

an application of more innovation methods to an economic/ social challenge that may be in the current media.

Poster designed for entrepreneurs, intrapreneurs and innovation managers

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Introduction

Circular economy is an economic model that combats resource depletion and environmental pollution. Unlike the traditional "take-use-dispose" linear economic model, it encourages minimizing the use of waste and resources throughout the product life cycle.



Importance of circular economy

The circular economy not only helps protect the environment and reduce waste and pollution, but also promotes economic growth through innovation and efficiency improvements, creating new value for businesses and consumers. Achieve dual environmental and economic benefits.



Implementation principles

Core principles are designing out waste and pollution, keeping products and materials in use, and restoring natural systems. These three principles guide businesses and society in transitioning to a circular model.



Strategies

Product design innovation: Innovate product design to reduce resource consumption and waste generation by considering environmental protection and sustainability during the product design stage. This includes using recyclable or biodegradable materials, designing products to be easily disassembled to facilitate recycling, and improving product durability and repairability.

Real case study

Case : Transformation of Interface

Introduction: Interface is a leading global manufacturer of commercial carpets committed to integrating circular economy principles into its business model.

Practice: By launching the Carpet Tile Recycling Program, Interface successfully recycles old carpets and creates new products, significantly reducing waste and the need for new raw materials.

The **result:** The company not only reduced its environmental impact, but also became more resource efficient and became a model for sustainable business practices.



Call to action

The circular economy is not only an effective way to address global environmental challenges, but also an important opportunity to promote economic transformation and innovative development. Through case studies, we have seen the effectiveness and potential of circular economy principles in practical applications. In order to achieve the goal of sustainable development, the joint efforts and participation of the government, enterprises and the public are required. Let us join hands to promote circular economy and create a green future.

