

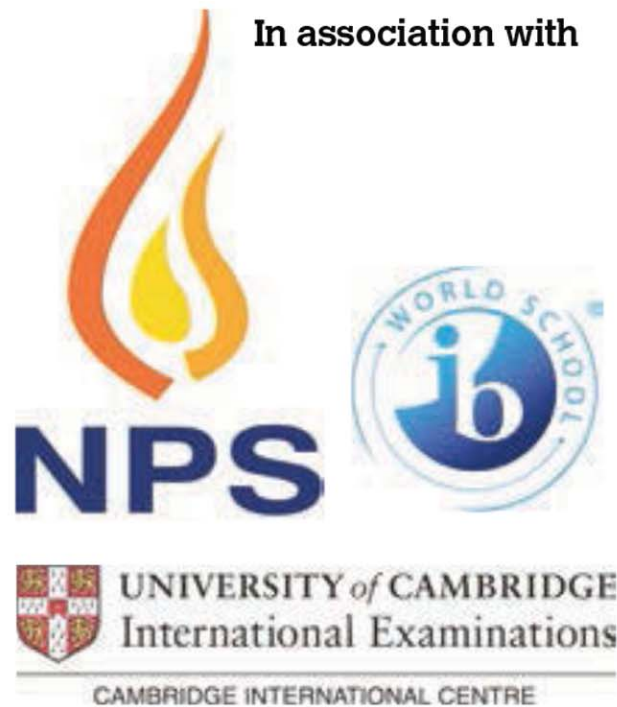
How to personalise circular economy



innovation

Professor Seeram Ramakrishna is Chairman of Circular Economy Taskforce, National University of Singapore and Dr Youngjin Chae is Senior Design Scientist, Lifetech Wear

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Singapore is progressing towards becoming a “zero-waste nation”. It is emulating best practices of circular economy (CE) to realise this ambition.

Policies such as carbon tax and extended producer responsibility are aimed at reducing carbon emissions, resources consumption and waste generation while increasing the recycling rates and regeneration of resources from waste.

Recently, Singapore became a member of the International Organisation for Standardisation Technical Committee ISO/TC 323 on CE.

It is developing new international standards for CE performance measurement, reporting and accounting, harmonisation among the nations and guidance for the development of future products, infrastructure and services.

Standardisation efforts will help to establish global databases to track flows of resources and information on stocks and create new business opportunities.

For example, the global Green Growth Knowledge Platform in Seoul facilitates sharing of information and lessons about CE practices.

Moreover, governments are realising the need for international alliances to enforce CE regulations, test innovative solutions and enable business viability.

Ultimately the choices and lifestyles of individuals determine the success of CE, whose essence is sustainable ways of living by every individual.

What are the examples for people to personalise CE in daily life? Here are a few examples (which are not meant to endorse any product or company).

In the morning, select adidas jogging shoes and jerseys that are made from recycled ocean plastics. After a shower at home, naturally dry the towels. This will reduce the usage of water and detergents that may include micro plastics.

Apply your L’Oreal skincare product from its environmentally-friendly packaging after brushing your teeth with a toothpaste that is sold without an unnecessary box package.

For breakfast, try Impossible Foods’ plant-based vegan meat instead of animal meat, and use RWDC drinking straws and cutlery made of compostable materials instead of single-use plastics.

Later, open your wardrobe and select your dress from one of Filippa K’s collection made from sustainable materials. Try on your special gold rings made of recycled Dell computer gadgets and a Freitag shoulder bag made from used tarpaulins, discarded bicycle inner tubes and seat belts.

Then go to your workshop to pick up your car after its tyre has been changed to Omni United. The old ones were collected by Timberland for recycling and producing new footwear.

Take along your reusable mug or tumbler to Starbucks and gain 50 cents off your beverage. At the office, you find your place on one of the hot desks

designed to maximise space utilisation.

Your office is equipped with Steelcase furniture which is CE designed and minimises space in a landfill.

Celebrate your team’s latest achievement over Carlsberg beer and snacks from Lay’s and Kurkure coming from fully biodegradable bottle and 100 per cent compostable plant-based packaging. On your way back home, remember to drop your used Nespresso coffee capsules at the store.

Such companies are committed to CE ambitions. For example, Nespresso recently partnered mining company Rio Tinto to make Nespresso’s iconic coffee capsules greener by next year.

After returning home, use reusable Sephora Make-Up Eraser instead of disposable make-up wipes. After you are relaxed, get on to the Internet and share your tips of CE living on web-based platforms.

A Facebook group Journey to Zero Waste Life in Singapore has over 9,000 members. Such sharing will spur others to emulate by their own ways and means.

Having more users with deeper environmental awareness will push the brands and markets to offer more products and services with strong CE credentials. This will persuade more people that zero waste lifestyle does not mean more expenses and thus result in a virtuous cycle of CE. Our daily lifestyle, behaviour and choices shape how our ecosystem would look like tomorrow.

➔ tabla@sph.com.sg