



THE IMPOSSIBILITIES OF THE CIRCULAR ECONOMY

CIRCULAR ECONOMY IS A HOT TOPIC BUT THERE ARE MANY ISSUES WITH IT.

CIRCULARITY IS THE ANSWER TO CLIMATE CHANGE! BUT IT'S NOT BASED ON REALITY!

THE GREEN economy can grow! WE WILL ENJOY THESE ADVANTAGES!

Waste becomes a resource! Waste ceases to exist!

The economy can keep on growing since the growth is GREEN!

THE CURRENT CONCEPT has MASSIVE FLAWS. For example the SCIENCE

ENERGY & MATERIALS

It's worth remembering that a lot of materials these days are alloys and blends, it's very energy and materials intensive to separate these.

You forget that in Circular Economy all energy comes from RENEWABLES!

Renewables infrastructure does not magically materialise out of thin air.

We need tons of materials to build a renewables infrastructure! And time!

IF the economy keeps growing the Earth simply does not have enough RAW MATERIALS "circular economy or not."

ORGANISATIONS

Share information? No way! Information is our COMPETITIVE ADVANTAGE!

Share information? No way! My boss depends on me knowing more than others!

Share information? I don't have the authority.

NEVER DISCUSSED

ECONOMICS

At the heart of the matter is that unlimited growth is NOT possible in a limited space that is our planet.

ECONOMY

We need a much SMALLER and more regenerative global economy in order to keep our planet sustainable.

Are you saying we should abandon Circular Economy? Absolutely not!

THE ANSWER IS Circular Economy

Our ultimate GOAL should be the REGENERATION of our planet through SUSTAINABILITY.

REGENERATION

It's amazing how little Circular Economy has lowered our standard of living!

if we want to be sustainable and build a Circular Economy we will have to understand SYSTEMS.

Fortunately SYSTEMS THINKING and complexity awareness is spreading.

Wow we're part of some sort of SYSTEM! We're interconnected in COMPLEX ways!

In order to make progress we need an interdisciplinary approach also within the circular economy.

Learning to accept complexity and the unpredictability that comes with it is key. Otherwise your efforts in circular economy can be futile, even dangerous.

COMPLEXITY

And sadly our current thinking on circularity is still based on 19th century linear models not systems thinking!

For example: if you think in terms of SYSTEMS you realise that you can't ship trash to other side of the planet and claim you've nailed recycling!

But before we even contemplate circularity, our production processes must become radically more RESOURCE EFFICIENT.

And efficiency gains must be servants to the goal of sustainability otherwise we get hit by rebound effects...

Because we're so efficient we can build four washing machines instead of one!

You probably don't want to hear this but we need to rethink our current economic system.

Big demands This will get political. Of course it will! And it must!

Politics is negotiation. And we must NEGOTIATE. True negotiation requires acknowledging UNCOMFORTABLE FACTS. Like the fact that there will be losers.

invested zillions in this! Can we reshape it?

In order to cooperate across boundaries we need shared values and cultural understanding.

Should we fill this gap? What gap?

Perhaps the biggest challenge is that we can't see what's possible because we are trapped inside ONE idea of operating in the world.

How do I reduce time to market?

We have to learn to think on multiple levels. Especially leaders!

If we first acknowledge the challenges, we can make Circular Economy a truly successful tool in building a sustainable world.

Do you want to bridge the gap between aspirations and reality? Check out the articles in the 5th FactorX Book available open access at Routledge!

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