

# CIRCULAR ECONOMY 2017

Nature has a truly astonishing design. Everything is used; there is no garbage, no waste. Can you imagine if we could reproduce this dynamic in our industrialized world?

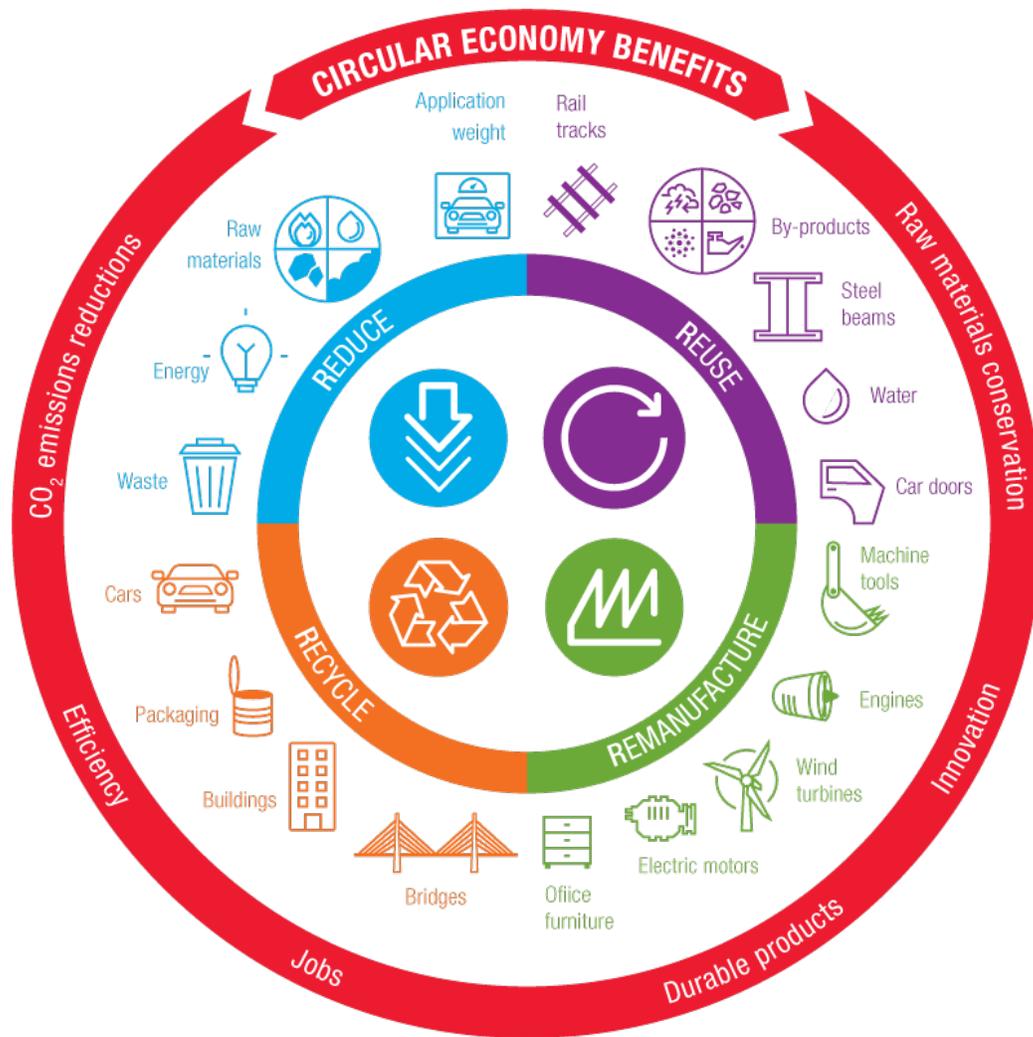
At present, the linear approach (buy, use, discard) is the most predominant. However, this attitude is now changing and many corporations are seeking innovative ways to transform their residues into something else that generates value, and make its products more durable or reusable. The extraordinary advances of the Fourth Industrial Revolution have enabled us to work wonders in this regard.



For example, the DSM Company developed a process to manufacture carpets whose only component can be reused 100 percent to make another carpet. This carpet-making technique consumes 90 percent less energy compared to the traditional process and needs no water. This example is relevant, because carpets are among the many discarded materials that end up in the garbage dump precisely due to problems in reutilizing their components.

However, this idea goes much further than mere reutilization by inducing us to change our criteria even in regard to commercialization. For example, what would happen if instead of purchasing

household appliances, we could rent them, so the manufacturers could reuse them and recycle their components? Therefore, manufacturing companies would come up with reusable universal components. Such adjustments will soon become crucial to a world that foresees a substantial growth of the middle class.



Beyond our concern for the environment, the concept of circular economy is a sensible solution for our survival while at the same time provides new business opportunities. It is a different, more innovative and efficient way of producing and consuming. This system encourages us to rethink, redesign, repair, reduce, recover, recycle, reuse and restore energy while we generate profit.