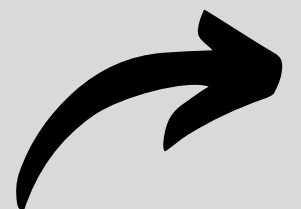


**10 Tips on how you can
create new innovative
ways for your products
and business models.**



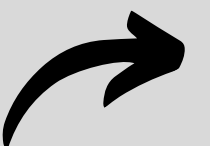
The **10 Rs** for a sustainable circular economy are **opportunities** to rethink your processes and materials, reduce costs, and create **products and business models for your future.**



1. Refuse



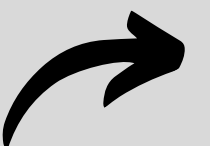
Avoid the use of unnecessary resources or materials. This can be achieved by not producing or consuming items that are harmful or not needed.



2. Rethink



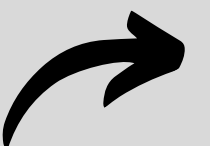
Reconsider the way products are designed, used, and consumed. This involves questioning current systems and coming up with innovative solutions that are more sustainable.



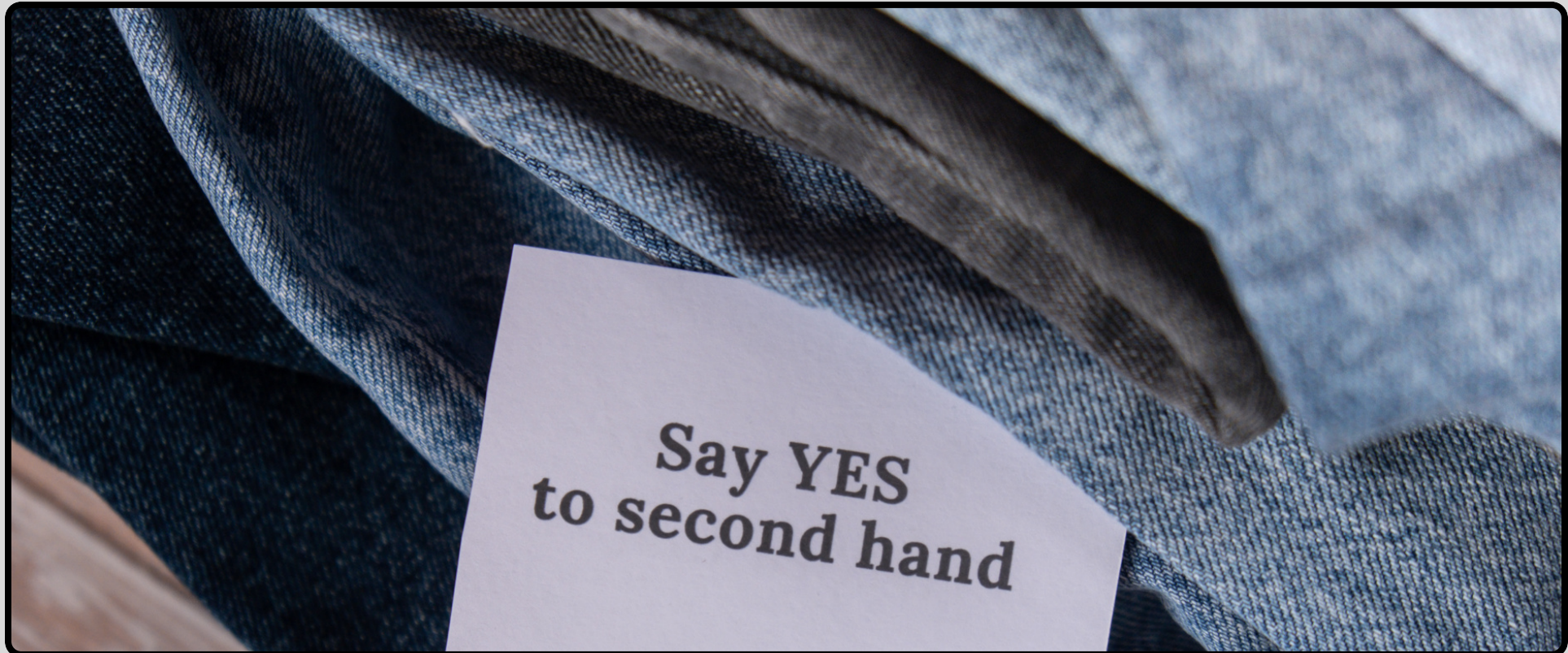
3. Reduce



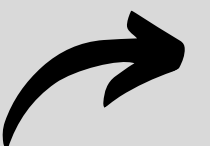
Minimize the amount of resources and energy consumed in the production and use of goods. This can be achieved through efficient design, manufacturing, and consumption practices.



4. Reuse



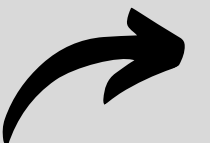
Use products or components multiple times for the same purpose.



5. Repair



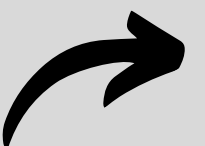
Fix broken or worn-out products or components to extend their lifespan, rather than discarding them.



6. Refurbish



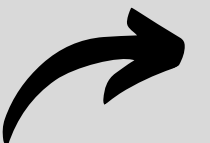
Restore old or used products to a good condition, often improving their functionality or appearance in the process.



7. Remanufacture



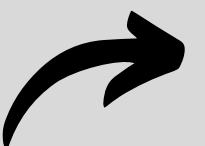
Take apart used products and use the components to make new products. This often involves restoring parts to their original quality and specifications.



8. Repurpose



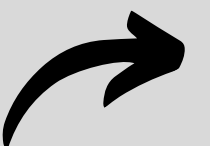
Alter or adapt products to serve a different function than they were originally designed for.



9. Recycle



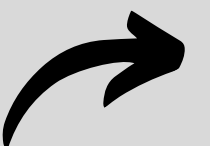
Convert waste materials into new materials or products. This is often the most commonly known 'R', but it's important to note that recycling should be **a last resort** after all other options have been exhausted.



10. Recover



Extract or recover energy from waste materials that cannot be reused, refurbished, or recycled. This can be done through methods like incineration for energy recovery.



Use these approaches to rethink your current doing and create new products and business models.

I help you find sustainable customer-focused ideas and business models that align with your organization so that you can confidently bring them to market!

