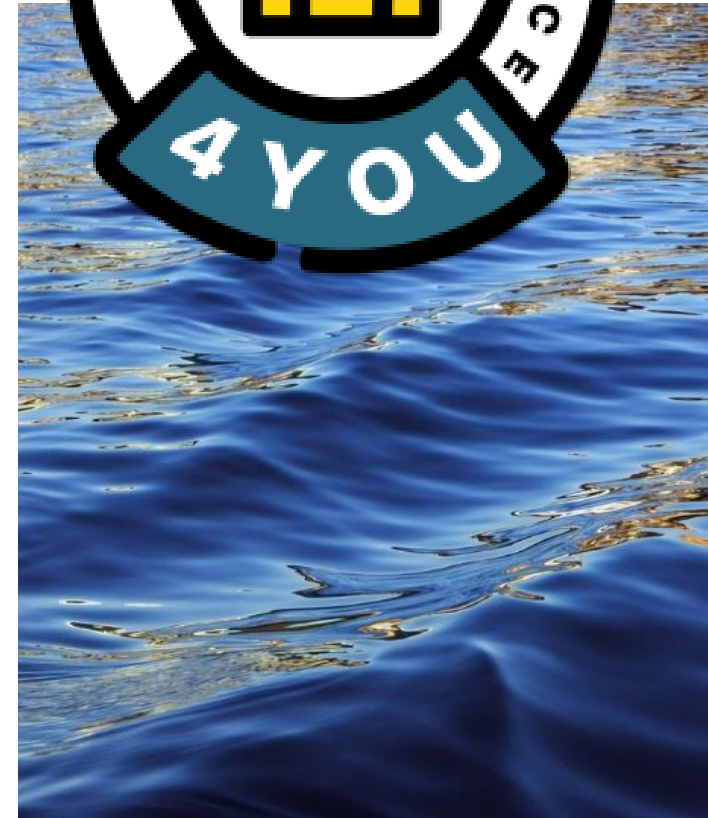


# Introduction to the game

## 5 Circular Economy Business Models



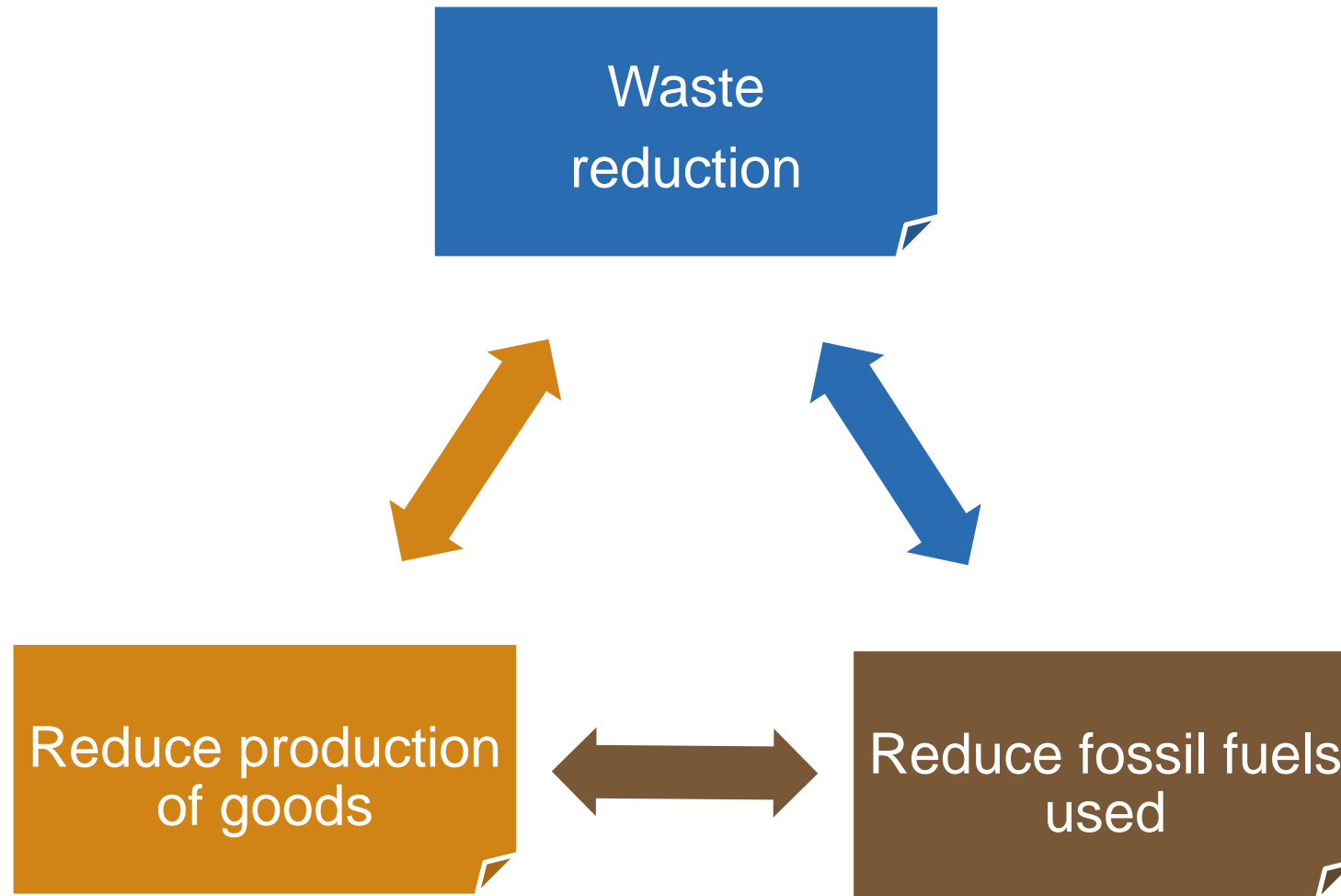
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them



**Co-funded by  
the European Union**



# Expected outputs of Circular Economy Models



# Circular input

## **Definition:**

Focus on use of recycled, regenerated, or recovered materials as inputs for new production (or services) in the company. It underlines closing the loop by reintroducing such materials into the same or new products, minimizing the need for virgin resources.

Other approach of the model stress using natural materials that can be easily regenerated as an alternative of using limited fossil fuels.

Add case studies pictures here

# Resource recovery

## **Definition:**

Involves extracting valuable materials from waste or by products generated during production, consumption, or disposal processes. It encompasses recycling, upcycling, and other techniques to recover resources from waste streams, reducing the reliance on virgin resources and minimizing environmental impact

The result of the recovery process are materials/resources that can be input to the production (in the same or other company) by replacing part or all natural raw material.

It creates less dependence on high-cost new raw materials, but first of all - looks for more added value from existing resources.

Add case studies pictures here

# Product life extension

## **Definition:**

Focuses on prolonging the lifespan of products through repair, refurbishment, or upgrades. It aims to maximize the utility and value derived from products, extending their use beyond their initial intended lifespan and reducing the need for new product purchases.

The model can focus on special designing of the product to get it possible to repair, but also can focus on operating as supplier of repaired, improved or rebuild products based on used products (including new life of the used products).

From business perspective it reduces the production of new products but in the same time supports selling the spare parts and dedicated reparing services.

Add case studies pictures here

# Sharing Economy

## **Definition:**

Involves the sharing, swapping, or renting of resources, such as products, services among individuals or organizations. In the model, the company give access to goods for everyone that accept the internal rule of using it. To single use is connected with paying the defined price that is low enough that that client prefers to pay for using, rather than to own the good.

It promotes access over ownership, optimizing resource utilization and reducing waste by maximizing the use of existing resources among individuals or organizations with the optional use of an intermediary - a sharing platform company

Add case studies pictures here

# Product as a Service

## Definition:

Shifts the focus from selling products to providing them as a service. Instead of owning products, consumers pay for the utility or performance they derive from the product.

This model encourages manufacturers to design products for durability, repairability and possibility to use as an integral element of service providing. It reduce waste and promote a circular approach

Add case studies pictures here

