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# Ellen MacArthur Foundation & circular economy

*milestones,  
activities &  
perspectives*

@jossbleriot



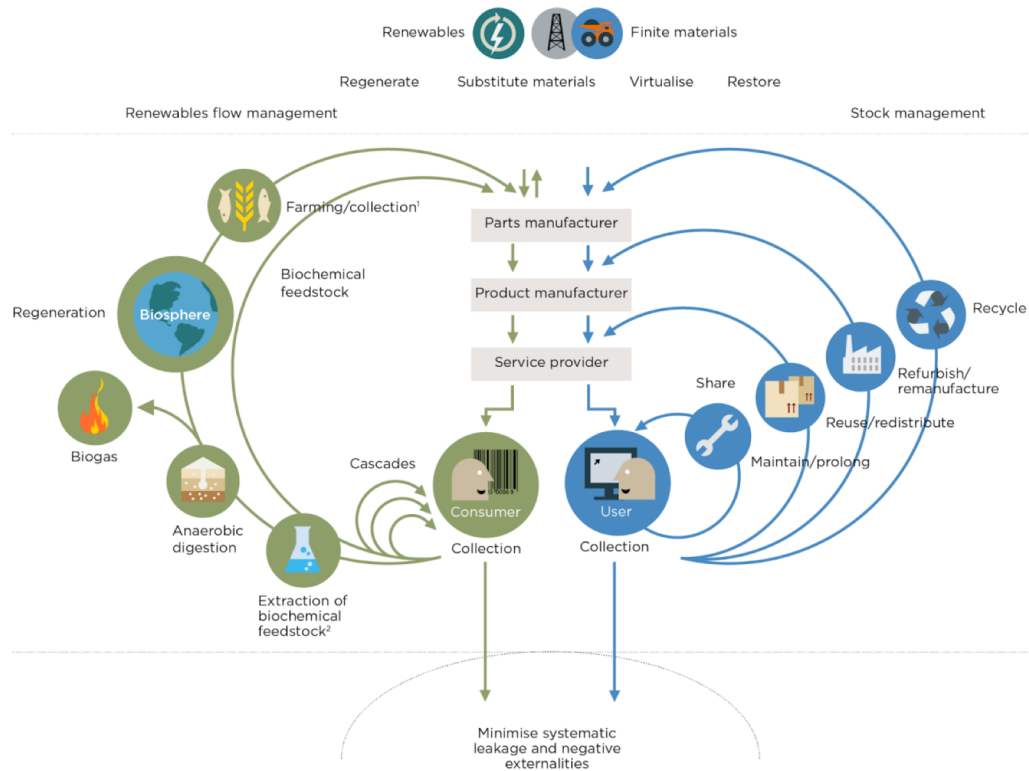


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1. Hunting and fishing

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

SOURCE: Ellen MacArthur Foundation, SUN, and McKinsey Center for Business and Environment;  
Drawing from Braungart & McDonough, Cradle to Cradle (C2C).



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# **“Towards the circular economy”**

A report by the Ellen MacArthur Foundation  
Featuring analysis by McKinsey & Co.

*Launched at the World Economic Forum, Davos,  
January 2012*







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Brussels, 17 December 2012



Brussels



MEMO

# MANIFESTO FOR A RESOURCE-EFFICIENT EUROPE

growing pressures on resources and the environment, the EU has no choice but to go for  
resource-efficient and ultimately regenerative circular economy. Our future value  
importer of resources, are dependent on our ability to get more added value  
through a systemic change in the use and recovery of resources in the e  
to steady economic growth with business opportunities across t

Brussels

  
EUROPEAN COMMISSION

MEMO

# MANIFESTO FOR A RESOURCE-EFFICIENT EUROPE

In a world with growing pressures on resources and the environment, the EU has no choice but to go for  
transition to a resource-efficient and ultimately regenerative circular economy. Our future jobs  
competitiveness, as a major importer of resources, are dependent on our ability to get more added value  
achieve overall decoupling, through a systemic change in the use and recovery of resources in the e  
According to the OECD, this could lead to steady economic growth with business opportunities across t  
economy.



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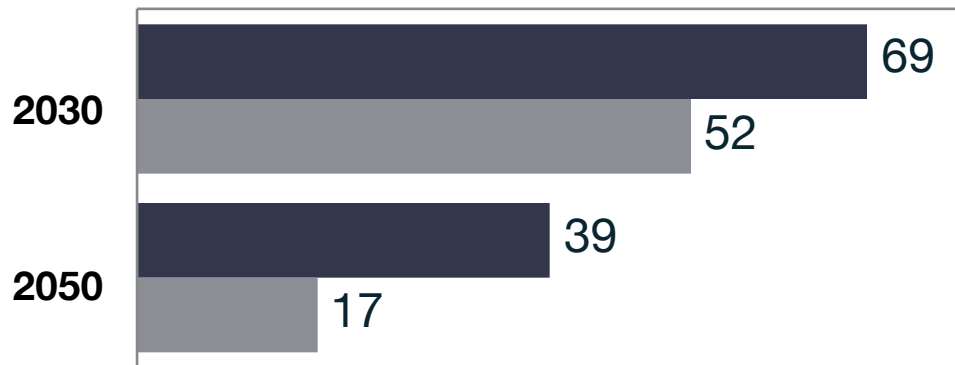
# Comparison of potential development paths: impact on the environment

EU-27, indexed (2012 = 100)

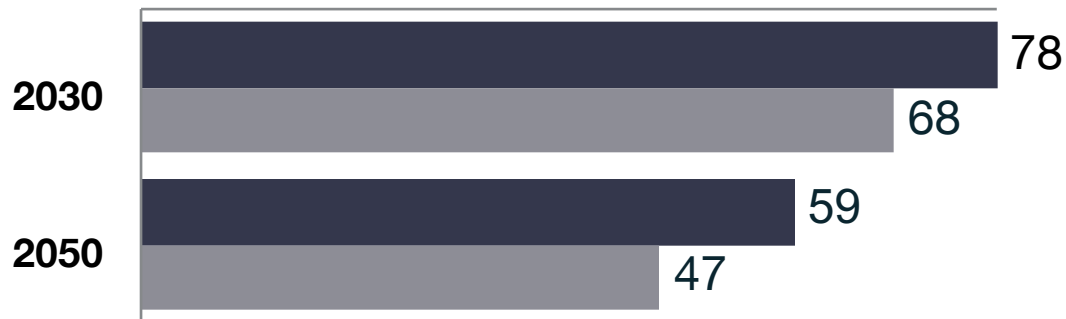
■ Current development scenario

■ Circular scenario

## CO2 Emissions



## Raw Materials Consumption







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**NEW  
PLASTICS  
ECONOMY**



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# 350+ signatories

More than **150 businesses**, representing  
20% of all plastic packaging used globally

**16 governments**, from local to national  
across 5 continents





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# ***CITIES & CIRCULAR ECONOMY FOR FOOD***







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