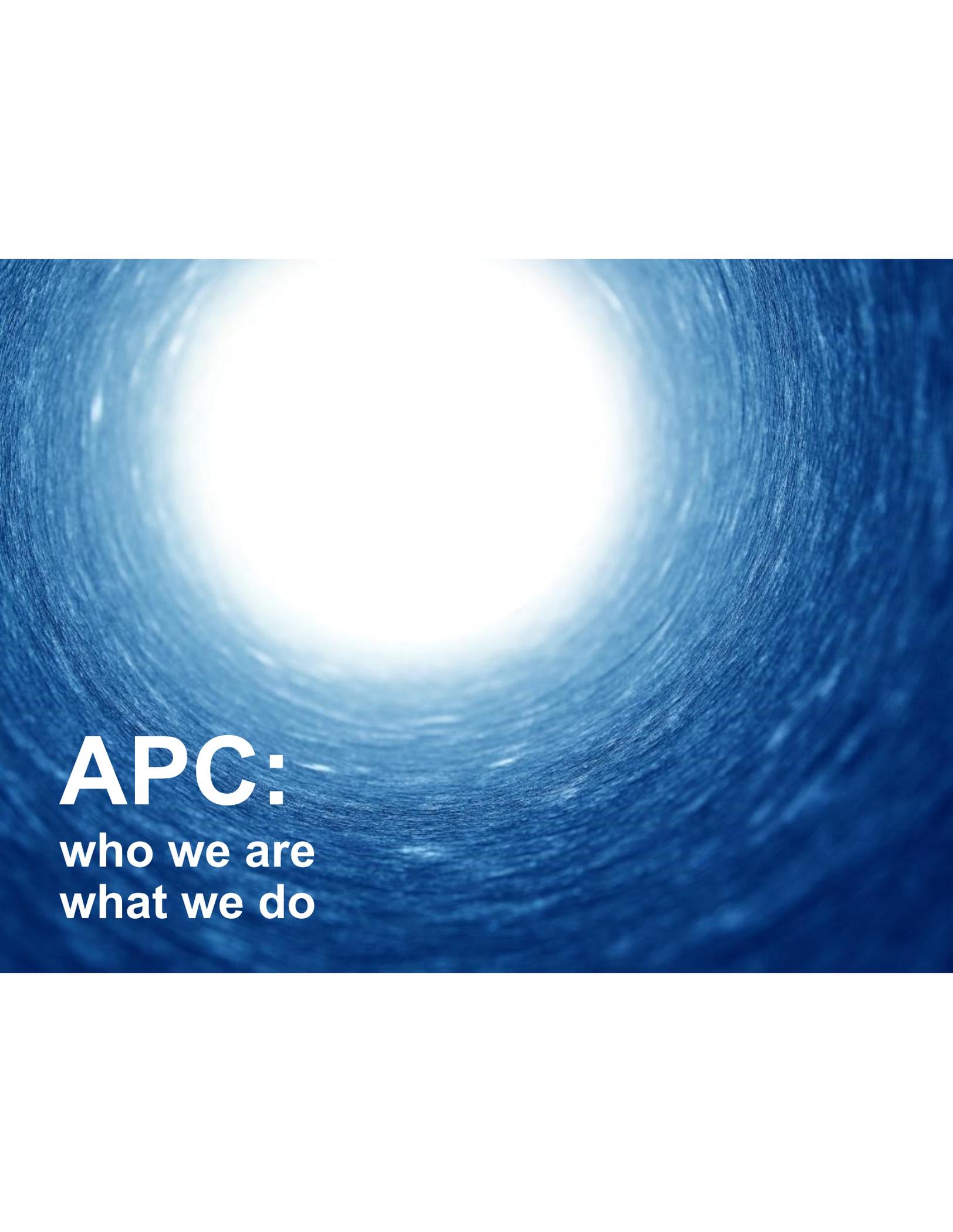


GALILEO: Are Circular Economies Circular?



A blue tunnel with a bright light at the end.

APC:

**who we are
what we do**

An aerial photograph of a beach with waves crashing onto the shore. The water is a vibrant green and white, while the sand is a golden yellow. Numerous people are scattered across the beach, some sitting on towels or blankets, others standing. A white van is parked on the sand near the water's edge. The overall scene is bright and sunny.

**24 MILLION PEOPLE
6TH LARGEST NATION
LARGEST ISLAND
SMALLEST, FLATTEST
CONTINENT**



**PACKAGING
SUSTAINABILITY:**
economic
social
environmental



COVENANT

APC: An ambitious sustainability initiative



A blue, textured tunnel with a bright light at the end. The tunnel walls are made of a material with a fine, woven texture, possibly plastic or fabric. The light at the end is bright and circular, creating a strong focal point. The overall color palette is various shades of blue, from deep navy to bright white at the light source.

Core concepts:

Plastic and packaging



**Is plastic
good or
bad?**









Source: Huffington post



**Is packaging
good or
bad?**



Source:
BBC





The waste hierarchy

Avoid
Minimise
Reuse
Recycle
Recover
Dispose





SPOTLIGHT:

Circular Economies



Circular Economy:
keep resources in use for as long as possible, extracting maximum value



**CIRCULAR
ECONOMIES:**
Design
Recovery
End markets



SUSTAINABLE DESIGN: for product and after-life

RECOVERY: infrastructure and behaviour



END MARKETS: the economics



INNOVATION



LEAPS AND BOUNDS



INNOVATION

LEAPS AND BOUNDS

GALILEO: Are Circular Economies Circular?



A large, messy pile of garbage, including plastic bags, cardboard, and other debris, is shown against a dark, cloudy sky. The text is overlaid on the left side of the image.

Market failures

Poor disposal

Poor feedstock

Kerbside/Commercial

NEW CHALLENGES



A close-up photograph of a spiderweb covered in dew drops, set against a blurred green background. The web is intricate, with many small, glistening droplets clinging to the threads. The lighting is soft, highlighting the texture of the silk and the clarity of the water droplets.

HOPE:

End markets

Design for disposal

Labelling and Collection

Collaboration

GALILEO: **Be adventurous**



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