

An aerial photograph of a lush green forest. A circular path, possibly a dirt or gravel trail, winds through the trees, forming a large loop. The path is light brown and contrasts with the vibrant green foliage. In the center of the circular path, the words "economía circular" are written in a bold, white, sans-serif font. The text is arranged in two lines: "economía" on the top line and "circular" on the bottom line. The overall scene is peaceful and natural, suggesting a connection between nature and sustainable practices.

**economía
circular**



economía circular



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La Economía Lineal – Uso de Recursos



USO GLOBAL DE RECURSOS

1970



26.7 mil millones de toneladas

2017



88.6 mil millones de toneladas
22 kg/persona/día

2050



170 – 184 mil millones de toneladas

La Economía Lineal – Proceso

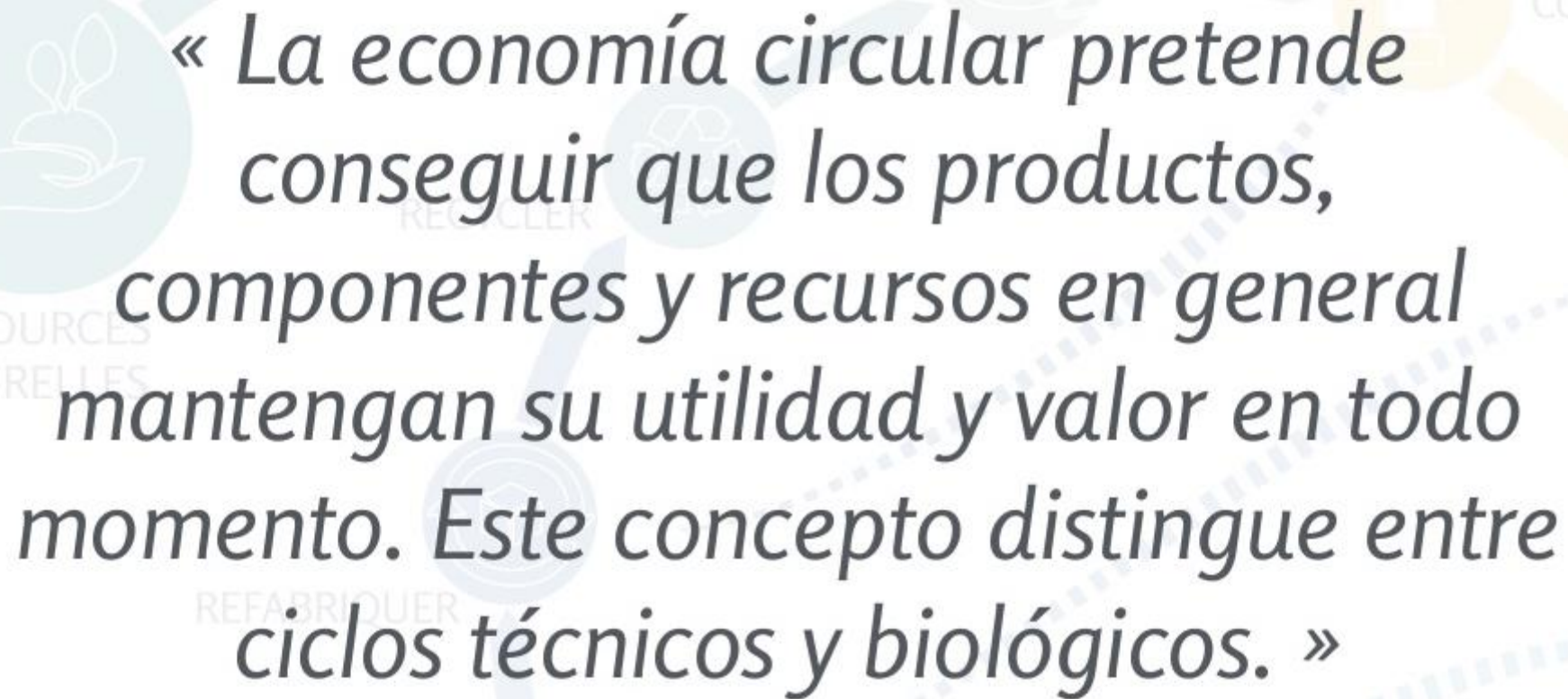


La Economía Lineal – Impactos



La Economía Circular





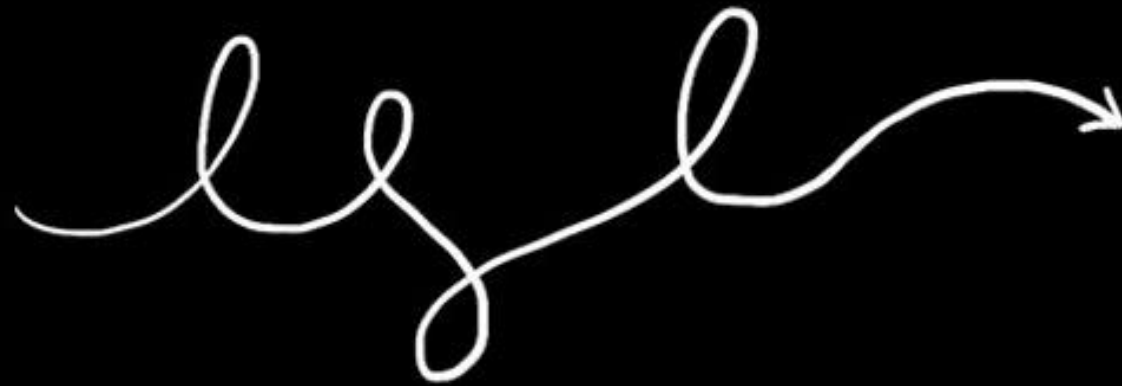
« La economía circular pretende conseguir que los productos, componentes y recursos en general mantengan su utilidad y valor en todo momento. Este concepto distingue entre ciclos técnicos y biológicos. »

Ellen MacArthur Foundation

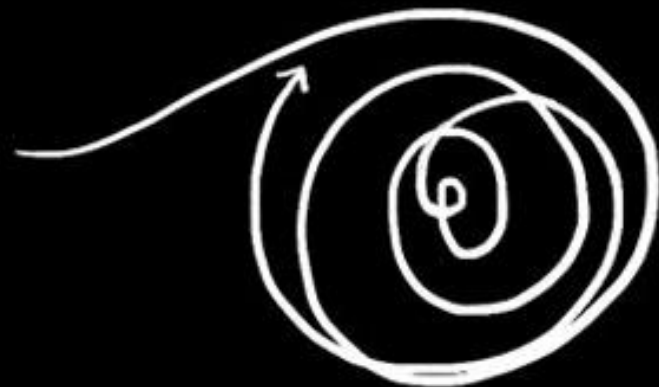
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



PRINCIPLE

1

Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows



Regenerate Substitute materials Virtualise Restore

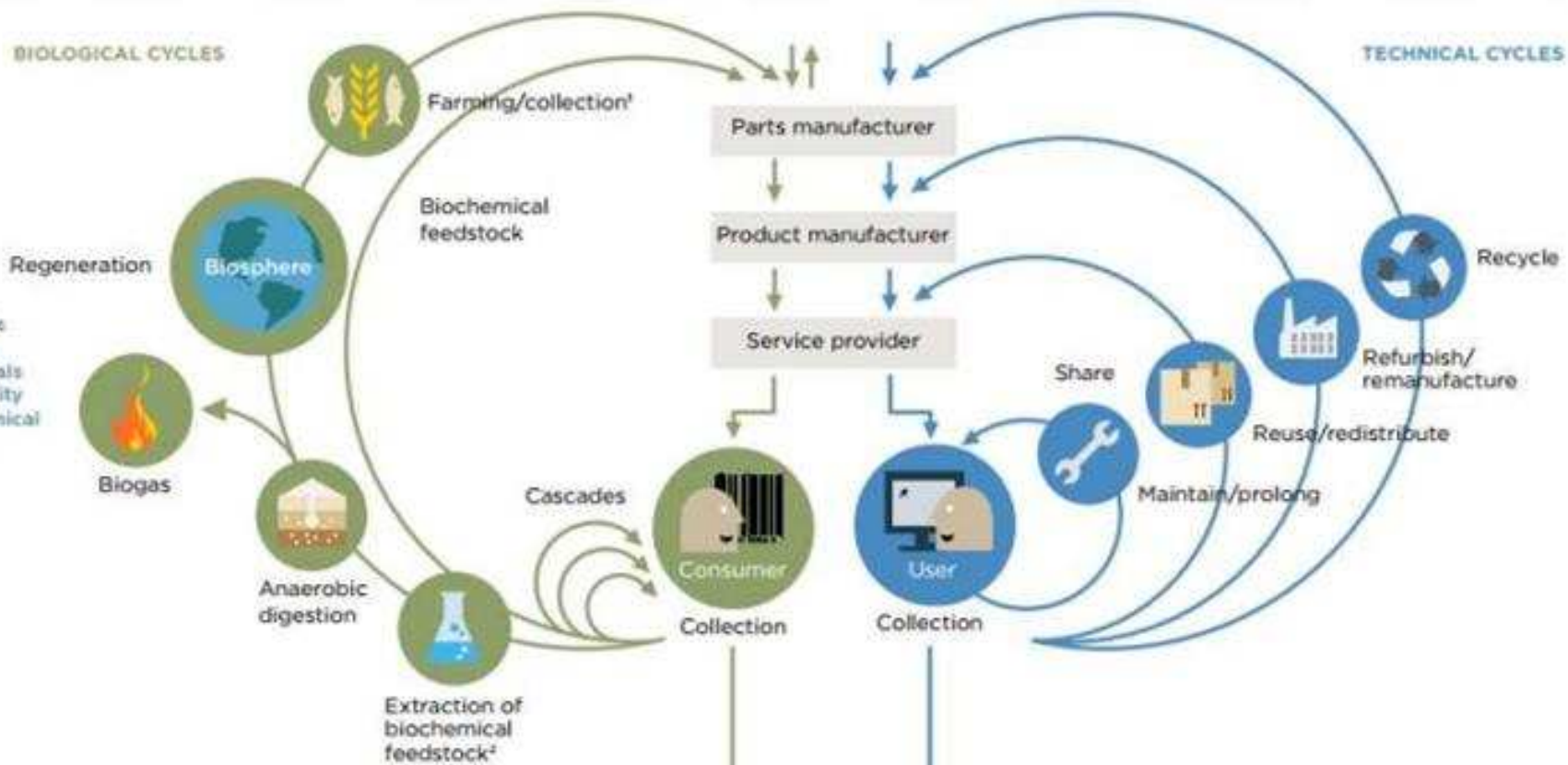
Renewables flow management

Stock management

PRINCIPLE

2

Optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles



PRINCIPLE

3

Foster system effectiveness by revealing and designing out negative externalities

Minimise systematic leakage and negative externalities

1. Hunting and fishing
 2. Can take both non-harvest and non-consumer waste as an input

LA ECONOMÍA CIRCULAR Y LA INDUSTRIA 4.0



Conceptos para modelos de negocios circulares¹²



- Recursos circulares
- Recuperación de recursos
- Extensión de vida de producto
- Plataformas compartidas
- “Product as a service”
- Desmaterialización
- Integración de funciones





Ejemplos – Bundle.nl – Paquetes de Lavado

13

The screenshot shows the Bundle.nl website header with a blue navigation bar containing the logo and links for Subscriptions, Reviews, and FAQ. Below the header is a banner with a couple and the text "The best products as a service" and "The best for everyone". Four product categories are displayed in white boxes with icons and "View offer" buttons: Washing machine, Tumble dryer, Dishwasher, and Coffee.

The screenshot shows a product page for "Miele Washing All-In". It features a white washing machine with a "DETERGENTS INCLUDED" sticker. To the right are four circular icons: "Max 8KG", "Power Wash 2.0", "including detergent", and "TwinDos". Below the machine is a "More info" button. Two pricing options are shown: "Pay per use €16.95 per month + €1,00 per cycle" and "Pay per use €22.95 per month", each with a "Select" button.

No venden lavarropas.. Paquetes de lavado

- **Free delivery**
We only leave if everything works sufficient. We do take your old appliance.
- **Flexible and convenient**
We take care of repairs. you can cancel every month.
- **Smart**
Get insight in your usage with the Bundles WebApp
- **Sustainable**
Together with Miele we increase the appliance life

<http://ecointelligentgrowth.net/proyectos/>

Diseñar para recuperar



IED, Master en Diseño Sostenible de Producto 2013/2014
Nathalie Balfart Lijja/ Carlos Gonzalez



Ejemplos

15



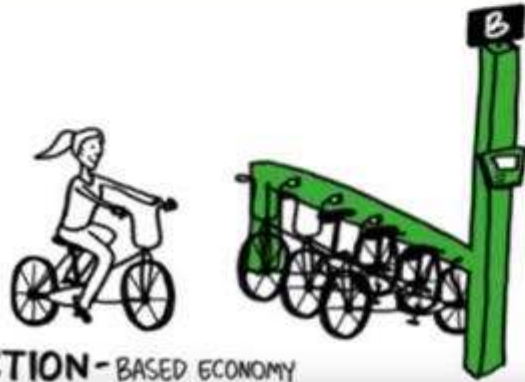
- **Usa energía solar**
- **200 iPhones/hora**
- **30M u\$s en recuperación de oro**

Ejemplos – Otros Casos

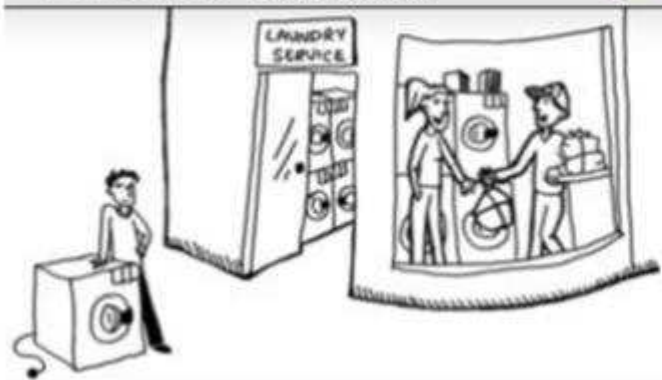
Service it!

Proyecto SPREE:

<https://www.youtube.com/watch?v=ElvsiGhyak8>



FUNCTION-BASED ECONOMY



Sharing economy



economía
circular

Kahoot!



Ir a **kahoot.it**



economía
circular

GRACIAS



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LA ECONOMÍA CIRCULAR: UN CAMBIO NECESARIO

Agua y alimentación **sostenible**

Energías **renovables**

Servicios y productos **sostenibles**

Madera y fibras **sostenibles**



Reciclaje de nutrientes

Emisión cero o muy baja

Eco-diseño y reutilización

Sistemas de **abono y biogas**

La economía circular funciona **extendiendo la vida útil** de los productos y reubicando los desechos desde el final de la cadena de suministro hasta el comienzo.

