

Goals of a Circular Economy

Currently, our economic practices follow a **linear progression** where materials are used and waste is produced continually. This is suffocating our bounds of economic expansion as the environment suffers from overuse.

Instead of taking from the planet, a circular economy approach challenges us to be a part of it by **taking less, using better**, and making sure our economies and our choices **support the natural environment** we rely on.

	SUSTAINABILITY	CIRCULAR ECONOMY
Origin of term	Environmental Movement	Cradle-to-cradle, regulatory, NGOs, political agendas
Goals	Open-ended	Closed loop, efficiencies
Main motivation	Diverse, adaptive	Better use of resources
System prioritized	Triple bottom line	Economic system
Benefactor	Environment, economy and society at large	Economic at core but also environment, and society
Who influences	Diffused, all stakeholders	Governments, companies, regulators, NGOs
Change timeframe	Open-ended	Theoretical limits
Commitments	Less waste good for many	Less consumption, pollution

Geissdoerfer, Savaget, Bocken, Hultink, 2017)



"IF IT CAN'T BE REDUCED, REUSED, REPAIRED, REBUILT, REFURBISHED, REFINISHED, RESOLD, RECYCLED OR COMPOSTED, THEN IT SHOULD BE RESTRICTED, REDESIGNED, OR REMOVED FROM PRODUCTION."

-PETE SEEGER

It is a tool under the umbrella of sustainable practices that will help humanity build strong socioeconomic and environmental foundations for future generations.



TD Friends of the Environment Foundation