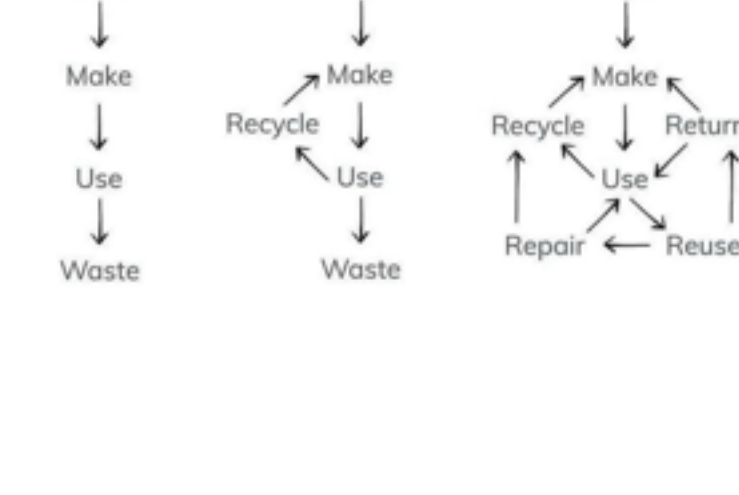


Circular Economy

The Problem	Apparently 15% of Australians are familiar with the term "circular economy" but luckily you don't need to know its name to be a part of it!
What you can do	
Corporate Changemakers	

Apparently 15% of Australians are familiar with the term "circular economy" but luckily you don't need to know its name to be a part of it!

The core concept of the circular economy, keeping valuable resources circulating and out of landfill.



The Problem

The traditional linear economy of the world uses resources and creates waste at a rate that is estimated to be 1.7 times what the earth can support on a long term basis.

This means it now takes the Earth one year and eight months to regenerate what we use in a year. A circular economy is an alternative to the linear economy, where all materials are treated as precious resources, with nothing thrown away. We use products for as long as possible, and then recover the materials at the end of life.

In this model anything that goes to landfill is a waste of valuable resources.

What can you do?

Although the term "circular economy" might be unfamiliar, the good news is that many Australians are actively choosing sustainable options in their everyday lives. If you are opting for reusable shopping bags and coffee cups, avoiding single use plastics, making purchases with longevity in mind, and are actively seeking out reusable and recycled packaging then you're part of the circular economy!

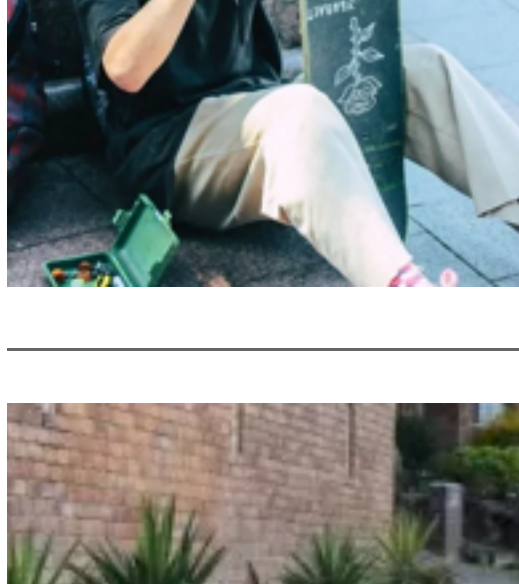
It is important to support all stages of the circular economy. Check out the top actions you can take today.



Buy products that last

It is tempting to buy a cheap product. If it only lasts half as long as the product that costs twice as much, you can replace the product and be no worse off financially.

But the resources used in two cheap products will cost our planet around twice as much as those used in the one more expensive product.



Avoid single use items

There are so many alternatives! You know the drill by now. Remember your shopping bag every time. Get a reusable coffee cup. Say no to a straw. Remember your refillable waterbottle.



Repair when possible

If you have bought a good quality product it is more likely that it will be worth repairing.

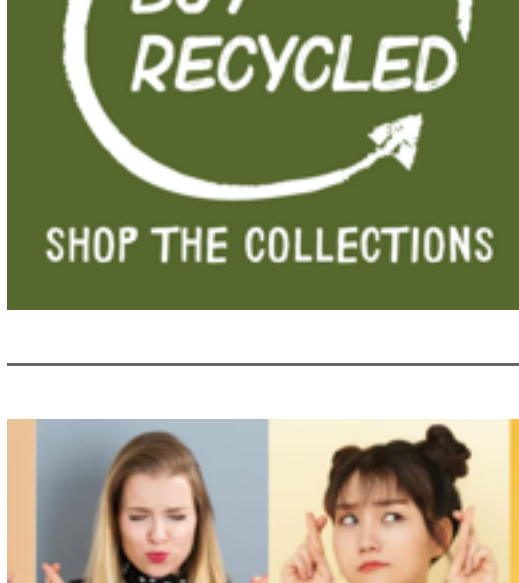
Sometimes you can even repair it yourself. YouTube videos are marvellous for learning how. And tools can sometimes be borrowed from community tool libraries.



Close the Loop

The true recycler is the person who buys the recycled product. Material will only get recycled if there is a demand for the recycled product. Find out why you should buy recycled.

[Buy Recycled >>](#)



Buy products that have been designed for end of life

Some manufacturers have a product stewardship program in place. This means that you can return the product to them at the end of its life for recycling. Some clothing chains are now offering this and it is particularly helpful for furniture and carpets in office fit-outs.

[Learn More >>](#)



Buy Recycled

We created the BUY RECYCLED Collections to showcase Recycled Content Products (RCPs) and products with recycled packaging.

[Browse the BUY RECYCLED Collections >>](#)



Improve your recycling

Are you really as good as you think you are? Learn how to stop "wishcycling" and really get your recycling act together...

[Learn More >>](#)



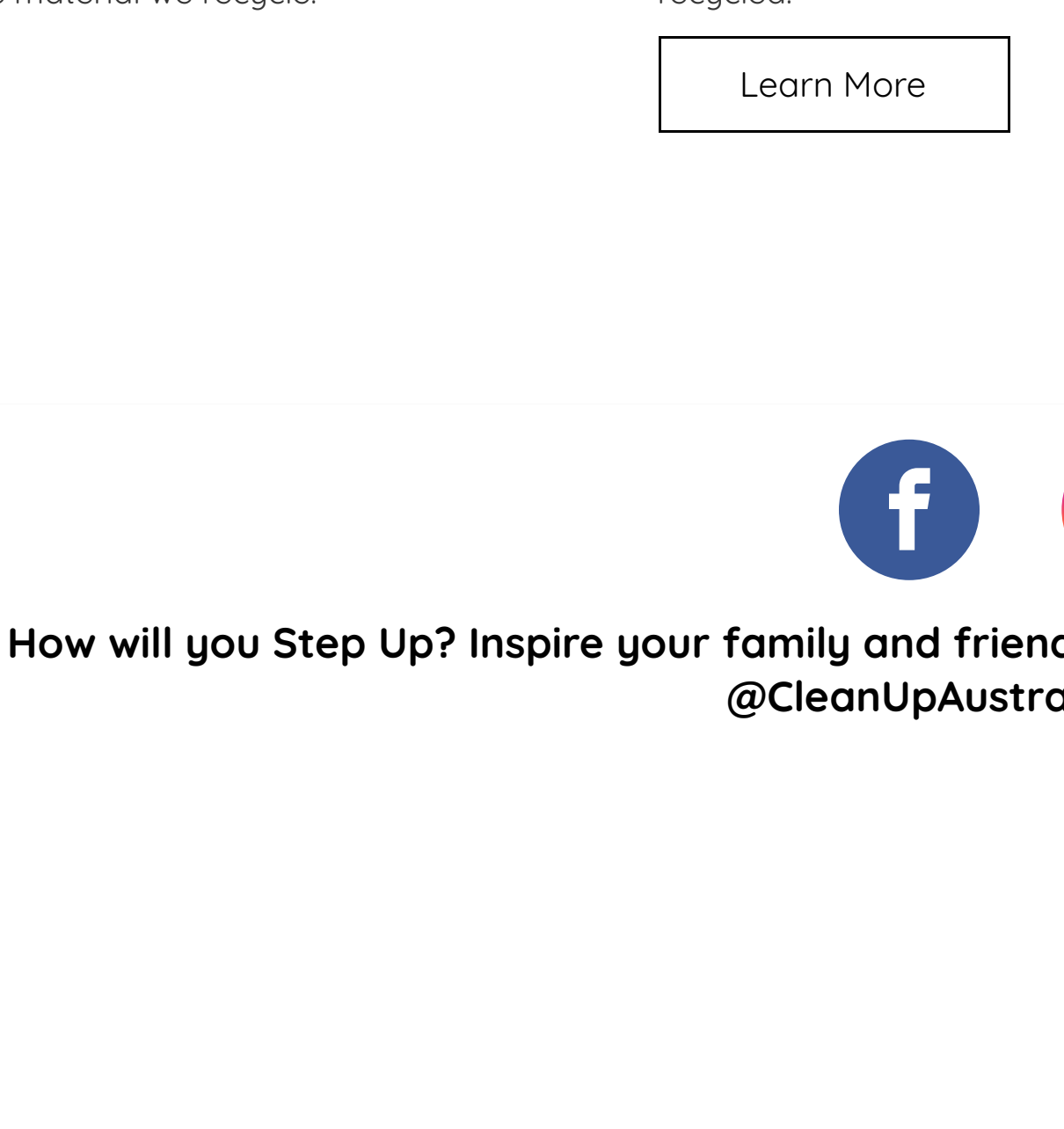
How will you Step Up?

We're calling on Australians to Step Up and make a pledge towards reducing their waste contribution. Could you Step Up by saying no to straws? To bringing your own waterbottle? To composting? To buying recycled, to choosing not to buy fast fashion or refusing to purchase fruit and vegetables pre-wrapped in plastic? There are so many ways to Step Up! And thousands of small steps together, make a big difference! Together we can all be part of the solution.

[Learn More >>](#)

Corporate Changemakers

Advocacy Partners



Advocacy Supporters

[Cheapest Load of Rubbish](#)

More Actions You Can Take



Buy Recycled

We need to purchase products made with recycled materials to create a market for the material we recycle.

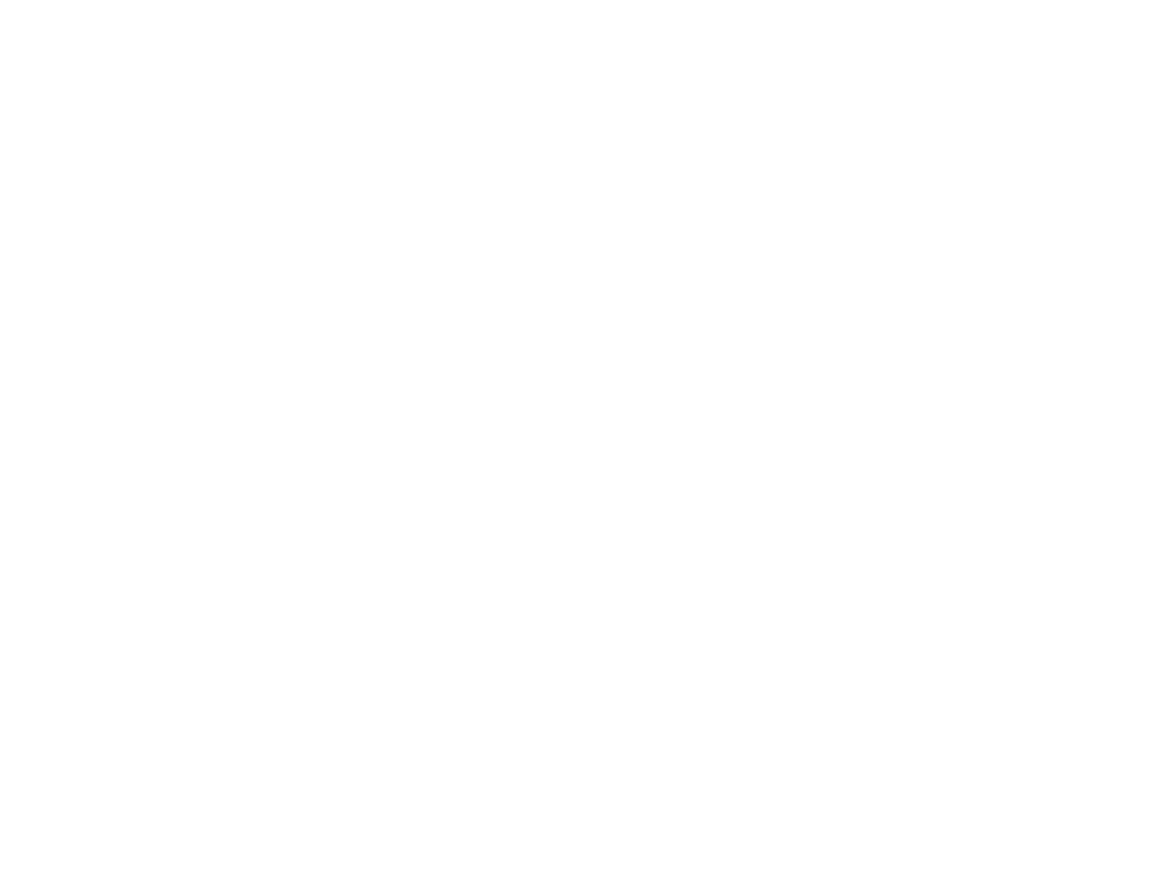
[Learn More](#)



Soft Plastics

If it's soft, it's plastic and it can be crunched, it can be recycled.

[Learn More](#)



Food Waste

Are you meal planning, using leftovers and composting?

[Learn More](#)



How will you Step Up? Inspire your family and friends to help make a change by sharing a pledge and tagging @CleanUpAustralia #StepUptoCleanUp