

# Circular Economy Principles Overview

The nine categories in the consumption production chain.



## ReThink Materials

Biobased Material • Biodegradable Material  
Recycled Material • Dematerialise  
Upcycle Waste Streams



## Product ReDesign

Modularity • Longevity • Design for Repair  
Design for Sharing • Design for Reuse  
Open Ended • Mono Materials



## Smart Production

Refurbish • Produce On Demand  
Tailor Made Products  
Lean Manufacturing



## Distribution

Product/Service Offering  
Hack Logistics • DePackage  
RePackage



## Use Phase

Sharing/Redistribution • Repair & Upgrade  
Spare Parts • Collective Ownership  
Data Capturing



## Collecting

Take Back Program  
Residual Value



## Pricing Model

Pay per Use • Rent/Lease  
Buy one, Compensate • Reusable Discount  
Revenue on Saving



## Partnerships

Product/Material Data • Certified Partners  
Group Purchasing • Circular Tender  
Industrial Symbiose

Fair • Transparency • Local • Carbon Neutral • Animal Friendly/Vegan  
Neighbourhood • Simplicity • Ocean Friendly



**Mindsets**