

DISEÑANDO PARA UN FUTURO CIRCULAR: CÓMO CONVERTIRSE EN AGENTES DE TRANSFORMACIÓN

Nicola Cerantola



ECONOMÍA CIRCULAR



UNA TRAVESÍA







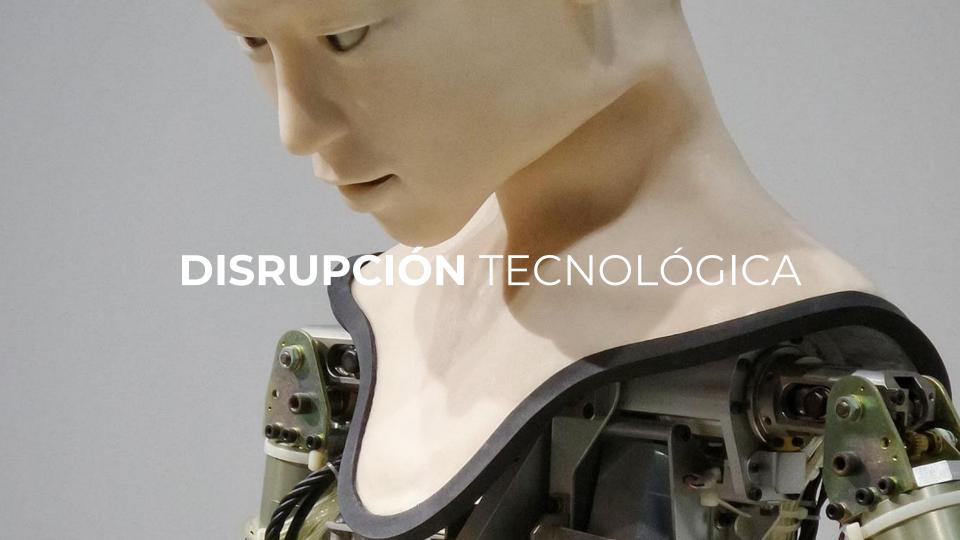




UNA TRAVESÍA

DEGRADACIÓN AMBIENTAL





INCERTIDUMBRE







ΟΊΚΟ-ΝΌΜΟΣ?







PIRÁMIDE DE **NECESIDADES**



SEGURIDAD







































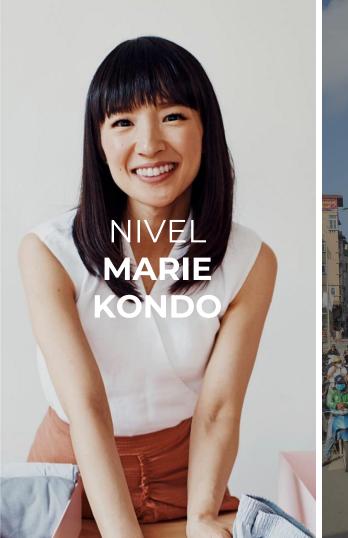






PIRÁMIDE DE **NECESIDADES**





































*Lanthanide series	lanthanum 57	cerium 58	praseodymium 59	neodymium 60	promethium 61	samarium 62	europium 63	gadolinium 64	terbium 65	dysprosium 66	holmium 67	erbium 68	thulium 69	ytterbium 70	
	⊪La	Ce	Pr	Nd	Pm	Sm	Eur	Gd	Tb	Dy	Но	Er	Tm	°Yb	
Palsberg bei	138.91	140.12	140.91	144.24	[145]	150.36	151.96	157.25	158.93	162.50	164.93	167.26	168.93	173.04	
Viscoland/C	actinium	thorium	protactinium	uranium	neptunium	plutonium	americium	curium	berkelium	californium	einsteinium		mendelevium	nobelium	
* * Actinide series	1W 89 en	90	91	92	93	94	95	96	97	98	99	100	101	102	
	Ac	Th	Pa	U	Np	Pu	Am	Cm	Bk	Cf	Es	Fm	Md	No	
	[227]	232.04	231.04	238.03	[237]	[244]	[243]	[247]	[247]	[251]	[252]	[257]	[258]	[259]	

Fuente: Ellen MacArthur Foundation. Towards Circular Economy Vol.3



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¿QUÉ PODEMOS HACER?























BELLEZA, DISFRUTE..





















Manual Distributed

Low workshop setup cost High product cost Many products Customised Common IP

Resilient

Circular



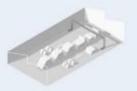
1st

Powered Centralised

High factory setup cost Medium product cost One product One size fits all Common and closed IP

No resilience to demand drops

Linear



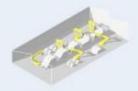
2nd

Mechanised Centralised

High factory setup cost Low product cost One product One size fits all Closed IP

No resilience to demand drops

Linear



3rd

Digital Centralised

Factory setup cost £50m+ Super low product cost One product One size fits all Closed IP

No resilience to demand drops

Linear



4th

Digital Distributed

Factory setup cost £15k+ Super low product cost Many products Mass-customised Open, data-led design

Resilient, on-demand

Circular

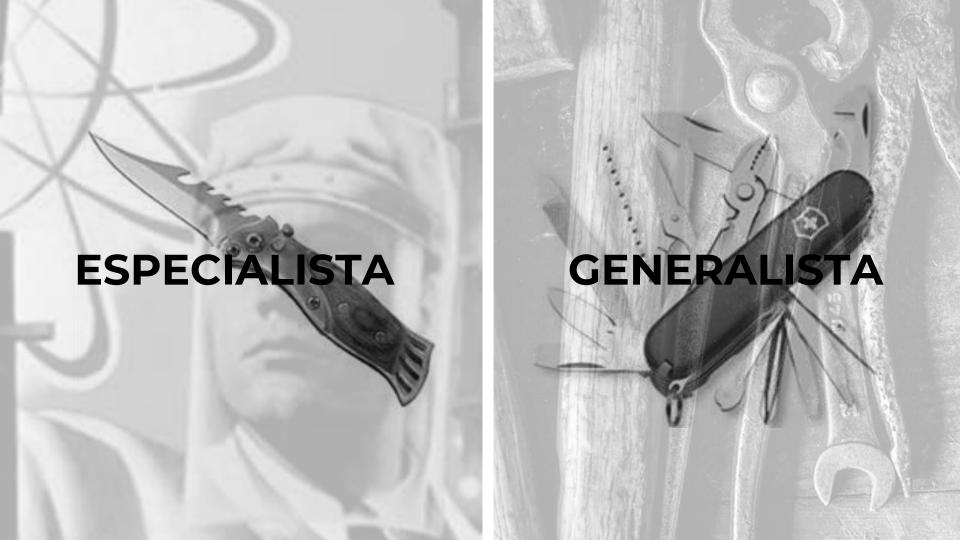








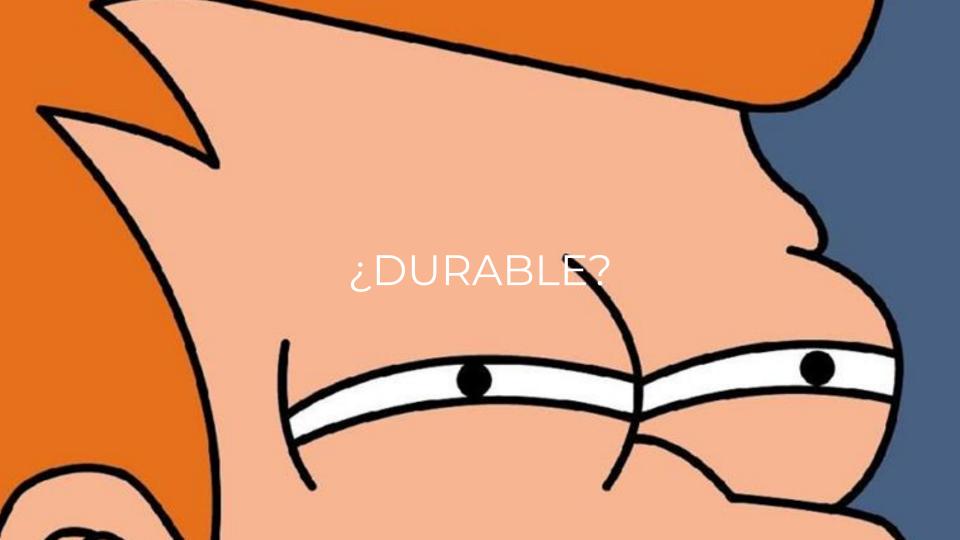
















Patadas Voladoras®

Tus muletas ecológicas







ALINEANDO INTERESES















NECESIDADES VERDADERAS



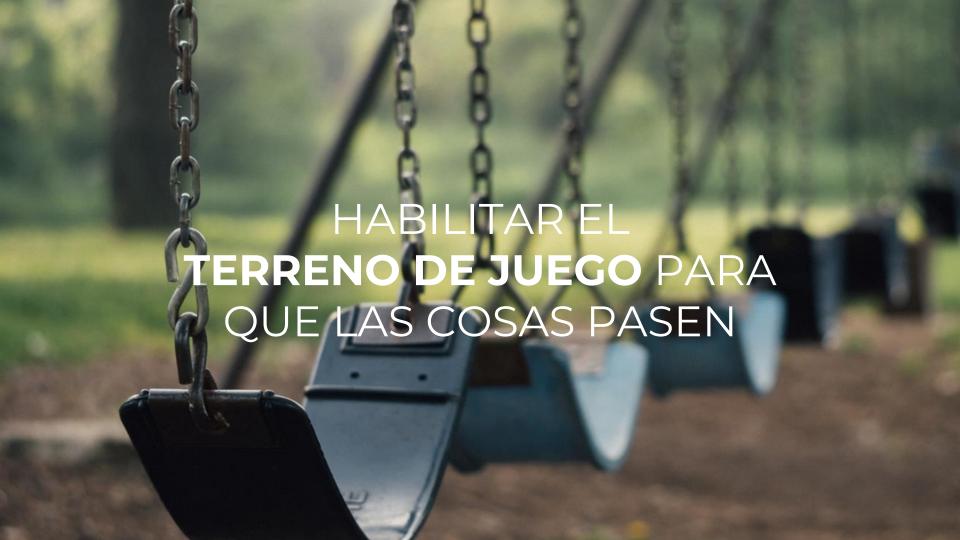












EMPRENDIMIENTO CIRCULAR









ESKERRIK ASKO! GRACIAS!

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