



EUROPEAN
RENTAL
ASSOCIATION

Circular Economy: the Business Agenda

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Please react on Twitter, @era_rental, #eraconvention2019



ERA Convention 2019, "RENTAL: A SHARING ECONOMY", Madrid, 15 and 16 May



ELLEN MACARTHUR FOUNDATION



H&M Group



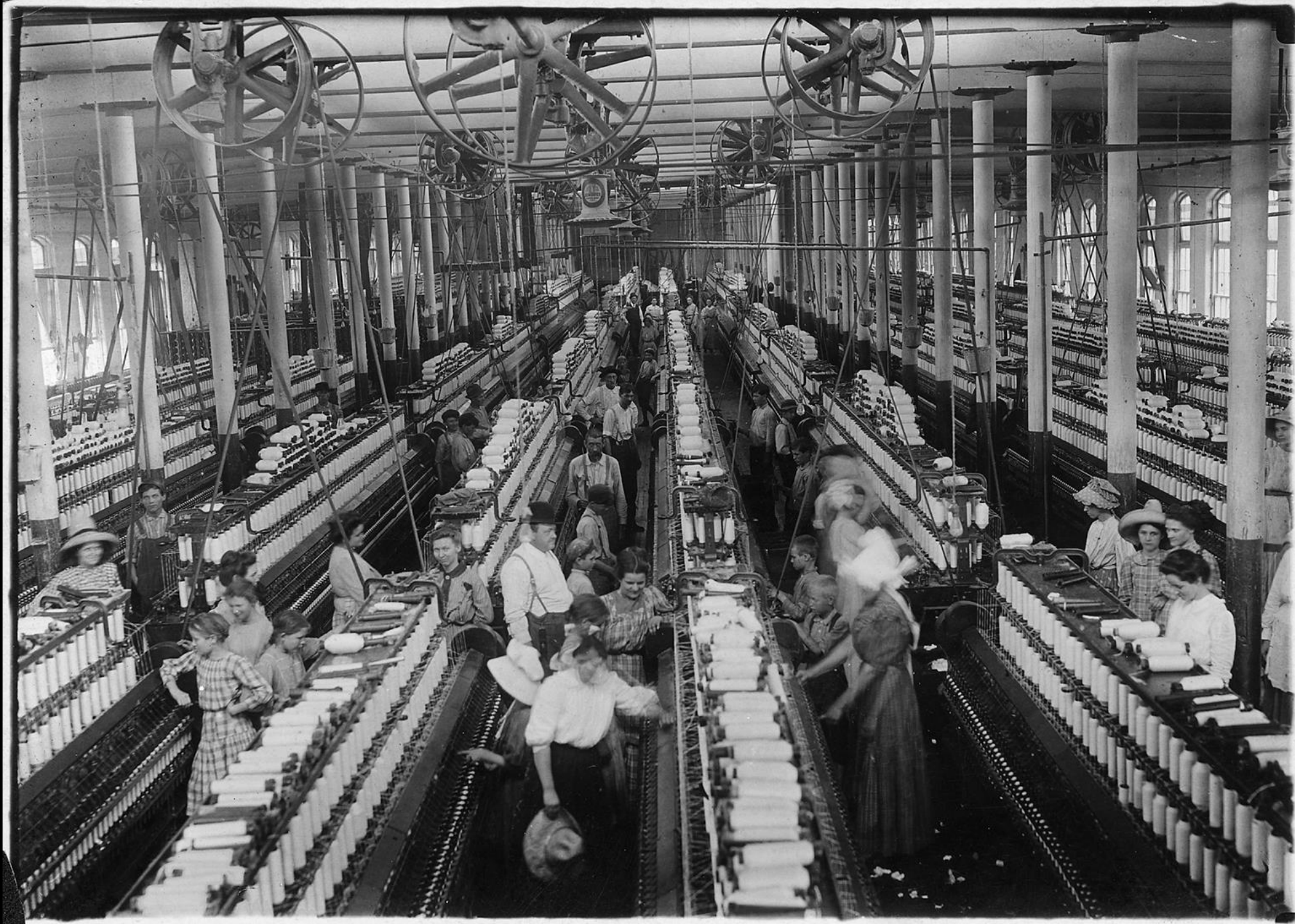
PHILIPS

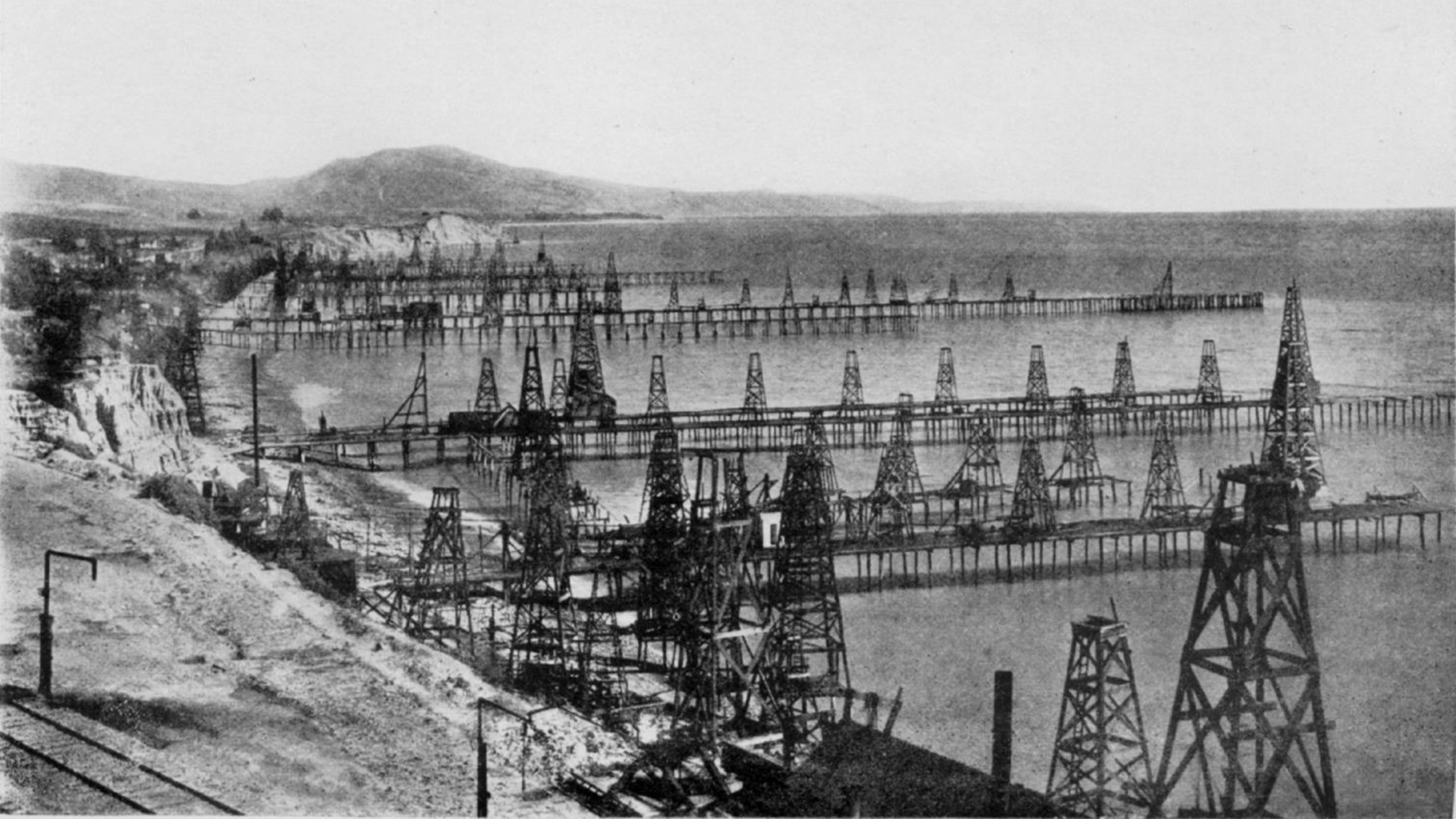


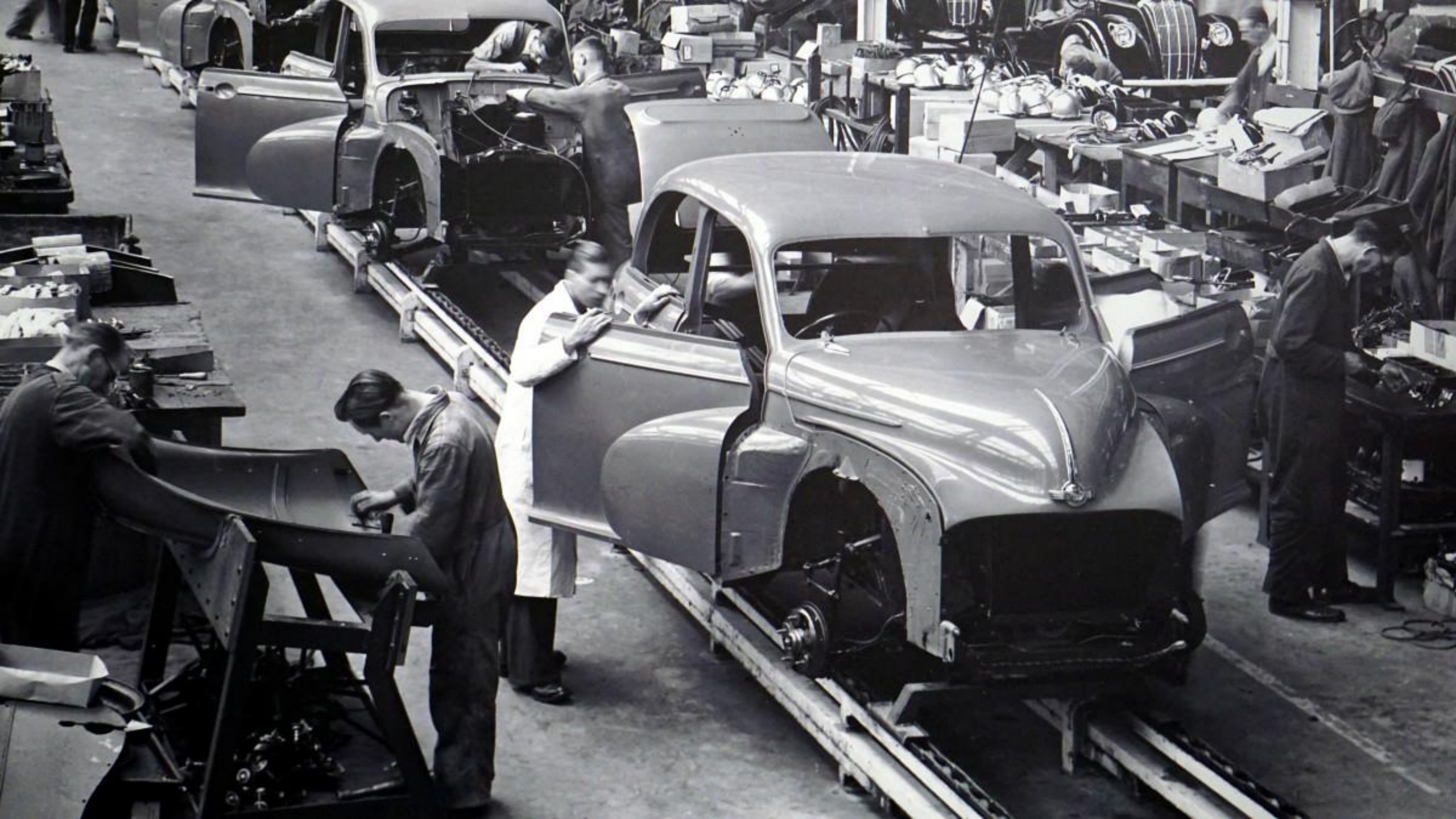
A grayscale image of a Ferris wheel, likely the London Eye, serves as the background. The wheel's structure, including its spokes and passenger capsules, is visible. Overlaid on this background is the text 'WHAT IS THE CIRCULAR ECONOMY?' in a large, white, sans-serif font. The text is arranged in three lines: 'WHAT IS THE' on the top line, 'CIRCULAR' on the middle line, and 'ECONOMY?' on the bottom line. The overall composition is centered and minimalist.

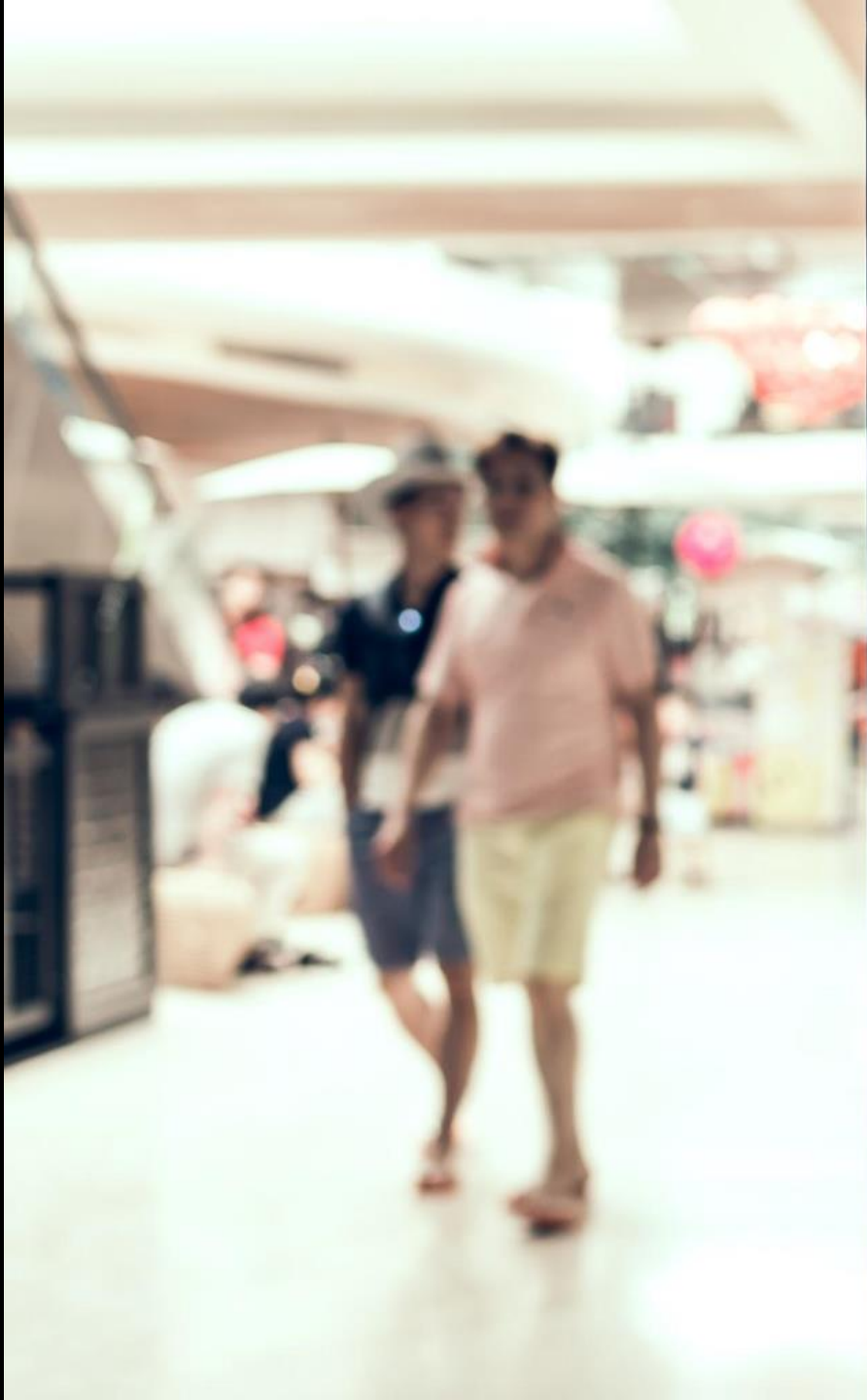
WHAT IS THE CIRCULAR ECONOMY?











SPECIAL DEAL

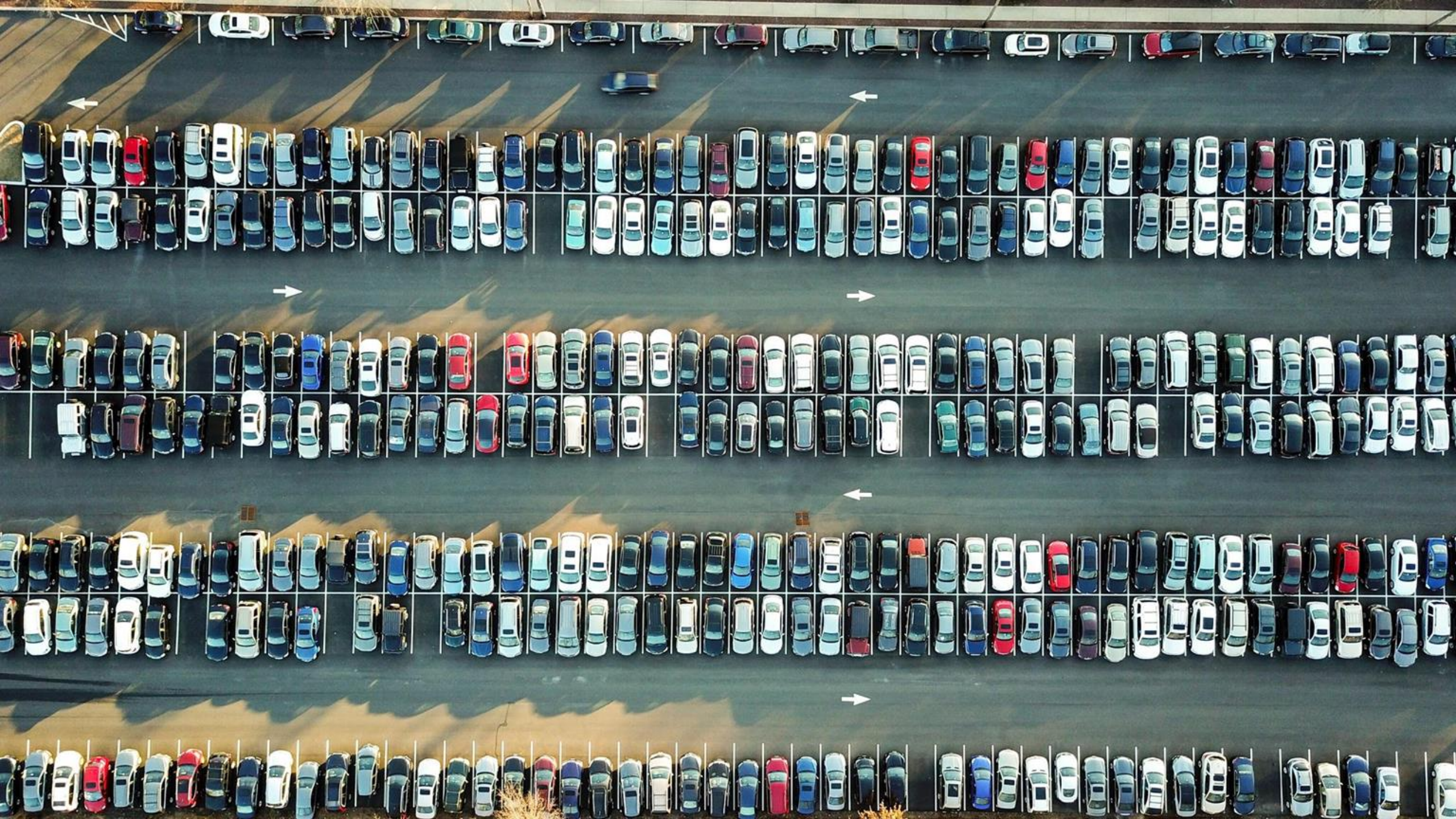
Limited time offer!

*term and conditions apply



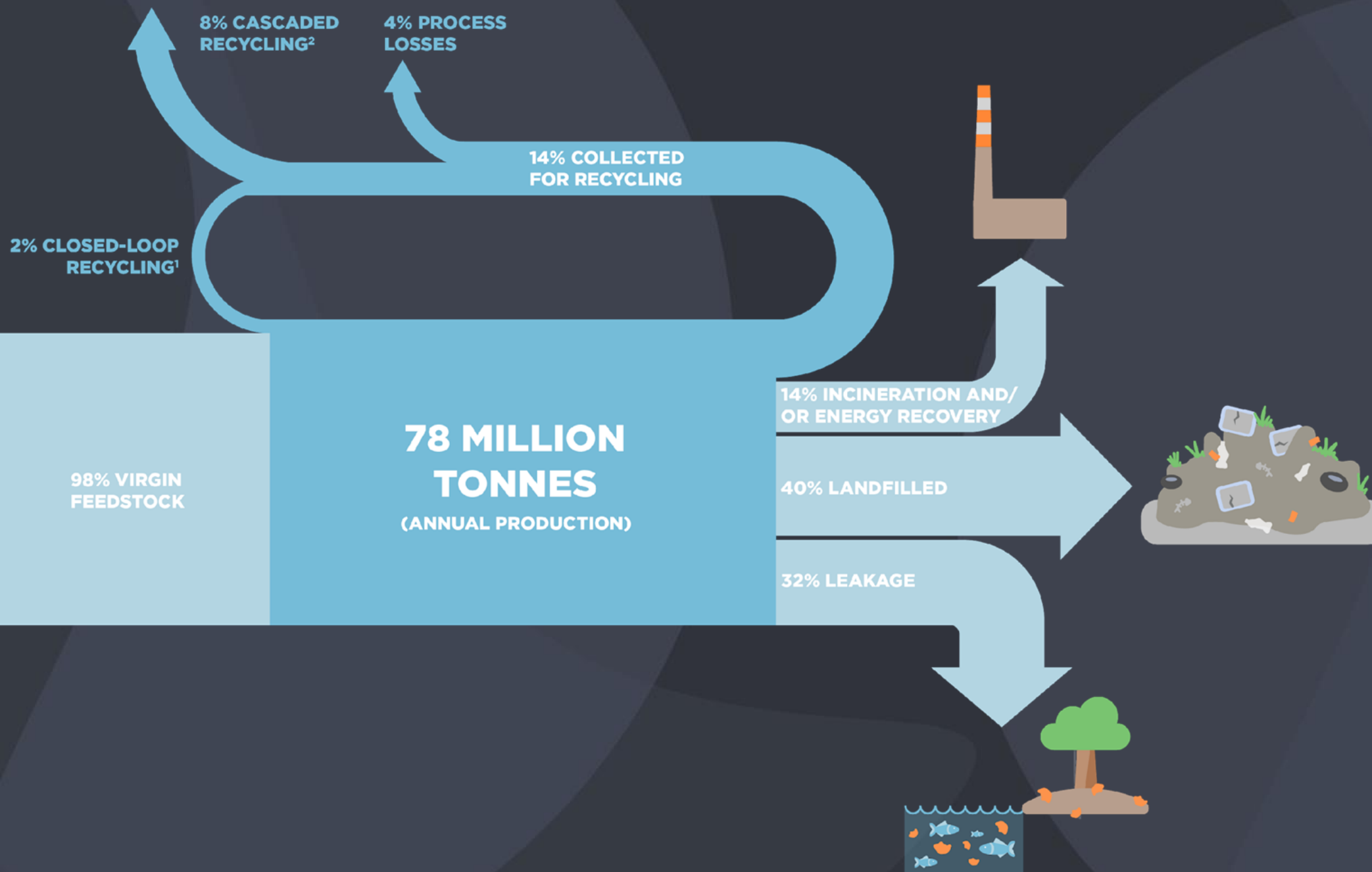


Take - make - waste



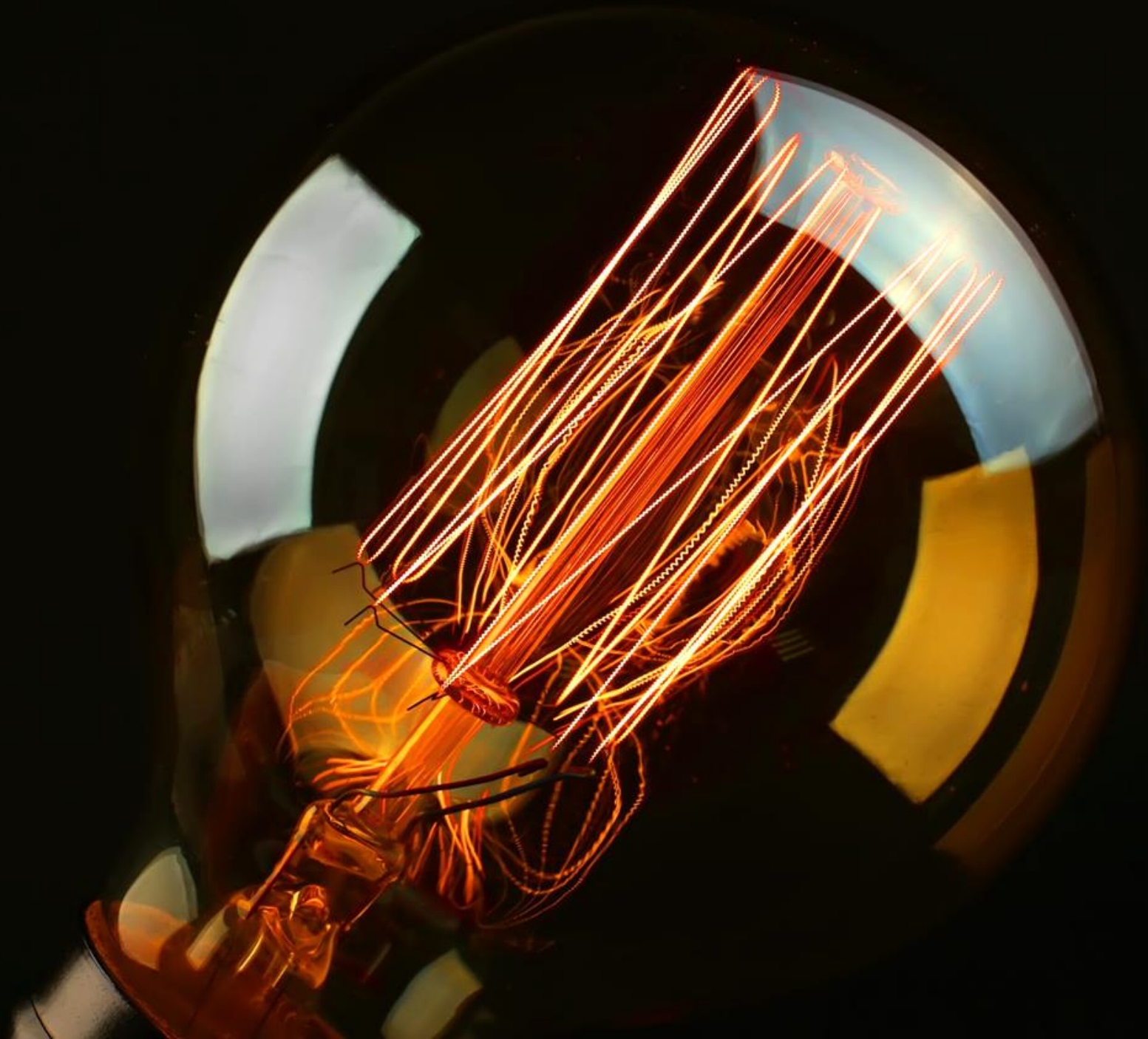
An aerial photograph of a large, multi-level parking lot. The lot is filled with hundreds of cars, mostly parked in neat rows. The cars are of various colors, including white, blue, red, and black. The perspective is from directly above, showing the layout of the parking spaces and the flow of traffic. The text is overlaid in the center of the image.

The average car
spends 92% of its life
parked.













DESIGN OUT WASTE AND POLLUTION

Water you can eat




Ooho!




A close-up, artistic photograph of a glowing incandescent light bulb. The bulb is the central focus, with its internal filaments clearly visible and glowing with a warm, orange-yellow light. The bulb is set against a dark, almost black background, which makes the light from the bulb stand out. The lighting creates a soft glow around the bulb, and the filaments themselves are a complex network of thin, coiled wires.

KEEP
PRODUCTS
IN USE

PATAGONIA



**REPAIR IS A
RADICAL ACT**



REGENERATE NATURAL SYSTEMS

THIMBLE ISLAND OCEAN FARM





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Increase disposable income for EU households by €3,000, or 11% higher than the current development path.

—

Growth Within: a circular economy vision for a competitive Europe

48% reduction of carbon dioxide
emissions by 2030 across mobility,
food systems, and the built
environment

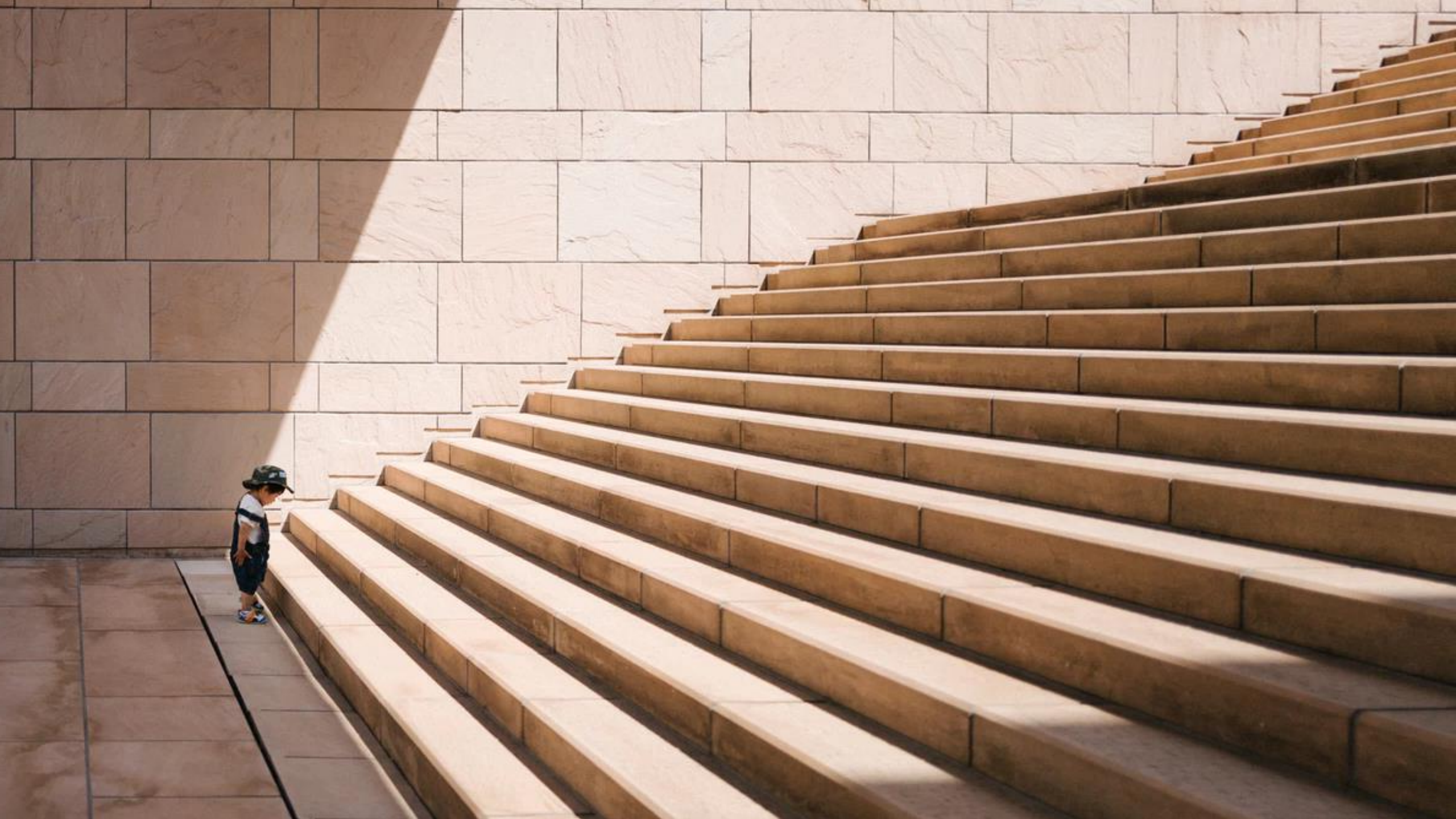
Growth Within: a circular economy vision for a competitive Europe



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Overall benefits of €1.8 trillion by 2030, or twice the benefits seen on the current development path (€0.9 trillion)

—
Growth Within: a circular economy vision for a competitive Europe





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