

# The Circular Economy

*Anne Miller*

*The Creativity Partnership*

- What is it?
- Why is it important?

# What is it?

- *“Getting more of what we actually want, for less of what we don’t”.*
  - More usefulness, fun etc
  - Less waste, pollution, resource use, (money).



**CIRCULAR ECONOMY**  
saving resources, creating jobs

# 1: Environmental benefits



Leaving scarce resources in the ground



Reducing waste



Reducing climate change



Reducing pollution

## 2: Economic benefits



New “sharing economy”



“De-materialisation”



Re-use



Local jobs in repairing

### 3: Social benefits

- Less stressful
- Sociable
- Creative
- More individual
- Simpler
- Better quality
- (Cheaper)



De-cluttering



Up-cycling



Swopping not shopping