

NIIMAAR

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How can we create according to circular design principles?



PLASTIC PROBLEM & OCEAN CLEAN UP

From **300 M TONS**
of plastic waste
created per year



To **5 TONS** of
beach waste collected
with 100s of Niimaar
volunteers





NIIMAAR DESIGNER RECYCLING STATIONS

*"I wish for an eco design for home , office and shops
that makes recycling easy, inspiring and
suits my modern taste."*

Marion Sugrue, interior architect

Timeless designer furniture Ecogrande to sort waste
designed by award-winning Harri Koskinen.

- Made in Finland.
- Finnish sustainably sourced birch wood.
- Reusable bags made out of 100% recycled materials.

COMPANIES CAN RECYCLE & REDUCE WASTE



1 RECYCLE

Designer recycling stations to improve recycling in every space, in stores and companies.



2 REDUCE

We provide **circular economy services**, zero waste workshops and ocean clean ups to reduce waste.



3 MEASURE

Become a corporate leader in recycling and reducing waste. We help you **evaluate** the impact in kgs.



CIRCULAR DESIGN PRINCIPLES

- DESIGN OUT WASTE & POLLUTION
 - Central to the concept of circular economy is a shift from **ownership to access**.
 - **Multiusage** of products.
 - Design **products that last**.
 - **Materials that are safe and circular**.
 - **Sustainable production** (energy, waste streams..)
-



HOW MUCH
TEXTILE WASTE
IS CREATED?

92M TONS

of textile waste created per year.

40% increase

In the amount of clothes bought per
person in the last few decades.

Only less than 1%

globally of all material used in clothing
is recycled back into clothing.



DESIGN FROM RECYCLED OR BIO MATERIALS?

REUSE MATERIALS

Start with a product & use learnings:

- PET bottles
- Ocean plastic
- recycled cotton.

BIO MATERIALS

New companies coming up and challenging:

- Mushroom and fruit leather
- Textile made out of wood, coffee, cork.



What is Circos

Circos is an online shop where you rent high-quality design clothes for children from newborn up to 2-3 years and maternity wear that fit your taste, need, and budget.

Order items you love from a selection of brands, enjoy them while they fit. You pay monthly for the kind and number of clothes that you're using at that moment. When it is time for the next size or style, just return the items and select your next favourites – you swap whenever it suits you best. It's that easy!



REUSE, REPAIR AND RENTAL BUSINESS MODELS

SECOND HAND:

Market share to double in next 10 years. Eg. Vestiaire Collective

LEASE:

Renting or Subscription model. Less waste? Eg. Circos

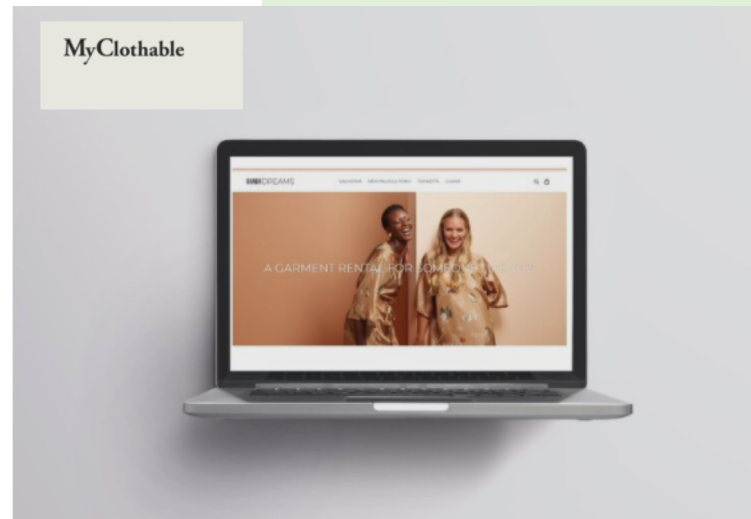
REPAIR:

Repair facility at store/ instructions for repair. Eg. Patagonia, Filippa K

SEASONS

Wear , Swap , Repeat

Access hundreds of styles, discover new brands, all with zero commitment. Exclusively in select cities.



Patagonia Down Jacket Repair

Down jackets wrap you in soft warmth, insulating your core from freezing temperatures and wind. They are highly compressible, extremely lightweight for their warmth, and ultra-comfortable for all day use.

Author: Jake Devincenti (and 3 other contributors)

Create a Guide

I Have This

KEY IS TO REDUCE TEXTILE CONSUMPTION OVERALL

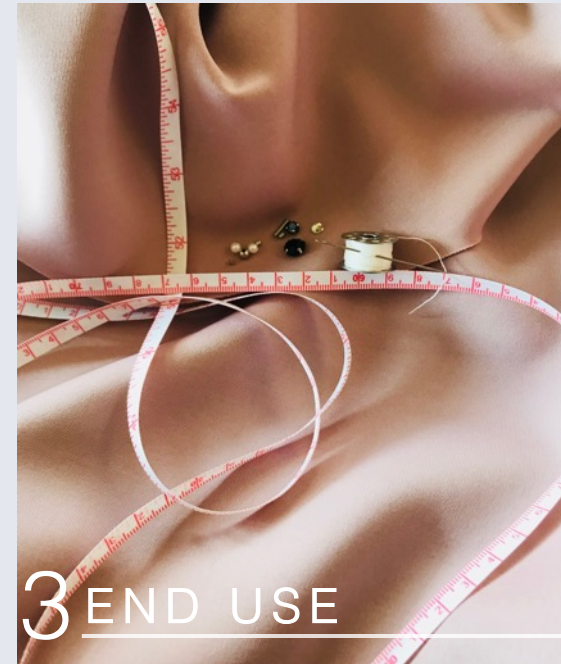


Carbon, waste and water impact cut by **making clothes last longer.**
Reduce consumption.



How can designers design to Circular Economy?

- **Design with constraint.**
- Avoid designing for landfill.
- Smart production techniques.



- **New Circular, New Normal.**
- Garments can be recycled or resold at the ultimate end of their life.

BETTER PLANET FOR THE NEXT GENERATIONS

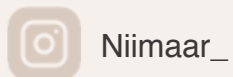


Let's seize the
moment.
We help you:
recycle,
reduce,
measure it.

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#recycleinstyle
#ecosmol

