

# URBAN LIVEABILITY FORUM

PRESENTS

## "MY RESOURCE. MY RESPONSIBILITY"

A knowledge series from the experts on effective management of resources to enhance urban Liveability during and post pandemic.

# CIRCULAR ECONOMY: SHAPING MORE SUSTAINABLE CITIES

by, Ms. Silvia Ceria. DforDesign

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CIRCULAR ECONOMY IN A  
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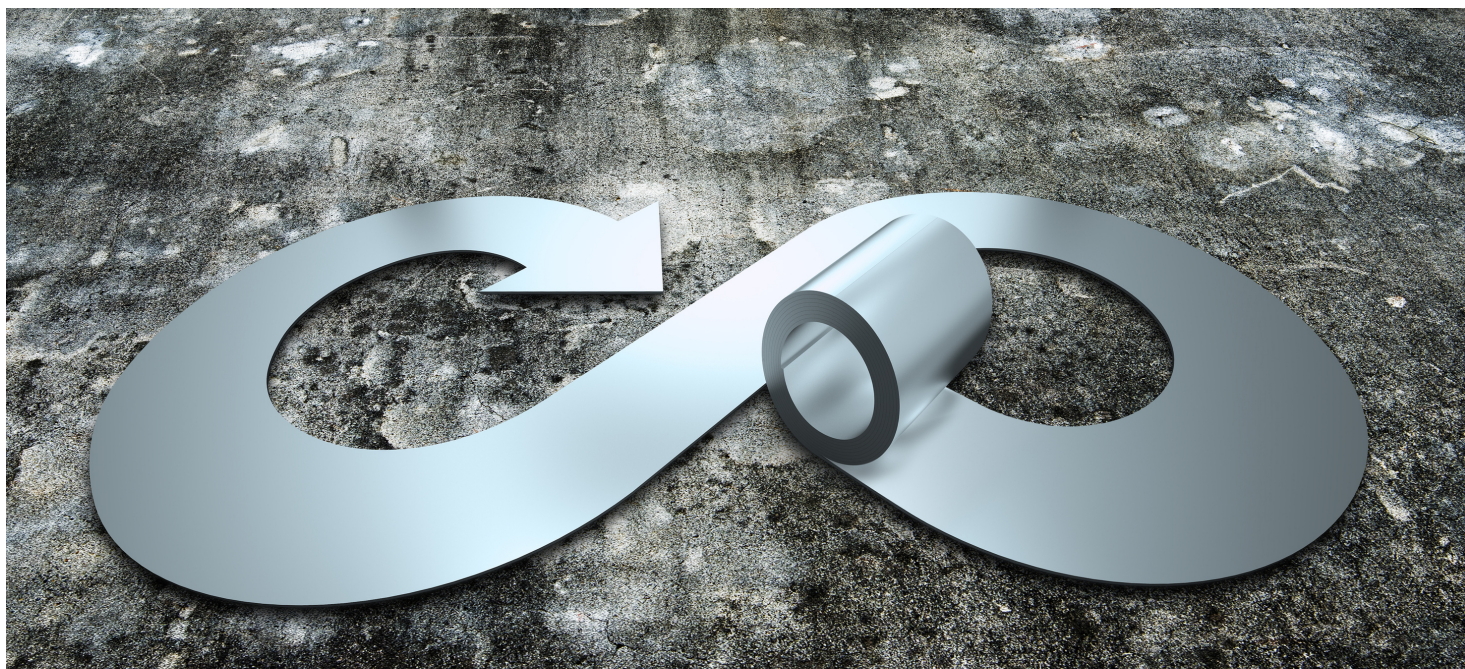


CHANGING INTERIOR DESIGN :  
ONE ECO-EFFICIENT PROJECT  
AT A TIME



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Representative Pic. 1

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### **Circular Economy: Shaping more sustainable cities**

*by, Ms. Silvia Ceria. DforDesign*

Looking at how we've been living so far, it's easy to realize we're not walking on a sustainable path. We use a lot of natural resources, often don't give them the time to regenerate and we produce a lot of waste.

This is mostly because our society has been conceived according to a linear flow. Products are designed to be made, used and then tossed at some point, in a take-make-use-dispose cycle.

In this scenario, what happens after a product has been disposed of is just not a subject of interest.

Today, plastic-invaded oceans and overflowing landfills are here to prove the pitfalls of this model, suggesting that something needs to change.

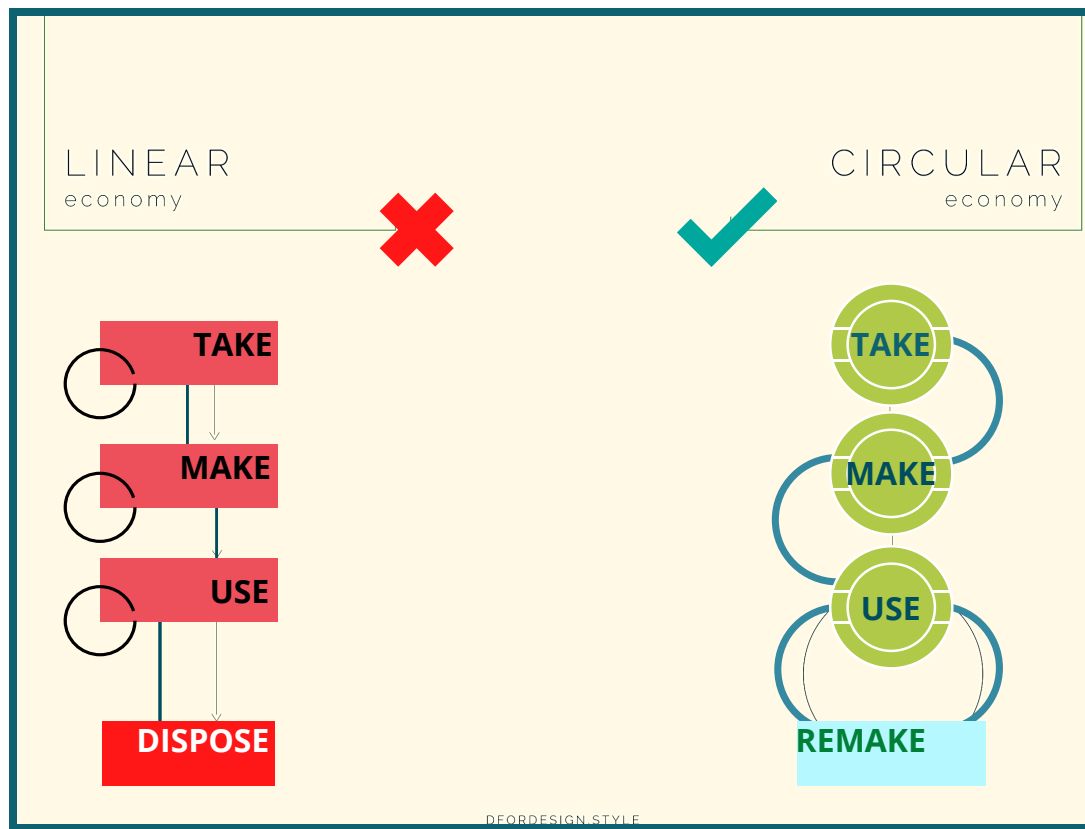
*And a **circular economy** can be the answer.*

## LINEAR VS CIRCULAR ECONOMY

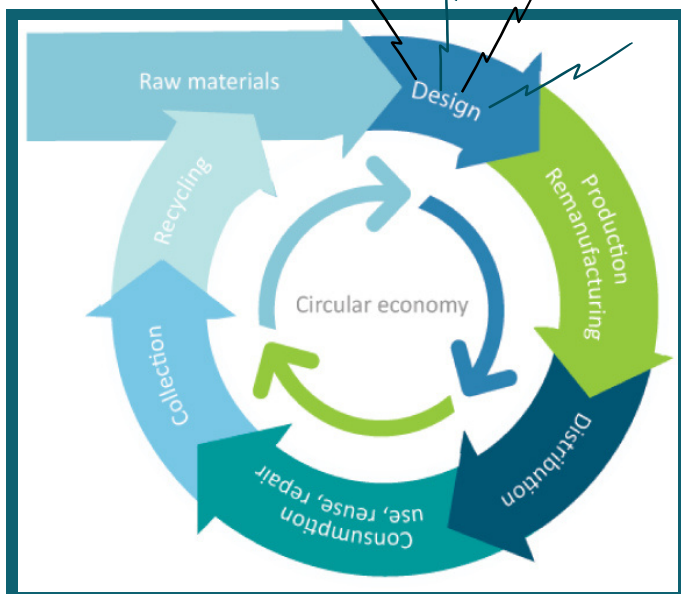
A circular economy model transforms the take-make-use-dispose cycle into a take-make-use-remake cycle.

In other words, the disposal phase is substituted with a variety of different – and sustainable – options, including repairing, refurbishing and recycling.

Practically, this requires considering the whole life span of a product from the very beginning of its design. Designers need to take the after-end-of-life phase into account, planning for ways to transform and reuse materials, in a virtually never-ending cycle.



Representative Pic. 2



Representative Pic. 3

### THE ROLE OF DESIGN

We rarely think about the power of design in shaping our lives. But in fact, every single object we use has been designed. Namely, there has been someone thinking about which shape it should have, which materials it should be made of and so on.

When we start realizing this, it becomes apparent that design plays a huge role in shaping the world.

And **circular design** is our invaluable occasion to shape a world that is more respectful of the environment and smarter in its use of resources.

## Circular design develops around 3 pillars:

### 1. Design out waste and pollution

Assess and improve business processes at all levels to cut on their environmental impact and on the amount of waste they generate.

### 2. Keep products and materials in use

Focus on the creation of objects that can easily be altered, repaired, or re-manufactured to make their lifecycle as long as possible.

### 3. Regenerate natural systems

At the end of their life, natural materials can be composted. This has the extra advantage of regenerating the soil that – remaining healthy – keeps providing renewable materials.

"We have designed this system  
so we can redesign it."

Cit. Ellen MacArthur Foundation

Representative Pic. 4

## CIRCULAR ECONOMY IN A POST-PANDEMIC WORLD

The Covid-19 pandemic has highlighted the fragility of our current economic model even more. The world is calling for a change and circular economy is now more relevant than ever before.

Among the rest, a circular model would foster new economic activity, creating jobs to compensate for those that have been lost. Also, transitioning to a circular economy naturally introduces environmentally-conscious practices. Therefore, a circular economy model would allow recovering from the effects of the pandemic while helping the environment at the same time.



Representative Pic. 5

ENVIRONMENTAL GAINS

CIRCULAR DESIGN

WASTE TO WEALTH

CREATING LIVELIHOOD

In particular, cities are important sources of both economic activity and waste. So they can be the catalyst of change!

When applied to urban environments, a circular economy would translate into:

- Reduced waste through improved product design and waste management systems.
- Landfills turned into liveable areas (parks, residential areas...)
- More and better-distributed amenities, providing residents with work and social facilities at a closer reach.
- Improved social interactions, facilitated by common areas and new practices, such as sharing and repairing objects.

In short, a circular city would be healthier, more liveable and more resilient!





## Making the most of production waste

Not all production processes can easily be made zero-waste. But production leftovers are far from being waste! In the case of stone, offcuts can turn into raw materials and give birth to valuable accessories and furniture – like a marble side table.

PROJECT: TACCHINI



DFORDESIGN

## Giving materials a new life

Materials have a very long life, often longer than the objects they're used for. Re-cycling the same raw materials in the economy over and over again is then an important strategy reducing the use of virgin resources.

A good design example are wall panels made of salvaged wood, which comes from the most diverse sources: abandoned houses, wine barrels, old floors...just to name a few.

PROJECT: WONDERWALL STUDIOS





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Interior designer & content creator on a mission: making interiors good for wellbeing & our planet.

Focused on biophilic and sustainable design, DforDesign looks beyond aesthetics and explores a deeper side of interior design.

This approach translates both in design projects and in content-creation activities, which include **DforDesign's blog** and **SforSustainable**, a content-driven online platform dedicated to sustainable interior design.

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