

Moving towards a circular economy



The world population is projected to reach 9.7 billion by 2050 and in 2030, the world's middle class is expected to reach 5.5 billion. With an increasing global population and a significant increase in living standards around the world, the pressure on natural resources will be intensified over the next decades. It takes one and a half years for nature to replenish and regrow what the planet's inhabitants consume in one year. We are consuming irresponsibly and in excess.

We require a new way of thinking and a new economic model. Known as Circular Economy. The transition to a circular economy is a shift from the linear take-make-waste economic model to an economic model where the value of the resource is fully utilised and the burden on global natural resources is reduced.

We must reuse, recycle, repair and share. In essence, it means an end to waste and the chance to create a new type of inclusive, sustainable economic growth.

**We need to move from a linear
to a circular economy – Together!**



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