

RAW
MATERIALS



First, we need to design products better, so that they **last longer**, and **every part** of them can be easily recycled.

Plus, they need to be produced and packaged in a more **eco-friendly** way!

DESIGN & MAKE



CIRCULAR ECONOMY

RECYCLE



When a product's 'life' is over, we need to create **new products** from old ones.

RE-USE & REPAIR



The ultimate goal is to keep products and materials circulating for **as long as possible!** If you don't want something anymore, or it's broken, can it be **fixed** or **given another use?**

USE



We need to use products and the materials in them for **much longer** – and not just throw them away when we're tired of them.