



Ellen MacArthur and the circular economy

“If we could build an economy that would use things, rather than use them up, we could build a future that really could work in the long term.”



On 7 February 2005 Ellen broke the world record for the fastest solo circumnavigation of the globe. She completed this journey in 71 days



On her voyage she started thinking about the way we relate to the planet and use its resources. This is where she came up with the idea of the circular economy

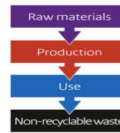


The Ellen MacArthur Foundation works through education, business innovation and thought leadership to accelerate the transition to a regenerative, circular economy.

The linear economy

Our economy looks something like this... We extract the raw materials, we make the product, use the product and then dispose in landfill Take-make-waste

Linear economy



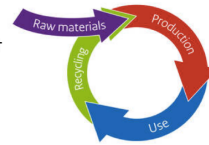
The reuse/ recycling economy

At best our economy looks something like this... We extract the raw materials, we make the product, use the product and then recycle

The circular economy

A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

Circular economy



Benefits of the circular economy

48% REDUCTION OF CARBON DIOXIDE EMISSIONS BY 2030

€3,000 INCREASE IN DISPOSABLE INCOME PER ANNUM FOR EU HOUSEHOLDS

47% REDUCTION IN TRAFFIC CONGESTION IN CHINA'S CITIES

Examples of the circular economy in action

- TIMBERLAND: FROM TIRES TO SHOES**
Timberland has partnered with, a tire manufacturer, and distributor to produce footwear using recycled tires.
- JOHNSON CONTROLS: RECYCLED BATTERIES**
Johnson Controls has managed to design a battery that is 99% recyclable, an incredible feat for a product so chemically complex and hazardous.
- VIGGA: A SHARED WARDROBE**
With a monthly subscription to VIGGA, customers get 20 pieces of children's clothing. Once the clothes don't fit anymore, they are returned and the customer receives another set one size bigger.
- RAW FOR THE OCEANS: UPCYCLING OCEAN TRASH INTO CLOTHING**
Pharrell Williams has joined the circular economy with his clothing line RAW for the Oceans, which recovers plastic found on the shoreline into wearable fashion.!



Evaluation- why is she a change maker?

Since the industrial revolution, the rapid pace of technological progress has continued. The resulting innovations mean that many now have access to products from all over the world at affordable prices. These products have brought many of us levels of material comfort unimaginable to previous generations. But our way of doing things as met it's limit.

We must transform all the elements of the take-make-waste system: how we manage resources, how we make and use products, and what we do with the materials afterwards. Only then can we create a thriving economy that can benefit everyone within the limits of our planet.

These changes are essential to everyone, the planet and the long term functioning of our economy. The **importance** of the concept is clear.

Many businesses and governments are adopting these changes but for the changes to be **profound** and **durable**, a far wider audience needs to adopt the concept. The Ellen MacArthur is working on business training models and education for schools to develop the vision, skills and mindsets needed to transition to a circular economy.