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CIRCULAR ECONOMY

# CITIES AS STOCKS OF (EMBEDDED) MATERIALS



# RENTAL USE AND REUSE 1000 TIMES



**Probably the most reused objects world-wide**



**Dirty, contaminated with bacteria and drugs**

DURABILITY  
COMES FROM  
DESIRABILITY,





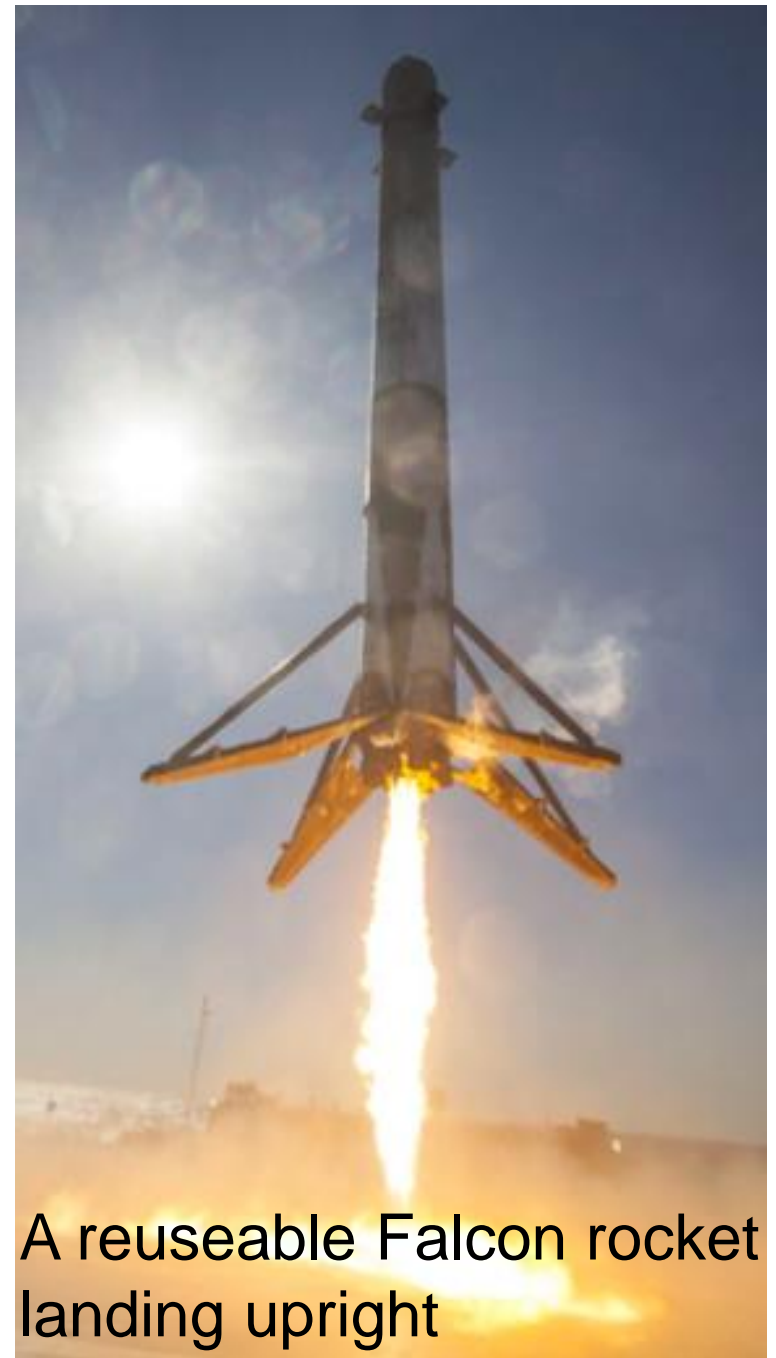
durability is created by  
profound users (“Profusers”)

<http://product-life.org/en/Part5-3Ecos-From-Consumer-to-Prosumer-from-User-to-Profuser>

The Circular Economy and long service-life do not exclude technological progress



NASA space shuttles, the 1<sup>st</sup> reusable vehicles into space



A reusable Falcon rocket landing upright

Beppe Grillo's  
*spazzolino* of  
his 1990 RAI TV  
show on ecology

modular design  
for minimal  
toothbrush waste





THANK YOU !

