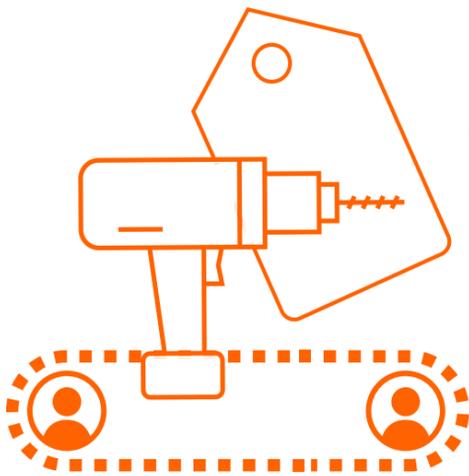


# 5 Tips to Embrace a Circular Lifestyle



In a circular economy, raw resources are fed back into the system, ideally creating a world where all energy and materials stay in a closed loop, which is critical to solving the growing crisis of dwindling resources. But what does that mean for the average person? How could it impact your life? Here are some tips to embrace a circular lifestyle.



1

## How Often Do You Use That?

### BORROW, LEND OR LEASE

Most equipment owned by individuals is typically used for only a few hours in its lifetime. By renting, leasing or sharing equipment, we can save resources, increase use efficiency and push manufacturers to extend the life of products. **Peer-to-peer sharing** platforms, other online marketplaces and even brick-and-mortar rental shops create access to expensive equipment at an affordable price, provide extra revenue for idle assets, and offer a strong incentive for manufacturers to create long-lasting equipment.

## Fast Fashion or High Fashion?

### A NEW WAY TO ADD SPARKLE TO YOUR WARDROBE

The textiles industry is a major polluter, projected to add more than **20 million tonnes** of plastic micro-fibres to ocean pollution by 2050<sup>1</sup>. But by renting and reusing clothing, we can help push the industry to change. A circular subscription model for children's clothing and a fashion "library" – where customers can borrow designer clothes for a fixed monthly fee – are just a couple of the ways that the textile industry is starting to embrace circular practices.

2

## Should Your Banana be Wrapped in Plastic?

### BE CONSCIOUS OF PACKAGING

The ocean will **hold more plastic by weight than fish by 2050**<sup>2</sup>. But as consumers, we can "vote with our dollars" every day to reduce that figure. Buy products with little or no packaging, or sporting recycled and reusable packaging, and support retailers that ban "hard-to-recycle" plastic packaging, go plastic-free in their own-brand products and offer "plastics-free" aisles in their shops, to reduce waste and let manufacturers and retailers know that you support resource recovery efforts.



3

## Circular Stars:

### SUPPORT COMPANIES THAT ENDORSE THE CIRCULAR APPROACH

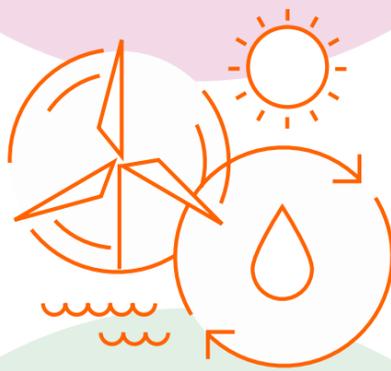
Buy from companies that embrace circular initiatives and are re-evaluating their approach to materials, waste and recycling. Support firms that are increasing their use of recycled materials for products, repurposing or recycling their products at end-of-life and those committing to using renewable energy. Use sharing and pay-per-use platforms to support a "buy-less, use-more" circular approach. Do some digging before you make a purchase and ensure that the companies you buy from espouse your values and support the circular economy.

4

## Embrace the Lifestyle:

### MAKE IT A DAILY HABIT AND HELP CLOSE THE LOOP

A key component of living a circular lifestyle is returning waste and resources back into the system – taking a "zero-waste" approach. Taking stock of our daily consumption gives us plenty of opportunities to reduce our environmental footprint and adopt circular habits – by reducing food waste, decreasing energy and water use at home, and by embracing upcycling and recycling programs, like that offered by Terracycle's zero-waste box<sup>3</sup>.



5



## Find out more

Visit [www.ingwb.com/insights/themes/circular-economy](http://www.ingwb.com/insights/themes/circular-economy) for more information on the circular economy and for more ideas on adopting a circular lifestyle.

1 <https://www.businessoffashion.com/articles/voices/how-can-fashion-embrace-the-circular-economy>

2 <https://www.environment.gov.au/system/files/resources/c8dd95af-c028-4b6e-9b23-153aefb8c3c/files/australian-plastics-recycling-survey-report-2016-17.pdf>

3 [https://www.terracycle.com/en-HU/about-terracycle?utm\\_campaign=admittance&utm\\_medium=menu&utm\\_source=www.terracycle.com](https://www.terracycle.com/en-HU/about-terracycle?utm_campaign=admittance&utm_medium=menu&utm_source=www.terracycle.com)