanthropic
Partner:



Global
Partners:



Today's linear economy



New products = new raw materials

Recycling at “end-of-pipe”

Waste is chronically high

Restorative and regenerative by design

Keeping products, components and materials at their highest utility and value, at all times

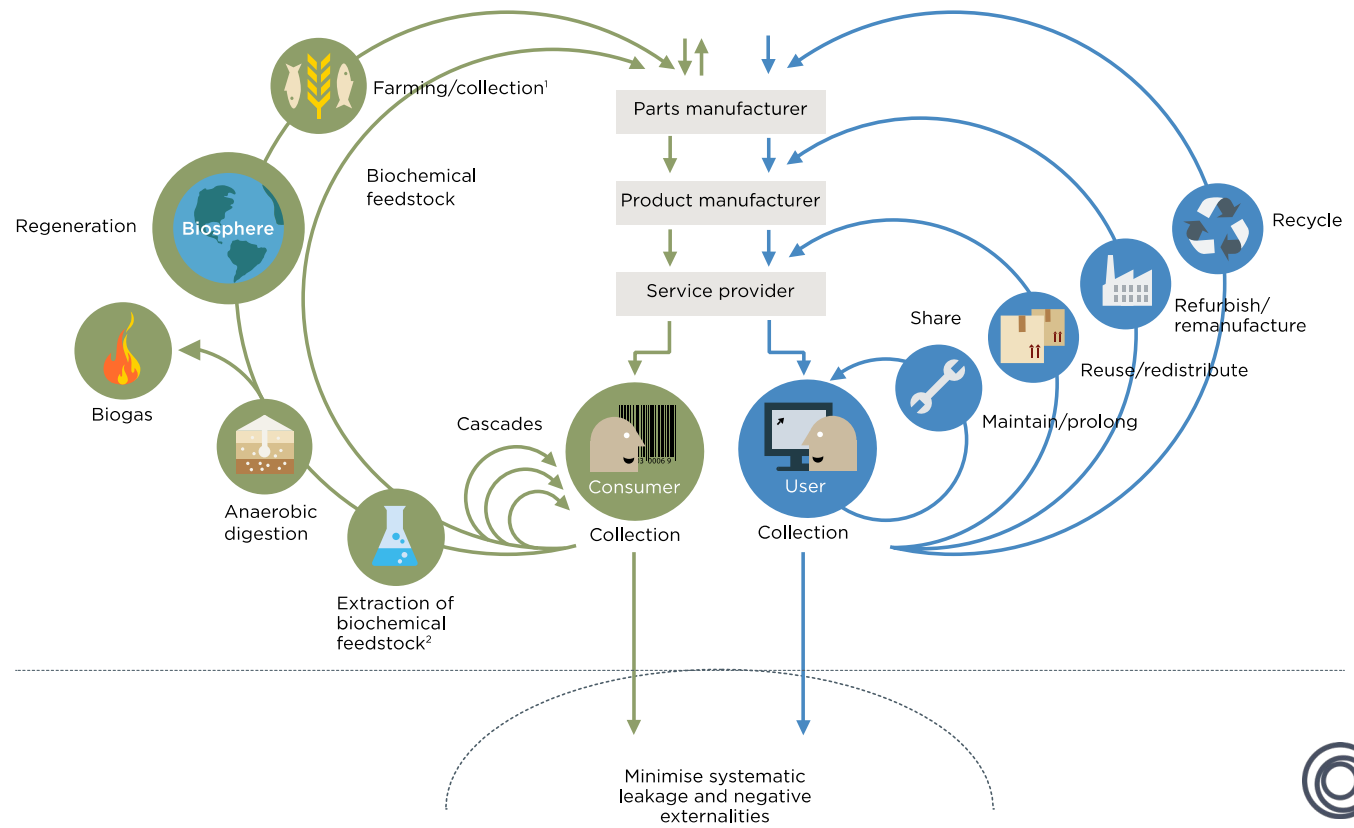
Eliminating the concept of waste, with materials ultimately re-entering the economy at end of use as defined, valuable technical or biological nutrients

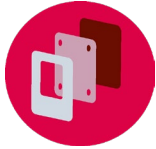
Renewables   Finite materials

Regenerate Substitute materials Virtualise Restore

Renewables flow management

Stock management





DESIGN FOR CIRCULARITY

- **Material selection or substitution**
- **Modularisation & standardisation**
- **Designed for use period, to last, upgrade, repair, remanufacture ..**
- **Design for (and of) disassembly**



NEW BUSINESS MODELS

- **Product service systems**
- **Performance-based models**
- **Collaborative consumption models**
- **Recovery (lease/return) contracts**



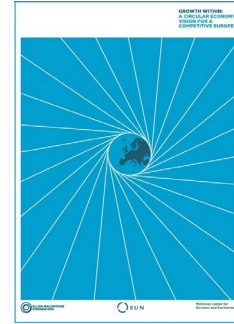
REVERSE CYCLES

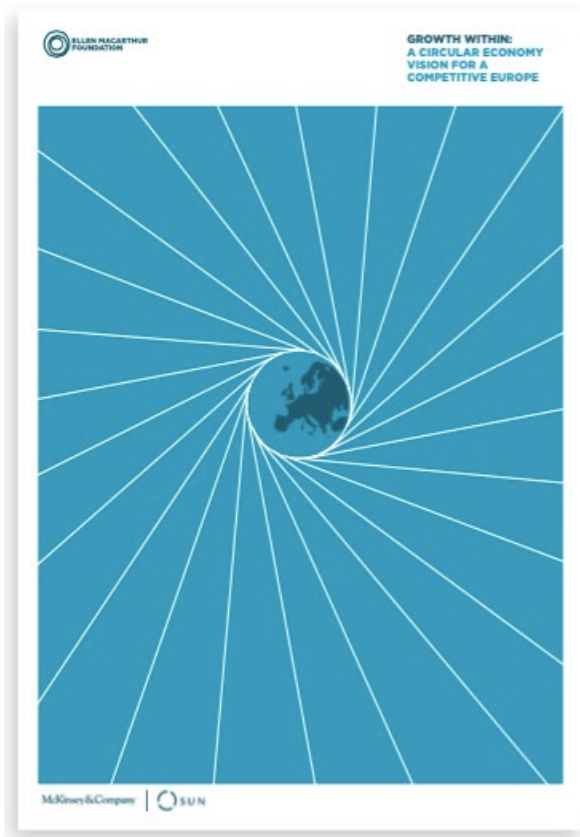
- **Collection**
- **Technical treatment & redeployment**
- **Biological treatment & redeployment**



ENABLERS & FAVOURABLE SYSTEM CONDITIONS

- **Cross value chain/Cross sector collaboration**
- **Education**
- **Investment and financing**
- **Regulatory change**
- **Digital technologies**





THE CIRCULAR ECONOMY OPPORTUNITY - 2030 SCENARIOS

Mobility, food and built environment, EU27, societal perspective 2030

● Primary resource costs²

● Other cash-cut costs³

■ Externalities⁴

Annual primary resource costs, other cash-out costs and negative externalities¹

EU-27, 1000 billion EUR¹

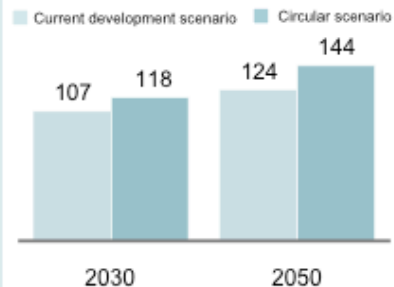


Comparison of potential development paths

EU-27, indexed (2012 = 100)

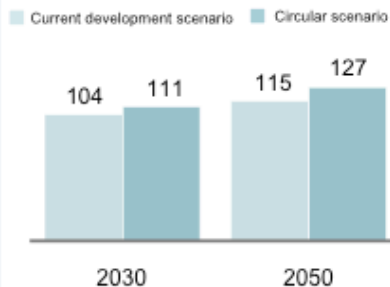
Household disposable income

EU-27, indexed (2012 = 100)



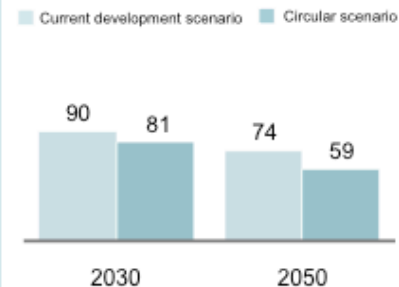
GDP

EU-27, indexed (2012 = 100)



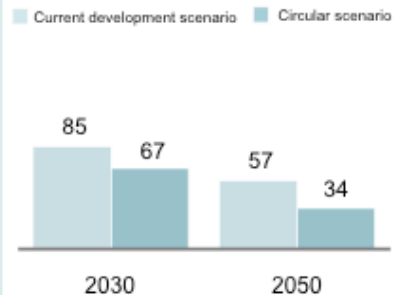
Direct user cash out costs¹

EU-27, indexed (2012 = 100)



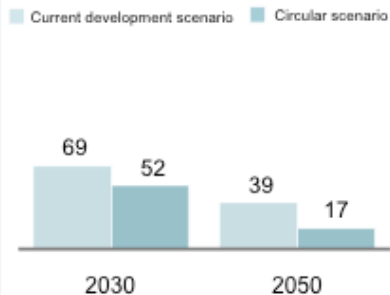
Societal costs^{1,2}

EU-27, indexed (2012 = 100)



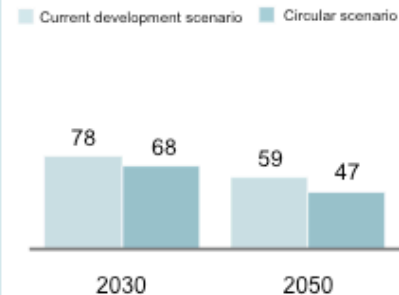
CO2 emissions¹

EU-27, indexed (2012 = 100)



Primary material consumption^{1,3}

EU-27, indexed (2012 = 100)



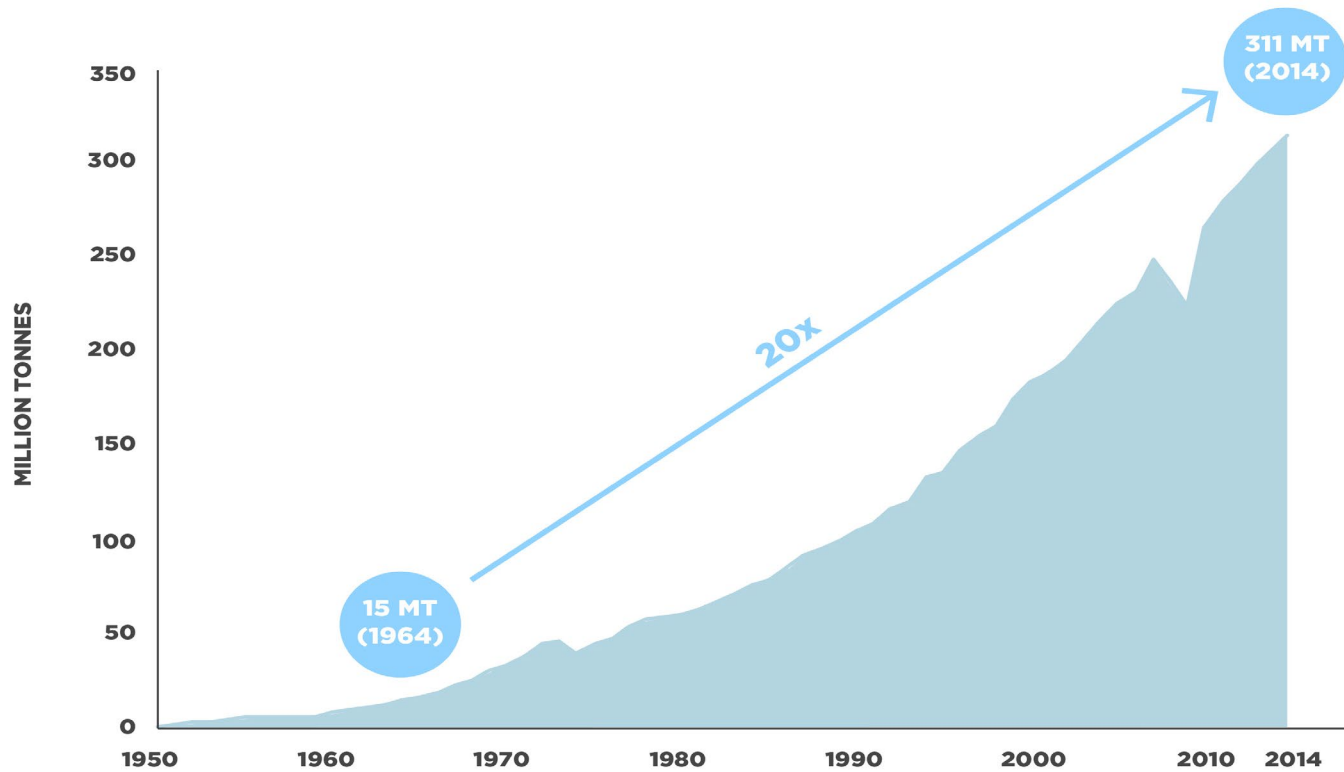


**DELIVERING THE
CIRCULAR ECONOMY
A TOOLKIT
FOR POLICYMAKERS**

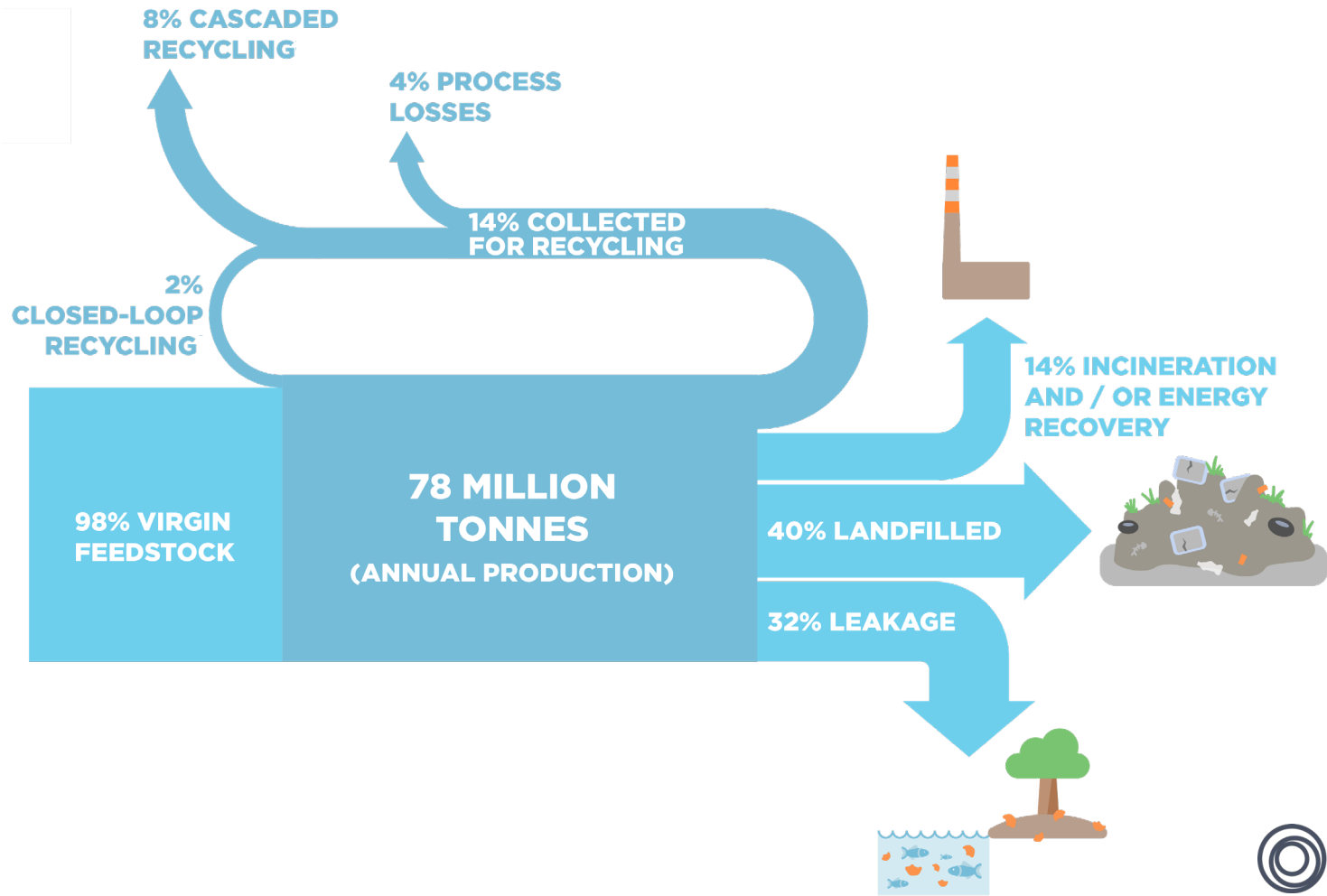
**PROJECT
MAINSTREAM:**



WORLD
ECONOMIC
FORUM



Note: Production from virgin fossil-based feedstock only (does not include bio-based, greenhouse gas-based or recycled feedstock).
Source: PlasticsEurope, Plastics – the Facts 2013 (2013); PlasticsEurope, Plastics – the Facts 2015 (2015).



The New Plastics Economy demands a new approach



- 1 Cross-value chain platform and dialogue mechanism
- 2 Global Plastics Protocol, coordinated large-scale pilots and demonstration projects
- 3 Innovation ‘Moon Shots’ with the potential for scale impact
- 4 Tools and evidence base for material flows, socio-economic impact of leakage, leading practice benchmarks and supporting scientific research
- 5 Regulatory tool-kits to enable effective policy development

GLOBAL PARTNERS



OTHER PARTNERS AND RELATIONSHIPS



INTERNATIONAL AND LOCAL CE100 PLATFORMS



CE100 AFFILIATE MEMBERS



ACADEMIC AND OTHER EDUCATION PARTNERS





OUR MISSION IS TO ACCELERATE THE TRANSITION TO A CIRCULAR ECONOMY

The Ellen MacArthur Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.

See more

Core Philanthropic Partner:



Global Partners:

