



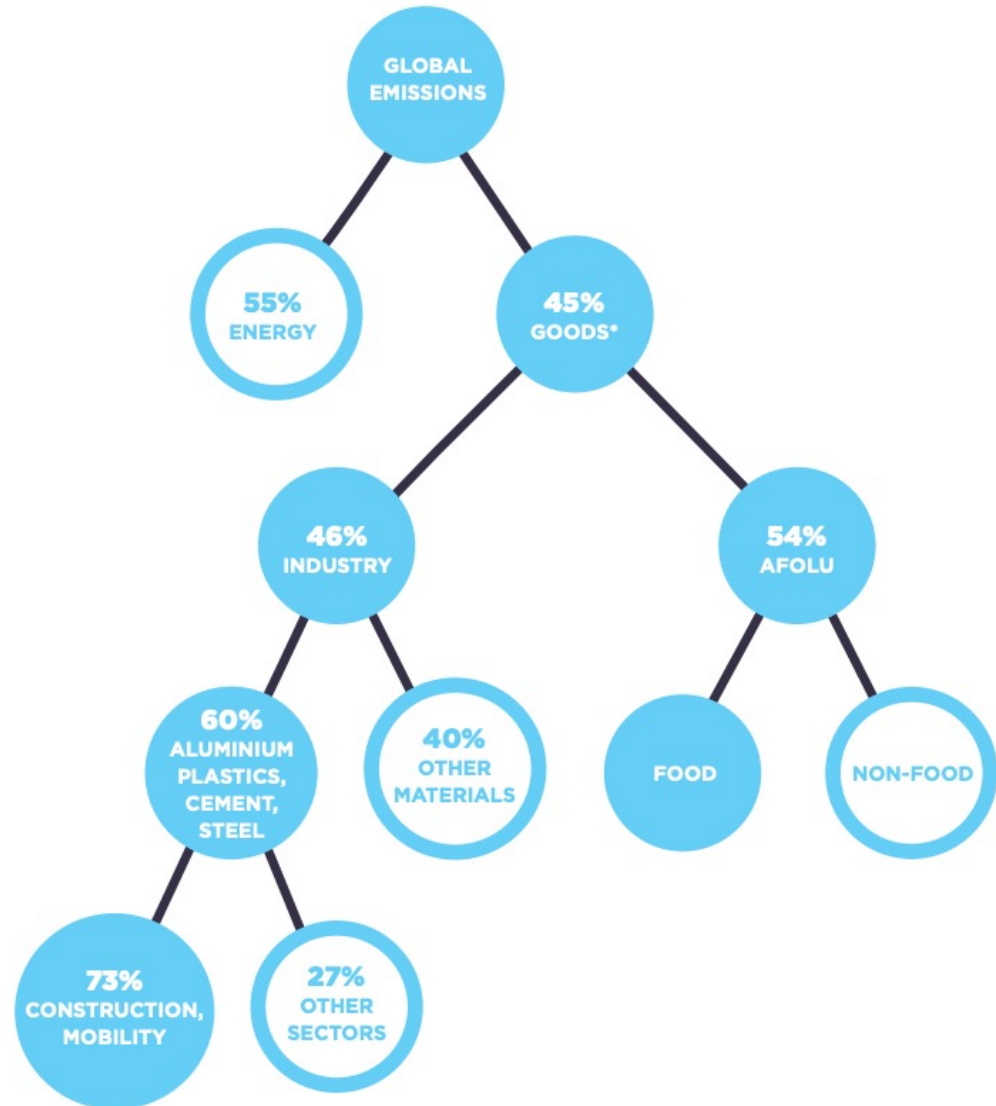
Climate change, circular economy are interlinked and sustainable development as a whole

**Anneli Ohvril
4 December 2021**

CLIMATE CHANGE IS OUR EVERYDAY LIFE

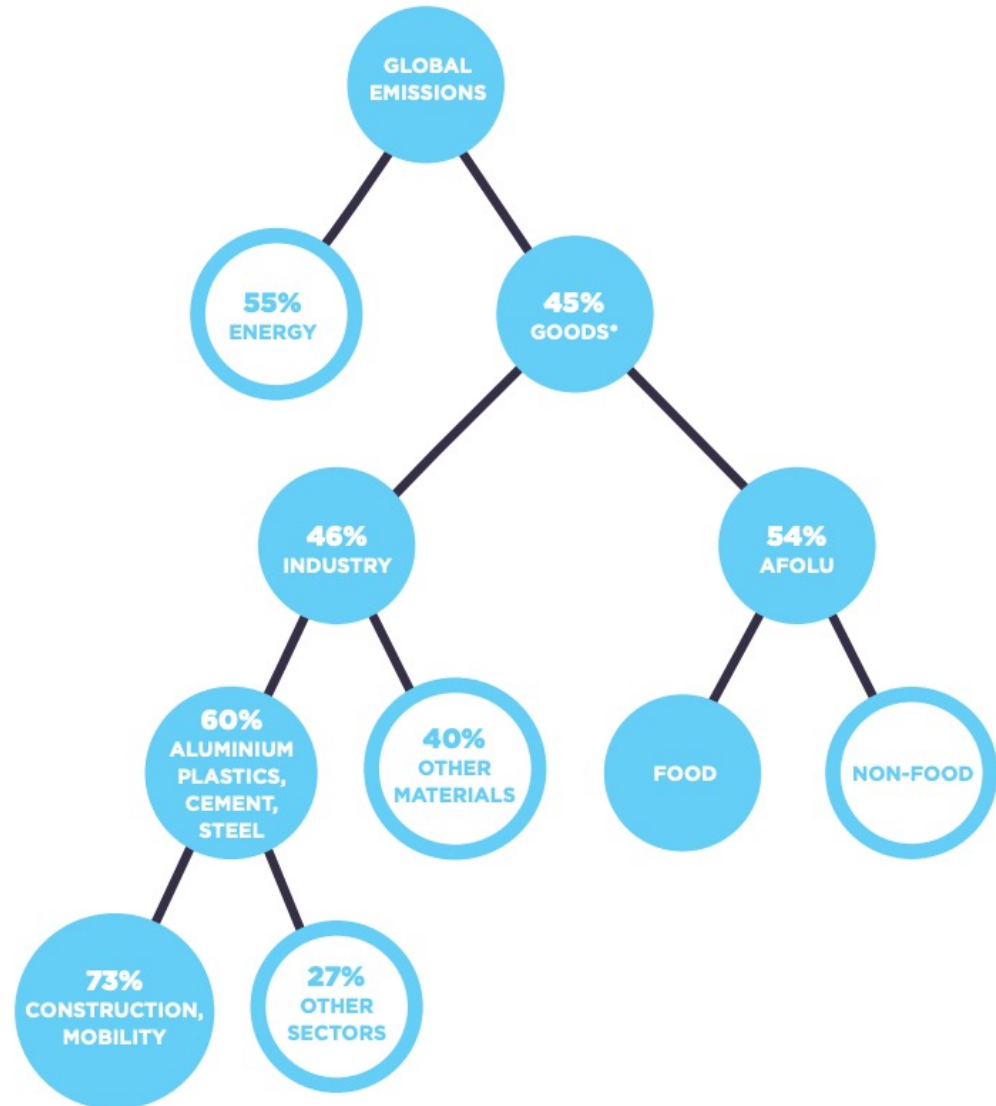
45% of global carbon emission

comes from producing the clothes, food, cars and other products we use every day.



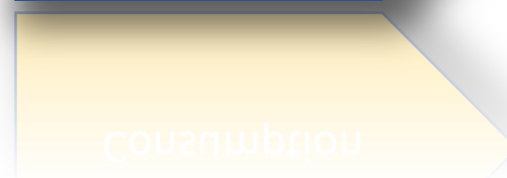
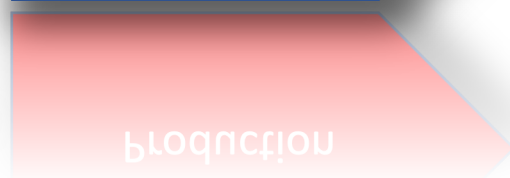
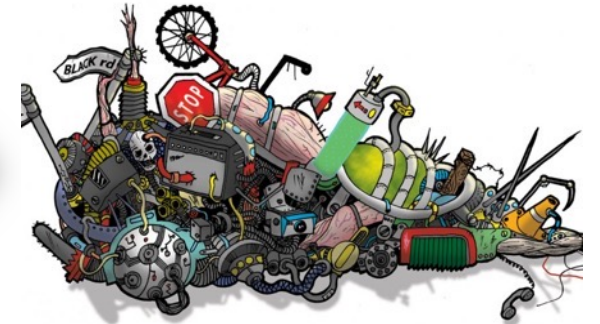
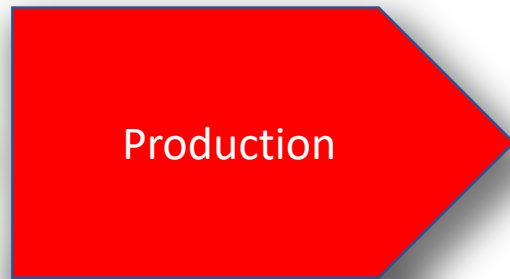
Eliminating waste in the food industry would reduce annual emissions by 1.4 billion tonnes by 2050!

That's more than the entire airline industry pre-COVID.



WHY WE HAVE A CLIMATE CHANGE

Linear economy as systemic failure



Low prices for virgin materials

Increasing population

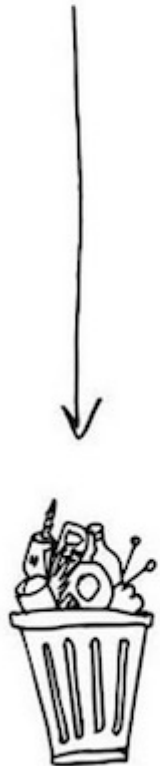
Invention of plastic

This is not about saving our planet, it's about saving ourselves. The truth is, with or without us, the natural world will rebuild.

David Attenborough

RECYCLING IS NOT A SOLUTION

LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



- Relying on recycling alone is not the solution for a waste-free world.
- We need a systemic shift in our approach to resources, drastically reducing the amount of waste created, preserving all resources at their highest quality by reusing what we can, and recycling or composting everything else.
- We need to turn linear models into circular ones—maximizing reuse, repair, refurbishment, recycling, composting, or any process that retains the value of materials.

CIRCULAR ECONOMY

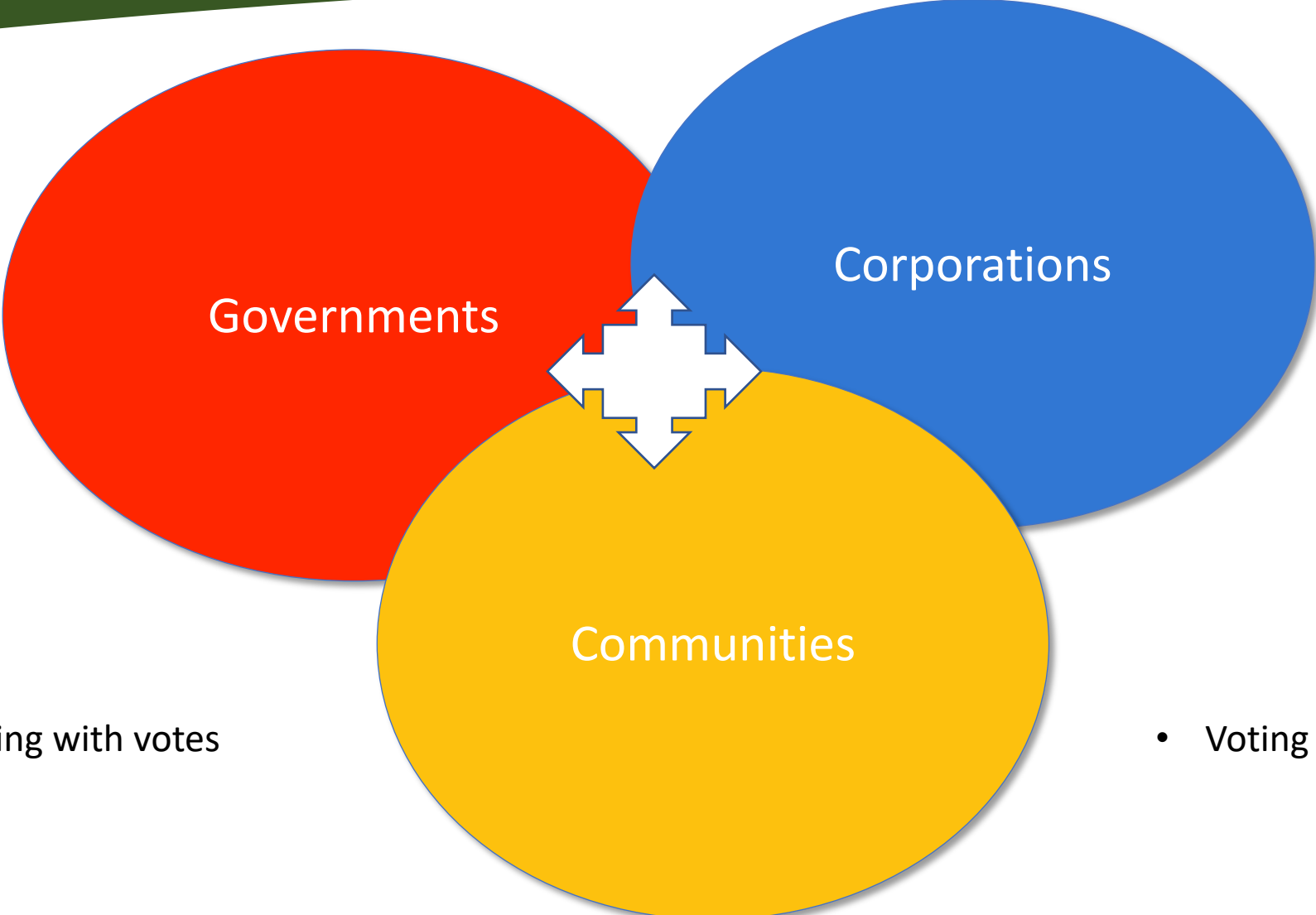
3 PRINCIPLES OF CIRCULAR ECONOMY:

- 1. ELIMINATE WASTE**
design out waste and pollution
- 2. CIRCULATE**
close the loops,
keep products and materials in use
- 3. REGENERATE**
regenerate natural systems



Challenge: a systemic change

- Legislation
- Investments
- Vision



- Waste-free products
- New business models

• Voting with votes

• Voting with money

Waste is not waste until it is wasted



- Sorting - minimise the leakage of resources from circular models.
- Lets separate and recycle what we can, so that the life of these materials can be extended
- Aim is to reuse, repair, redesign, recycle 100%

RETHINK



Some questions to consider:

- What are your purchases made of? Do you know their source?
- What is the impact of the product?
- What means 'eco,' 'sustainable,' 'organic' or 'green' in real?
- Do you need to buy new clothes, gadgets, and gear, or can you do without it, borrow it or buy it second-hand?
- How much waste do you generate each week? How can you generate less?
- What makes you truly happy?

REFUSE



- **This simply means saying NO.**
- Refusing materials is the primary way to lower our impact on landfills.
- Start refusing plastic bags, straws, single-use water bottles, any other single use plastic, coffee cups, cosmetic with microplastic, meat, clothes with poor quality, packages etc etc

REDUCE



- **Do I want it, or do I need it?**
- Only buy things if strictly needed
- **Rent** items instead of buying them
- Choose products **built to last**
- Buy **large economy-sized** products
- Buy new electronics only when they're **needed**
- Buy **local** products

REUSE



- The reusability of an item determines its value throughout its whole life-cycle.
- Start to replace all single-use items with reusable ones
- Buy second-hand items
- Give outgrown clothing to friends or charity
- Repairing clothing is a simple skill that can be learned.
- Reuse packaging when you can
- Replace disposable diapers with washable ones

RECYCLE



- Recycle what you can, and choose products made from recycled materials. Products made from recycled materials are a better choice than those made of virgin materials.
- **Many materials can only be recycled a certain number of times.**
- it is important to prioritize other options (**refuse, reduce, reuse**) over recycling wherever you can.

Change is not a goal, it's a journey.

Let's aim for the smallest possible footprint on
the planet in everything we do!