IMPACT25

WHAT IS A CIRCULAR ECONOMY?

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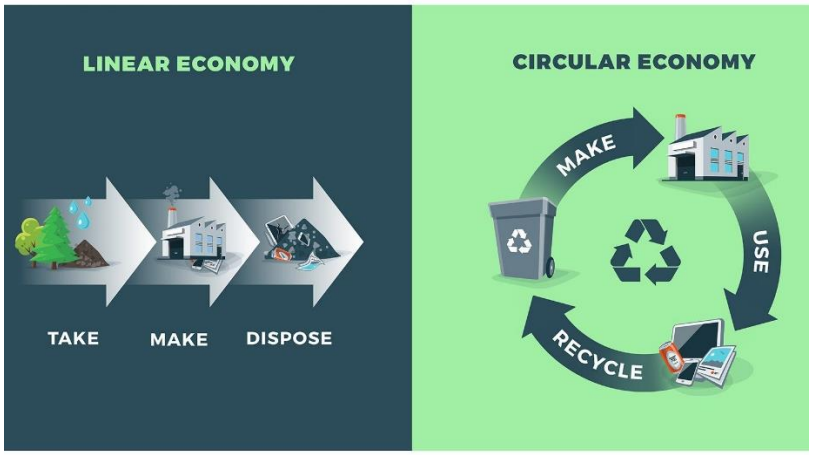
A circular economy is the opposite of a linear economy. For many years, most companies have operated using a linear economy.

This ‘take, make, dispose’ method of manufacturing and consuming means that instead of recycling the raw materials and any waste associated with the production process, they are disposed of instead.

As you can imagine, not only does a linear economy product a huge amount of unwanted, and sometimes dangerous landfill waste, it also puts a lot of pressure on the worlds depleting resources as new raw materials need to be found and utilized.

In order to create a truly sustainable future for generations to come, we need to ensure all manufacturing processes are carried out with a circular economy in mind.

A circular economy emphasizes the importance of keeping resources in use for as long as possible and once the maximum value has been extracted, recovering and recycling these resources so they can be used again.



(source: https://www.instarmac.co.uk/news/linear-vs-circular-economy/)

Whereas a linear economy will only damage the environment further, a circular economy will decrease the impact of production and consumption in the world, significantly reduce waste and carbon footprint and will lessen the pressure on the worlds dangerously low natural resources.

A circular economy also benefits to our social side, because it creates new opportunities and careers.

It takes people to fix and repair products or materials. It also creates innovation because we have to start thinking of new smart ways of designing, producing, packaging in order to use less virgin raw materials.

A CIRCULAR ECONOMY & DUTCH FLOWER GROUP

DFG uses the principles of a circular economy in IMPACT25 in the green pillar: "For our planet", by reducing our CO2 footprint and reducing our waste.

We can only reduce our waste if we start thinking from linear to circular. So while we do not use the term "circular economy', IMPACT25 does indeed contain steps to reduce linear thinking and promote circular thinking.

Our companies are therefore actively looking for ways to reduce their residual waste, and increase our contribution to a circular economy. Some great steps are made with the re-use of our green waste into sanitary pads for women, and to giftcards. These examples will be highlighted in the next IMPACT25 newsletter(s).

YOUR CONTRIBUTION TO THE CIRCULAR ECONOMY

You can contribute to a circular economy, and our IMPACT25 targets, by following these 9 key principles of a circular economy:

1. Design for Longevity: Products are designed with durability in mind, ensuring that they can be used for as long as possible. This includes considering repairability, upgradability, and modular design.
2. Reuse and Refurbishment: Instead of discarding products after their initial use, the circular economy encourages their reuse and refurbishment. This might involve repairing, cleaning, or upgrading products to extend their useful life.
3. Remanufacturing: In this process, used products are disassembled, components are refurbished or replaced, and the product is reconstructed to meet quality standards similar to those of new items.
4. Recycling: When products or components can no longer be effectively reused or refurbished, they are recycled to recover valuable materials. These materials can then be used to create new products.

5. Resource Efficiency: The circular economy aims to use resources more efficiently by reducing waste, minimizing energy consumption, and optimizing production processes.
6. Sharing Economy: Sharing resources such as tools, equipment, and vehicles helps optimize their utilization and reduce the need for individual ownership.
7. Digital Technology: Utilizing digital platforms and technologies can help track and manage resources, enable efficient sharing, and promote the exchange of information about product lifecycles.
8. Biomimicry: Drawing inspiration from natural ecosystems, this principle encourages designing systems that mimic the efficiency and adaptability found in nature.
9. Sustainable Materials: Prioritizing the use of renewable, biodegradable, and non-toxic materials helps reduce the environmental impact of products and processes.