

# THE CIRCULARITY CHAMPION'S CODE

Waste Less. Value More.

A Circularity Champion sees resources, not rubbish. What others discard, they repair. What others replace, they maintain. The loop doesn't close on its own; it closes through ownership.



## 'Away' Is Only A Shift In Location



Discarded materials don't disappear; they move through landfills, oceans, and ecosystems, often for centuries.

- Dispose responsibly
- Use certified channels for e-waste, batteries and hazardous materials

## Waste Is Designed Long Before Disposal

Most resource loss is decided at the stage of design, packaging, and production.

- Choose products built to last
- Repair
- Recycle or upcycle



## Your Bin Reveals Your Habits

What we throw away exposes where materials, money and resources are being lost unnecessarily.

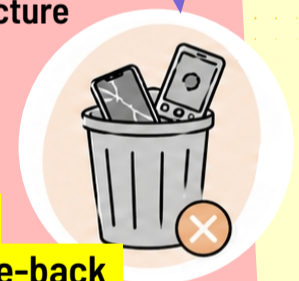
- Audit what gets discarded
- Identify waste that can be reduced or avoided
- Separate waste at source



## Circular Systems Succeed Through Participation

Recovery infrastructure works only when people actively support the loop.

- Seek out repair ecosystems, take-back systems, and responsible recycling channels, instead of replacing prematurely



## Organic Waste Belongs In Ecosystems, Not Landfills

Food scraps that reach landfills generate methane, while the same scraps, when composted, help regenerate soil.

- Compost kitchen scraps
- Reduce avoidable food waste



## The Best Purchase Is The One Not Made

Every non-essential purchase consumes materials, energy, and water long before it reaches you, and those resources can never be fully recovered.

- Challenge every non-essential buy
- Try to rent, not buy
- Seek second-hand alternatives



When it comes to resource efficiency and circularity, it's time to #BeADoer. **Now.** Not later.