



# THE RENEWAL WORKSHOP

TE webinar - Circular Economy  
Feb 28, 2017









# A LINEAR MODEL

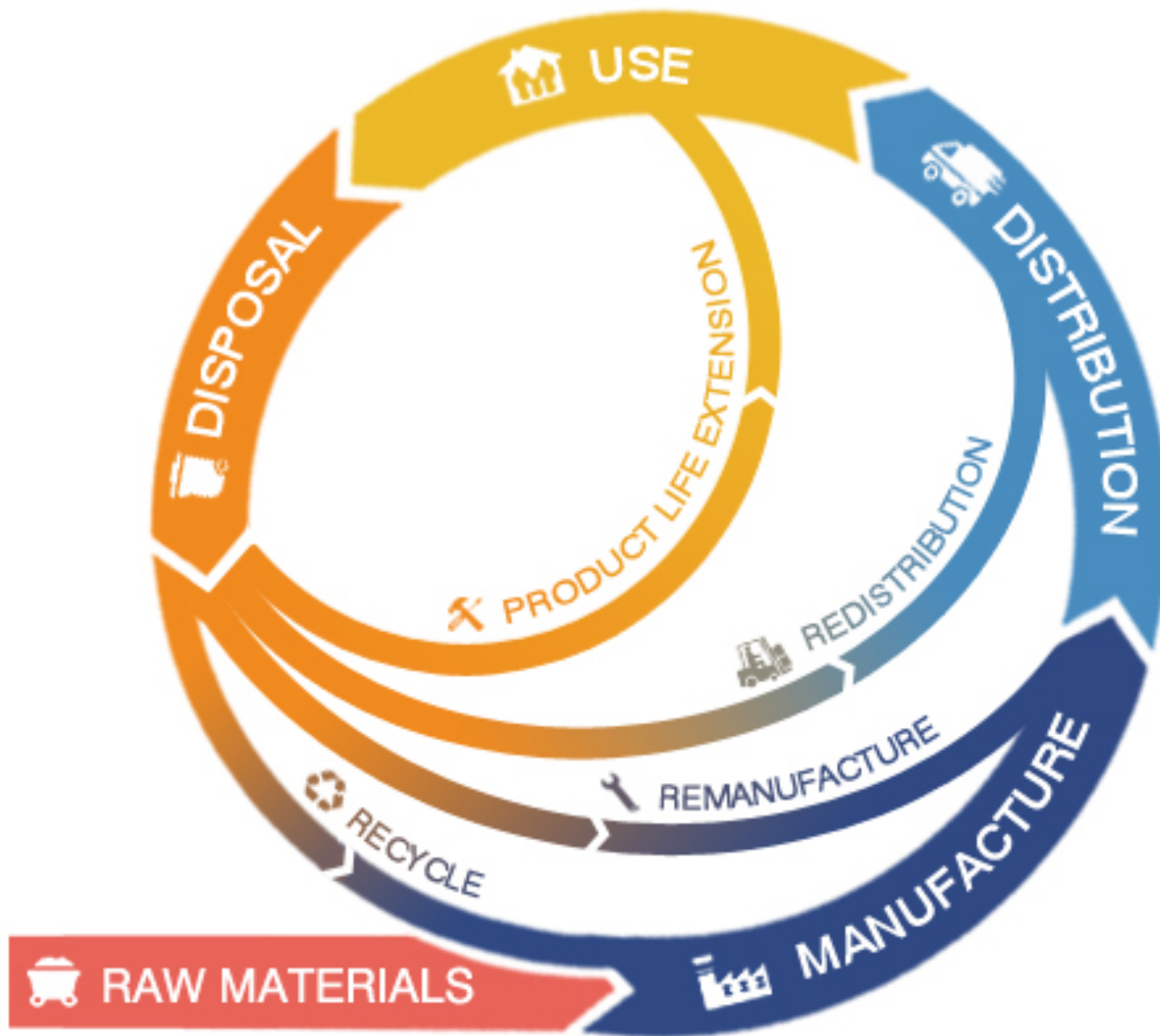


**TAKE**

**MAKE**

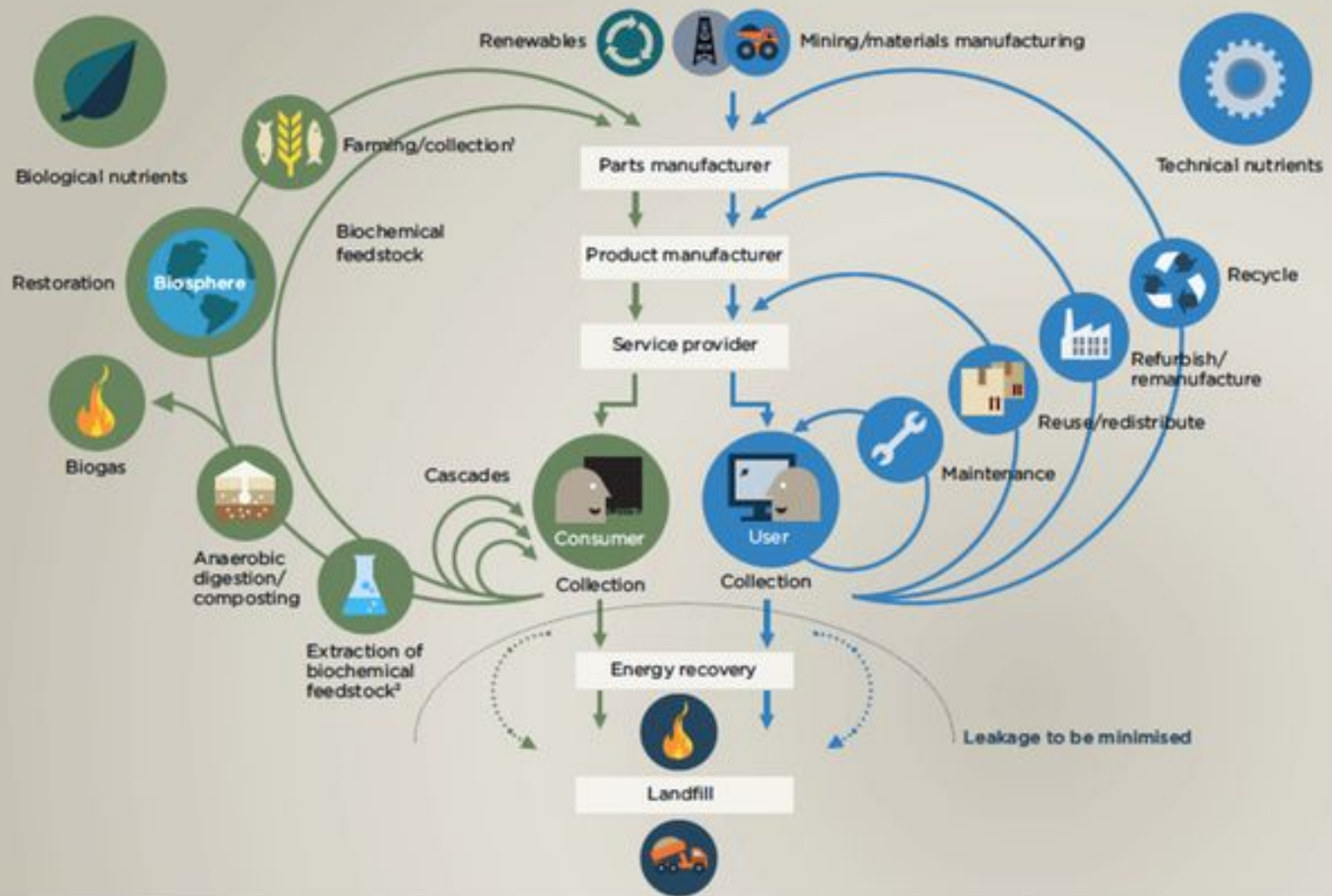
**USE**

**WASTE**



[connect.innovateuk.org](http://connect.innovateuk.org)

# Circular Economy Butterfly Diagram – The Ellen MacArthur Foundation

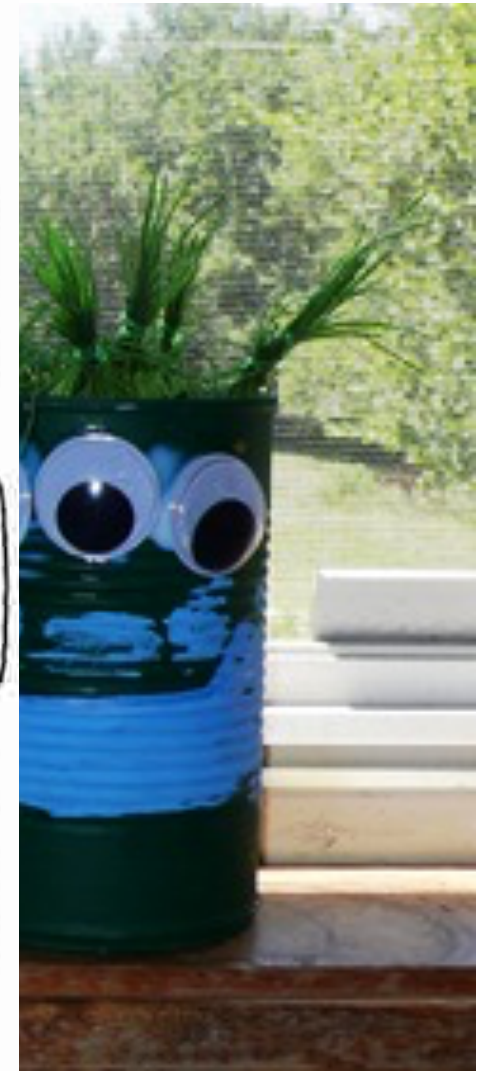
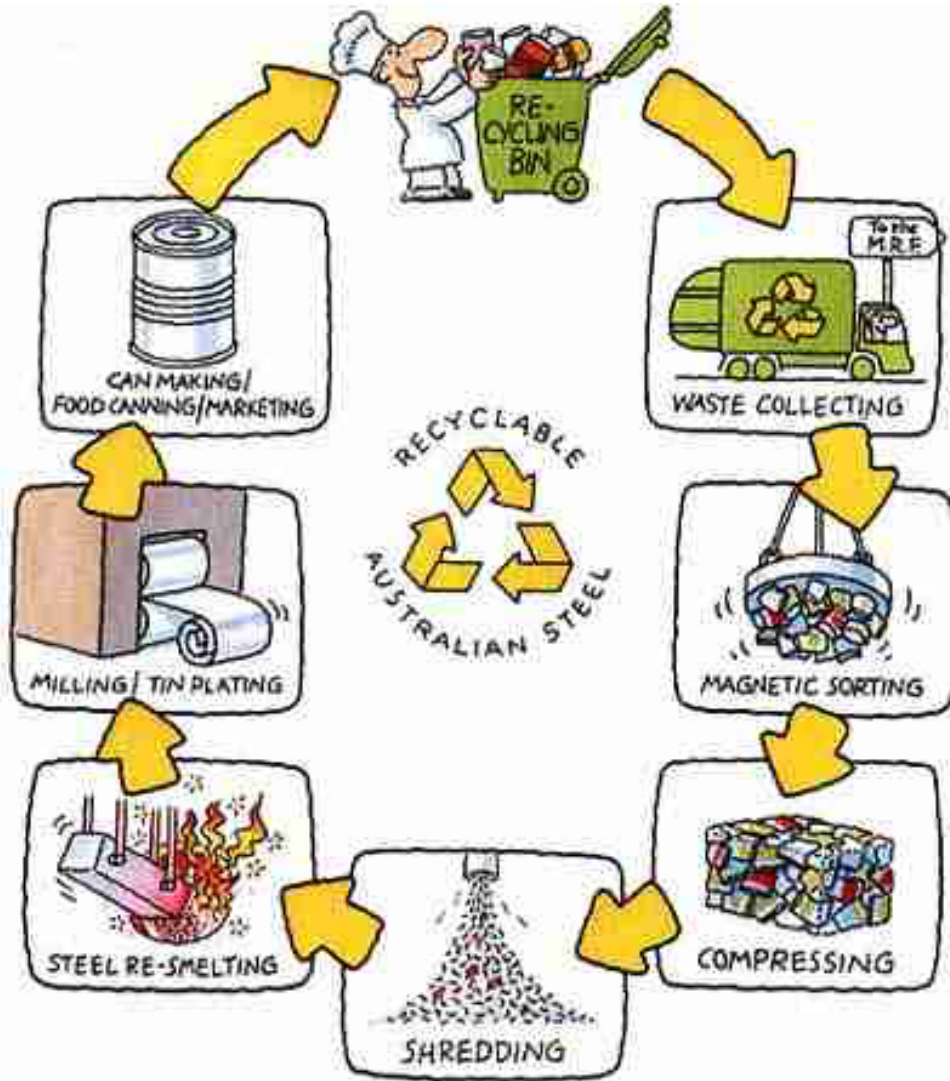


<https://www.ellenmacarthurfoundation.org>

# New business models in a circular economy

- Companies who specialize in product life extension
- Companies who specialize in redistribution
- Companies who specialize in remanufacturing
- Rental / lease
- Use and service





<http://legravesgtc.info/1510/midterm/services.html>

# The Renewal Workshop was created to serve the Circular Economy





# The Renewal Workshop

## Circular Economy Hierarchy



Renew



Upcycle



Recycle



# Our Partners

TOAD  
&CO®



ibex

prAna®



INDIGENOUS

ORGANIC + FAIR TRADE FASHION

 **MOUNTAIN  
KHAKIS**  
JACKSON HOLE • WYOMING

OUTERKNOWN

thr  ad



# Certified Renewed Apparel

**Rw THE RENEWAL WORKSHOP** Cart Sign In

WOMEN MEN PARTNERS ABOUT US

## DISCOVER RENEWED

ONE OF EACH. CERTIFIED. SUSTAINABLE. YOURS.

Women's

- Tees & Tanks
- Short Sleeves
- Long Sleeves
- Sweaters
- Hoodies
- Jackets
- Dresses
- Skirts
- Pants
- Leggings & Tights

Men's

- Tees & Tanks
- Short Sleeves
- Long Sleeves
- Sweaters
- Hoodies
- Jackets
- Pants

### RENEWAL SENSIBILITY

The Renewal Sensibility is our formula for reducing waste by recovering value.

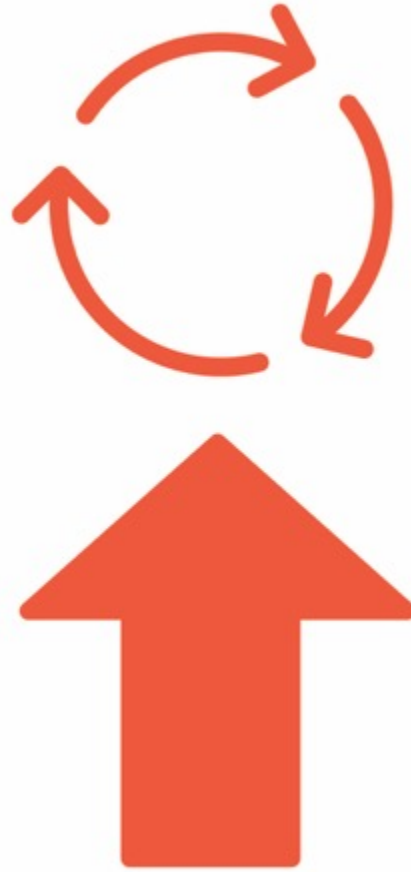
### RENEWED APPAREL

Here's what you can expect from this entirely new category of apparel.

### THE RENEWABLE LIFE

We are enough and we have enough, right here, right now.

# upcycle



# recycle





# Quantifying the Circular Economy



**The environmental impact of the original product**



**Reduction of Material to Landfill**



**Money invested in a circular economy**



**Number of Living Wage jobs in the circular economy**

# Impact of working together



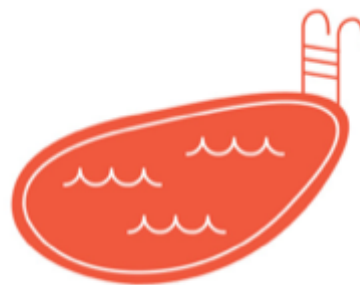
## ENERGY

Energy saved equals the equivalent required to power **10,241** lightbulbs for 1 year



## CARBON

Carbon saved equals the equivalent of not using **11,337** gallons of gas



## WATER

Water saved is the equivalent of **135** olympic swimming pools



## TOXINS

Saved a total of **47,425** pounds of toxic chemicals

# In Closing



- Circular Economy Framework
- Use products at their highest material value
- Shared resources for the fastest adoption





[www.renewalworkshop.com](http://www.renewalworkshop.com)

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