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# Ellen MacArthur Foundation & circular economy

milestones,  
activities &  
perspectives

@jossbleriot



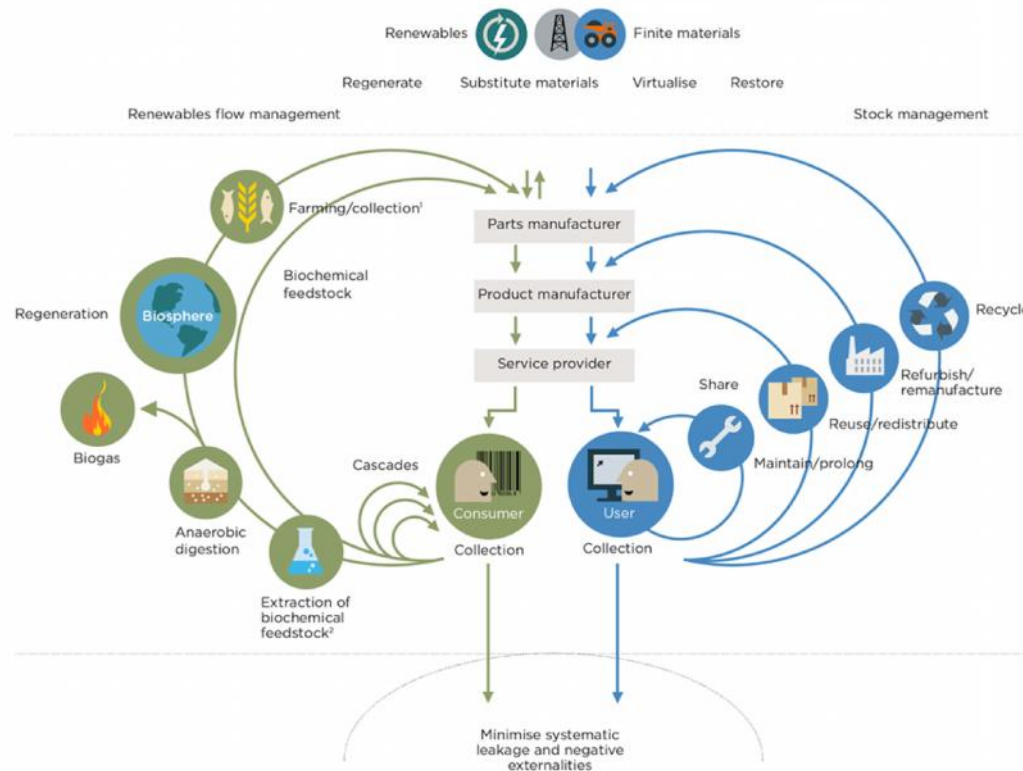


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1. Hunting and fishing
2. Can take both post-harvest and post-consumer waste as an input

SOURCE: Ellen MacArthur Foundation, SUN, and McKinsey Center for Business and Environment; Drawing from Braungart & McDonough, Cradle to Cradle (C2C).



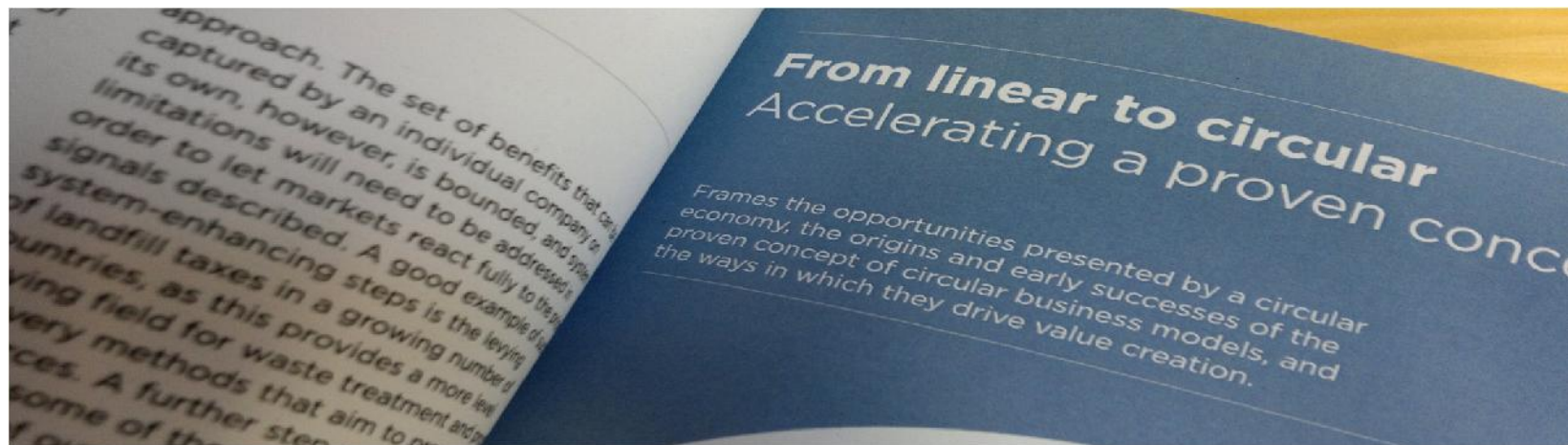


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# “Towards the circular economy”

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

Launched at the World Economic Forum, Davos,  
January 2012







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MEMO

## MANIFESTO FOR A RESOURCE-EFFICIENT EUROPE

Brussels, 17 December 2012

In a world with growing pressures on resources and the environment, the EU has no choice but to go for  
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  
achieve overall decoupling, through a systemic change in the use and recovery of resources in the e  
According to the OECD, this could lead to steady economic growth with business opportunities across r  
economy.

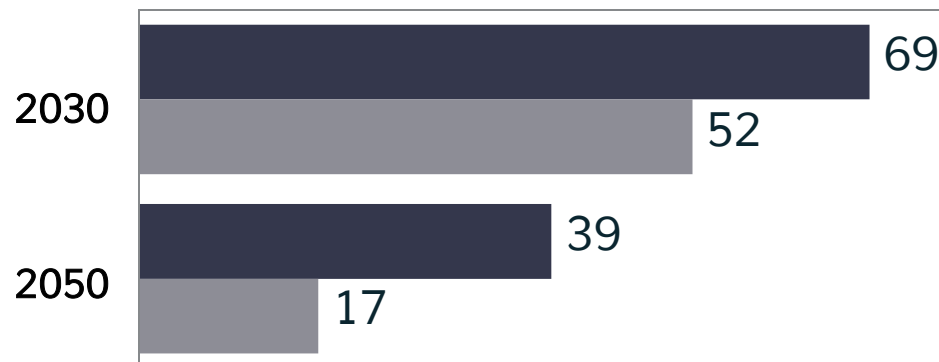


# Comparison of potential development paths: impact on the environment

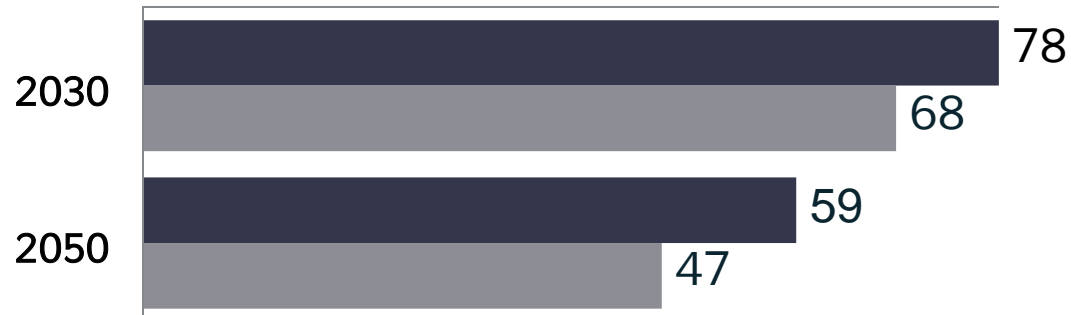
EU-27, indexed (2012 = 100)

■ Current development scenario  
■ Circular scenario

CO2 Emissions



Raw Materials Consumption





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# 350+ signatories

More than **150 businesses**, representing  
20% of all plastic packaging used globally

**16 governments**, from local to national  
across 5 continents





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*CITIES & CIRCULAR  
ECONOMY FOR FOOD*





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**CE100**