



# FOR THE HOME

Creating a Circular System For Your Home



Nearly 30% of our all our waste comes from single use packaging; another 15.7% comes from durable goods like sofas and refrigerators. All in all, regular household goods account for more than *130 million tons* of waste per year

## ONLY A FRACTION OF IT GETS RECYCLED.

Most of the waste that does manage to get diverted from a landfill isn't really recycled, but rather *down-cycled* into inferior raw materials

***down cycle*** - to recycle something in such a way that the resulting product is of a lower value than the original item


This unsustainable waste

- 1) Products that are not designed to be recycled
- 2) Inadequate systems of material collection and recovery

Reducing household waste starts with better design. Products need to be designed to function in a system. That means ...



 *Designed to be taken apart in a way that allows materials to be fully recycled*

 *Designed for refurbishment, repair and reuse instead of a single use*

 *Designed to be updated and improved instead of replaced*

Making them to fit in a system is step 1, keeping them in the system is step 2. New business models can help us do that...

### **Service Contracts**

Instead of buying major appliances outright, you lease them for a monthly payment that includes maintenance, repair and upgrades. This model encourages durable design and sends old appliances back to the manufacturer (or manager) instead of a landfill.

### **Buybacks & Resale Platforms**

Products that are made to be reused, recycled or refurbished will hold valuable even after you're done using them. This "residual value" will incentivize manufacturers to buy back the devices they sell and encourage reuse platforms to develop.

### **Sharing Platforms**

So many of the things we own sit unused in basements, garages and storage units; sharing models tap into that unused capacity in a way that reduces costs for the customer and gets more use out products that typically have low use rates.