

**How circular economy is
shifting linear thinking**

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GIOIN | Rome, October 2018

83%

Of people said they don't associate the word **sustainability** with *cool*

In 2030, circular economy is supposed to create...



... a net income of **€ 1.8T+**, meaning



+ € 3,000 household income



2M+ new jobs



an estimated annual total material savings potential of **€1T+**

LINEAR ECONOMY



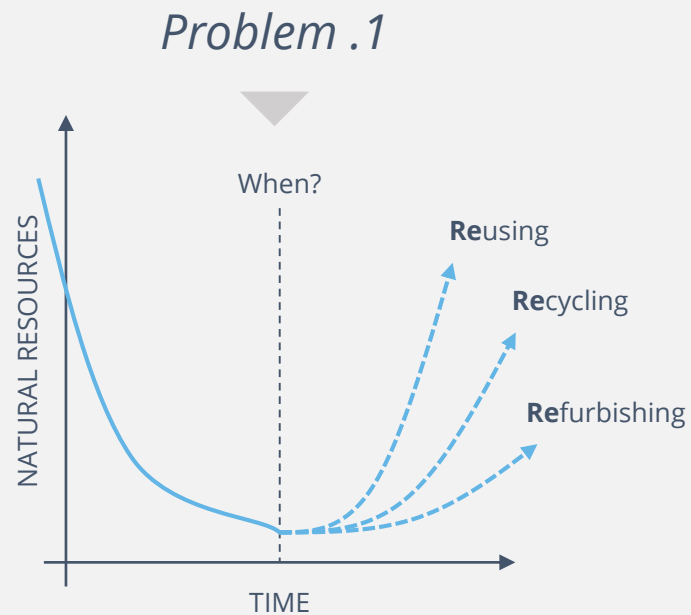
RECYCLING ECONOMY



CIRCULAR ECONOMY



Linear thinking means ...



Natural resources will be exhausted <10 years (est.)

Biodiversity loss

Land degradation

Ocean pollution

Climate change

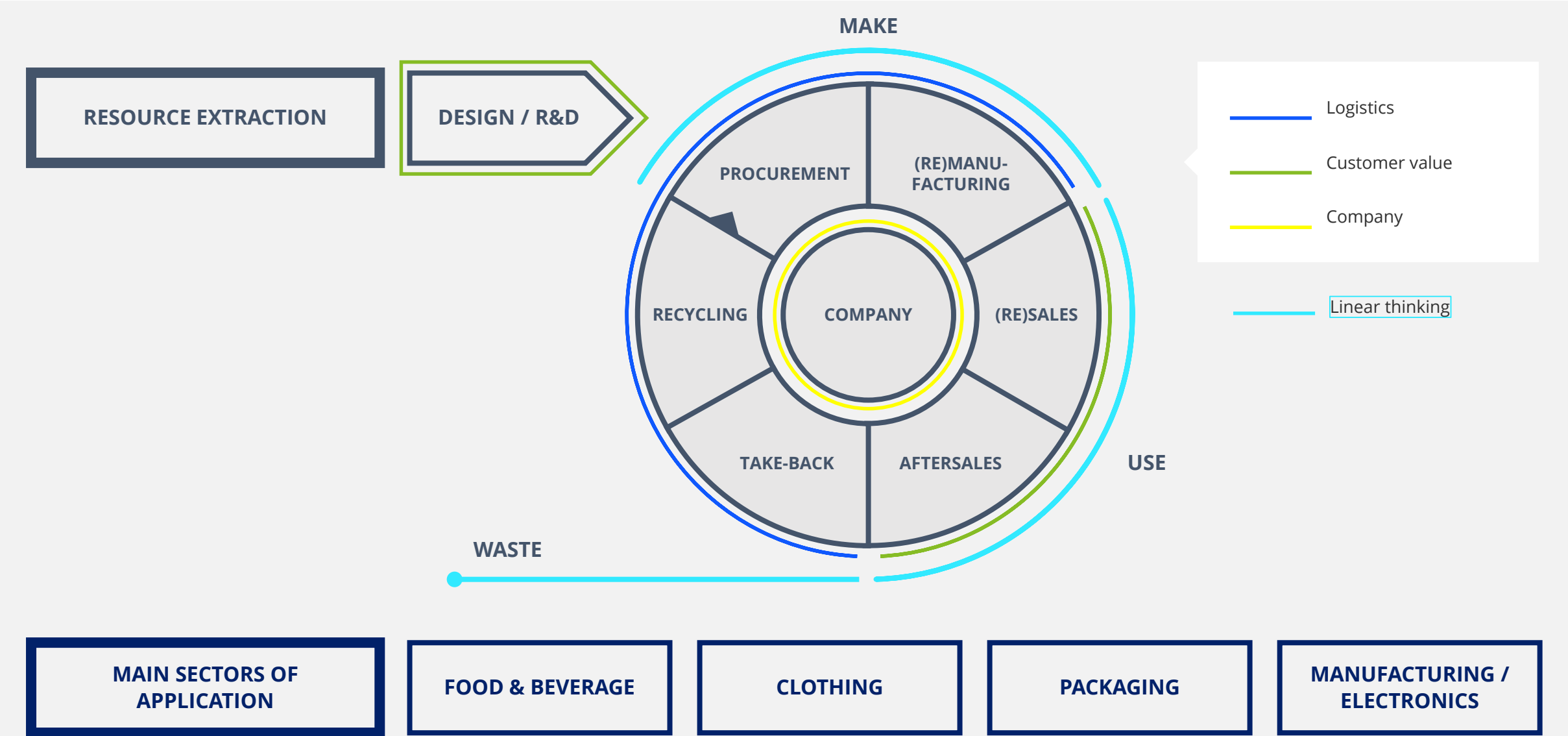
10k+ species gone /year

95% of land will be degraded by 2050

8M+ metric tons of plastic /year

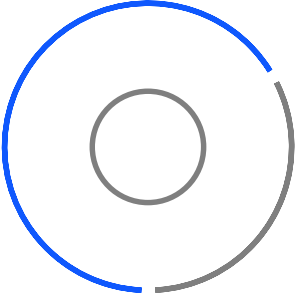
Arctic ice is declining 12.8% /decade

Circular thinking means



Circular thinking means

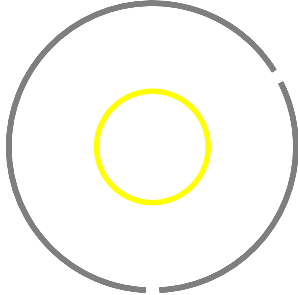
Examples



Logistics



Customer value



Company

SOME OUTSTANDING PLAYER



patagonia



H&M



zalando



DriveNow

PHILIPS

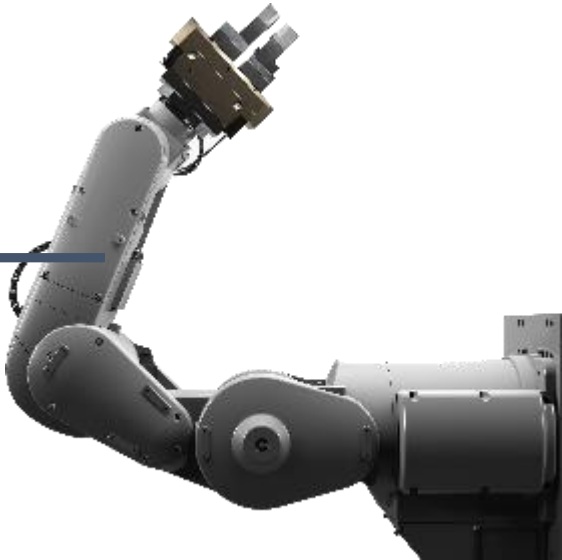
Circular thinking means

Examples - Apple

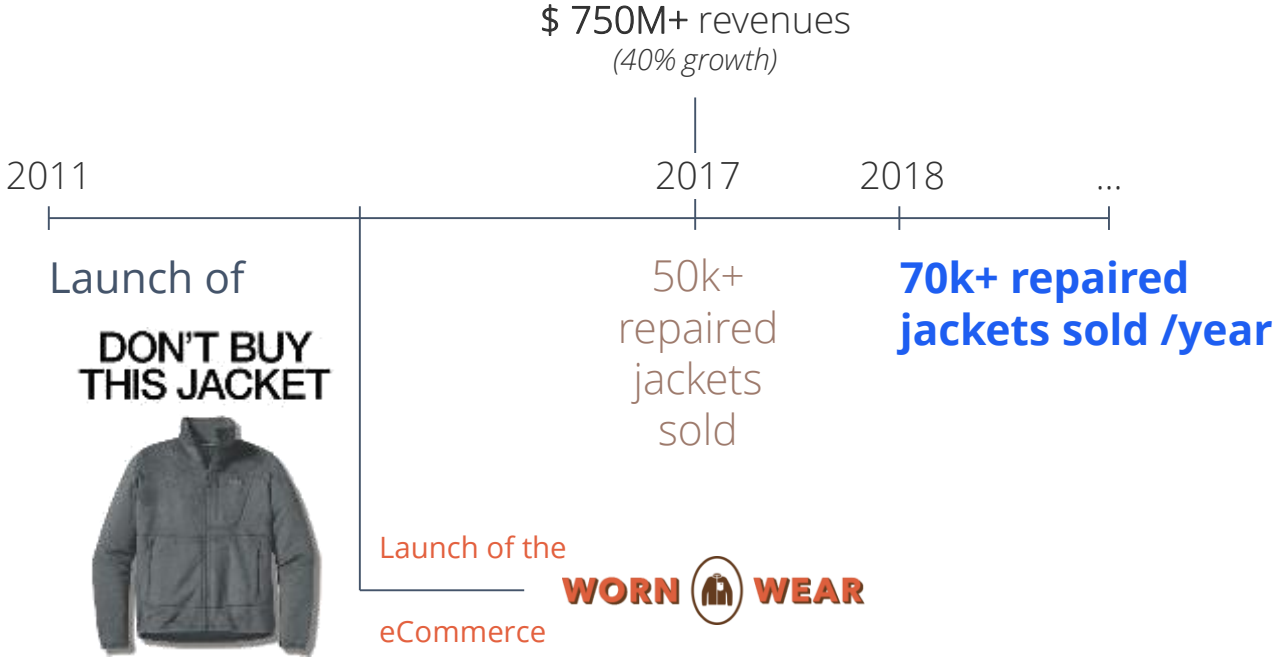


Rethink materials _____

Mining less from the earth.
And more from old devices



Circular thinking means Examples - Patagonia



Circular thinking means Examples - Adidas



NEW PRODUCTS

- ULTRABOOST RUNNING SHOES
- JUVENTUS FC JERSEY



INCREASED SALES

+ 5M OF SOLD SHOES @ €180 /PAIR
(11M 2019 ESTIMATED)

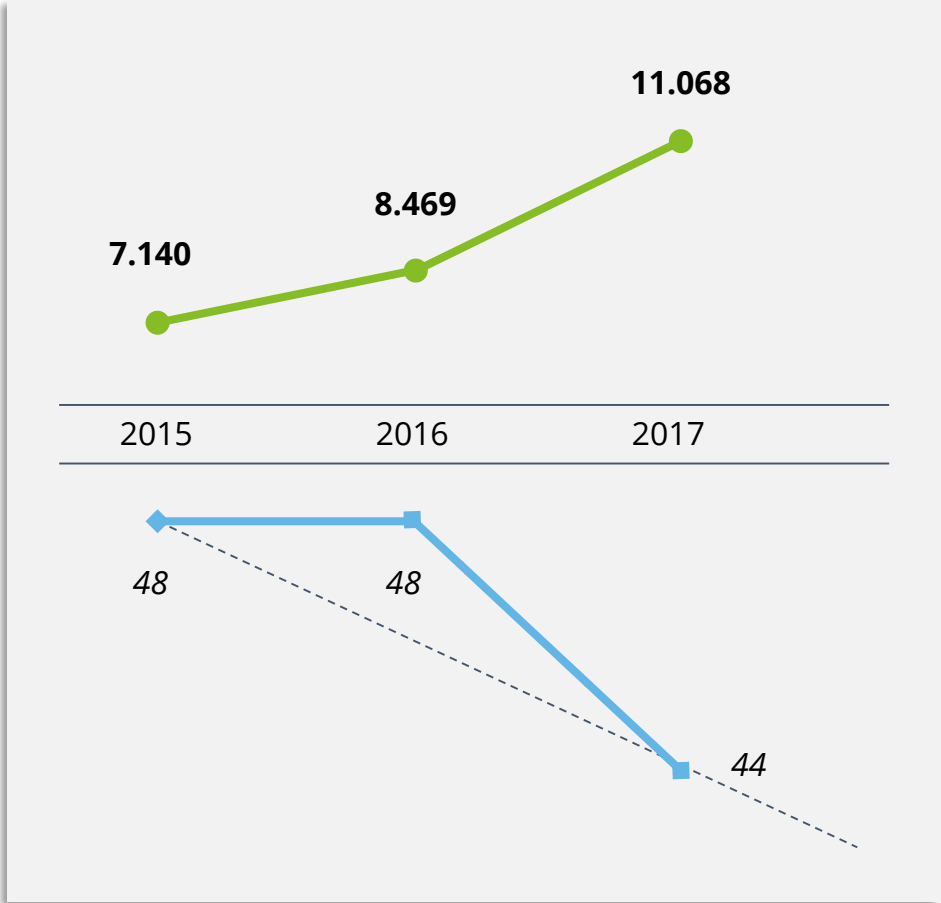


2024 COMMITMENT

USE RECYCLE PLASTIC ONLY

Circular thinking means

Examples - Kering



Kering's pioneering **Environmental Profit and Loss (EP&L)** measures and values in economic terms the environmental impacts across our own operations and the entire supply chain.

2017 RESULTS

€ 482 M

*+18% on a pro forma basis
-10% growth compared to 2016*

- Revenue (M€)
- ◆ EPL intensity = (EPL / k€ Revenue)
- Targeted reduction



STELLA MCCARTNEY



Circular thinking means

Examples - Danone



In 1634, someone called John Donne* said

“No man is an island...”



... we need to foster cooperation among actors, while

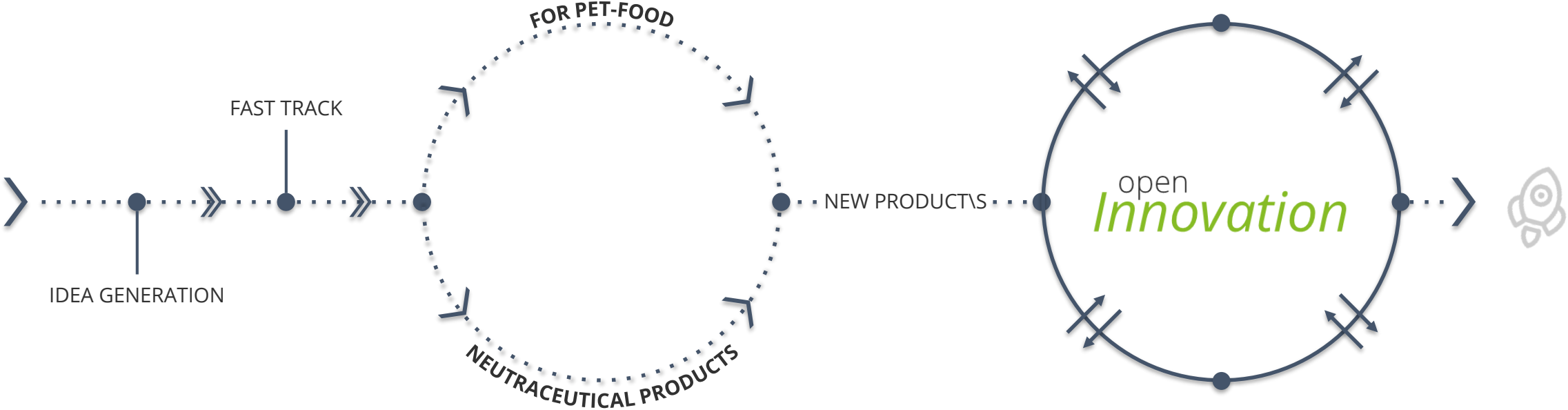
Connecting the dots...



Idea generation

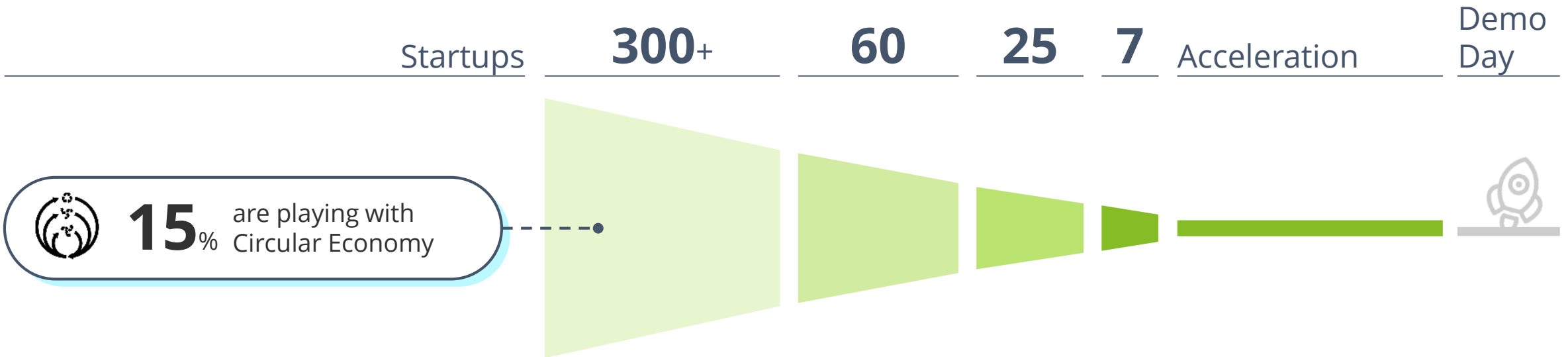
Case study

NON-DISCOSABLE CLIENT



Acceleration program

Case study



Get in touch



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