

DISRUPT: 7 KEY ELEMENTS OF THE CIRCULAR ECONOMY

The circular economy assumes dynamic systems, meaning there is no specific end-point, but it is rather a process of transformation. The DISRUPT model describes 7 key elements that give direction to this transformative process, with the aim of slowing the flow of resources, closing the loop and narrowing resources flows, while shifting to regenerative resources and clean energy. The 7 elements describe the full breadth of relevant circular strategies and will be used throughout the report.

D



Design For the Future: Adopt a systemic perspective during the design process, to employ the right materials for appropriate lifetime and extended future use.

I



Incorporate Digital Technology: Track and optimise resource use and strengthen connections between supply-chain actors through digital, online platforms and technologies.

S



Sustain & Preserve What's Already There: Maintain, repair and upgrade resources in use to maximise their lifetime and give them a second life through take-back strategies, where applicable.

R



Rethink the Business Model: Consider opportunities to create greater value and align incentives through business models that build on the interaction between products and services.

U



Use Waste as a Resource: Utilise waste streams as a source of secondary resources and recover waste for reuse and recycling.

P



Prioritise Regenerative Resources: Ensure renewable, reusable, non-toxic resources are utilised as materials and energy in an efficient way.

T



Team Up to Create Joint Value: Work together throughout the supply chain, internally within organisations and with the public sector to increase transparency and create shared value.