Circular cities

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Our vision is a sustainable society. We drive the transition to a sustainable society by transforming:

- science into reality
- environmental problems into opportunities
- linear processes into a circular economy
"Our enormously productive economy.... Demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction, in consumption.... We need things consumed, burned up, replaced and discarded at an ever-accelerating rate."

Victor Lebow, economist and retail analyst 1955
LINEAR ECONOMY
- Take
- Make
- Use
- Waste

RECYCLING ECONOMY
- Take
- Make
- Recycle
- Use
- Waste

CIRCULAR ECONOMY
- Take
- Make
- Recycle
- Return
- Use
- Repair
- Reuse

Source: final straw
Thanks for the attention!

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Sharing

- **The state** – regulation, creating conditions, adjust laws and regulations,
- **The municipality** - infrastructure, collaboration, demand
- **Business** - services, business models, agreements, platforms, good working conditions, innovation and standards.
- **Financial sector** - valuation, insurance, financing
- **Civil society** - commitment, organization
- **The Academy** - sustainability assessments, evaluations, innovate forms of sharing, test beds

... Partnerships

Partners: IVA and about 40 actors in the sector
Sharing

• The forms are new to everyone, actors need to act in parallel.
• Partnerships, in many cases collaboration is needed as sharing goes across sectoral boundaries, both within and between organizations.
• There are great sustainability benefits to be gained, but how sharing is implemented determines how sustainable it becomes.
• The municipality has a central role in shaping sharing so that it provides these sustainability benefits.
Reuse – using materials again

- RE-Tuna: Example of how a municipality at their collection point for bulky waste also collect things that could be reused
- CCBuild: on reuse of office furniture and interiors ([www.ccbuild.se](http://www.ccbuild.se)).
Materials

- Collection
- Recycling
- Material flows