



# Alana Sinclair

Co-ordinator

Cambridge Carbon Footprint

A man in a red t-shirt is looking towards the camera. He is sitting at a table in a workshop or community center. In the background, a woman with glasses is working on a piece of fabric. There are sewing machines and various tools on the table. A sign on the table says "Fix-It Challenge".

# WHAT IS CIRCULAR CAMBRIDGE?

- A 6 month season of events & activities
- Celebrating and demonstrating the circular economy
- And a Circular Cambridge Fair



## HOW DO I TAKE PART?

**Run an event**

(activity, information campaign , waste reduction scheme...)

**Tell us about it**

**Join us for the Circular Cambridge Fair?**



# WHAT SUPPORT IS AVAILABLE?




Circular Cambridge is a season of events that celebrates progressive ways to design, manufacture, access and reuse the things that we want and need in our lives.


## Circular living is

  
Rethinking ownership

A new 'access over ownership' generation wants: the hole in the wall but not the drill, MUD rent jeans for a season, and more.

  
Consuming differently

Shops like MUD Jeans are helping us consume differently. MUD rent jeans for a season, and more.

  
Sharing cities

In response to environmental pressure and to strengthen communities Seoul has introduced a sharing economy.

  
Innovative business

Companies like Argos are seeing value in unwanted products and are encouraging customers to donate them.

• Publicity

• Bulletins

• Website

• Flyers / posters

• Speakers

• Challenge