



Stockholm water week

Circular economy and water

Core
Philanthropic
Partner:



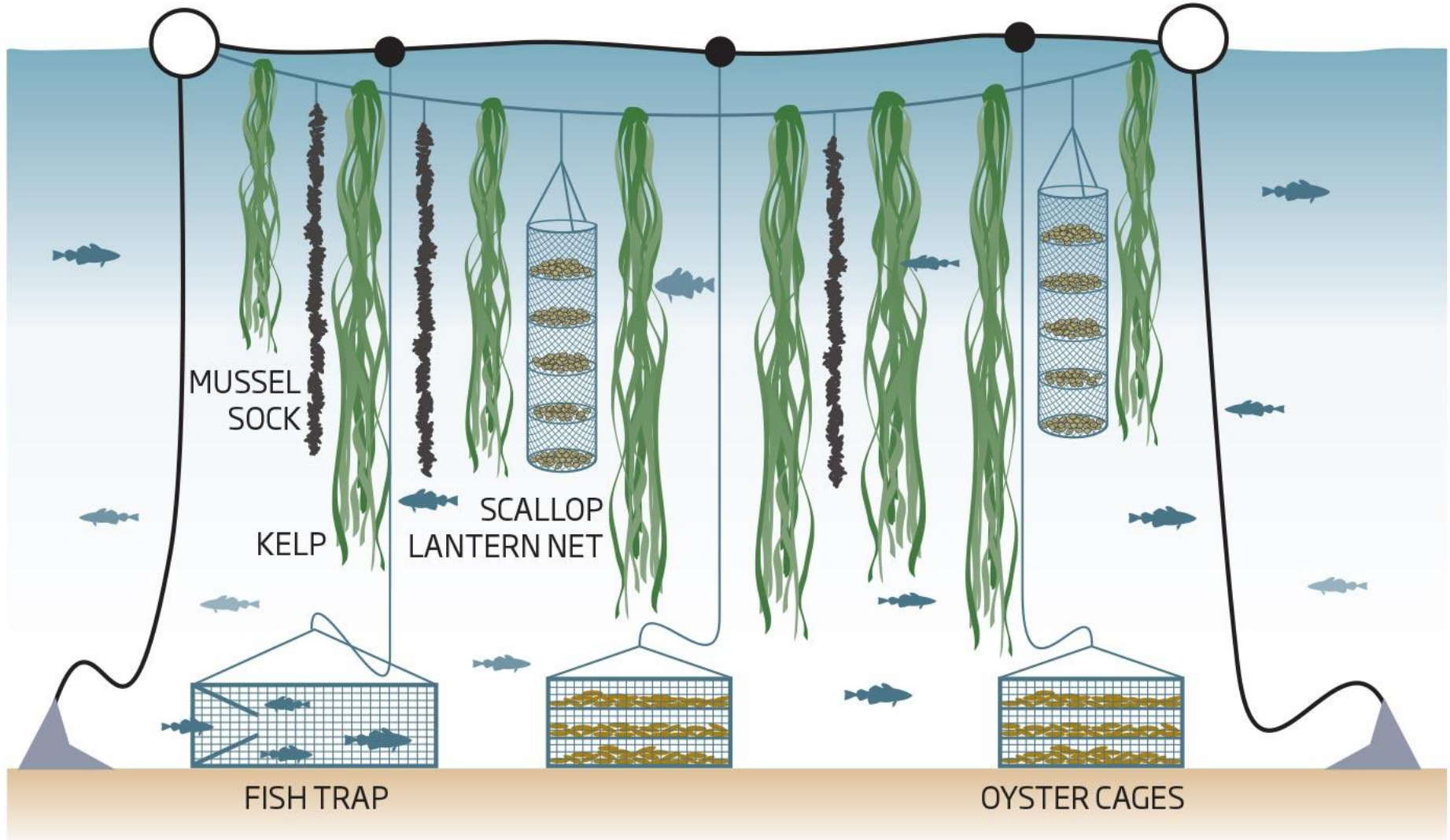
Global
Partners:



What kind of world do you want to live in?

Vertical thinking

By utilising the entire water column, 3D ocean farms can produce a lot in a small area



Wealth is created and natural systems thrive

System thinkers

Cradle to Cradle

Michael Braungarten and William McDonough

The Performance Economy

Walter Stahel

Industrial Ecology

Thomas E Graedel

Natural Capital

Amory Lovins

Biomimicry

Janine Beynus

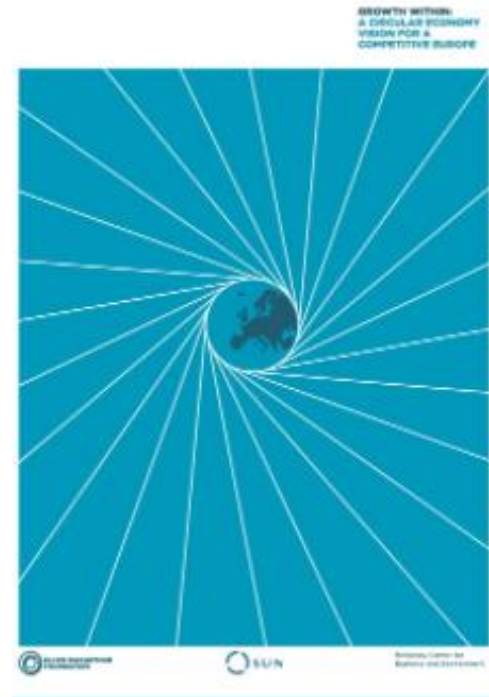
Huge economic opportunities

2012



**Global \$1 tn
(2 sectors)**

2015



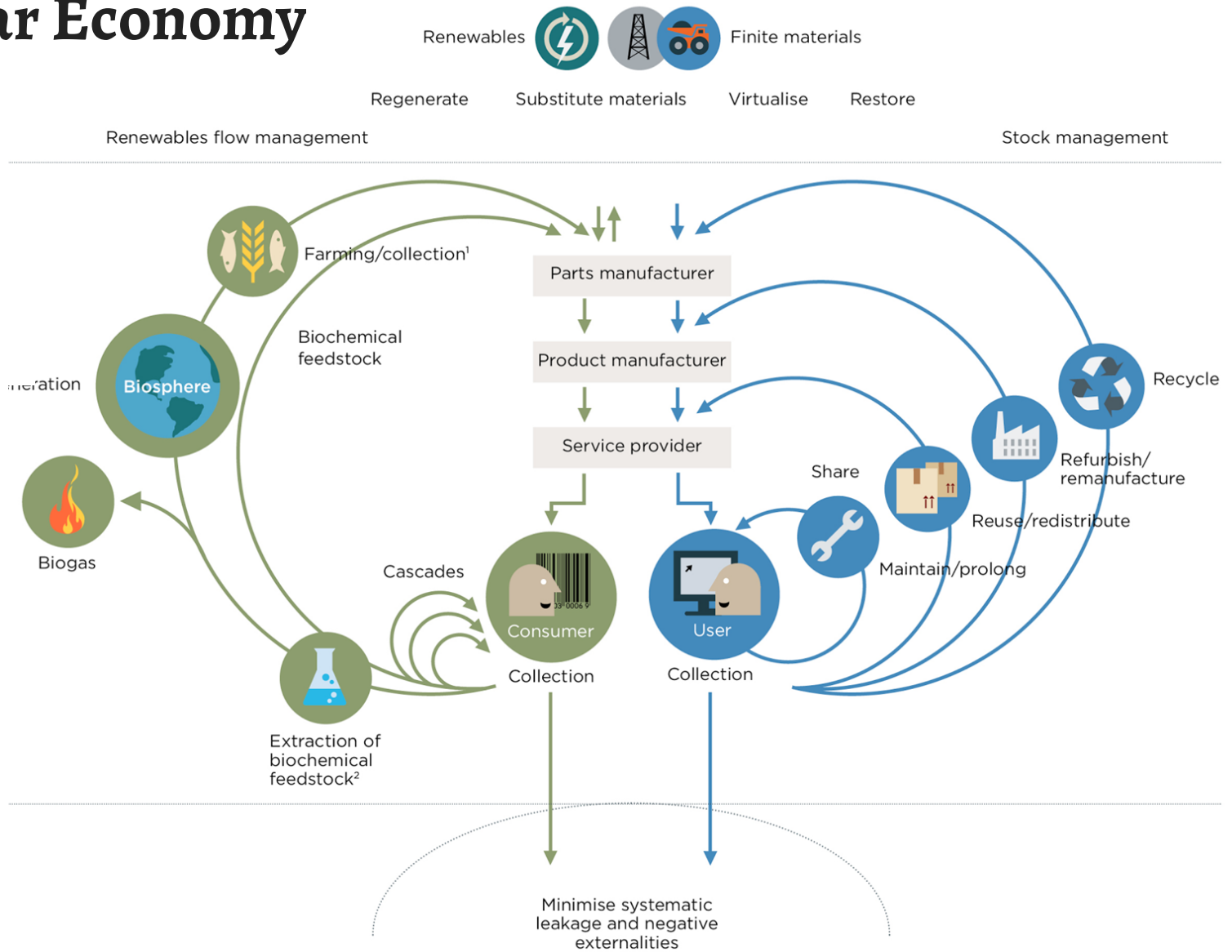
**Europe \$900bn
(3 sectors)**

2016



**India \$500 bn
(3 sectors)**

Circular Economy Model



Design out waste and externalities
Keep products and materials in use
Regenerate natural capital

Wealth is created and natural systems thrive

#Idea 1

CE Principle	Water connection
Regenerate Natural Capital	Think in systems



#Idea 2

CE Principle	Water connection
Keep products and materials in use	Design looped systems



#Idea 3

CE Principle	Water connection
Design out waste	Cascade value from wastewater

Wastewater plants Biorefineries



Circular economy and water

THINK in systems


DESIGN in loops

CAPTURE value

THE CIRCULAR DESIGN GUIDE



UNDERSTAND




Understand Circular Flows

UNDERSTAND




Regenerative Thinking

UNDERSTAND




Service Flip

DEFINE



Define Your Challenge

DEFINE




Find Circular Opportunities

DEFINE



Building Teams

UNDERSTAND



Insides Out

UNDERSTAND




Inspiration: Digital Systems

UNDERSTAND



Learn from Nature

DEFINE




Circular Buy-In

DEFINE



Circular Business Model

DEFINE




Create Brand Promise

RELEASE

Ensure your product is in a useful state for as long as possible

RELEASE




Launch to Learn

RELEASE




Imagine New Partnerships

MAKE




User-Centred Research

MAKE




Circular Brainstorming

MAKE




Embed Feedback Mechanisms

RELEASE



Create Your Narrative

RELEASE



Align Your Organisation

RELEASE




Continuous Learning Loops

MAKE

Understand the breakdown of materials that go into your product

MAKE



Concept Selection

MAKE



Rapid Prototyping

THE SANDWICH

SYSTEMS THINKING

- SCIENTIFIC WORLDVIEW
- COMPLEX ADAPTIVE SYSTEMS
- HOW WE TEACH AND LEARN

PRODUCTION & CONSUMPTION

- CRADLE TO CRADLE
- PRODUCT, SERVICE, SYSTEMS ETC

ENABLING CONDITIONS

- GOVERNMENT 'RULES OF THE GAME'
 - ICT REVOLUTION ETC
-



“After I learnt about the circular economy, I wanted to go out and redesign the world”

Overheard by student on Schmidt-MacArthur Fellowship program