

# THE CIRCULAR ECONOMY

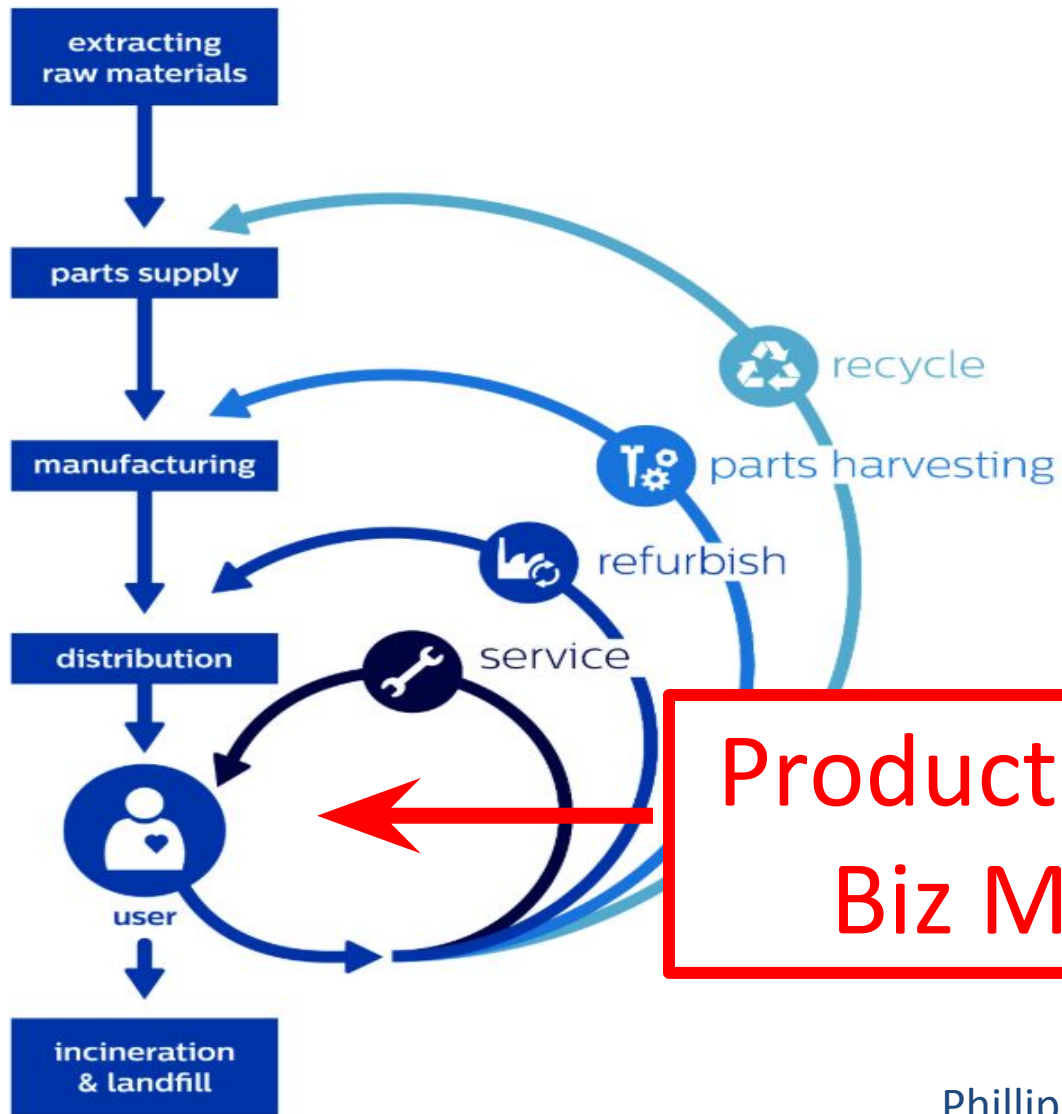


?

Our current economic growth is a  
**LINEAR**  
take, make, waste model.

A  
**CIRCULAR ECONOMY**  
is designed for product and resource  
longevity and recirculation.





**Product Design  
Biz Model**



# **CIRCULAR ECONOMY INNOVATORS**

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**Closing the Material Loop**





**IKEA**®

# **CIRCULAR ECONOMY INNOVATORS**

**Eliminating Packaging through  
Reverse Logistics and Design**



# **CIRCULAR ECONOMY INNOVATORS**

## **Membership Models**



# **CIRCULAR ECONOMY INNOVATORS**

## **Data and Product Utilization**

COHEALO



**CIRCULAR ECONOMY**

**GOING FORWARD**



# Stakeholder Partnerships



# Recycled Content & Secondary Products

THE UPCYCLERS NETWORK



# Product as a Service Business Models

FOR DAYS

**ECOLAB**<sup>®</sup>

signify



**THANK YOU**

**200+ United States CE examples**

[www.circularcolab.org/us-circular-economy-report](http://www.circularcolab.org/us-circular-economy-report)

[gina@circularcolab.org](mailto:gina@circularcolab.org)

[www.upcyclersnetwork.org](http://www.upcyclersnetwork.org)

**Supporting DEMAND for Recovered Materials**