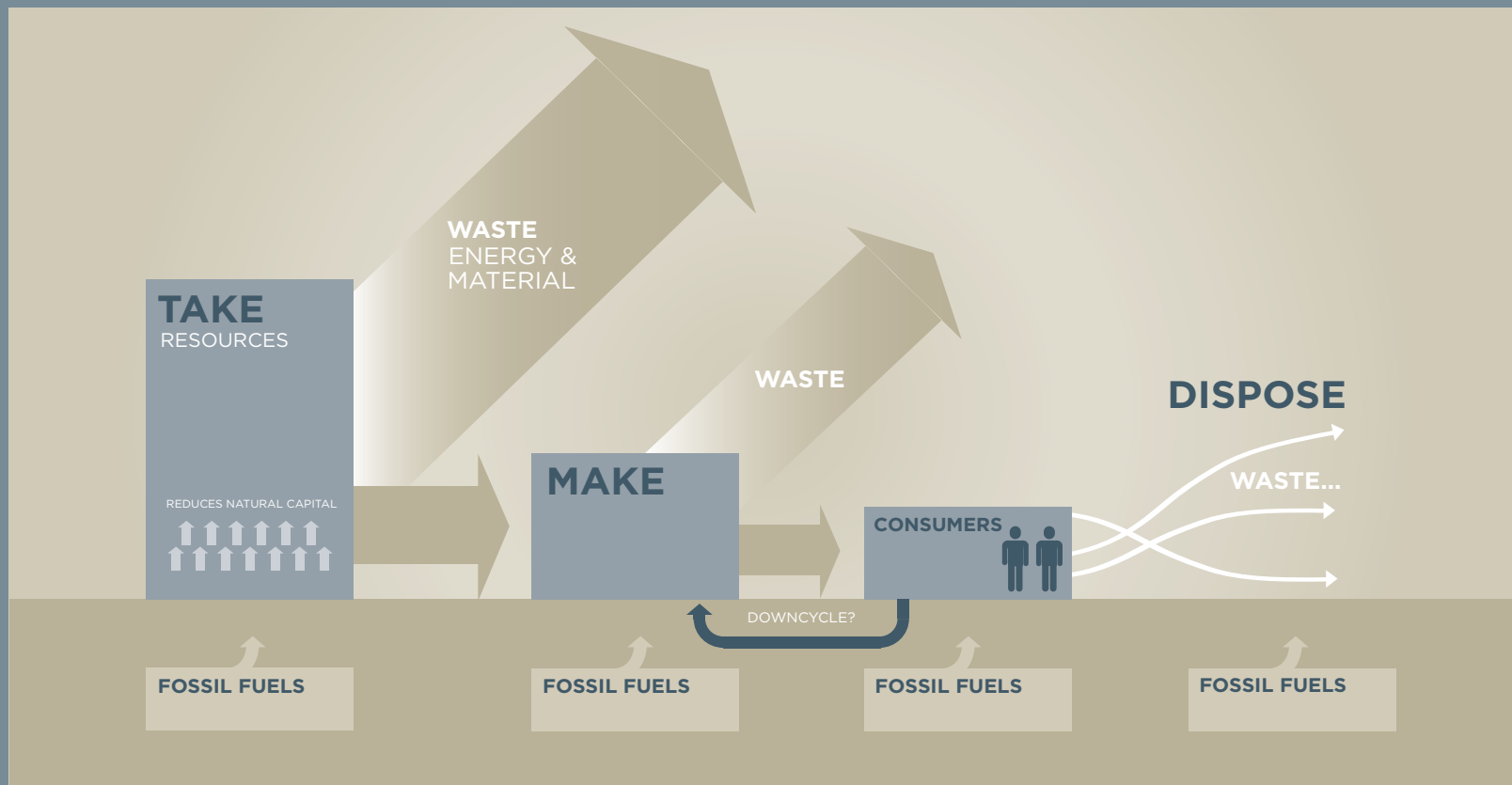




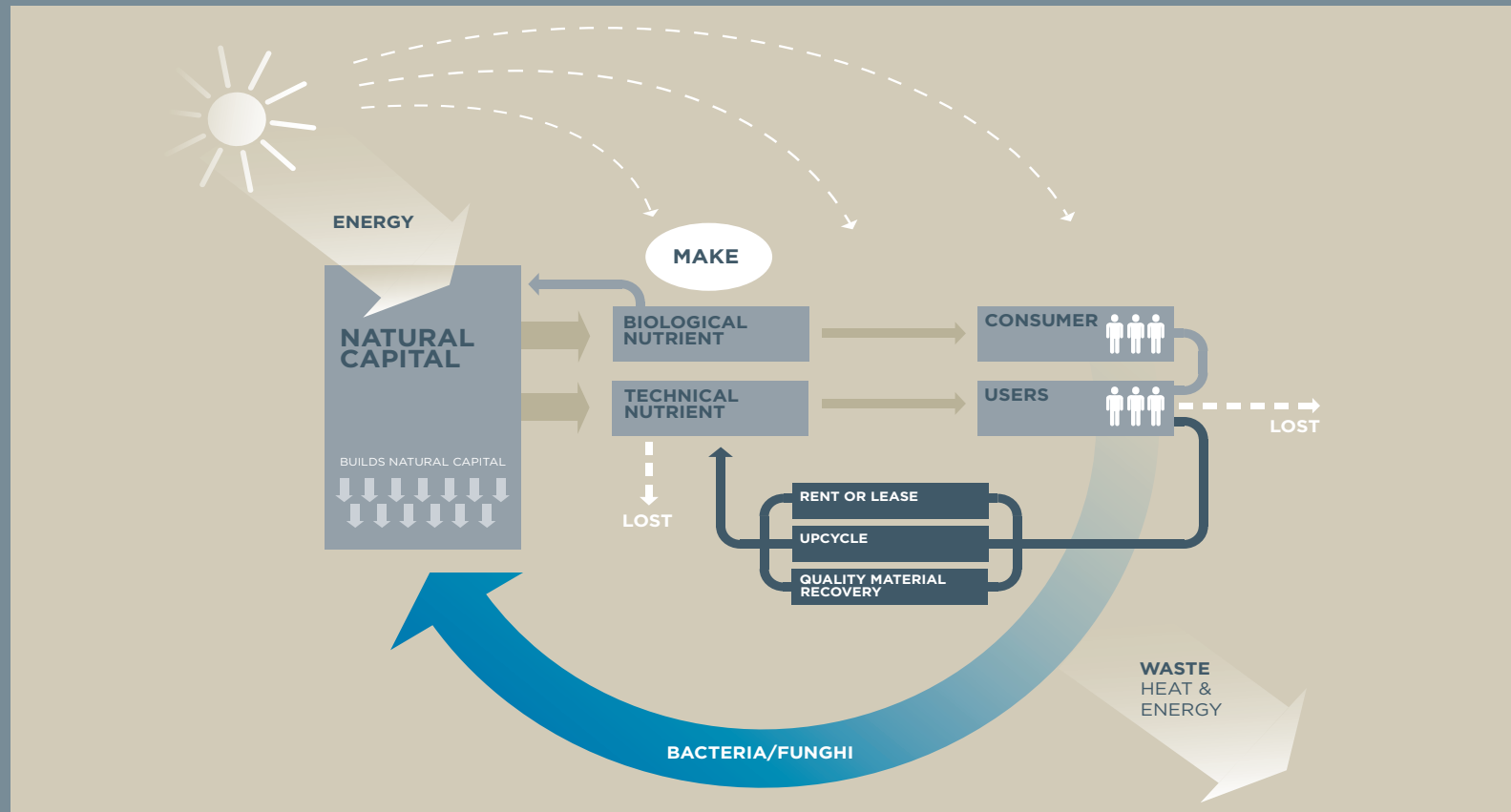
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Rethink the future

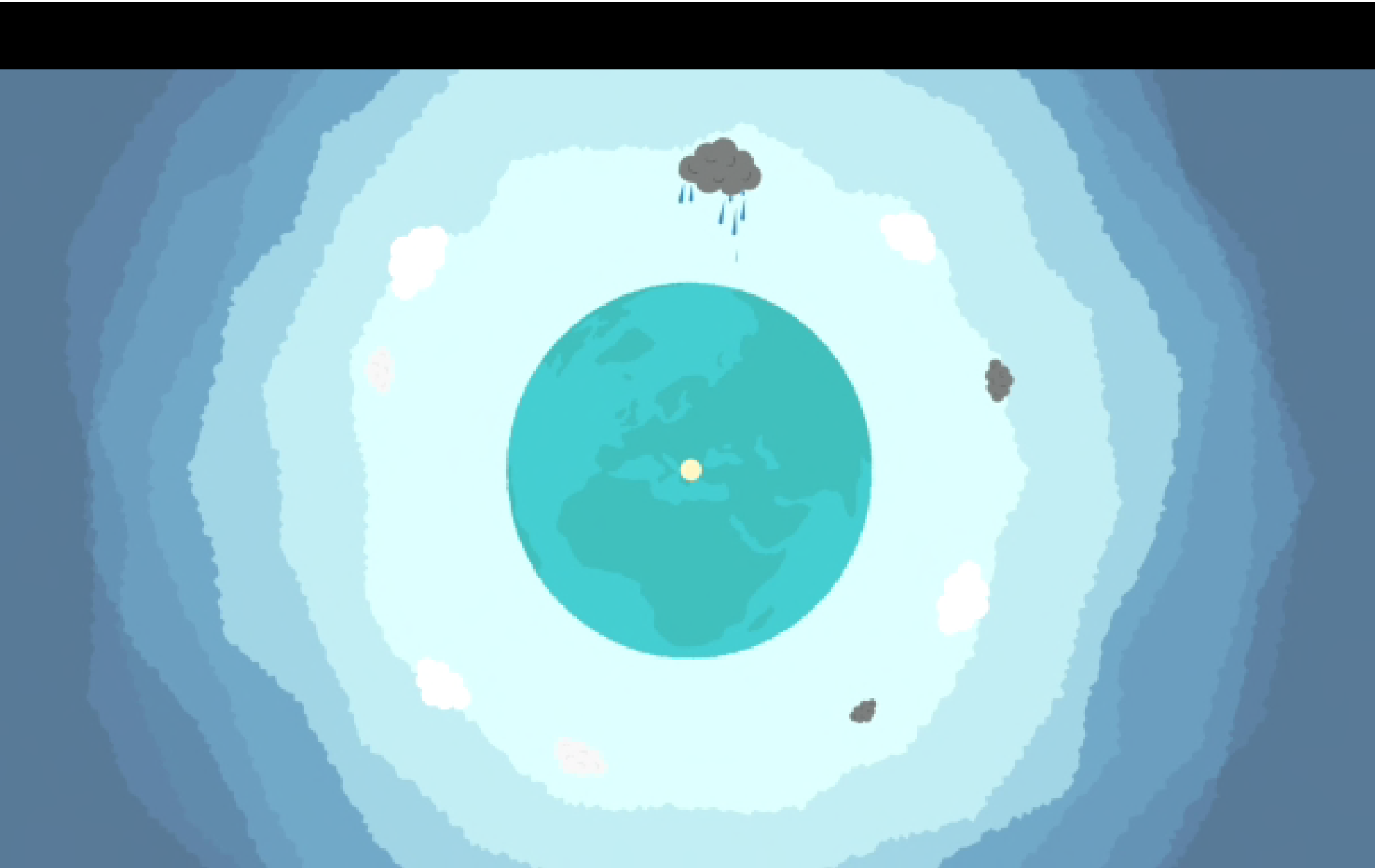


A linear economy



A circular economy





<http://www.youtube.com/watch?v=zCRKvDyyHml>

Seeding an idea – framing & freedom to innovate



Vision

The Foundation's vision

“To inspire a generation to re-think, re-design and build a positive future through the coherent framework of a circular economy”

An open invitation to re-design



“When I was doing my GCSEs, I couldn’t think of anything I wanted to design. Now that I’ve learnt about the circular economy, everything I see, I want to re-design.”



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