

## How to get in the swing of the circular economy

The circular economy requires consuming less and reusing more, going beyond a product's first lifecycle to create a more sustainable model.



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In developing the circular economy, governments, companies and consumers are using innovation and strategic thinking to reclaim products' value beyond a first lifecycle. In this

[report from the CaixaBank Chair of Sustainability and Social Impact, Joan Fontrodona](#) and Philip Muller provide an introduction to the circular economy's basic concepts.

Here, **[the 9Rs of the circular economy](#)**: refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose and recycle.



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