



What if we imitated
nature and **CLOSED**
THE MATERIAL cycle?

JOIN AND
PUSH FOR
CHANGE!

virtuous cycles

- **THERE IS NO WASTE IN NATURE.**
Today's waste and dead become fertile
ground tomorrow and will nourish new life.

- **OUR ECONOMY
COULD IMITATE**
nature

- **IMAGINATION,
SENSITIVITY AND
ENVIRONMENTAL
STANDARDS** are
the essential
ingredients
to creating
new cycles

- To do that, when we
produce and consume
things we cannot
just think about
the product. **WE
MUST ALSO CONSIDER
ITS JOURNEY:** where
does it come from
and where will
it go when we no
longer want it

- It's a matter
of **REDUCING THE
DIZZING SPEED**
with which
we create and
discard products
and of recovering
materials that
no longer work