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As we enjoy the overabundance of objects manufactured to provide us with the good life, an overabundance of waste has developed in its wake. To reduce the destructive impact associated with the refuse, society has established ways of recycling and remanufacturing this waste. We recycle many products such as paper, glass, tin, aluminum and even some plastics from cluttering up our environment. There are many items that could be recycled, like many plastics, that are actually not recycled. The truth is that less than 25% of our refuse is actually recycled.



Many Individuals and companies are discovering new solutions to sustainably recycling of the many recyclable items currently quickly filling up our landfills. IKEA has launched a line of kitchen doors and drawer fronts made entirely from reclaimed industrial wood for the main structure

and coated with plastic made from recycled plastic bottles. The company's 2017 collection includes "no waste" products made from recycled materials and continues to introduce more sustainable furniture into its catalogue.

Antwerp-based brand Ecobirdy has an overarching goal of introducing children to the circular economy and hoping to raise their awareness for sustainability. Made from recycled plastic toys, Ecobirdy's debuted a collection of colourful furniture for kids. The Israeli designer Shahar Livne, a Design Academy Eindhoven graduate, sculpts objects from her innovative Litho-plast material, a clay-like material she created from discarded plastic. She envisions as a result of plastic production ceasing in the future that plastic will become a valuable commodity that future civilizations will mine for.

Instead of building a temporary pavilion for the 2017 Dutch Design Week with new materials, the People's Pavilion was designed and built using only responsible materials. Colourful plastic shingles that will cover the top of the building were made from recycled plastic waste of local resi-

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The Evolving Circular Economy

The current linear economic model from the last century, "take, make, dispose", is becoming a burden on society. At the heart of the 20th Century industrial development was the reliance of large quantities of cheap and, easily accessible materials and energy. This model managed to have generated an unprecedented level of growth and prosperity along with an excessive use of natural resources and produced a large amount of excessive waste. The linear business model supporting the economic model is also experiencing increased spending on resources from shortages of supply. This effects the finances, efficiency, and production level of many businesses today.

the work force and being better educated are aware of the many inefficiencies with the current economic model. A paradigm shift towards a more productive efficient way of doing businesses, preserving natural resources, and reusing formerly used resources is slowly evolving. Many European companies are embracing The Circular Economy Model to end the traditional ways in which we use resources with principles of sustainability, resource efficiency, and better product design.

The Circular Economy envisions the long life of products and materials, distributed between optimal manufacturing, reuse, refurbishment, remanufacturing and recycling of goods produced. The goal is to have a regenerative

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design that retains as much value as possible of products and parts produced with materials used. Products and services are traded in closed loops where a product's lifecycle never end. What is required is the re-designing of products to use fewer materials and lasting longer, choosing bio-based inputs, and reusing or recycling waste and the item.

Business can greatly benefit from following the Circular Model. Through marketing in only remanufactured merchandise liberates businesses from the unpredictable rising cost uncertainties associated with using the World's limited natural resources. Remanufactured product can be produced at a lower cost when the correct systems are set in place and working in unison. Companies are beginning to see the advantages and cost savings of designing with the entire lifecycle in mind. They are building products where end-of-life components can be easily divided to be remanufactured.

In the product's circular life-cycle, we have many businesses, households and services involved. First, there is design and manufacturing by companies, which buy their compo-

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Downtown's Natural Engineer

Only a few blocks away from the Bow and Elbow Rivers, in a park at the South end of City Hall, we find one of Canada's endearing iconic symbols, a bronze statue of a beaver hard at work. The naturalistic engineer goes about his work without noticing the many people who pass by was sculpted by Don Begg, a sculptor from Studio West Bronze Foundry and Art Gallery in Cochrane.

sculptures throughout the city created by the couple. At Calgary's airport on the departure level is "Fishing", a trout fisherman, and on the corner of Seventh Avenue and Sixth Street S.W. is Sitting Eagle, a noted patriarch of the Chiniki Band of the Stoney tribe. At Fort Calgary you can see Col. James Macleod, the commissioner of the North West Mounted Police from 1876-1880 prancing proudly on his



Exploring this public art sculpture is a great way to experience the many beavers that inhabit the rivers flowing through the heart of Calgary without disturbing them. Don, and his wife Shirley, have enjoyed creating art for almost 50 years since they founded Studio West in 1970 and have been working side by side sculpting for anyone that wants to enjoy it.

There are many wonderful public art projects for citizens to enjoy in Calgary. We are going to continue to explore them, including those from Don and Shirley. In the meantime, go pet a beaver.

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The Evolving Circular Economy

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nents from other businesses. We follow with the retail market and off to the consumer who uses, reuses, repurposes, and finally recycles the product. The recycling recovers and sorts most of the materials which is sold to back to the manufacturers.

Producing recyclable sustainable products allows for improved efficiency and less confusion. Users feel they get better value from longer lasting products that are easier to dispose of at the end-of-life leaving a smaller carbon footprint. The repurposing and recycling industries are in need of major expansion in successfully completing the circular lifecycle and can create new industries and jobs. In a circular economy, everyone works together and benefits the economy leaving a smaller ecological footprint.

Join the Evolving Circular Economy Movement and Make A Difference to our economy, the way we do business, and saving the environment. Do your part by only investing in eco-sustainable merchandise and practices and when you are finished with it, recycle it. Evolve the Circular Economy to its fullest potential.

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dents. To prevent the plastic from mixing together creating a greyish hue it was sorted into coloured groups beforehand so that shingles of various colours were created.

The Dutch architecture and design magazine, DeZeen, website publishes many articles on the many of innovative recycled uses for plastic. We need to follow nature's example of zero-waste sustainability. All species produce waste. Consumption for survival outputs waste and in nature's sustainable and balanced environment the output from one species provides input for another. Nature produces virtually no waste compared to the

expanding human population increase in the consumption of products and not sustainably protecting their environment.

The Hefty Energy Orange Bag program in Omaha, Neb. area, has consumers putting their hard-to-recycle plastics into special orange colored bags before placing them in their recycling containers. The bags are segregated after collection and diverted away from the traditional recyclables plastics. The variety of plastics not typically recycled, such as flexible packaging, meat and cheese packaging, expanded polystyrene food packaging and cups, other plastic cups, plates and cutlery, cereal and cake mix liners, straws and stirrers, etc. are now being incinerated as fuel or made into oil through pyrolysis.

We all can do our part to live sustainably and working towards a zero-waste economy so we, and future generations, can continue to live comfortably and not having to struggle to kive. Following the 5R's for sustainable living will have a large impact, but we can do more. Find sources for

those recyclables that aren't processed by your local facilities. Calgary doesn't accept Styrofoam; however, it can be recycled in Cochrane. Inform your city counsellor for your desire for more sustainable recycling to include Styrofoam and an Orange Bag recycling programs. Join the M.A.D. Movement to zero-waste living.

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