

WHY CIRCULAR, WHY NOW?



90%

of land-based biodiversity loss and water stress are caused by raw material extraction and processing.



90%

of the resources consumed worldwide end up in waste.



US\$62 billion

worth of recoverable natural resources used in electronics alone is lost every year as waste.



US\$80-120 billion

of plastic packaging material value is lost to the economy after a short first use, equal to about 95% of its total value.



US\$4.5 trillion

in additional economic output could be generated by a circular economy by 2030.



3.9 million

people in Europe are estimated to be employed in jobs directly associated with the circular economy in 2018.



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