



# Circular Economy

A Circular Economy is one which focuses on continuously using products and materials. Through designing and manufacturing as well as refurbishing, remanufacturing, leasing and providing products and materials as a service, business maintain and maximise their value.

## The Benefits of Circular Economy



- Improve resilience by reducing the risk to changes in the supply and the price of resources
- Reduce spend by using fewer resources and materials
- Generate business by developing and creating new income streams
- Increase customer loyalty by developing new services that enhance customer relationships
- Reduce waste by continuously using resources and materials instead of sending for disposal



**Circular  
Edinburgh**



# Creative Industries

1. Encourage clients to focus on digital marketing campaigns
2. Use offcuts, reused materials during the production process
3. Lease equipment or donate any unused equipment for reuse or refurbishment
4. Work with energy suppliers that provide renewable energy generated from waste
5. Partner with local organisations to use local materials and resources



@CircularEdin



Edinburgh Chamber of Commerce - Circular Edinburgh



<https://www.edinburghchamber.co.uk/circular-edinburgh/>



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The Circular Edinburgh project is supported as part of Zero Waste Scotland's Resource Efficient Circular Economy Accelerator Programme, which will invest £73m in circular economy and resource efficiency projects, thanks to support from the European Regional Development Fund (ERDF). This programme provides funding and support for small and medium sized businesses in Scotland to be more resource efficient and create a more circular economy.