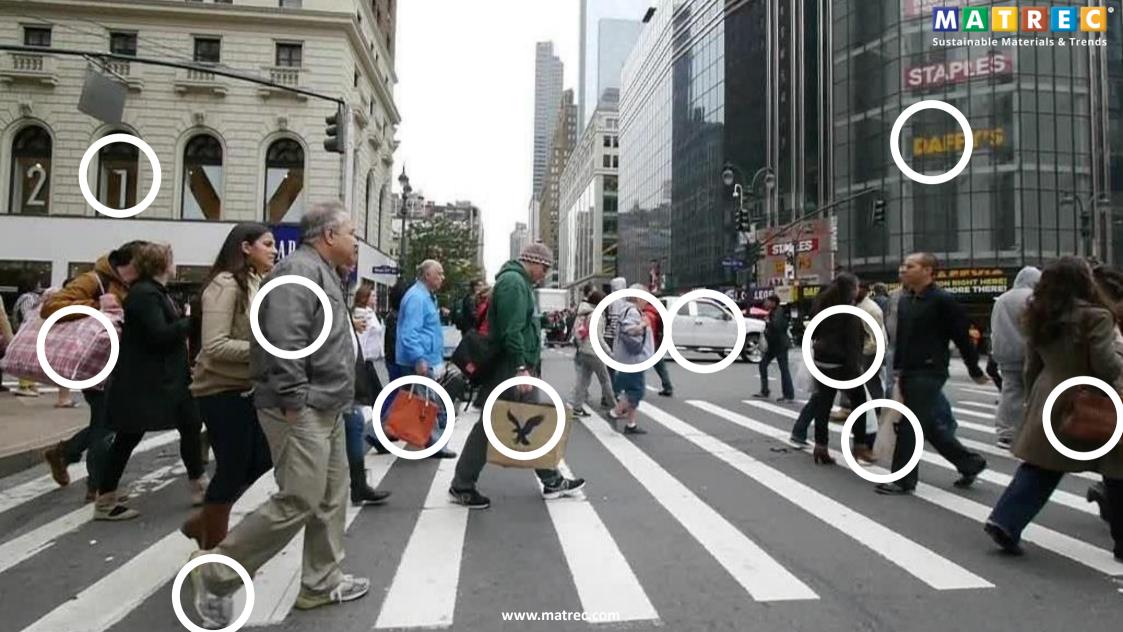


# From materials to circular economy measuremt of products

November 18th

Arch. Marco Capellini



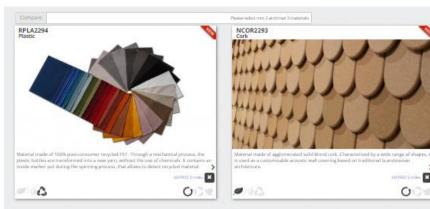
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The research found: 1868 materials









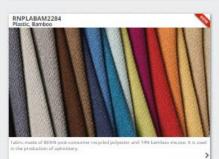
SATISTICS Index X

0







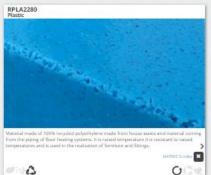




calluluse, through a patented process with low environmental impact, is then transformer. 3

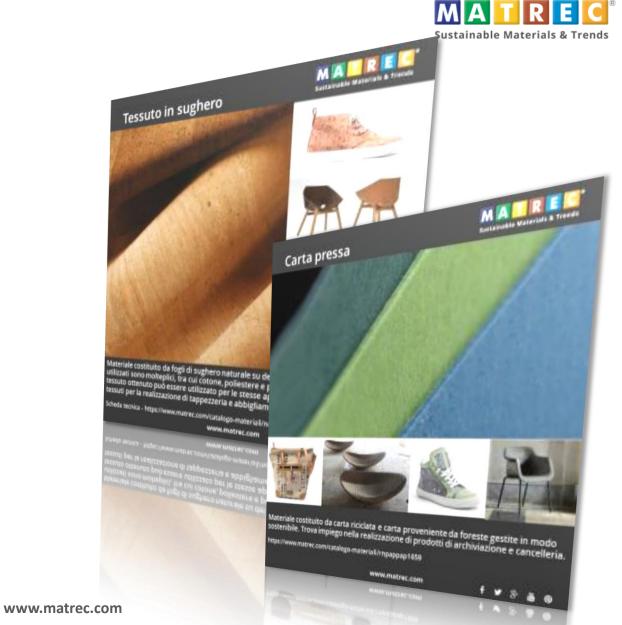






# **Trend Reports**



















TOMMY **HILFIGER** 

Obag

Steelcase Boffi LXOTICA



0











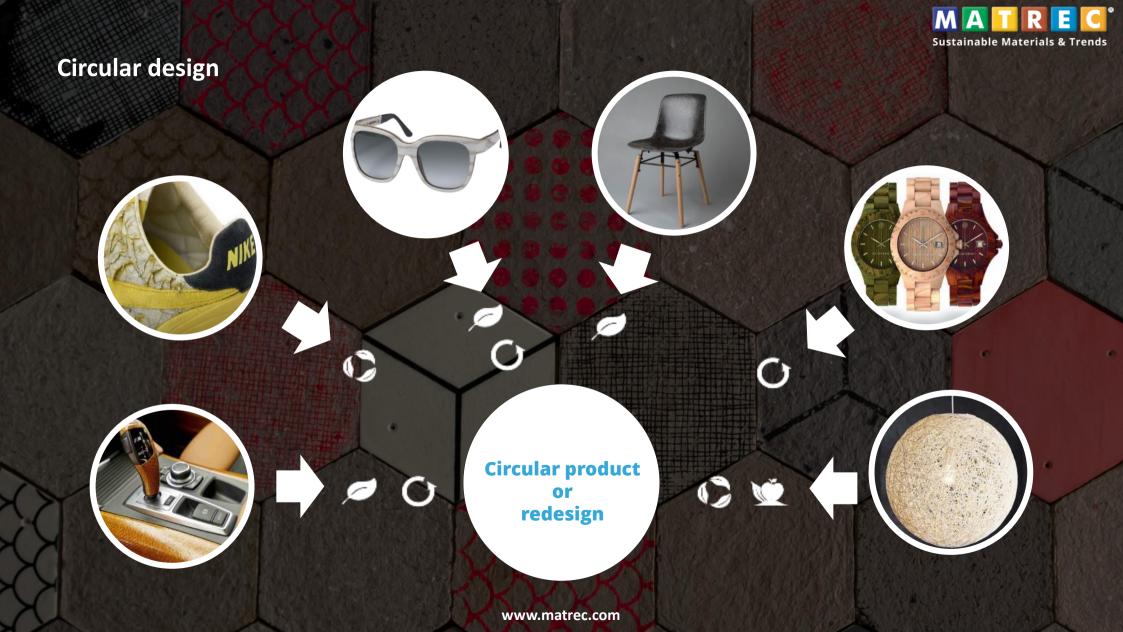










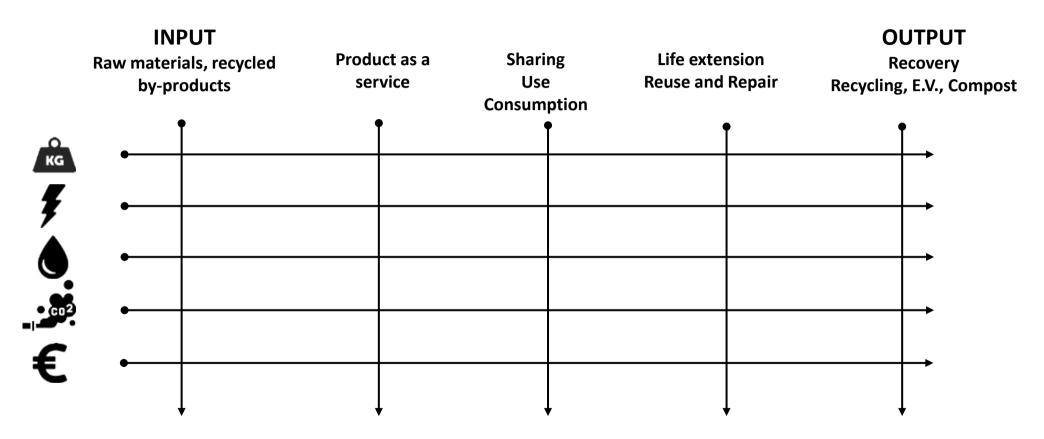




# We can't change what we can't measure



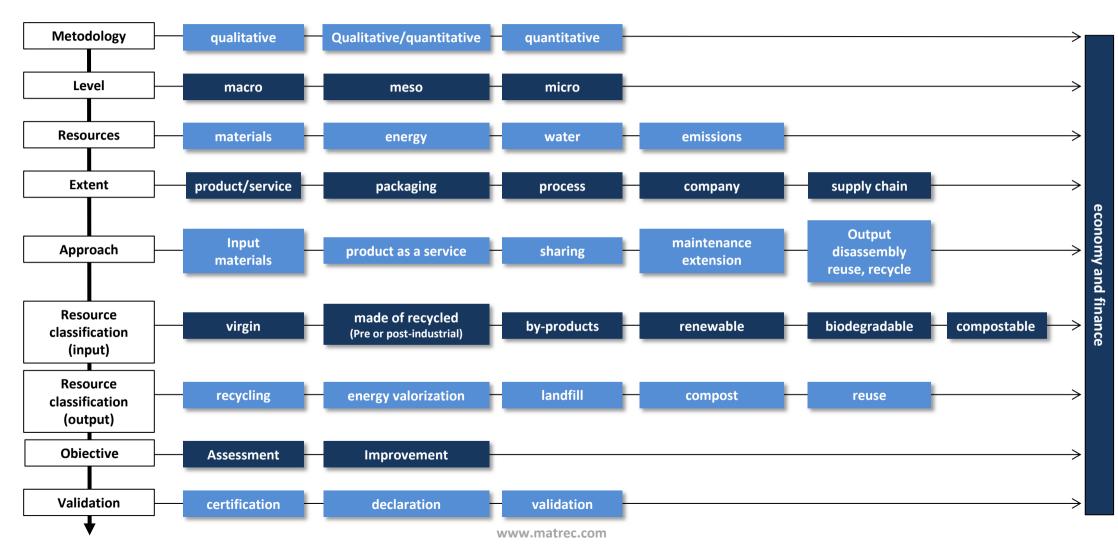
## The pillars of circular economy



Product durability Intensity of use

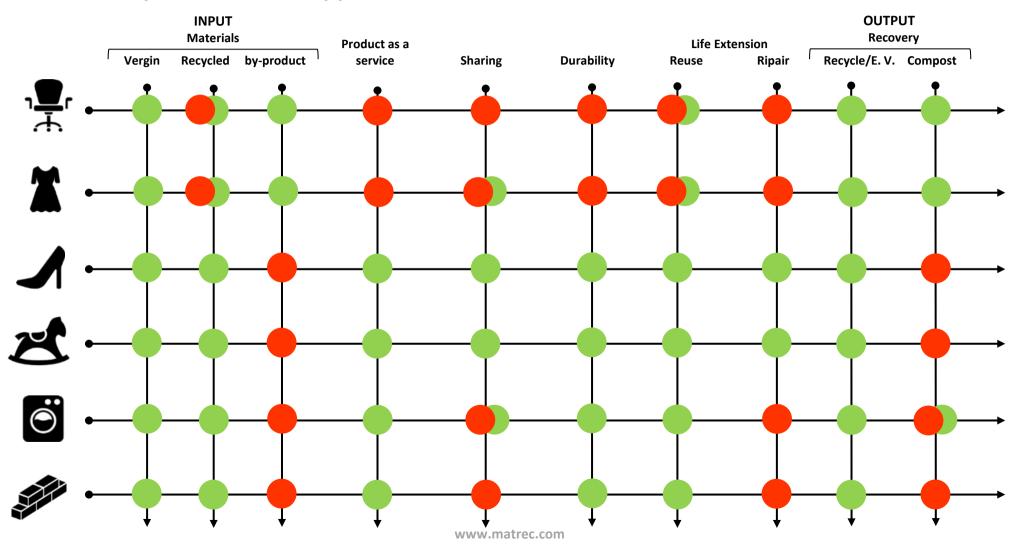


# The roadmap: towards the approach for a measurement metric





# The roadmap: towards the approach for a measurement metric





### From Materials Mapping to Circularity Measurement

#### **Company Materials Mapping (Material Capital):**

quantification and qualification of the total material resources purchased by the company annually for the performance of its activities: products, services and projects.

#### **Product Materials Mapping:**

quantification and qualification of the material resources used for the production and implementation of individual products, services and projects.

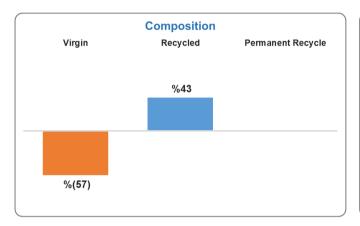
#### **Circular Economy Performance:**

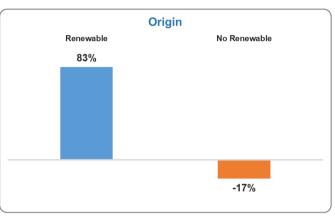
quantification of the resources used in input and output considering the entire **life cycle** of individual products, services and projects.

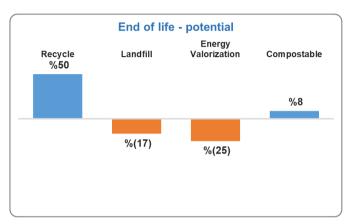




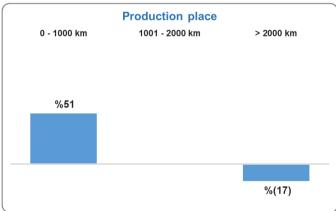
# Matrec circular approach

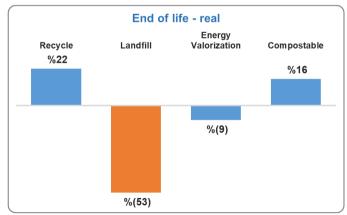






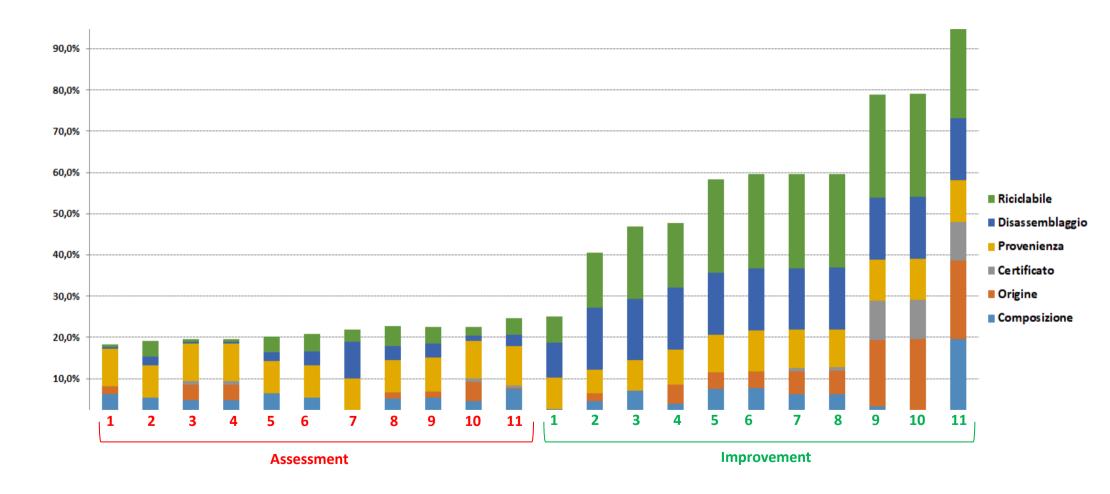






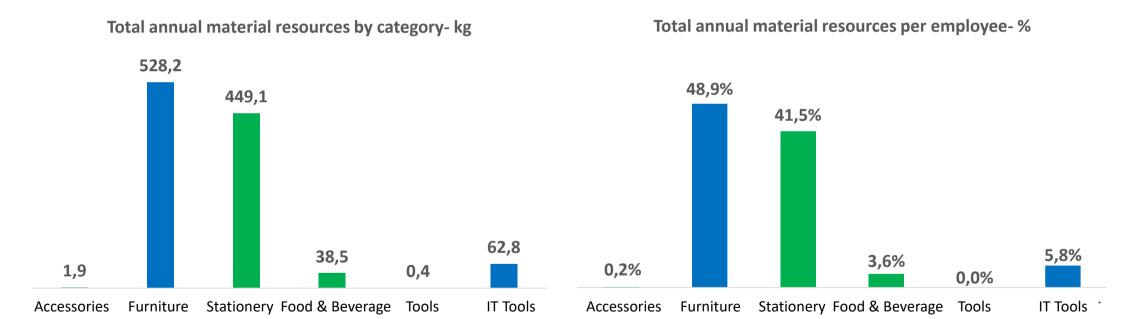


# **Material performance indicators**





# **Offices circularity**





In a circular world...

... is it the material that designs the product,

or

the product that designs the material?



Level 4

Leading

Full survey



Q Search by company name Show 10 entries Fiber portfolio **\*\*\*\*** \$<del>.</del>\$\$ 00 Reporting company Material Materials Materials Manmade Wool Cotton Polyester Nylon Down Change Index Circularity SDG Cellulosics C&A AG Level 4 Sondaggio completo Leading Coyuchi, Inc. Level 4 Leading Sondaggio completo  $\bigcirc\bigcirc\bigcirc\bigcirc$ **DECATHLON SA** Level 4 Sondaggio completo Leading EILEEN FISHER, Inc. Level 4 Leading Indagine completa Gruppo H&M Level 4
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# Thank you!

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