



SUSTAINABILITY 101

EPISODE 4 – PLASTIC RECYCLING

CIRCULAR ECONOMY

Designing for a Circular Economy

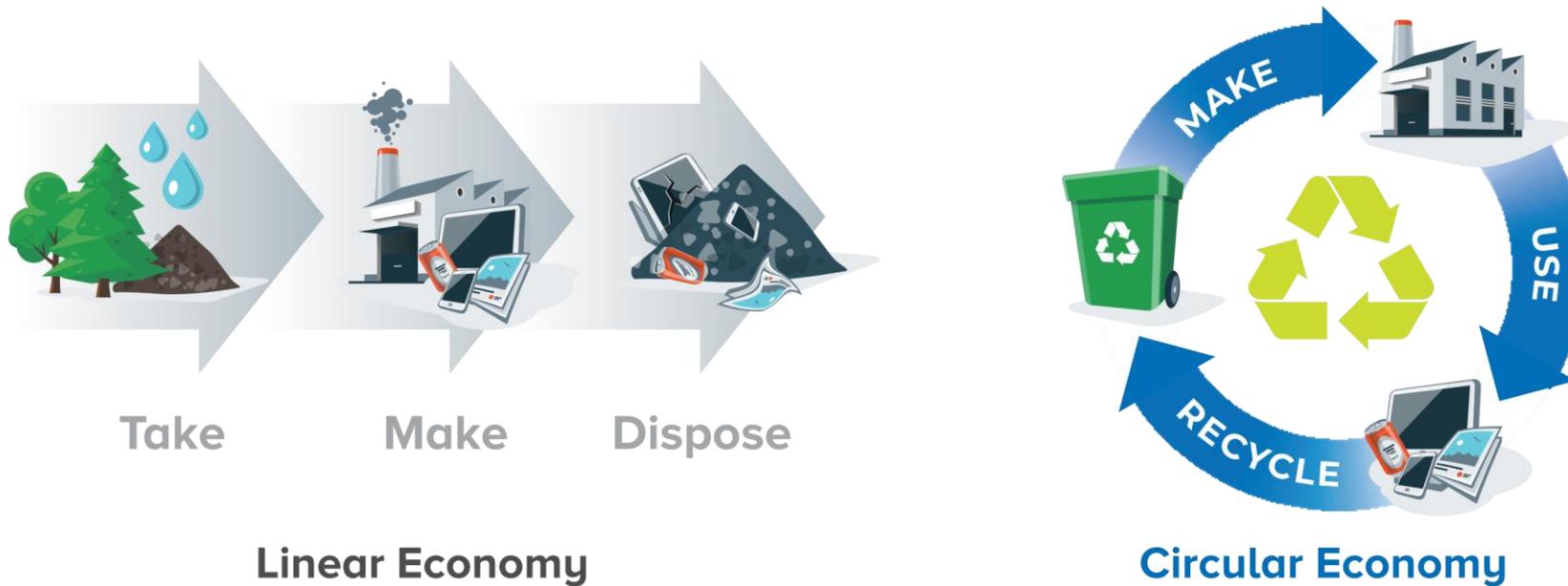
The circular economy looks to optimise yields from a resource by extending its lifecycle for as long as possible.

This achieves maximum value from each resource used in the economy.



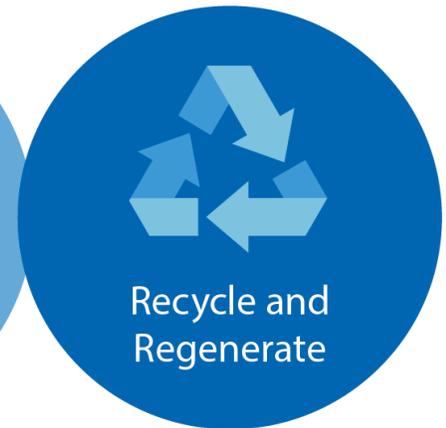
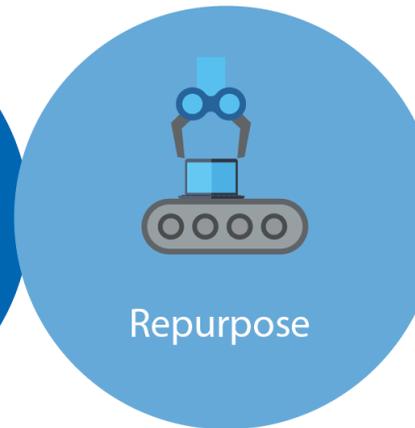
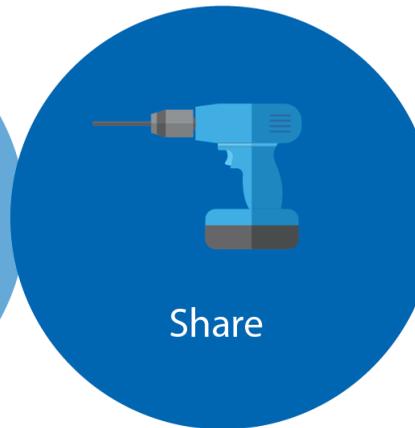
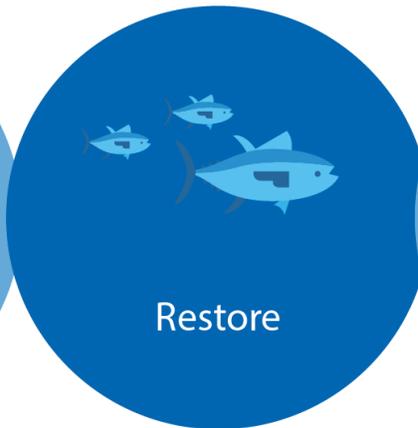
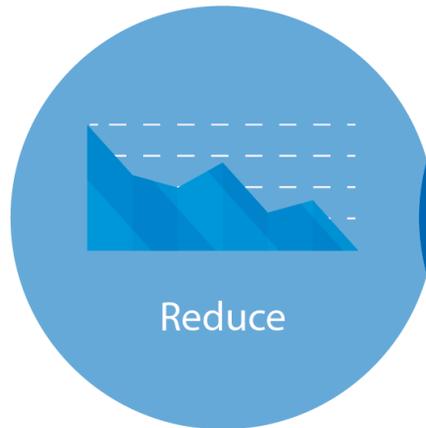
IF IT'S NOT A **CIRCULAR ECONOMY**, THEN WHAT IS IT?

We are transitioning from a **Linear Economy** that is based on the **take-make-dispose** approach to a **Circular Economy**.



KEY FEATURES OF A CIRCULAR ECONOMY

The alternative to make, use, dispose!



GOOD DESIGN PRACTICE CAN ENCOURAGE CIRCULAR ECONOMY

Design has the power to scope the whole lifecycle of a product

A Checklist for design criteria might include:

- ✓ Can we reduce the number of materials used in the concept?
- ✓ Can we use recycled material in the product?
- ✓ Can the product be reused or repurposed?
- ✓ Are there alternative materials we could use to improve environmental impact?
- ✓ Can we integrate ideas such as portion control or resealability?
- ✓ Are the materials used widely recycled?

GOOD DESIGN PRACTICE CAN ENCOURAGE CIRCULAR ECONOMY

Design has the power to scope the whole lifecycle of a product



Design
for resource
efficiency



Design
for reusability



Design
for recyclability

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Stay tuned for the
next episode

