

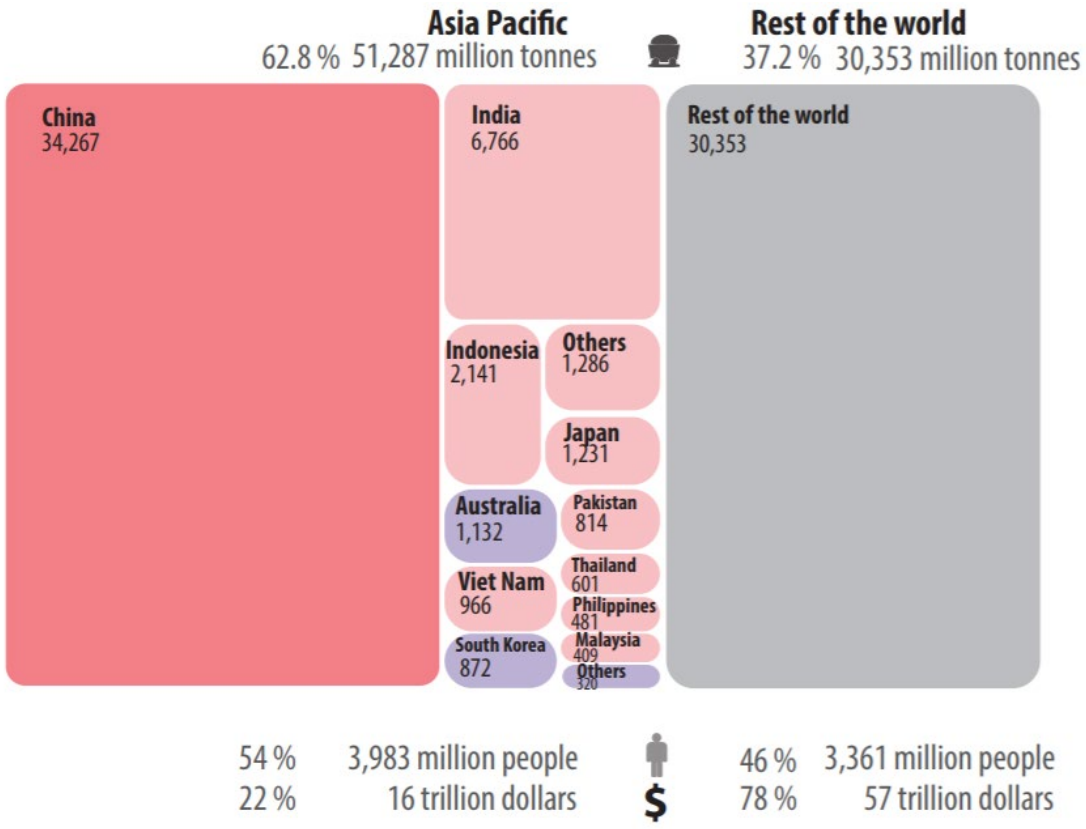


Circular Economy business
models that support
sustainable consumption

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Asia and the Pacific dominate global resource use, but at one third of the efficiency

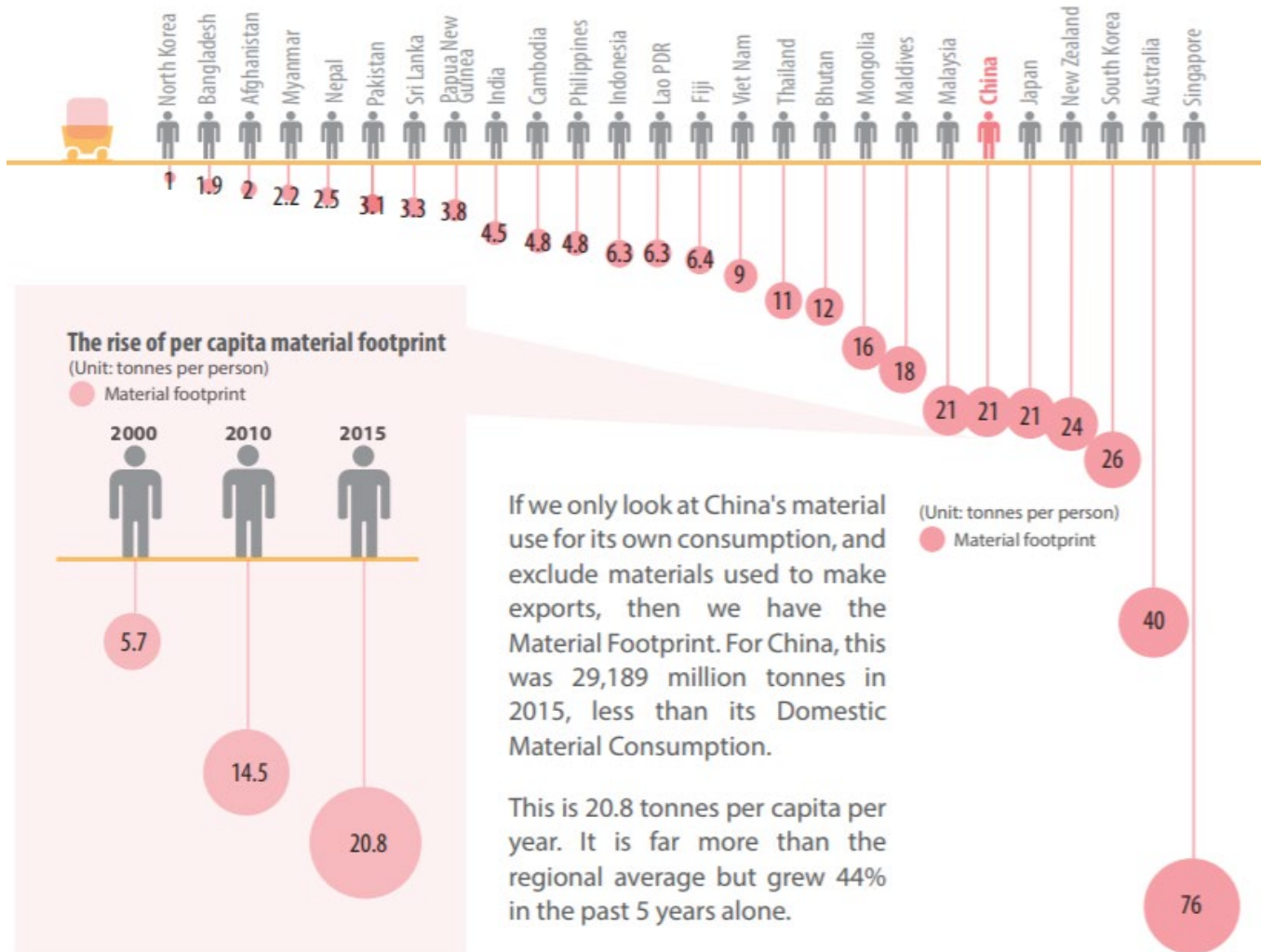


We use over 80 billion tonnes of materials every year.

We are 3 x less efficient

Asia: \$0.33 per kg
Rest of world: \$1 per kg

Resource use is uneven, increasing



If we only look at China's material use for its own consumption, and exclude materials used to make exports, then we have the Material Footprint. For China, this was 29,189 million tonnes in 2015, less than its Domestic Material Consumption.

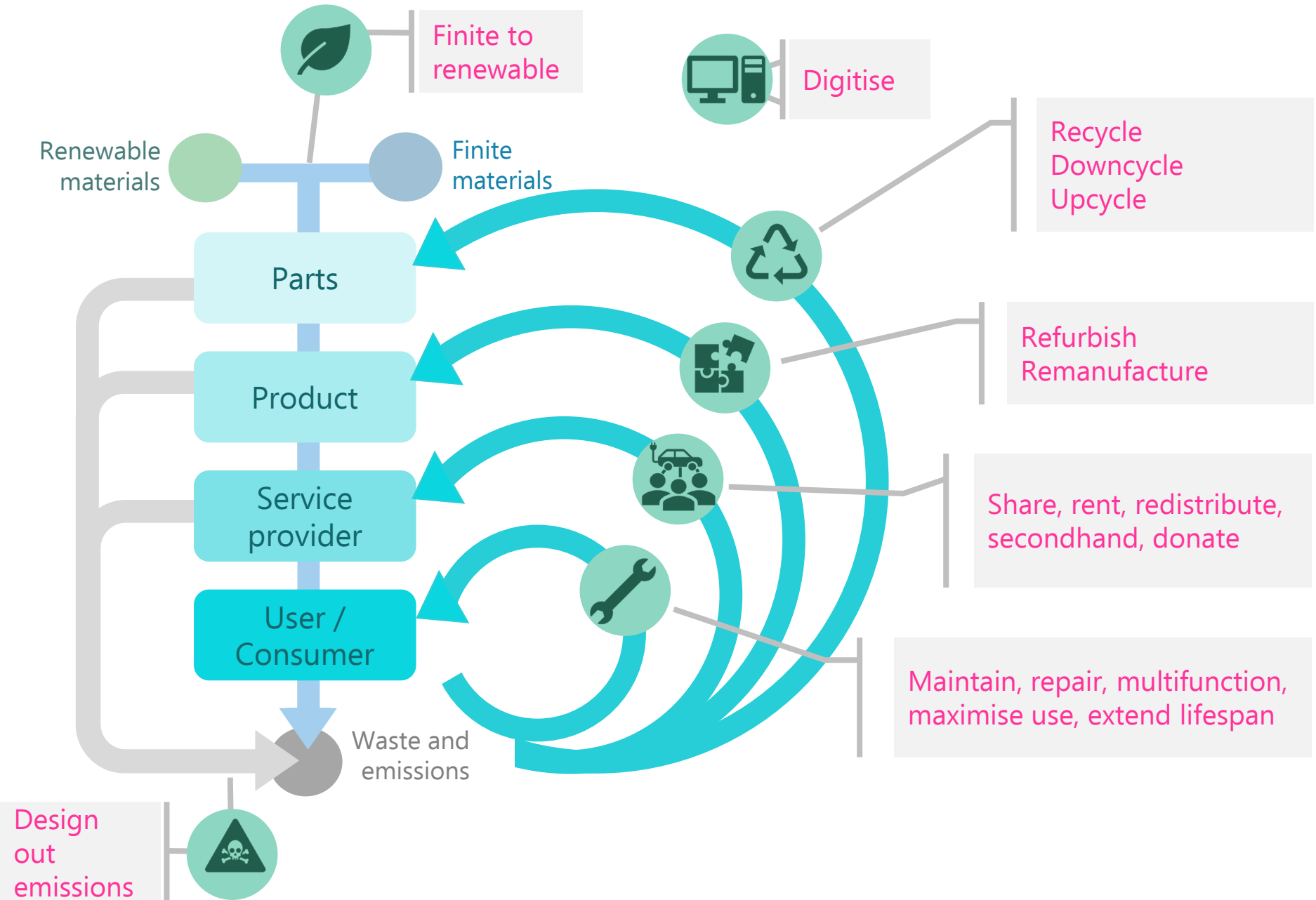
This is 20.8 tonnes per capita per year. It is far more than the regional average but grew 44% in the past 5 years alone.

Per capita material footprints:

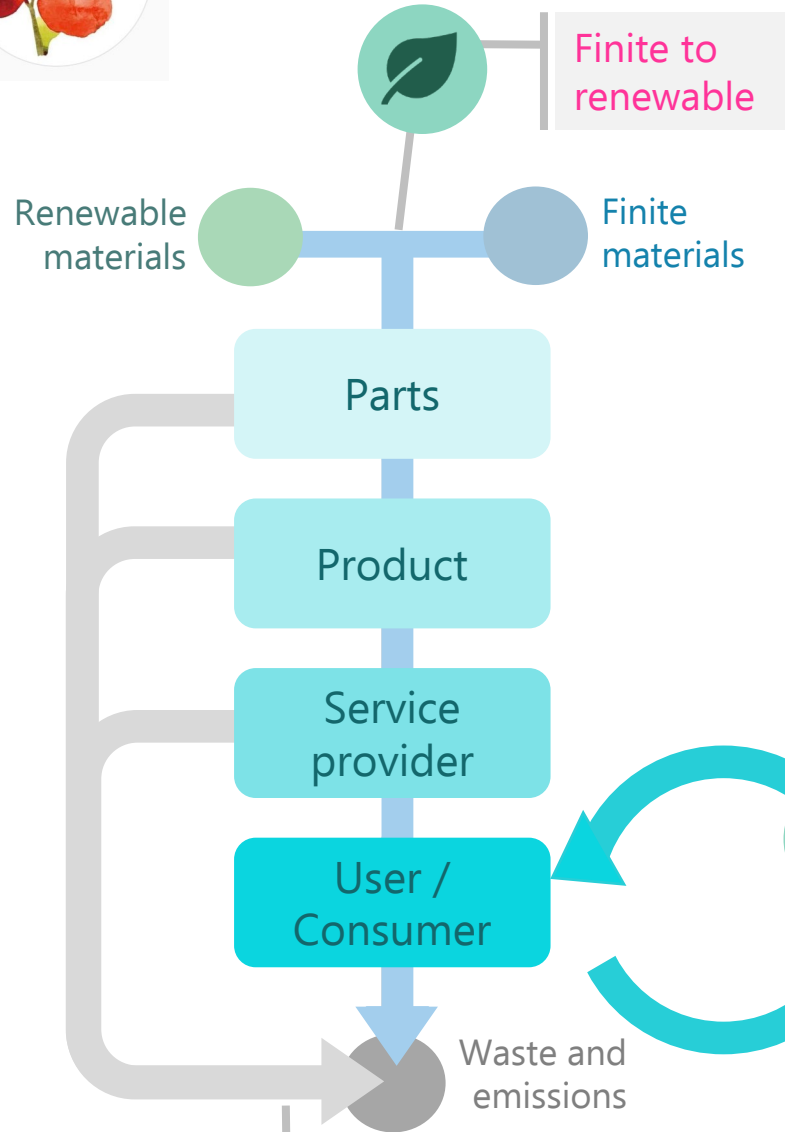
- vary between countries
- vary between urban/rural
- are growing rapidly

We use between 3-208 kg per person per day in Asia

Circular economy



Mana care creates reusable female hygiene products



Finite to renewable

Renewable materials

Finite materials

Parts

Product

Service provider

User / Consumer

Waste and emissions

Design out emissions



Maintain, repair, multifunction, maximise use, extend lifespan



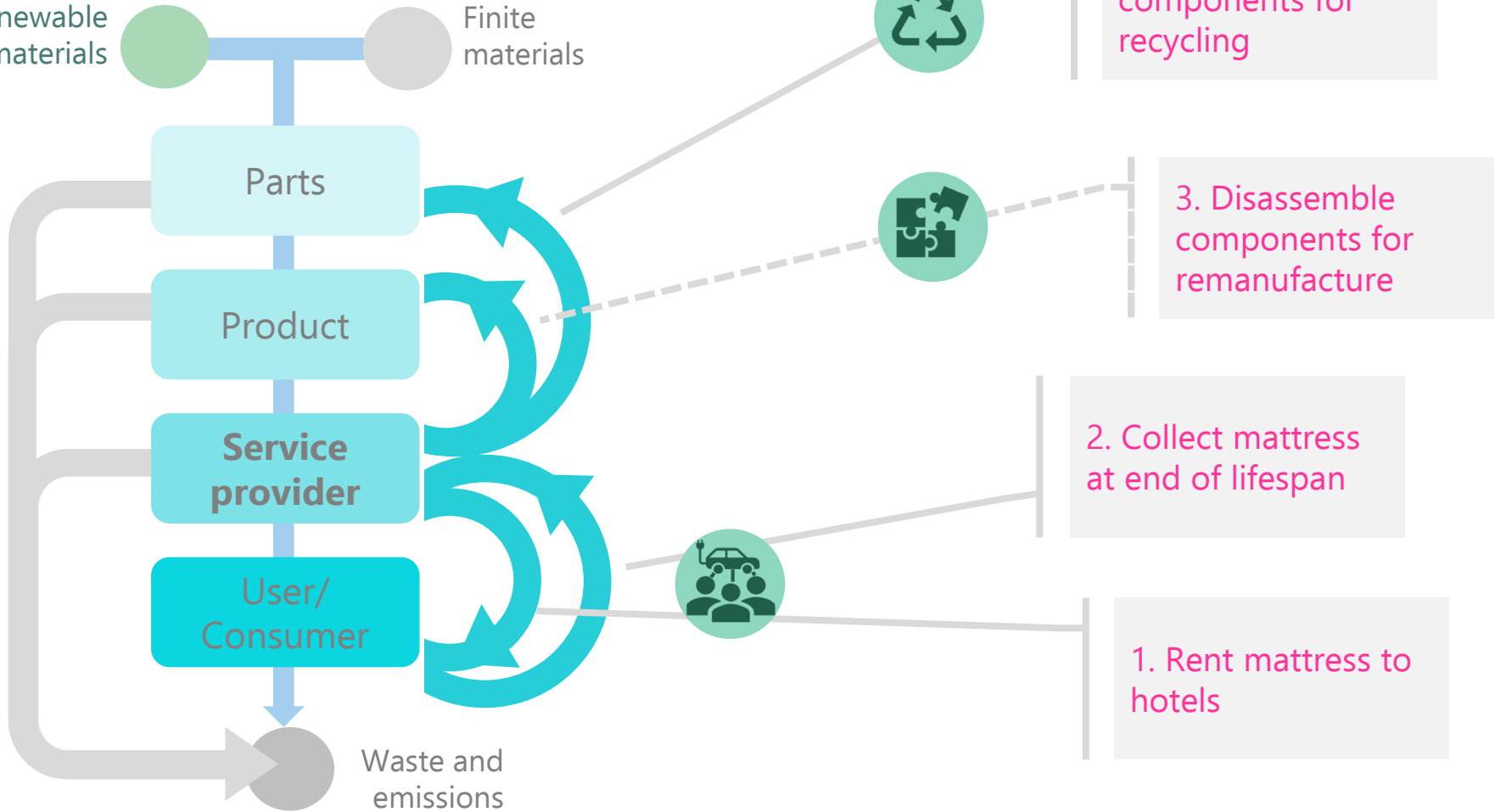
Now sleep can be green.

Normnorm rents mattresses to hotels, collects and recycles

Renewable materials



Finite materials



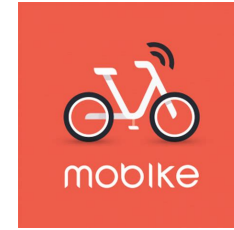
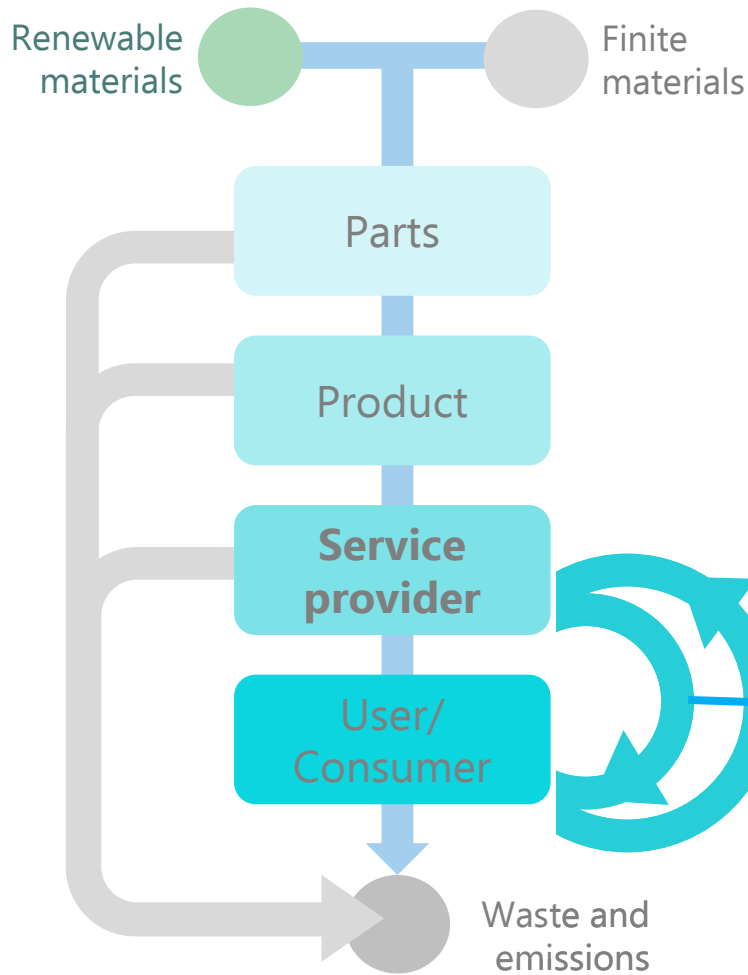
4. Disassemble components for recycling

3. Disassemble components for remanufacture

2. Collect mattress at end of lifespan

1. Rent mattress to hotels

Bchu Runway rents clothes, retains ownership



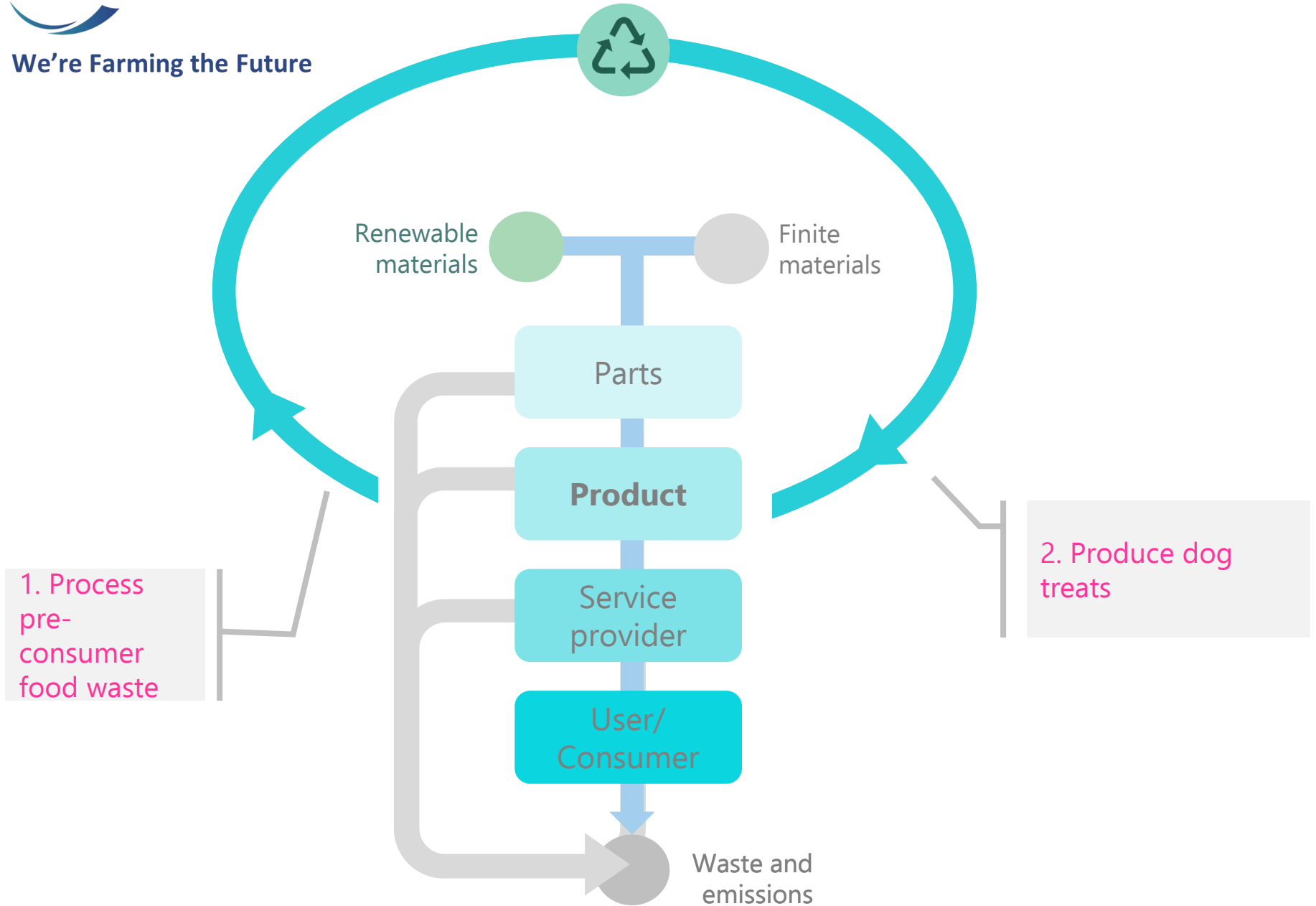
2. Maintenance and repair

1. Rent clothes and accessories to consumers



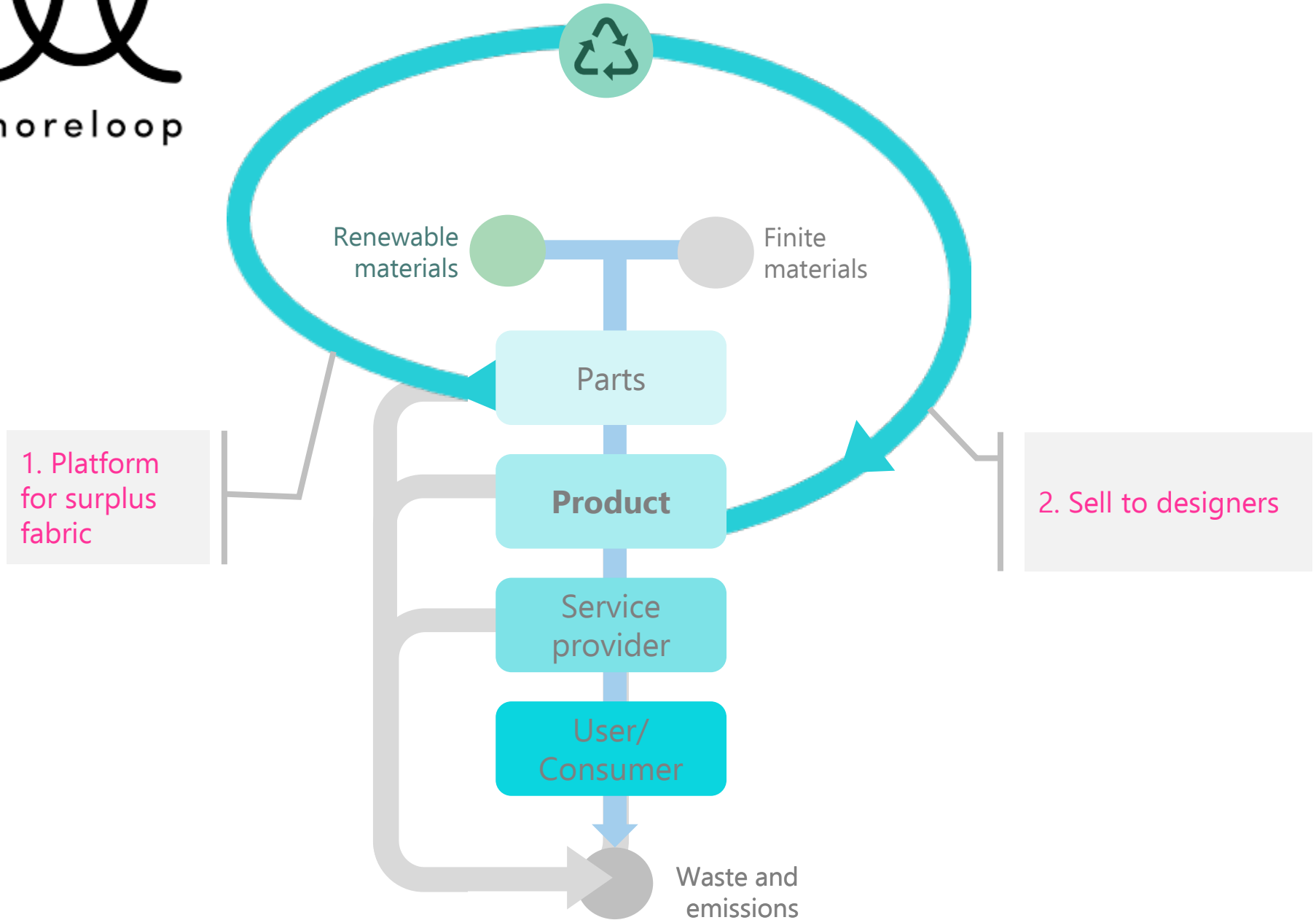
We're Farming the Future

Orgafeed uses byproducts to make new products





Moreloop is a platform for manufacturers to sell surplus fabric





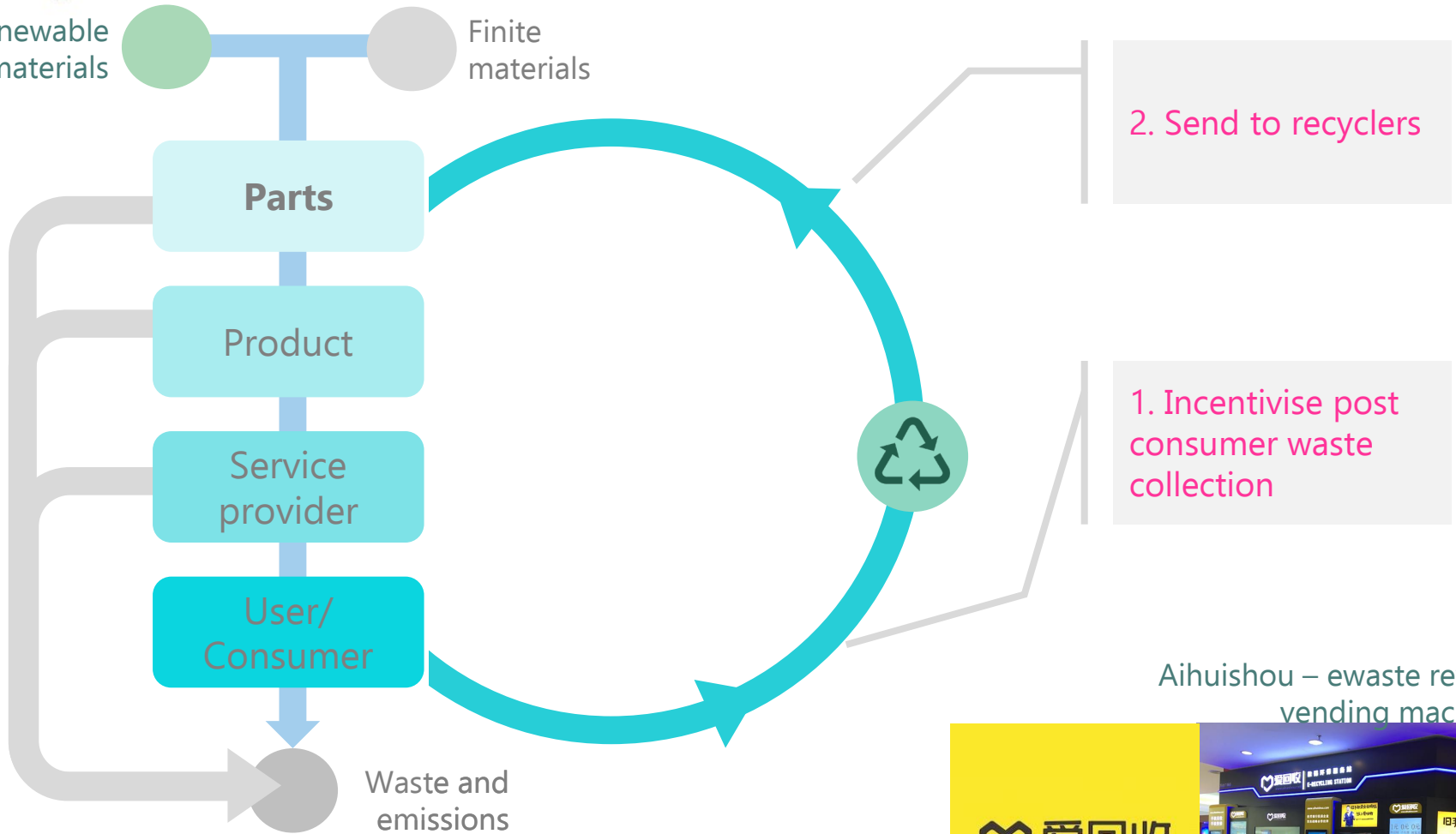
Trash
Lucky

Trash Lucky incentivises plastic sorting and collection through lottery

Renewable materials



Finite materials



2. Send to recyclers

1. Incentivise post consumer waste collection

Aihuishou – ewaste reverse vending machines



Mitigating risks of circular economy

- 1. Supply chain cooperation – upstream.**
Dependent on collection and sorting ecosystems, government policy.
- 2. Supply chain cooperation – downstream.**
Dependent on willing customers.
- 3. Supply chain cooperation – lateral.** Pre competitive cooperation on standards, R&D, policy advocacy.
- 4. Trade restrictions** – ‘waste’ plastic may be restricted from trade, therefore circularity increasingly domestic.
- 5. Cost of R&D** – lots to learn about recycling
- 6. Price risk** – if cost of raw materials drops.



ENVIRONMENT | PLANET OR PLASTIC?

Shipping plastic waste to poor countries just got harder

More than 180 countries have agreed to include plastic in a treaty regulating exports of hazardous waste.

2 MINUTE READ

BY [LAURA PARKER](#)



PUBLISHED MAY 10, 2019

It just got more difficult for rich countries to ship their plastic waste to poor countries. On May 10, more than 180 nations agreed in Geneva to add mixed plastic scrap to the Basel Convention, the treaty that controls the international movement of hazardous waste.

Mitigating risks of linear economy

Which of these risks apply to your country or business?

1. Price risk – I'm worried that the materials I need will suddenly become expensive.

2. Supply risk – We're worried that the supply might change in the next decades:

1. Geological risk – running out
2. Geopolitical risk – countries start to hoard critical minerals
3. Geographic risk – the nearest deposit is in a place I don't want to interfere with

3. Natural system degradation – I'm worried the impacts of resource extraction, production, use or waste management (or lack of) might cause environmental and/or reputational damage (and be regulated in the future).

4. Trade risk – I'm worried we won't be able to trade with the country that produces the materials I need due to trade restrictions, tariffs or other issue.

THANK YOU

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