

Circular Economy



Smarter use and manufacturing of products

Extending the lifetime of products and product parts

Effective valorisation of materials

R0 Refuse

Make product redundant by abandoning its function or by offering the same function with a radically different product

R1 Rethink

Make product use more intensive (e.g. by sharing product)

R2 Reduce

Increase efficiency in product manufacture or use by consuming fewer natural resources and materials

R3 Reuse

Reuse by another consumer of discarded product which is still in good condition and fulfills its original function

R4 Repair

Repair and maintenance of defective product so it can be used with its original function

R5 Refurbish

Restore an old product and bring it up to date

R6 Remanufacture

Use parts of discarded product in a new product with the same function

R7 Repurpose

Use discarded product or its parts in a new product with a different function

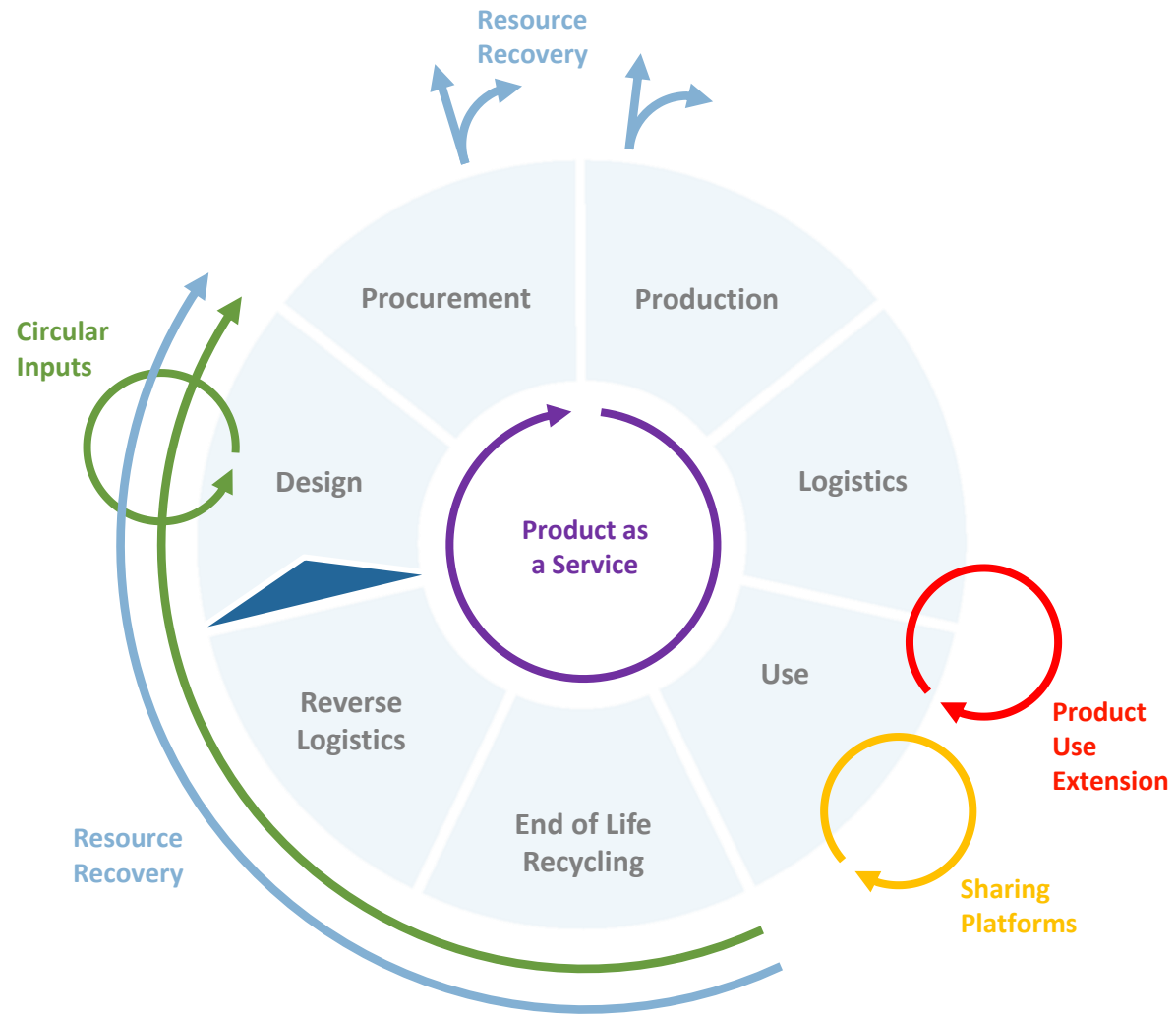
R8 Recycle

Process materials to obtain the same (high grade) or lower (low grade) quality

R9 Recover

Incineration of material with energy recovery

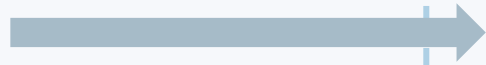
Linear Economy



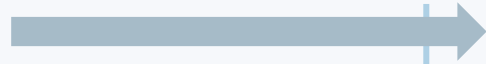
Enabler



Circular Business Models

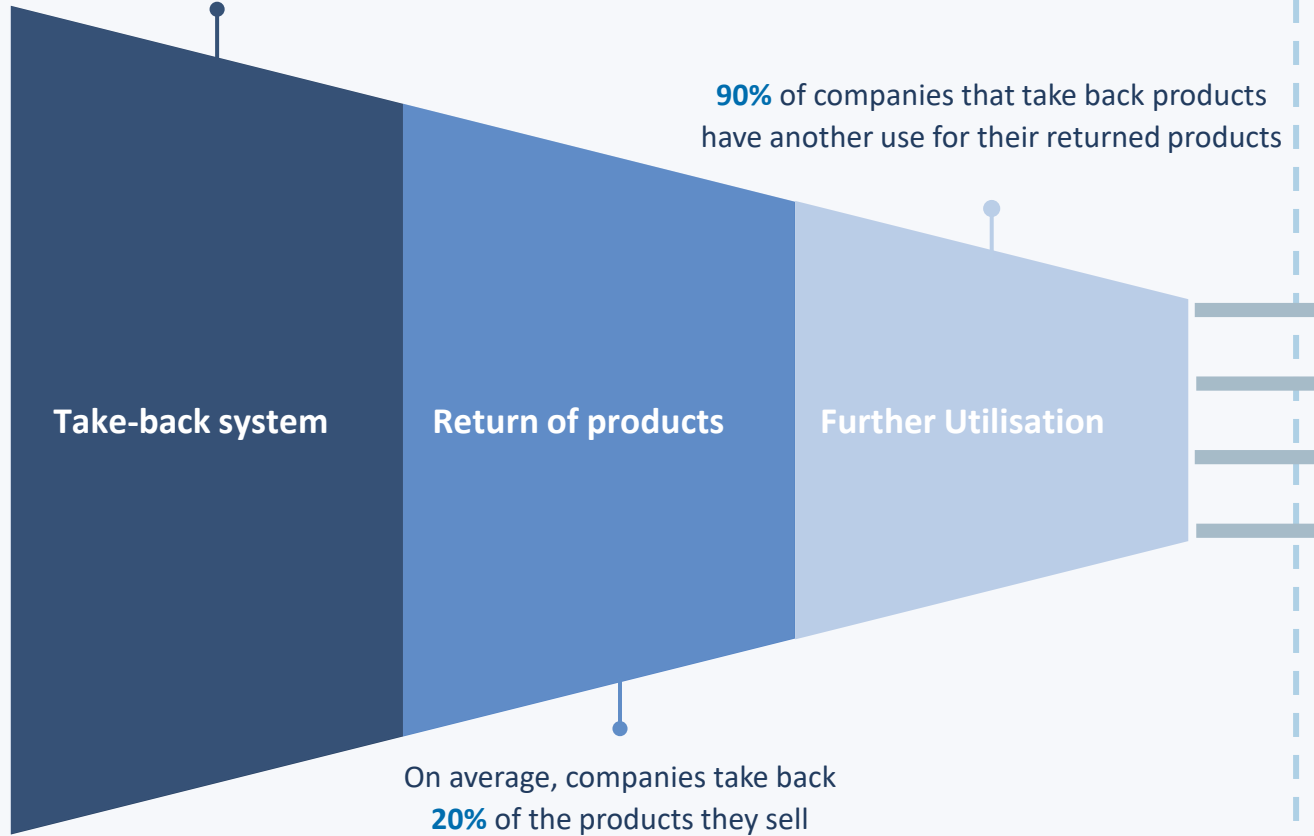


Efficiency increase



Product life extension services

40% of companies take products back from their customers



90% of companies that take back products have another use for their returned products

On average, companies take back 20% of the products they sell

R-Strategies



Reuse: 66%

Repair: 61%

Refurbishment: 41%

Remanufacturing: 39%

Repurpose: 8%