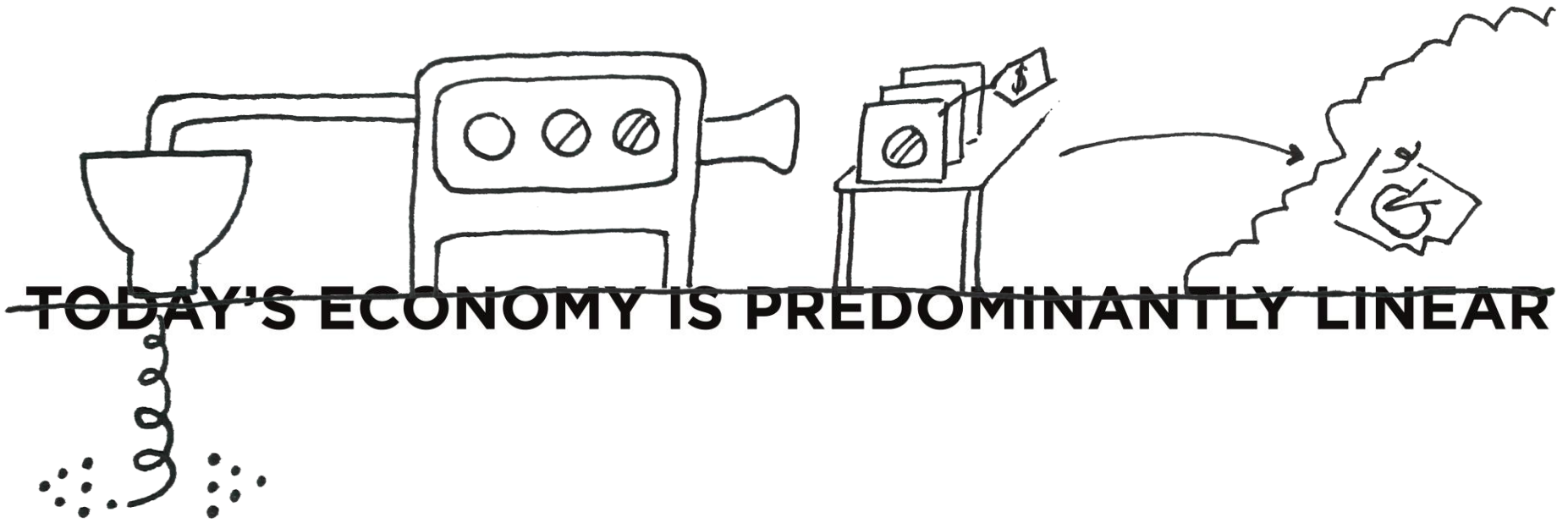
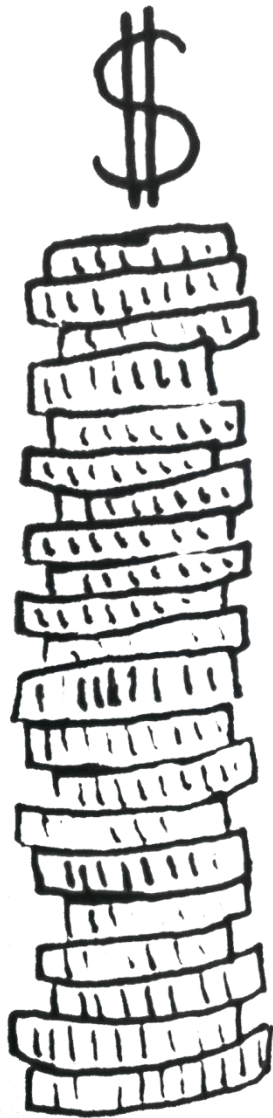
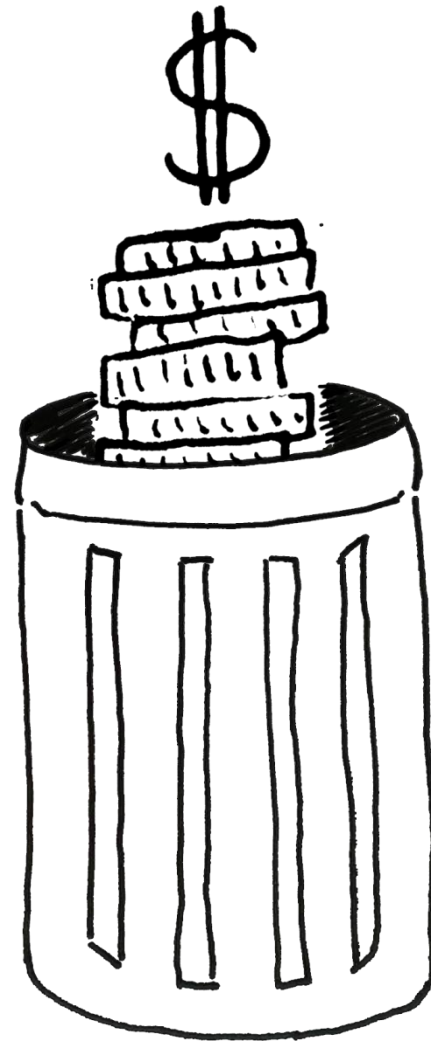


ELLEN MACARTHUR FOUNDATION
Rethink the future





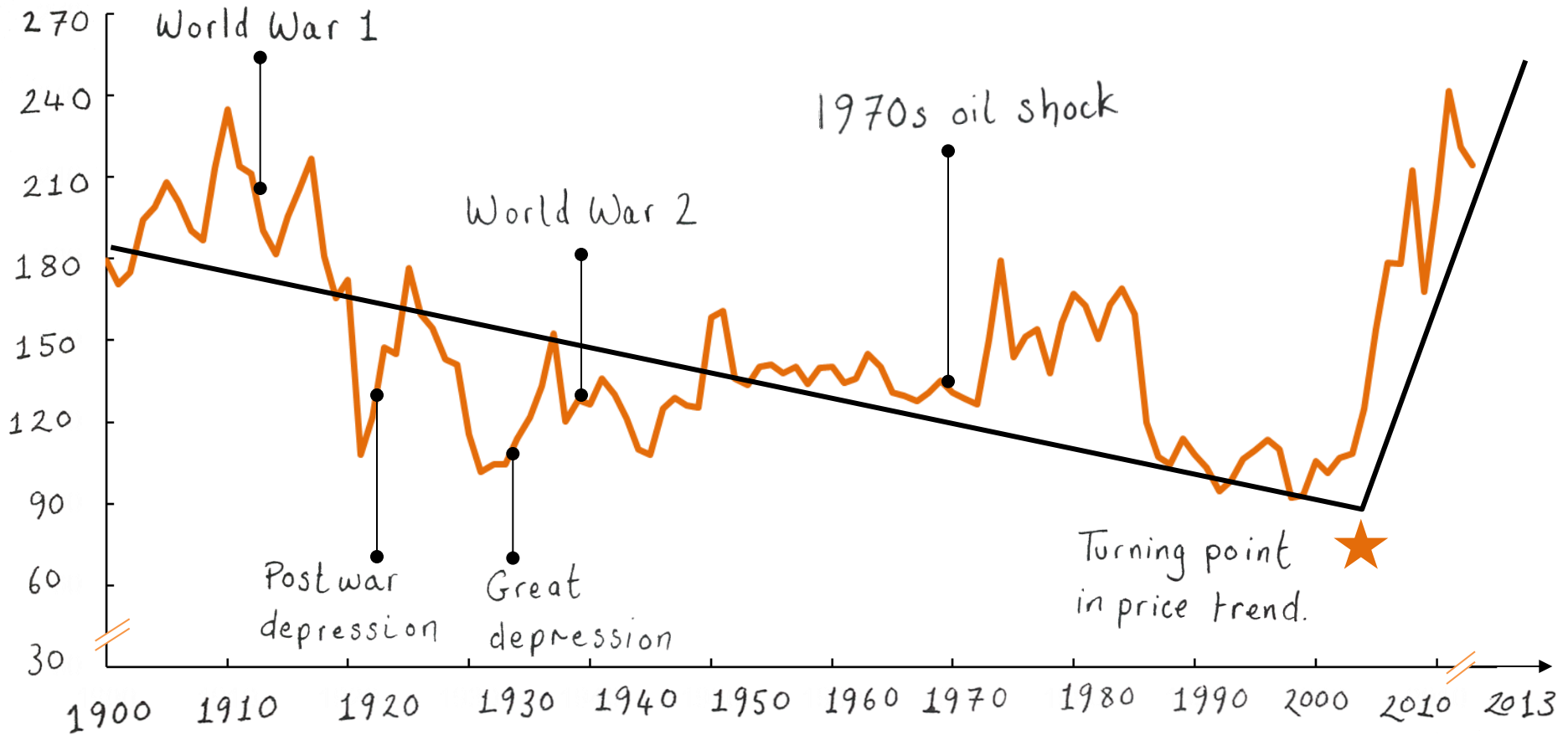
\$ 3.2 trillion
value



\$ 2.7 trillion
lost as waste.

MCKINSEY COMMODITY PRICE INDEX ¹

INDEX: 100 = YEARS 1999 - 2001 ²



¹ Based on the arithmetic average of four commodity sub-indices: food, non-food agricultural items, metals, and energy.

² Data for 2013 are calculated based on the average of the first three months of 2013.



Brussels, 17 December 2012

MANIFESTO FOR A RESOURCE-EFFICIENT EUROPE

In a world with growing pressures on resources and the environment, the EU has no choice but to go for a transition to a resource-efficient and ultimately regenerative circular economy. Our future jobs competitiveness, as a major importer of resources, are dependent on our ability to get more added value from the resources we use. Our future value added will be determined by our ability to achieve overall decoupling, through a systemic change in the use and recovery of resources in the economy. According to the OECD, this could lead to steady economic growth with business opportunities across the economy.

biological

ENERGY

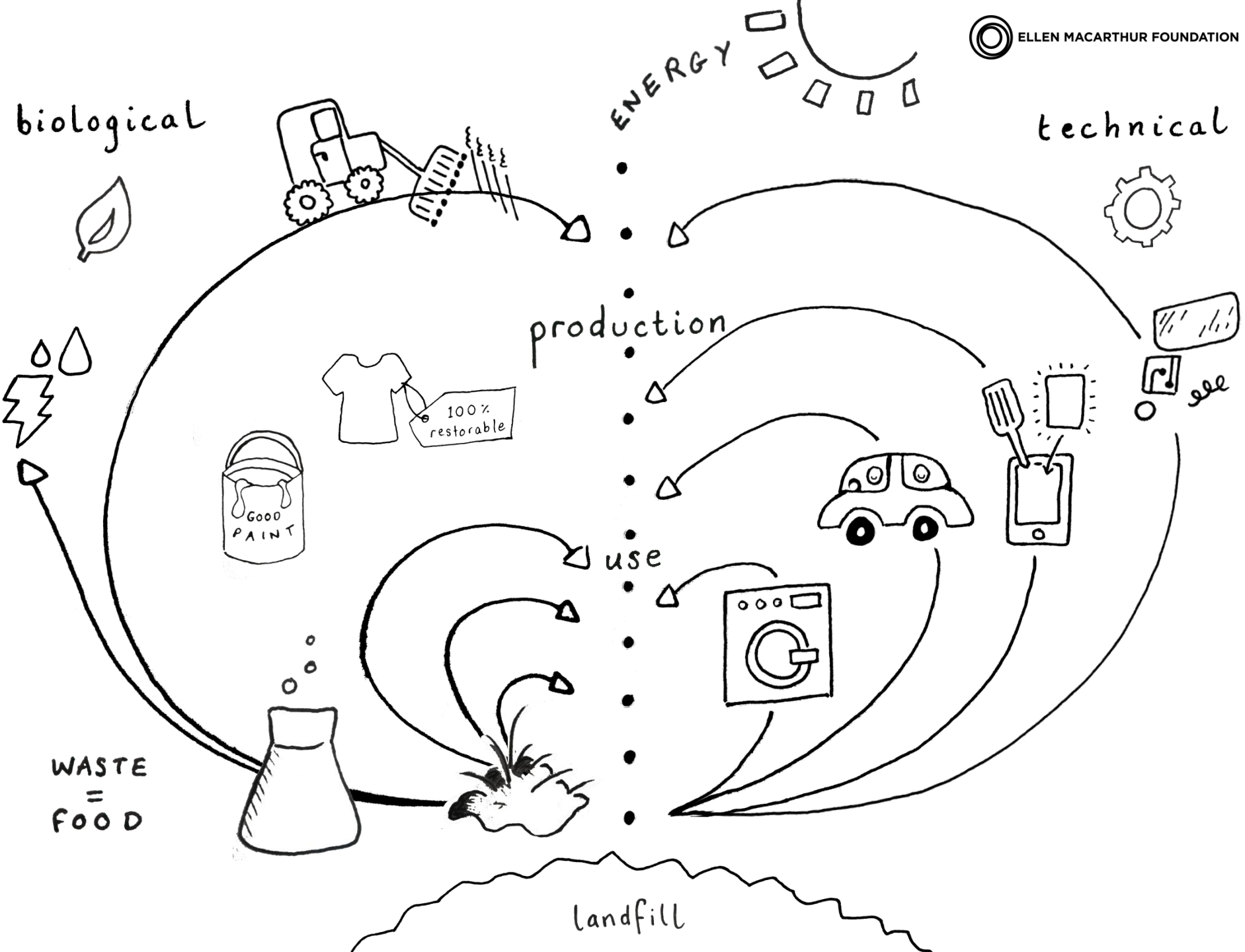
technical

production

use

WASTE = FOOD

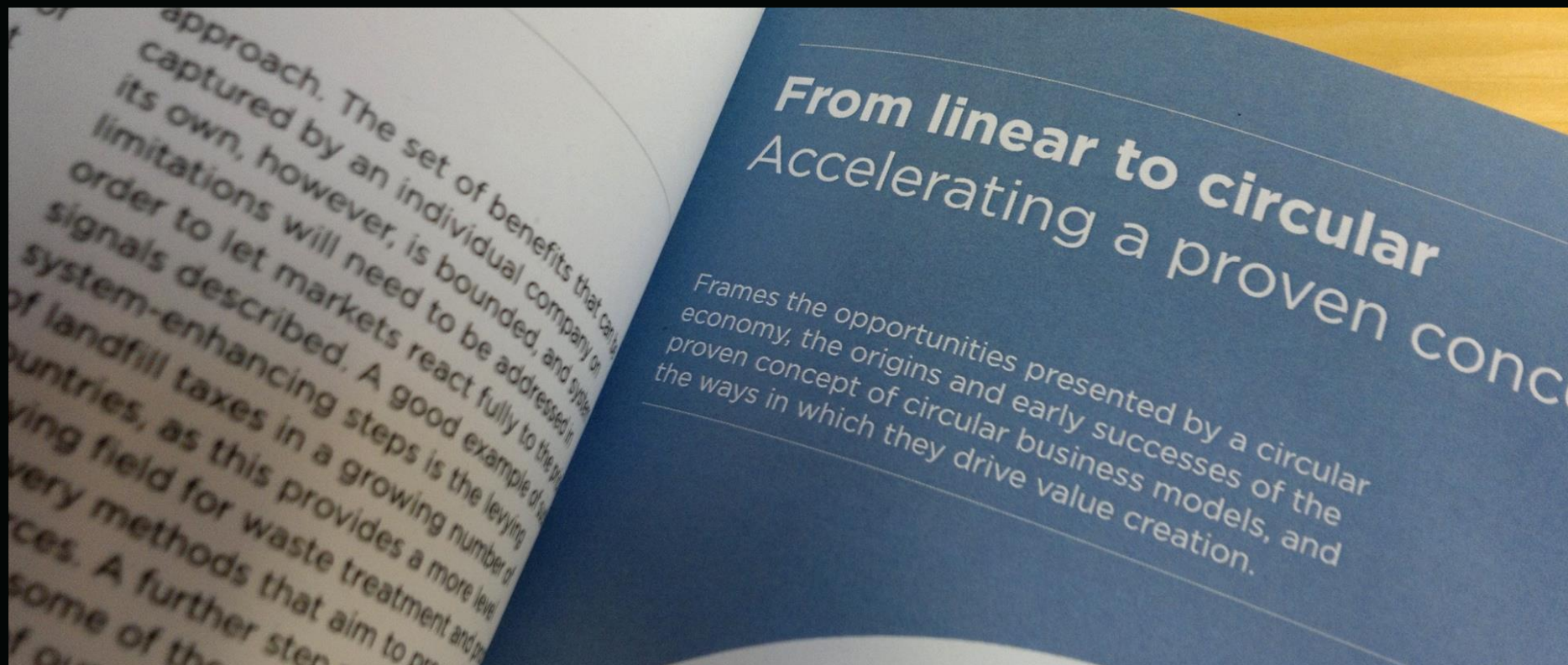
landfill

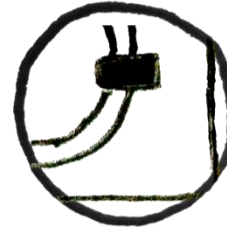
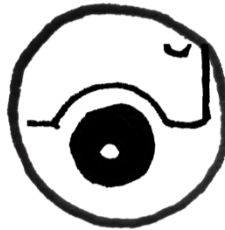
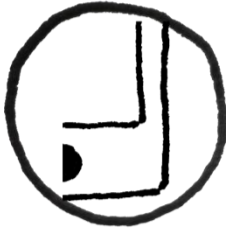
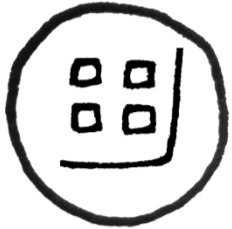
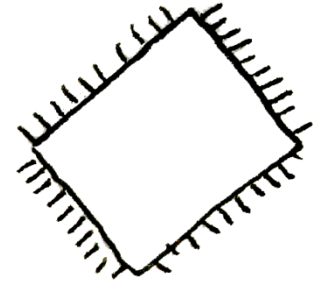
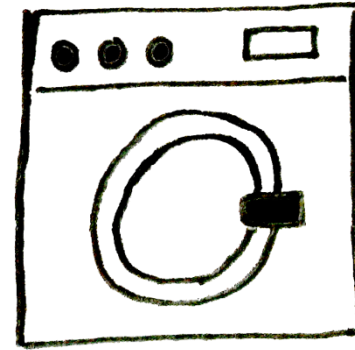
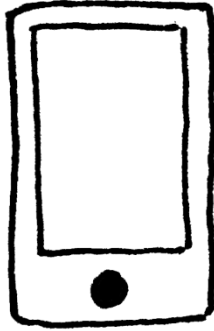
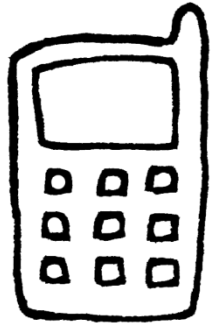


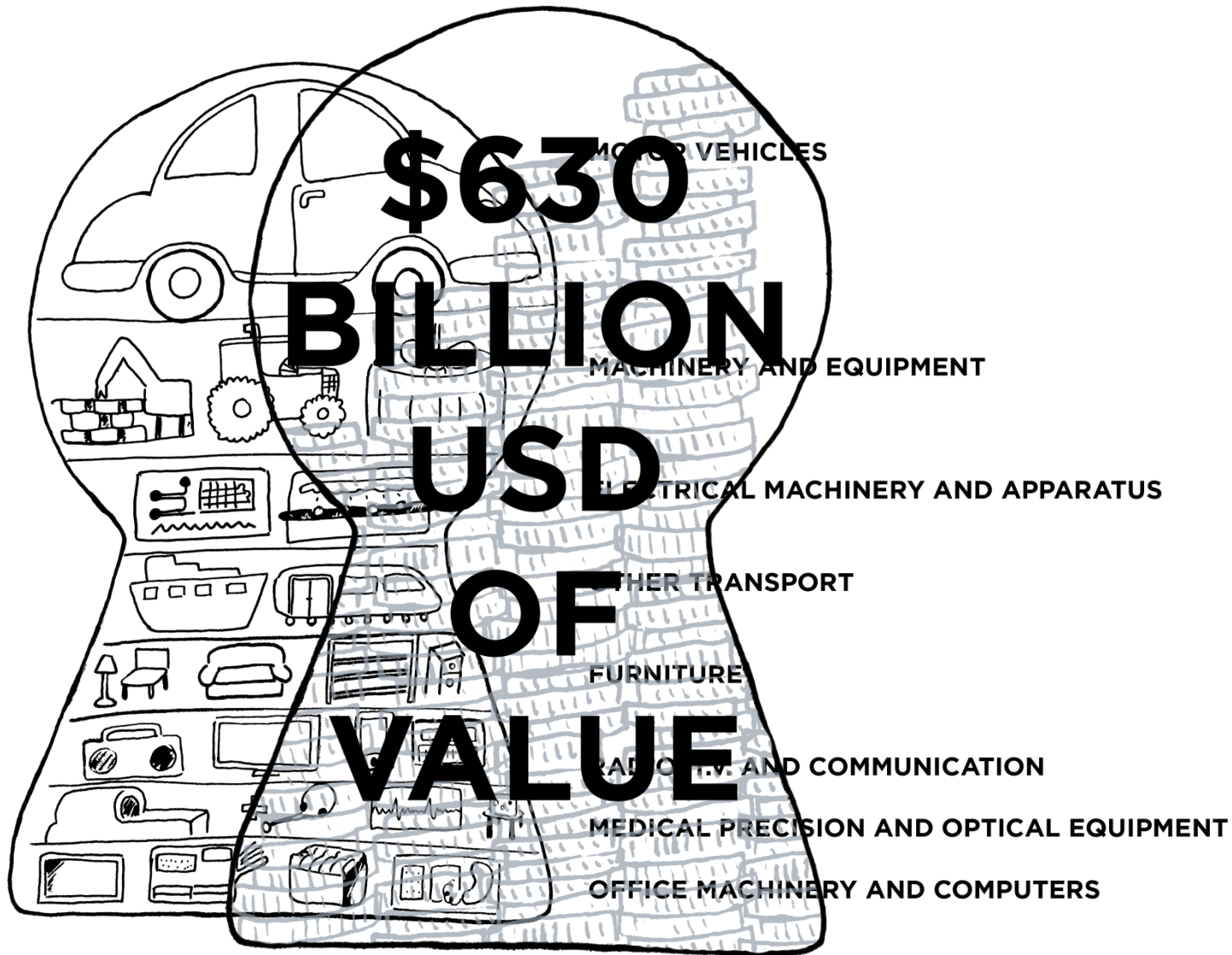
“Towards the circular economy”

A report by the Ellen MacArthur Foundation
Featuring analysis by McKinsey & Co.

Launched at the World Economic Forum, Davos, January 2012







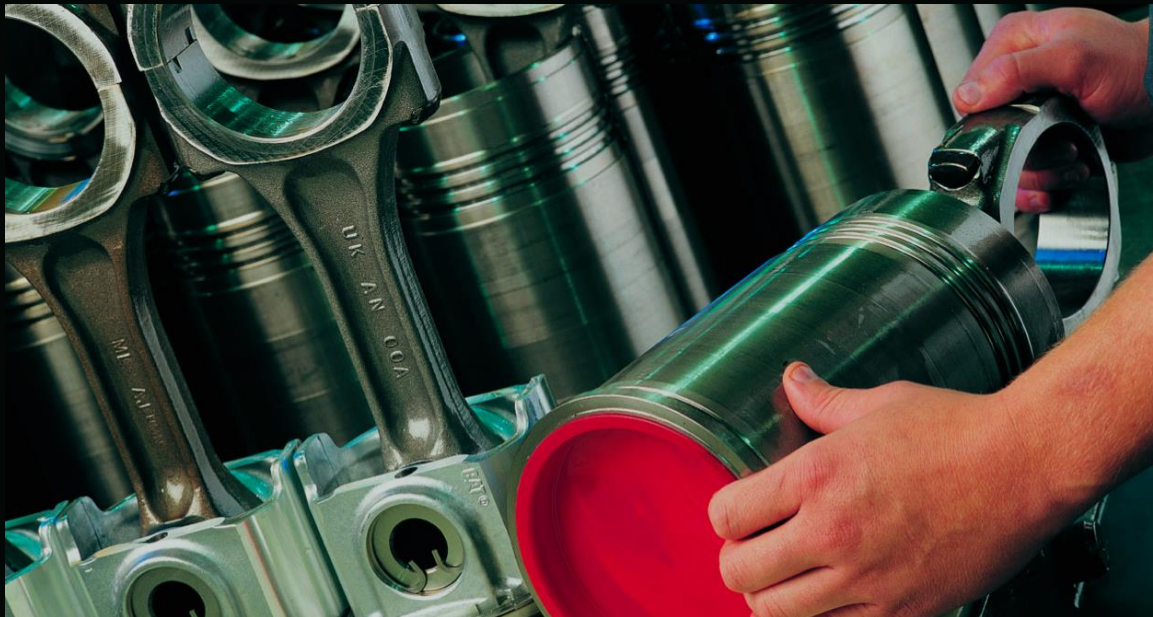
4 main levers...

Design for re-use, remanufacture and multiple useful lives

Enabling business models favouring access over ownership

Reverse logistics and associated infrastructure

Cross-sector and cross-industry collaboration





Participate Collaborate Innovate

Welcome to the European Phosphorus Platform. One of Europe's mayor challenges in the 21st century is the availability of the irreplaceable natural resource Phosphorus. Phosphorus is essential for our worldwide food security. It can and should be treated in more sustainable ways.

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Janez Potočnik, European Commissioner for the Environment:

'Dealing with the Phosphorus Challenge today helps us save money tomorrow'



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The phosphorus challenge

P-fact
1



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CO2 +ve fertiliser, 3 years full-scale struvite recovery Berlin. See SCOPE101 <http://t.co/DrYouZqYj4> Berliner Pflanze <http://t.co/vHbRS2ChuK>

by Phosphorus Platform

But a number of barriers for SMEs

Acquiring knowledge and building capacity

Flexibility to adapt and trial new designs or business models

System conditions still very favourable to throughput model

Fragmented innovation, lack of dialogue



CIRCULAR ECONOMY KEY STAKEHOLDERS AND ENABLING RELATIONSHIPS



THE CE100 PROGRAMME BRINGS TOGETHER KEY STAKEHOLDERS WITH ENABLING INTER-RELATIONSHIPS

