

# The bet on the circular economy and growth development.

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The contemporary industrial society is close to the edge of collapse. The cause is to have pursued a linear economy considering possible economic development without limits. (1)

The depletion of natural resources of the land, of drinking water and air pollution, are the root of imminent disaster of a production system as a whole, that is likely to become globally unsustainable. So in the contemporary era is imposed, with increasing evidence, the need to a sharp revision of opportunity of production and business, in order to avoid an inescapable economic and social collapse of a large and uncontrollable proportions.

In the face of this recently the concept of "Circular Economy" has gained political and economic attention internationally, in order to obtain a long-term strategic vision that can develop an effective mode to reduce the intensity of the damage done by a decrease and the unnecessary growing of waste from natural resource . So that Circular Economy strategy aims to reinvigorate the economy of environmentally sustainable development. (2)

On 2 July 2014, the European Commission presented a Communication "Towards a circular economy: a program to zero waste for Europe" (COM (2014) 398), which is based on the assumption that a more efficient use of resources creates new opportunities for growth and employment. (3)

The model of the Circular Economy, if not will to remain a mere slogan, it should be re-defined and tested in terms of innovative business, highlighting how one can derive a net economic and social benefit, giving development to a production conversion, based on a shared understanding and collaboration between enterprise and research capable of:

- promote a system of "cross-fertility" multi-actorial and trans-disciplinary
- ensure collaborative management aimed at sustainability environmental
- innovate the production process oriented to release zero waste
- integrate the development economics in a "glocal" world-dimension

This Model innovative business, that meets those cornerstones it is the great challenge of Circular Economy, in which companies and research must rethink their common development strategies, innovating products, processes and markets, within the framework of the future knowledge economy.

The core of the emerging and Circular Economy will be a complex "Design Thinking" of innovative management of production and development, based on the need to rethink the innovation of circular products ,processes and market.

The materials used in marketable products during the development of circular economy are no longer seen simply as "primary products", but as recycling conversion activities, because each resource will go redesigned so that it can be reused as input in other value chains and development.

Businesses in collaboration with public and private research, will quickly overcome the unsustainable linear model, the "take-make-waste" . Therefore each company will have to work together to a profound reflection on the reorganization of each development area, on how to maximize, in a system of cross-fertility , the values of multiple products in the search to favor a time duration consisting of multiple cycles of life and consumption of goods.

The first place to start the development of Circular Economy will take place on an innovative program of "Design Thinking" based on the re-design of products and processes of production and their development,

aimed at generating more life cycles to investment of natural and human resources. Capture the added value of Circular Economy as innovative business, requires finally also refer to new marketing models that are linked to innovation modular recycling system of production.

Therefore the possible advantages of the Circular Economy requires high responsibility for change an integrated system research and production. Therefore, the social and ecological responsibility of the development will be the most fundamental attitude to switch from linear models to circular business that reduce rapidly the 'environmental impact of contemporary industrial production.

Certainly the barriers to the development of the "Circular Economy" are globally powerful, just as they are used, the preservation of vested interests, privileges, preconceptions and cultural limitations. The transition towards a Circular Economy therefore requires substantial changes in the economic and cultural integrated, involving the adoption of new market models, new ways of turning waste into resources, and new patterns of consumer behavior.

Therefore to stimulate the complex transformation of the economy in a Circular Economy, EGOCREANET NGOs as partner of the project , is committed to promoting initiatives of reflection and stimulus on social responsibility of research and enterprise collaboration ,addressed the broad thematic understanding of Circular Economy new business aimed at zero waste. (4)

## BIBLIO ON LINE

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(3) COMMUNICATION FROM THE COMMISSION 02 / JULY 2014:

<http://ec.europa.eu/environment/circular-economy/pdf/circular-economy-communication.pdf>

(4) Conference Circular Economy in Agro-Food 29/30 April 2015 in

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