



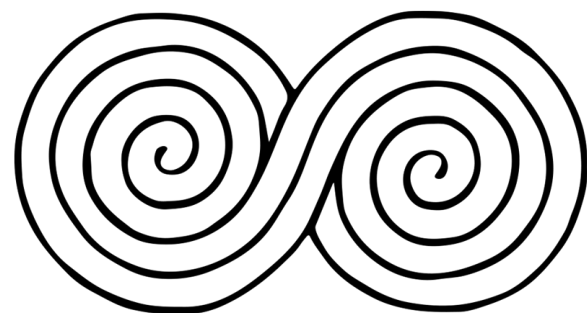
CEFA2018

Circular Economy Forum of the Americas
Building a circular conscious continent



The challenges of defining “Circular Economy”

- Carla Tennenbaum



IDEIA CIRCULAR



Imagem: Carla Tennenbaum

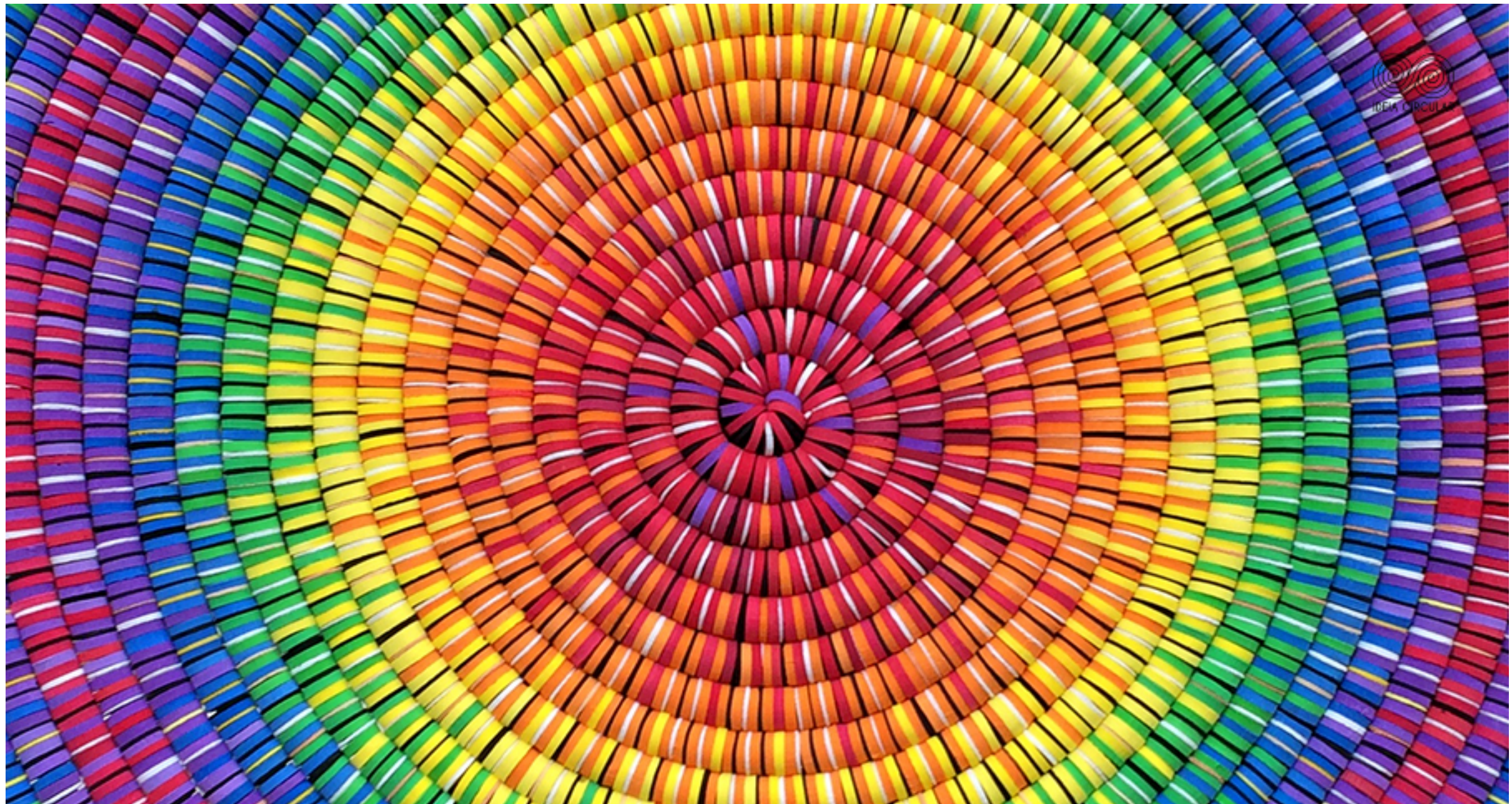
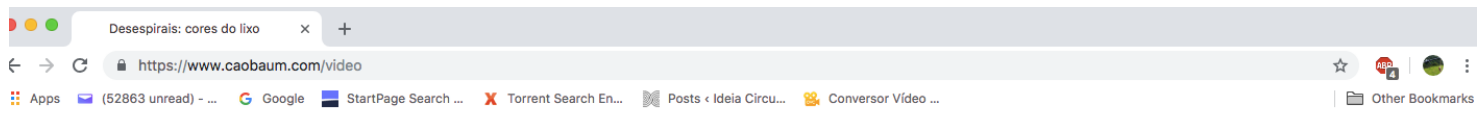




Imagem: Carla Tennenbaum



VIDEO

DESESPIRAIS: cores do lixo

CIRCULAR DESIGN: spiral story



Confira o vídeo sobre a trajetória e os desafios da Carla em seu trabalho com resíduos industriais, e sua relação com a ideia de [design circular](#).

www.caobaum.com/video

The challenges of defining “Circular Economy”

misappropriation



Pão de Açúcar

14 de junho · 🌐

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Você sabe o que é economia circular? É quando usamos resíduos para fazer novos produtos e tudo é reaproveitado como parte de um novo ciclo. Desde 2016, junto com Nescafé Dolce Gusto, aplicamos essa ideia em 19 lojas, nos estados de São Paulo, Rio de Janeiro e Paraná, por meio da iniciativa Reciclagem de Cápsulas de Café, dando novo uso a centenas de cápsulas que seriam descartadas. Vamos juntos reciclar nossas cápsulas? Saiba mais aqui: <https://bit.ly/2sQ2p4L>

#NossasIniciativasSuasAtitudes #Recicle #Reutilize #PãoDeAçúcar #Sustentabilidade





03 jul por que o pão de açúcar erra ao falar de economia circular em campanha de coleta de cápsulas de café?

Postado às 17:06h em [artigos](#) por [Ideia Circular](#) · [7 Comentários](#) · [Compartilhar](#)

A rede Pão de Açúcar compartilhou, recentemente, [um post nas redes sociais](#) mencionando o conceito de economia

pesquisar:



tags:

algramo, c2c, ciclo biológico, ciclo técnico, construção civil, Cradle to Cradle, desafio, design circular, design de produto, dif, downcycle, economia circular, economia compartilhada, economia linear, embalagens, energia renovavel, entrevista, festival de inovação disruptiva, festival path, forum, ideia circular, indústria, indústria têxtil, inovação, lixo, materia, meio ambiente, Michael Braungart, mídia, moda, móveis, pentatonic, plástico, premio, produto de serviço, reciclagem, residuo, sao paulo, startup, sustentabilidade, upcycle, upcyle, video, você s/a, workshop

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“reciclagem” de cápsulas





PET + algodão





cinzas de incineradores





cinzas de incineradores



criteria

definition?



Contents lists available at ScienceDirect

Resources, Conservation & Recycling

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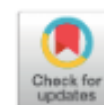


Review

Conceptualizing the circular economy: An analysis of 114 definitions

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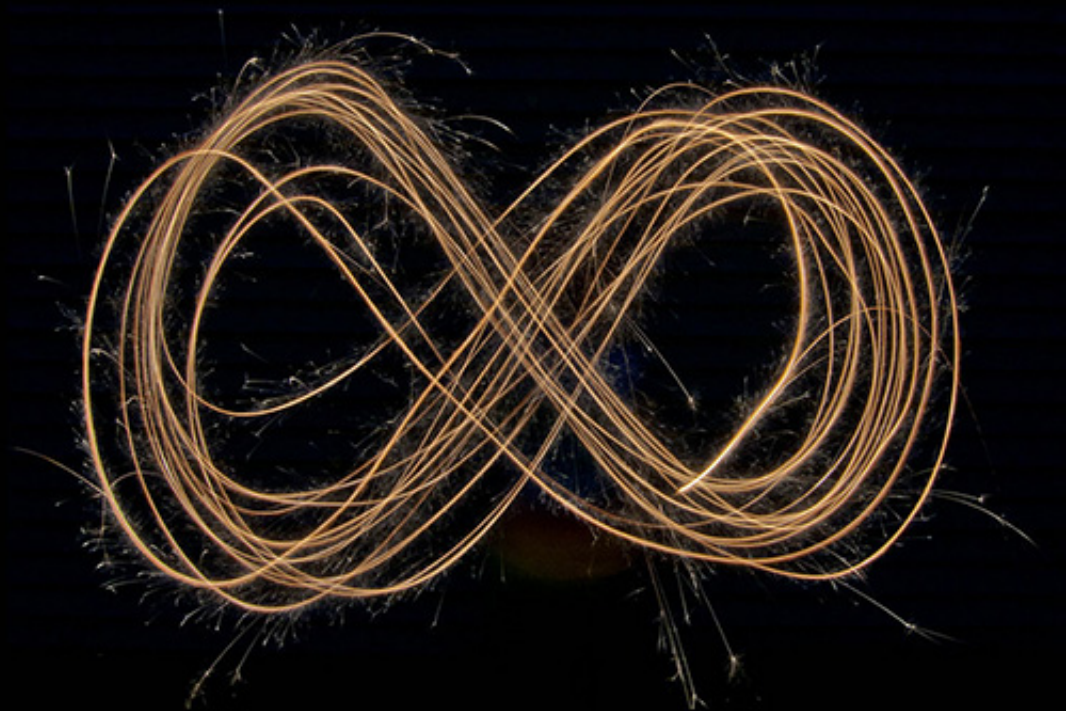
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ABSTRACT

The circular economy concept has gained momentum both among scholars and practitioners. However, critics claim that it means many different things to different people. This paper provides further evidence for these critics. The aim of this paper is to create transparency regarding the current understandings of the circular economy concept. For this purpose, we have gathered 114 circular economy definitions which were coded on 17 dimensions. Our findings indicate that the circular economy is most frequently depicted as a combination of reduce, reuse and recycle activities, whereas it is oftentimes not highlighted that CE necessitates a systemic shift. We further find that the definitions show few explicit linkages of the circular economy concept to sustainable development. The main aim of the circular economy is considered to be economic prosperity, followed by environmental quality; its impact on social equity and future generations is barely mentioned. Furthermore, neither business models nor consumers are frequently outlined as enablers of the circular economy. We critically discuss the various circular economy conceptualizations throughout this paper. Overall, we hope to contribute



Economia Circular

entenda, desenhe, transforme

understand

circular thinking

mindset

understand

circular thinking

mindset

design

circular design

intention

criteria

understand

circular thinking
mindset

design

circular design
intention
criteria

transform

circular innovation
implementation

tropicalize

metaphors

**unforeseen
implications**

Thank you!

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