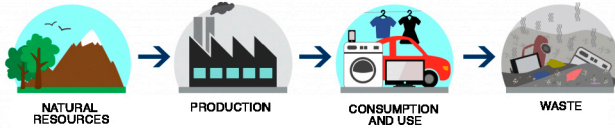


CIRCULAR ECONOMY

The economic model that has characterized our society to date is termed the “linear economy”: unlimited use of raw materials, mass production and consumption, and waste generation at the end of a product’s life. It is now imperative to reverse this trend and replace it with the alternative model of the circular economy.

LINEAR ECONOMY



The linear economy traditionally follows the path of “take-produce-dispose,” where raw materials are extracted or collected, transformed into products, and used until discarded as waste. The extraction and disposal flow has led to harmful environmental effects such as marine and land contamination, waste crises, greenhouse gas emissions responsible for climate change, conflicts over resource control, and

significant social inequality. This approach is no longer sustainable and needs to be replaced with the alternative model of the circular economy.

Circular Economy:

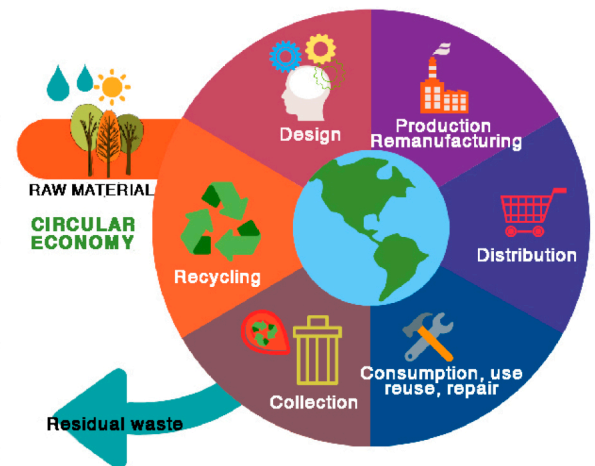
According to the Ellen MacArthur Foundation:

The circular economy is an economic system designed to regenerate itself, where material flows are divided into two types:

- *materials from biological waste, capable of being reintegrated into the biosphere.*
- *materials from technological waste, destined to be revalued without entering the biosphere.*

Circular economy represents the sustainable evolution of the current linear economy, extending the lifespan of products and recycling second raw materials derived from waste and the first production cycle.

The lifespan of raw materials is potentially infinite: when a product reaches the end of its useful life, it can be disassembled into its components, which can then be reused to create something else.



Residual waste should be close to zero.



The three principles of the circular economy are REDUCE, REUSE, and RECYCLE

- **Reduce** product packaging, waste of raw materials, and the quantities of products and materials discarded without use.
- **Reuse** what is thrown away and reintroduce it into production cycles, thus extending the life cycle of goods
- **Recycle** unusable waste and rubbish to recover materials for new products, avoiding resource waste and reducing the overall quantity of waste sent to landfills.

Through the circular economy, a responsible way of producing and consuming is promoted, improving the environmental conditions of our planet and the lives of its inhabitants.

The New Green Deal

To transition to a circular economy, efforts are needed to build a Green Society. The New Green Deal for Europe, a set of political initiatives by the European Commission, aims to achieve climate neutrality in Europe by 2050. The action plan promotes the efficient use of resources by transitioning to a clean and circular economy, restoring biodiversity, and reducing pollution. The plan outlines the necessary investments, available financing tools, and explains how to ensure a fair and inclusive transition. This transition requires a generational approach, regenerating societal values, and working towards building a Green Society, as emphasized by the President of the European Commission, Ursula von der Leyen, in her State of the Union address: *“I want Next Generation EU (COVID-19 recovery tool) to kickstart a European renewal and make our Union a leader in the circular economy. But this is not just an environmental or economic project; it must be a new cultural project for Europe.”*