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## **Circular Economy: A Sustainable and Innovative Business Model**

Circular economy is a sustainable economic model that aims to maximise the use of natural resources through a cycle of production, use and regeneration, all through the reuse, repair, recycling and regeneration of materials and products.

The circular economy stands out from the crowd because, unlike the traditional linear economic model of 'extract-produce-consume-throw', it aims to minimise waste and resource loss, while promoting sustainable economic growth and job creation.

The circular economy is based on the following principles:

- Reducing the consumption of raw materials and energy
- Favouring the use of renewable and non-toxic material
- Promoting the design of sustainable, reusable and easily recyclable products
- Promote the regeneration of ecosystems and natural resources.
- Encourage the reuse, repair and recycling of products at the end of their life

The implementation of the circular economy plays an important role in reducing greenhouse gas emissions, preserving natural resources, creating green jobs and achieving sustainable economic growth.

### **Where does the circular economy come from?**

The circular economy has its origins in a convergence of disciplines and practices, ranging from economics and ecology to design and engineering.

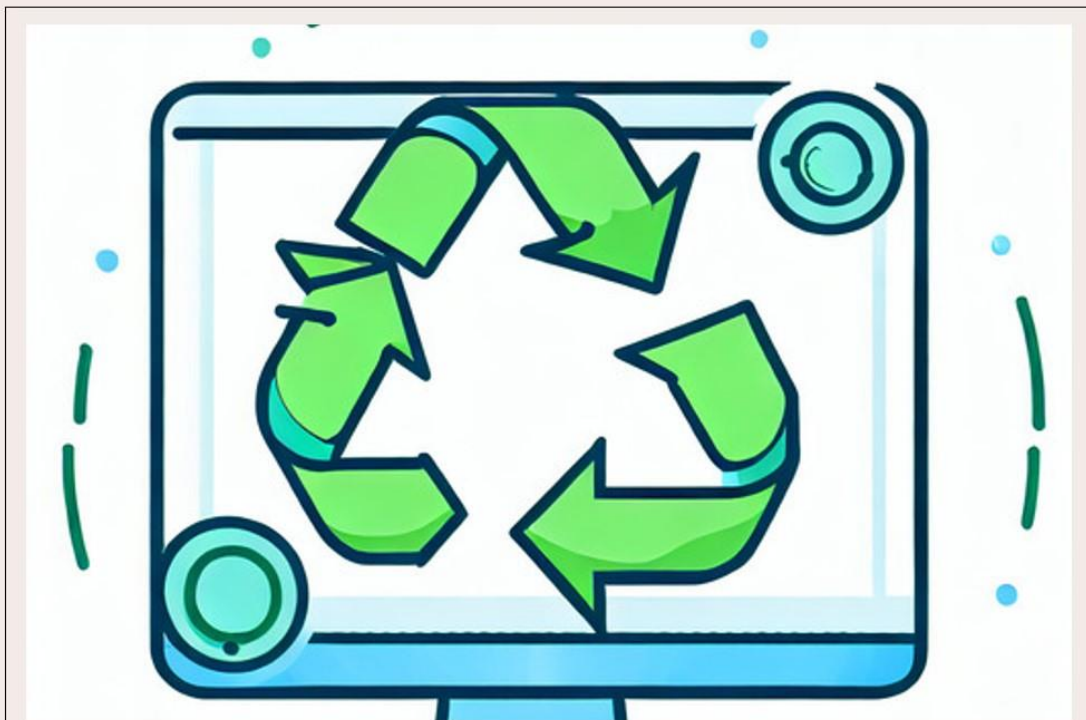
Its origins date back to the 1970s, when the [Swiss architect Walter Stahel](#) developed the concept of the functionality economy, which instead of simply selling goods, recommends the use of sustainable, repairable and adaptable products and services.

In the 1990s, the American architect and designer [William McDonough](#) developed the concept of "cradle-to-cradle", which advocates designing products that can be recycled or regenerated at the end of their life.

In recent years, awareness of the environmental and social impact of traditional economic models has grown significantly. This has led to the recognition of the circular economy as a sustainable and innovative business model. Today, many companies, communities and organisations are working towards the implementation of circular economic systems, with the aim of preserving natural resources and creating long-term value.

The circular economy is a promising model that can contribute to the reduction of waste and resource loss, while promoting sustainable economic growth and job creation. In recent years, the concept has gained significant recognition as an innovative business model. Many companies and organizations are now working towards implementing circular economic systems to create long-term value while preserving natural resources. By reducing greenhouse gas emissions and promoting the regeneration of ecosystems and natural resources, the circular economy can contribute to a more sustainable future for all.

**Picture.**



SUSTAINABLE  
COMPUTING