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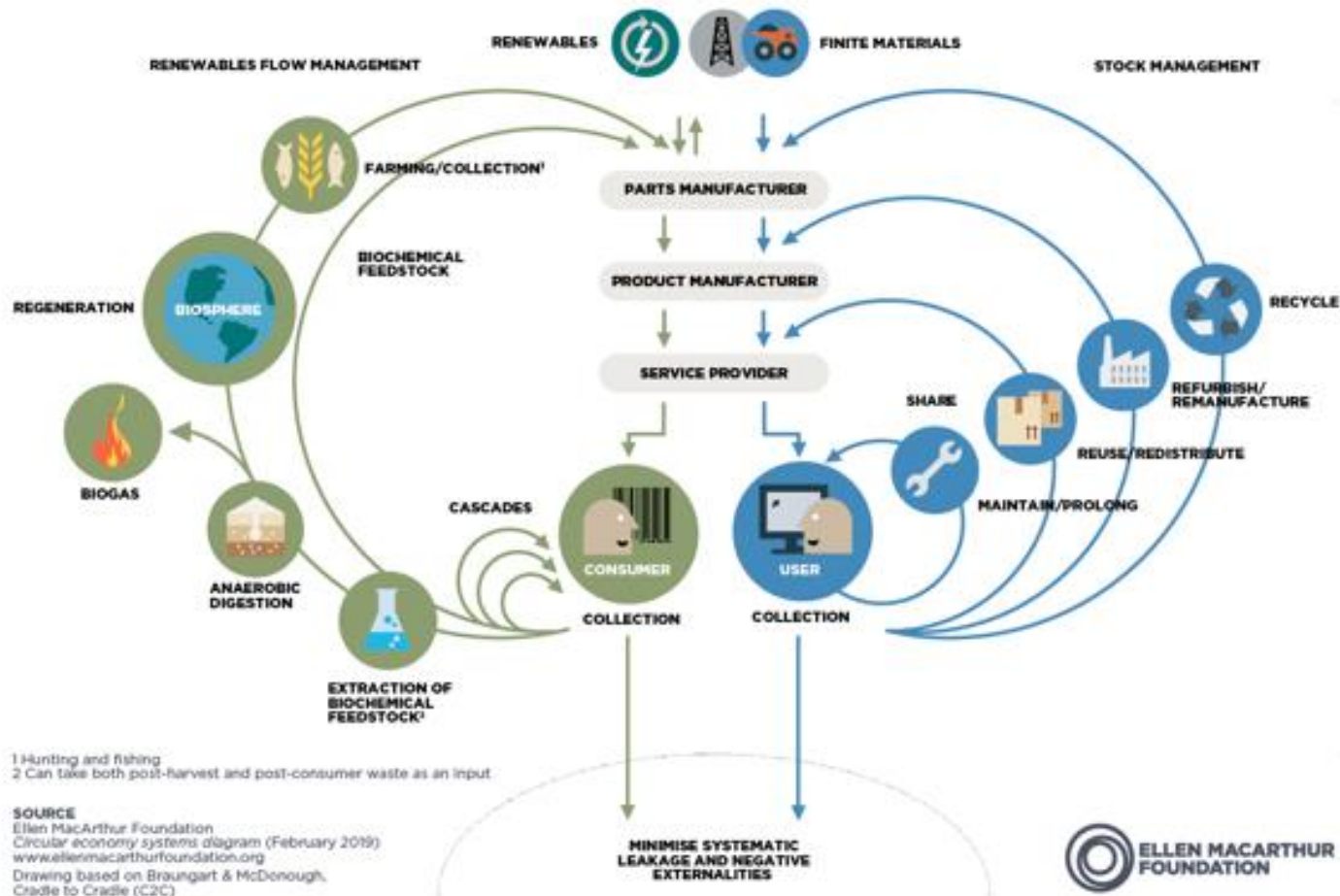
[ellenmacarthurfoundation.org](https://ellenmacarthurfoundation.org) • [@circulareconomy](https://twitter.com/circulareconomy)

A circular economy is  
based on three  
principles:



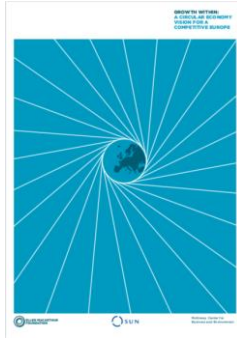


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“



*A circular economy development path for Europe would yield annual benefits of up to €1.8 trillion by 2030 (...) CO2 emissions would drop as much as 48% by 2030 and 83% by 2050.*



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# FROM PRINCIPLES TO APPLICATION

## ...business



**CIRCULAR ECONOMY  
DESIGN**



**REVERSE CYCLES**



**NEW BUSINESS  
MODELS**



**ENABLERS AND  
FAVOURABLE SYSTEM  
CONDITIONS**

## ...government

URBAN POLICY LEVERS FOR CIRCULAR ECONOMY TRANSITIONS



**VISION**



**ENGAGEMENT**



**URBAN  
MANAGEMENT**



**ECONOMIC  
INCENTIVES**



**REGULATION**



**ROADMAPS AND  
STRATEGIES**



**CONVENING  
AND  
PARTNERING**



**URBAN  
PLANNING**



**FINANCIAL  
SUPPORT**



**LEGISLATION  
AND  
REGULATION**



**AWARENESS  
RAISING**



**ASSET  
MANAGEMENT**



**FISCAL  
MEASURES**



**CAPACITY  
BUILDING**



**PUBLIC  
PROCUREMENT**



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## Business

Business-led collaboration & disruptive innovation are key to building a circular economy



## Learning (inc. design)

The transition to a circular economy requires us to transform the way we create products, services, and systems, and is dependent on how we learn



## Systemic Initiatives

Transforming key material flows to scale the circular economy globally



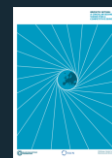
## Institutions, Governments & Cities

Create the enabling conditions for a circular economy, set direction, and drive innovation and investment.



## Insight & Analysis

We provide robust evidence on the benefits of a circular economy, showcasing the implementation of circular economy principles





**The CE100 network brings together  
business, innovators, cities,  
governments, universities, and  
thought leaders.**

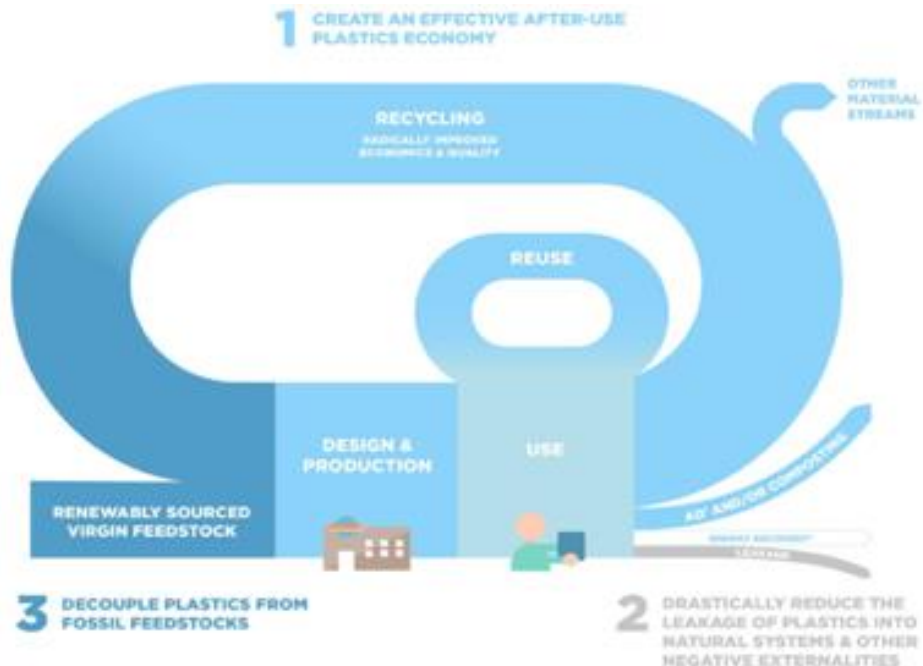






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# NEW PLASTICS ECONOMY



*The New Plastics Economy -  
Rethinking the future of  
plastics (2016)*



*The New Plastics Economy -  
Catalysing action (2017)*

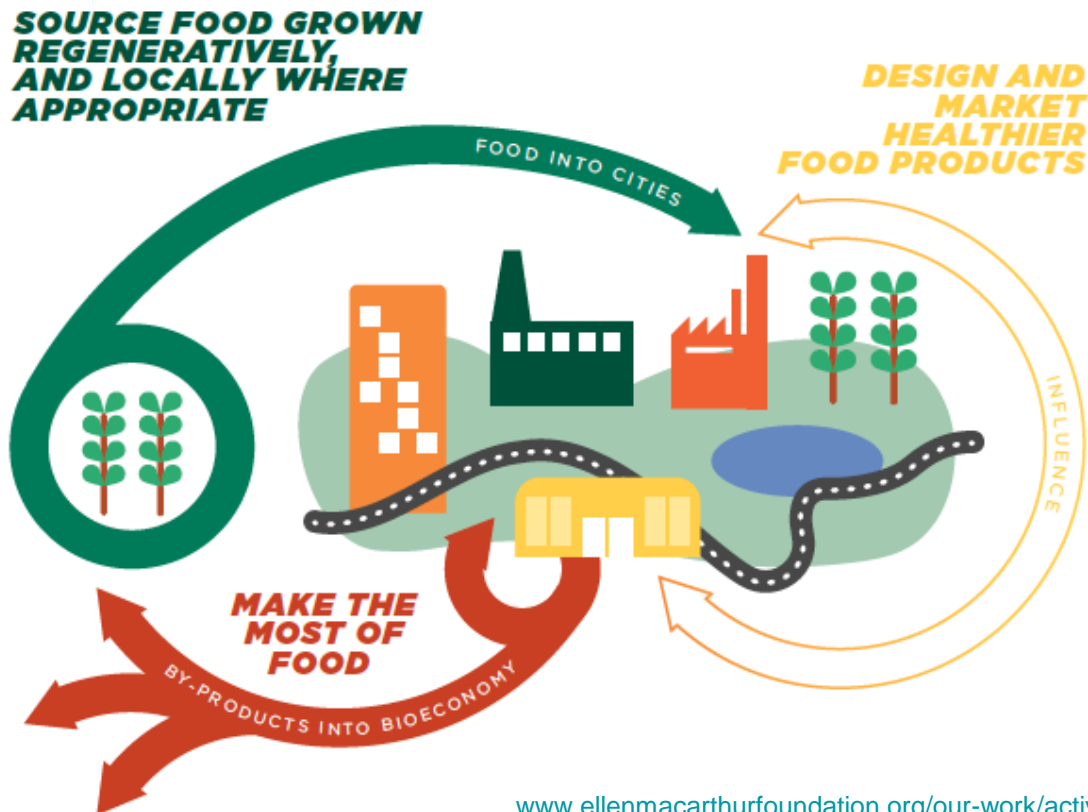
<https://newplasticseconomy.org/>





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# CITIES AND CIRCULAR ECONOMY FOR FOOD



*Cities and circular economy for food (2018)*

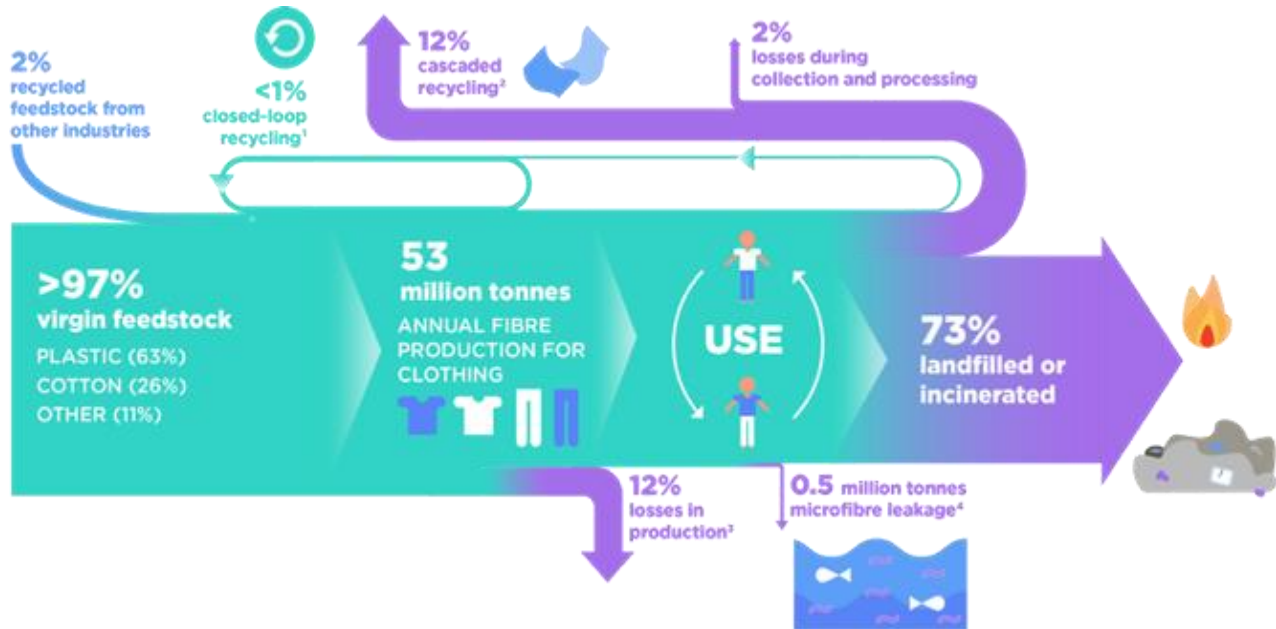


MAKE  
FASHION  
CIRCULAR



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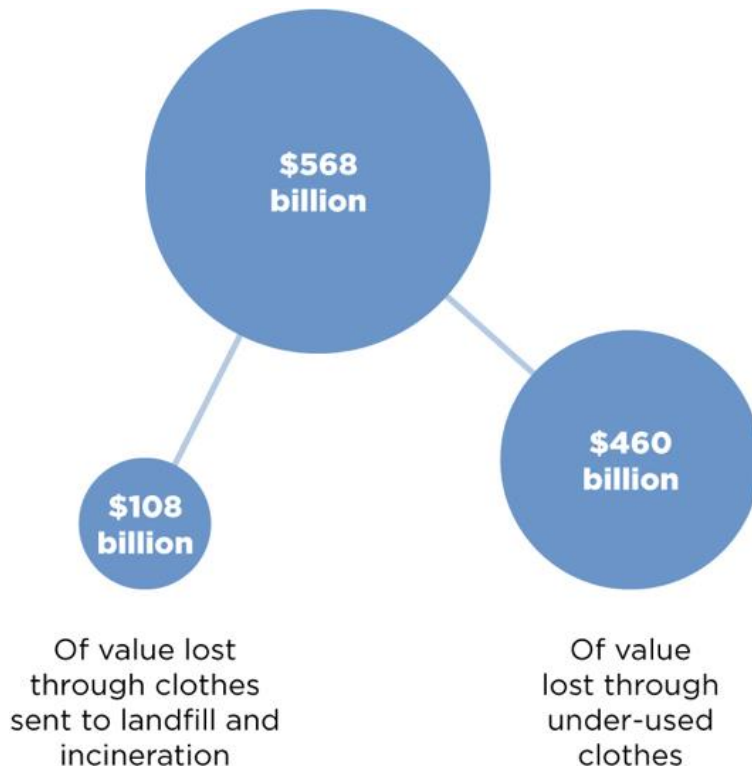
# THE FASHION INDUSTRY IS EXTREMELY WASTEFUL AND POLLUTING





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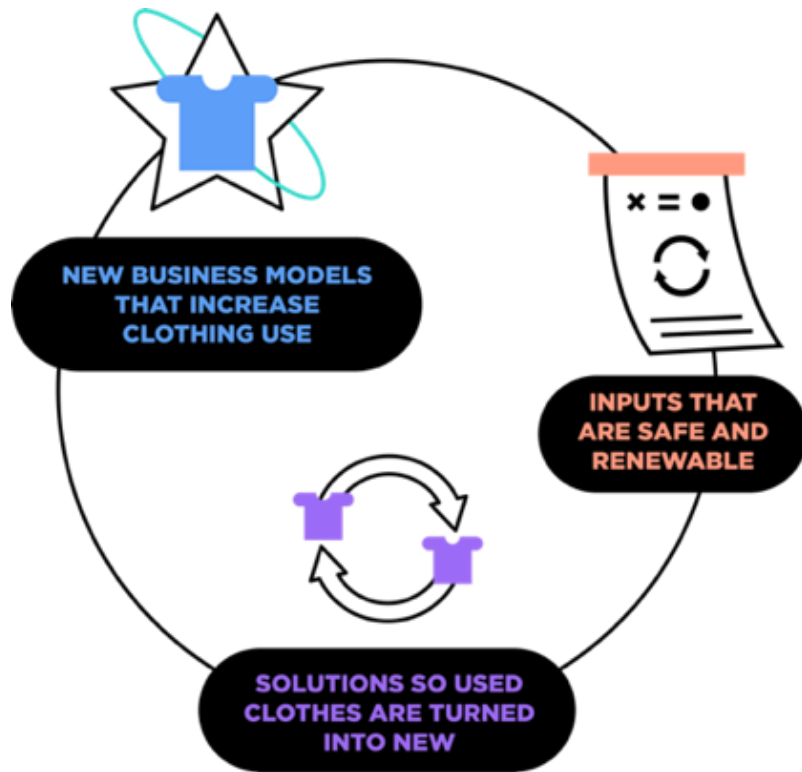
# A CIRCULAR ECONOMY REPRESENTS A MASSIVE OPPORTUNITY FOR THE INDUSTRY





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# MOVING TOWARDS A CIRCULAR ECONOMY FOR CLOTHES





## CORE PARTNERS

**BURBERRY**  
LONDON ENGLAND

Gap Inc.

H&M Group



## PHILANTHROPIC PARTNERS

**C&A Foundation**

