

# **ABOUT THE CIRCULAR ECONOMY**

*Posted on 08/01/2018 by Naider*



## SOBRE LA ECONOMÍA CIRCULAR

**La economía circular se postula como un modelo para sacar el máximo rendimiento a las materias primas y la energía**

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ials together with the increasingly poor durability of products has generated a situation of unsustainable growth. The overexploitation of resources and raw materials produces a negative impact on the environment and fills landfills with garbage. How can we make more and better use of all that material and energy consumed?

The circular economy addresses this problem by formulating a new economic model based on minimal resource extraction and minimal waste generation. In this model, products, components and materials circulate in the economy, society and environment in a cyclical way, transforming waste into resources (a concept called cradle to cradle, or "*cradle to cradle*" in English) and adding value to them. The circular economy exposes a sustainable growth system that consists of lightening materials, replacing toxic products with ecological ones, extending the life cycle, using renewable energies, exchanging and sharing products, through different practices and possibilities.

We can cite some examples, such as the [Fairphone](#): a modular mobile phone that allows you to replace any component of your mobile phone, from the screen to the the volume button. Or the new [Motorola](#) patent that will allow broken mobile screens to repair themselves. New business models are also appearing, such as the service offered by [Rent The Runaway](#), which allows you to rent brand-name clothing and then return it for others to use. can use.

The circular economy is a long-term project and, although there are concrete projects, to achieve its full development, the economic system and the flows of materials and energy must be addressed on a larger scale. In any case, this trend is becoming more and more established and offers a new conceptual framework from which to develop and establish more efficient and innovative models.

If you are interested in the circular economy, we recommend this video from the Cotec Foundation: <https://youtu.be/Lc4-2cVKxp0?t=211>

The consumption pattern of finite natural resources is not sustainable.



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