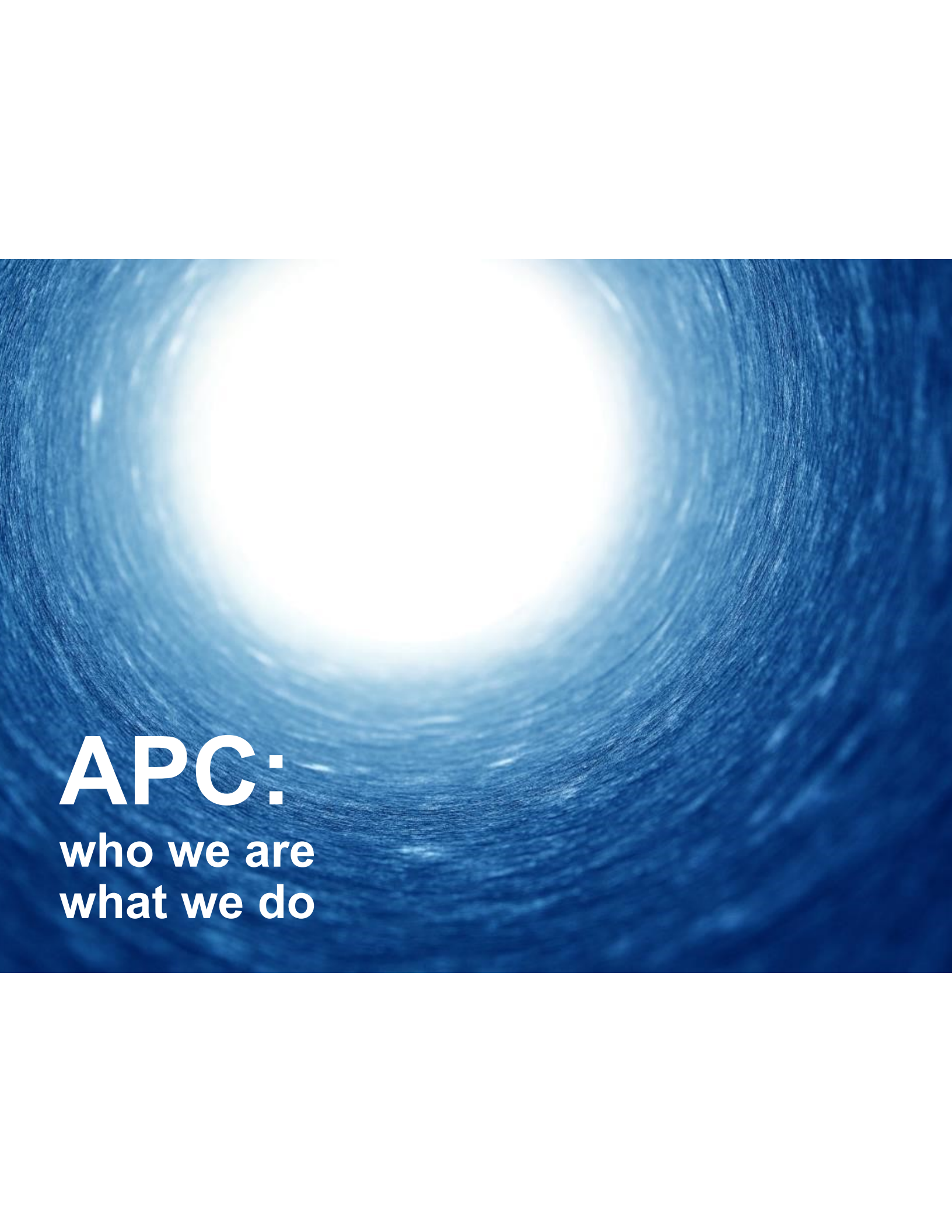


GALILEO: Are Circular Economies Circular?





APC:
who we are
what we do



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

PACKAGING SUSTAINABILITY:

economic
social
environmental





APC:

An ambitious sustainability initiative





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

The background of the slide features a sunset over a desert landscape. The sky transitions from a deep blue at the top to a bright orange near the horizon. A large, solid black rectangle is positioned in the center of the slide, partially obscuring the sunset. The word "INNOVATION" is written in white, bold, sans-serif capital letters across the top left, partially overlapping the black rectangle. The words "LEAPS AND BOUNDS" are written in white, bold, sans-serif capital letters across the bottom, also partially overlapping the black rectangle.

INNOVATION

LEAPS AND BOUNDS

GALILEO: Are Circular Economies Circular?



Market failures

Poor disposal

Poor feedstock

Kerbside/Commercial



NEW CHALLENGES





HOPE:

End markets

Design for disposal

Labelling and Collection

Collaboration

GALILEO:

Be adventurous



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