

The Circular Economy

Could we make stuff the way nature does? This means using renewable energy and using only what we need. It also means using natural or biological materials that can be returned to the soil and manmade or technical materials that can be used again and again in an endless loop. And maybe we don't need to buy all our stuff. We can rent products that we don't use very often or that need to be upgraded regularly. Companies can then recover materials to make new stuff.

