



the marine circular economy... Circular Ocean
Conference, Aalesund, Norway 2018

Claire Potter (lead designer / director / disruptor @clairepotter)

So. What is exactly is the 'circular economy'?



A **circular economy** is a regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing, and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling.

So. What is exactly is the 'circular economy'?



A **circular economy** is a **regenerative system** in which resource input and waste, emission, and energy leakage are minimised by slowing, closing, and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling.

Really, this is how nature works...



Really, this is how nature works...



No waste – and regenerative by design.

Linear VS Circular...



DESIGN → MANUFACTURE → USE → DISCARD



Loops and opportunities...





➔ all volunteers welcome ➔

* TODAY *
starting here 10am - 12!

BIG
SPRING
BEACH
CLEAN

PARK





PE / PP



PP

PET





‘It’s only waste if you waste it.’

(Cat Fletcher – Freegle)





FREITAG BAGS.





‘there are almost no products in this high-quality, high-priced recycling niche. I think it’s too bad that we’re one of the only companies that really tries to make recycling a design theme. You rarely find a high level of quality in products made from recycled materials... Recycling is valuable and time-consuming – it should actually be valued more. It will probably take a while until the majority understands that smelly things might be better than new ones.’

Johan Olzon: head of design management, Freitag



So how do we convince people to buy something from ‘**waste**’?

STORIES. PEOPLE LOVE STORIES.





There are many types of marine litter...

AND EACH ONE HAS A **STORY...**

claire
potter
design



ORGANISERS DETAILS

DATE OF CLEAN :

24 / 10 / 16

BEACH NAME :

KING ALFRED, HAVRE

EMAIL :

claire@clairepotterdesign.com

WHERE ARE YOU
FROM? :

Brighton / CPD / SAS

BEACH CLEAN

NO. OF
VOLUNTEERS :

14

AGE RANGE
OF VOLUNTEERS :

20's TO 70's

HOW MANY BIN
BAGS WERE
COLLECTED? :

12

PLASTIC BOTTLES
AND CANS
RECYCLED? :

☒ YES

☐ NO

IF YES
HOW MANY? :

15 cans, 2 glass bottles, 10 plastic

ITEMS THAT WERE
TOO BIG TO FIT
IN BIN BAGS :

A LARGE PIECE OF CEMENT / ROPE ANCHOR

ANY WEIRD AND/OR
WONDERFUL ITEMS:

ABOVE, PLUS A YELLOW PLASTIC WARRUS

RETRO RUBBISH
(DESCRIPTION AND
DATE):

NONE - ALL RELATIVELY RECENT

0!

ean Box Visitors Report Book, we
cleans here.

RISIS!

the n
our oceans
blen
y impacts

arine litter, it is prese
the water column and o
ates from land based sources!
and microplastic pieces floating in the
over 3,000 items of litter

of over 100,000 marine mammals and turtles
267 different marine species have suffered as a

of unstoppable

ol in Surfers Against Sewage
evidence will add to the
the extent of the mar
and create stronger

noticeable differ
dlife that li
ful exam
beach

POWERED BY GLUCOSE
GLUCOSE IS THE ENERGY FOR THAT MOMENT. WHEN YOU
NEED ENERGY, WHEN THE ENERGY AND THE
GOOD THINGS FLOW.
WHATEVER YOU DO, DO IT WITH ENERGY.
ENJOY IT! WARM.
VISIT US AT WWW.LUCOZADEENERGY.COM

SPARKLING ORANGE GLUCOSE DRINK
THE INGREDIENTS: Carbonated Water, Glucose Fructose Syrup,
Orange Juice from Concentrate (5%), Ascorbic Acid (Vitamin C),
Potassium Sorbate (Stabiliser), Citric Acid (Flavouring).

OH! I'M
JUST
PEACHY!
ICE TEA
PEACH FLAVOUR



SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



- REUSE
- REPAIR
- RECYCLING
- REMANUFACTURE

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



- REUSE: crab pot recovery and reuse
- REPAIR
- RECYCLING
- REMANUFACTURE

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



- REUSE: crab pot recovery and reuse
- REPAIR: floats, buoys, fenders...
- RECYCLING
- REMANUFACTURE

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



- REUSE: crab pot recovery and reuse
- REPAIR: floats, buoys, fenders...
- RECYCLING – ‘sustainable’ / ‘circular’?
- REMANUFACTURE

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



SUSTAINABLE DESIGN / CIRCULAR DESIGN?

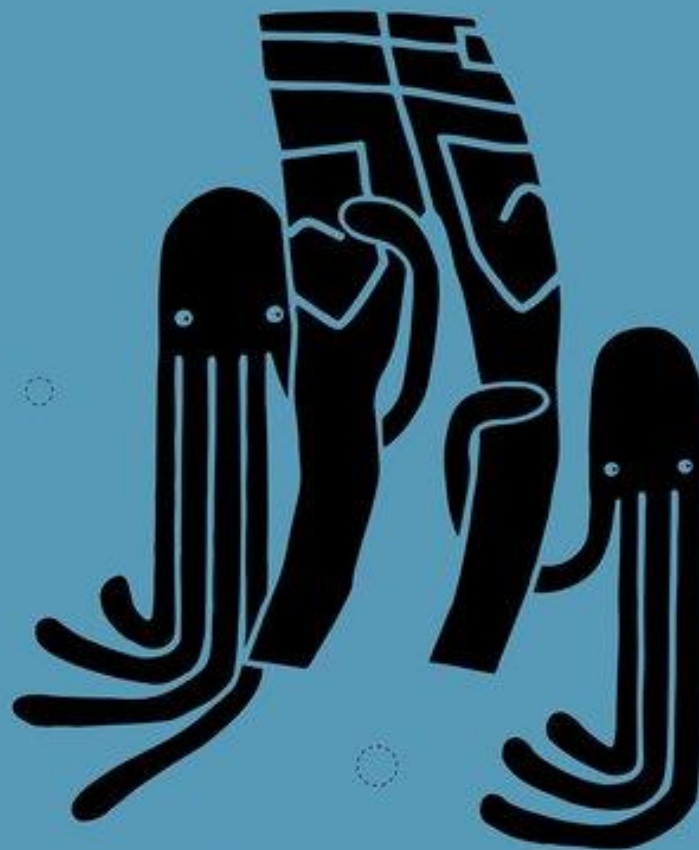
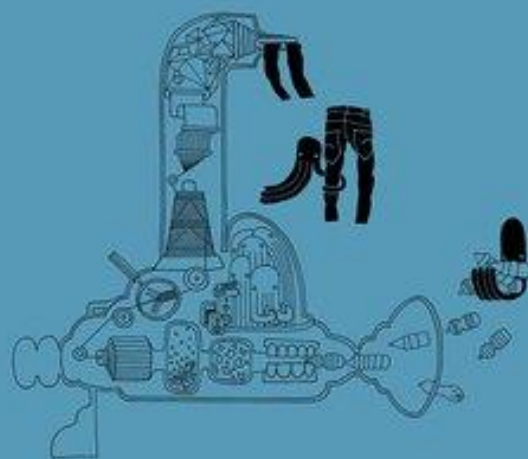




RAW

FOR THE OCEANS

The world's first denim collection made from recycled ocean plastic.



STRATEGY


G-Star Raw always wants to push the boundaries of the denim category. This year we turned our manufacturing process upside down. Together with Bionic Yarn and Pharrell Williams we create denim for the future.

IDEA

To take plastic out of the oceans, recycle it and created a new generation of denim.

RESULTS

PR value generated since launch at New York Fashion week: 7 million euros.

 Outreach: 3,2 M.



MONSTROUS HYBRID?

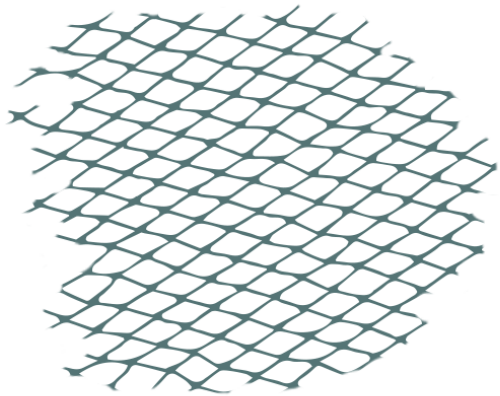


PURITY OF MATERIAL...

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?

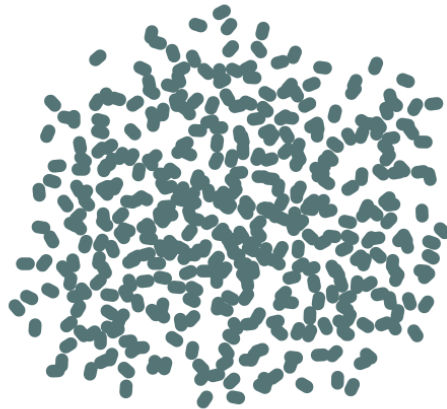


SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



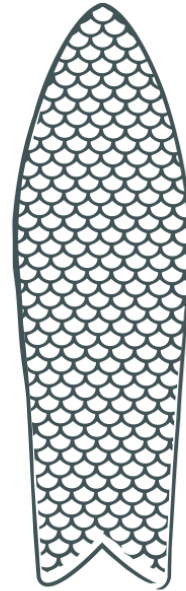
1

We gather fish netting waste off of the Chilean coastline.



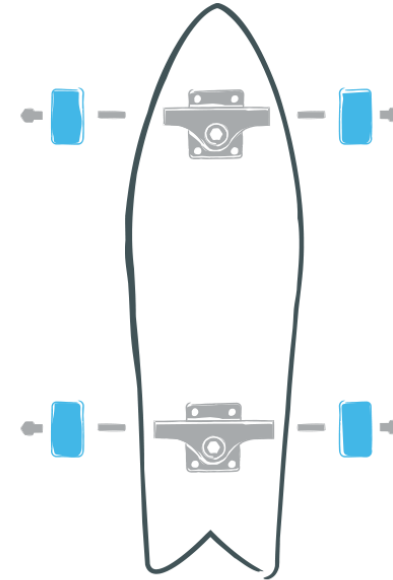
2

Nets are shredded and re-pelletized to be made into Minnow skateboards.



3

Pellets are melted and molded into Bureo's custom Minnow deck, with fish scale design.



4

Minnow Skateboards are assembled with durable hardware, and eco-friendly wheels.

bureo



Interface / Net-Works

SUSTAINABLE DESIGN – OR CIRCULAR DESIGN?



- REUSE: crab pot recovery and reuse
- REPAIR: floats, buoys, fenders...
- RECYCLING – ‘sustainable’ / ‘circular’?
- REMANUFACTURE: raw material creation...



Fishy Filaments – 3D printing filament

bureau

NET POSITIVA



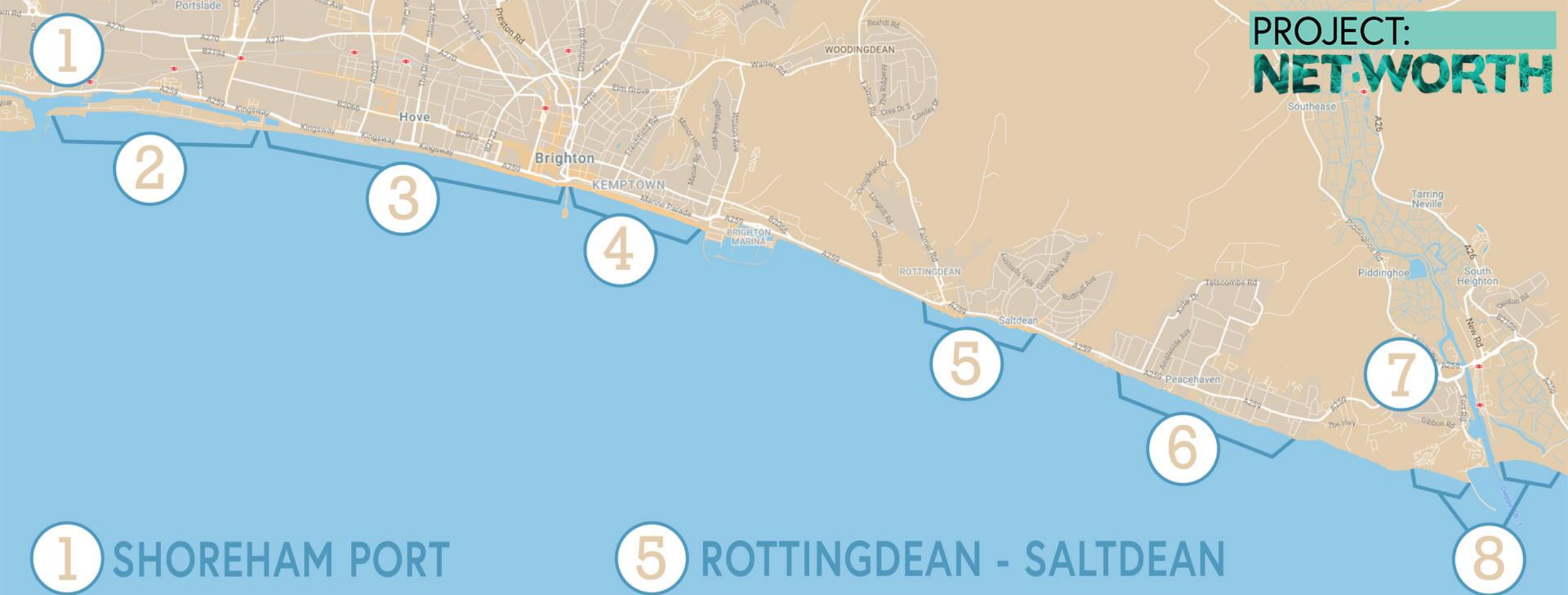




PROJECT: NET-WORTH



PROJECT: NET-WORTH



- 1 SHOREHAM PORT
- 2 SOUTHWICK BEACH
- 3 HOVE - PALACE PIER
- 4 PALACE PIER - MARINA

- 5 ROTTINGDEAN - SALTDEAN
- 6 PEACEHAVEN ROCK POOLS
- 7 NEWHAVEN PORT
- 8 NEWHAVEN BEACH

Some areas of the shoreline are not being monitored due to cliffs and rocky areas that have been deemed unsafe for exploration.

DISCOVER

DEFINE

DEVELOP

PROJECT:
NET·WORTH



PROJECT: NET-WORTH



PROJECT: NET-WORTH



COLLECTION SHEET DATA: OCT - DEC 2017				
LOCATION	COLLECTION DATE	USABLE MATERIAL TYPE	TIME SPENT PROCESSING (APPROX)	SAMPLES / WEIGHT
Sector 1, Shomvi Plains				
Sector 2, Southwile Beach	16-11-17	TYPE 8 Other Plant Material		2010 W 2.1g
Sector 3, Hivite Palace Pier	18.10.17	Type 1 Monotillium		20103 9g
		Type 2 Green PE		20104 20g
		Type 3 Orange PE		20101 9g
		Type 4 Black PE		20107 90g
		Type 5 Mixed ropes		20108 14g
		Type 6 Various		20106 48g
		Type 7 Random		20109 83g
				20110
				20111
				TOTAL WEIGHT 280g
	20.10.17	Type 1 Monotillium		20114
		Type 2 Green PE		20118
		Type 3 Orange PE		20117
		Type 4 Black PE		20101 (2)
		Type 5 Mixed ropes		20110 20g
		Type 6 Various		20106 23g
		Type 7 Random		20109 400g
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PROJECT: NET.WORTH

PROJECT:
NET-WORTH

GAME SESSION: Monday 18th December
Venue: Brighton

session start + preparation
introduction - 30 minutes

arrival / registration / introduction

29/10/12

TRAWL NET
CBRAIDED
P.E.)

TYPE 2

TRAWL NET
(PE)

TYPE 3.

TYPE 4.

PROJECT: NET.WORTH

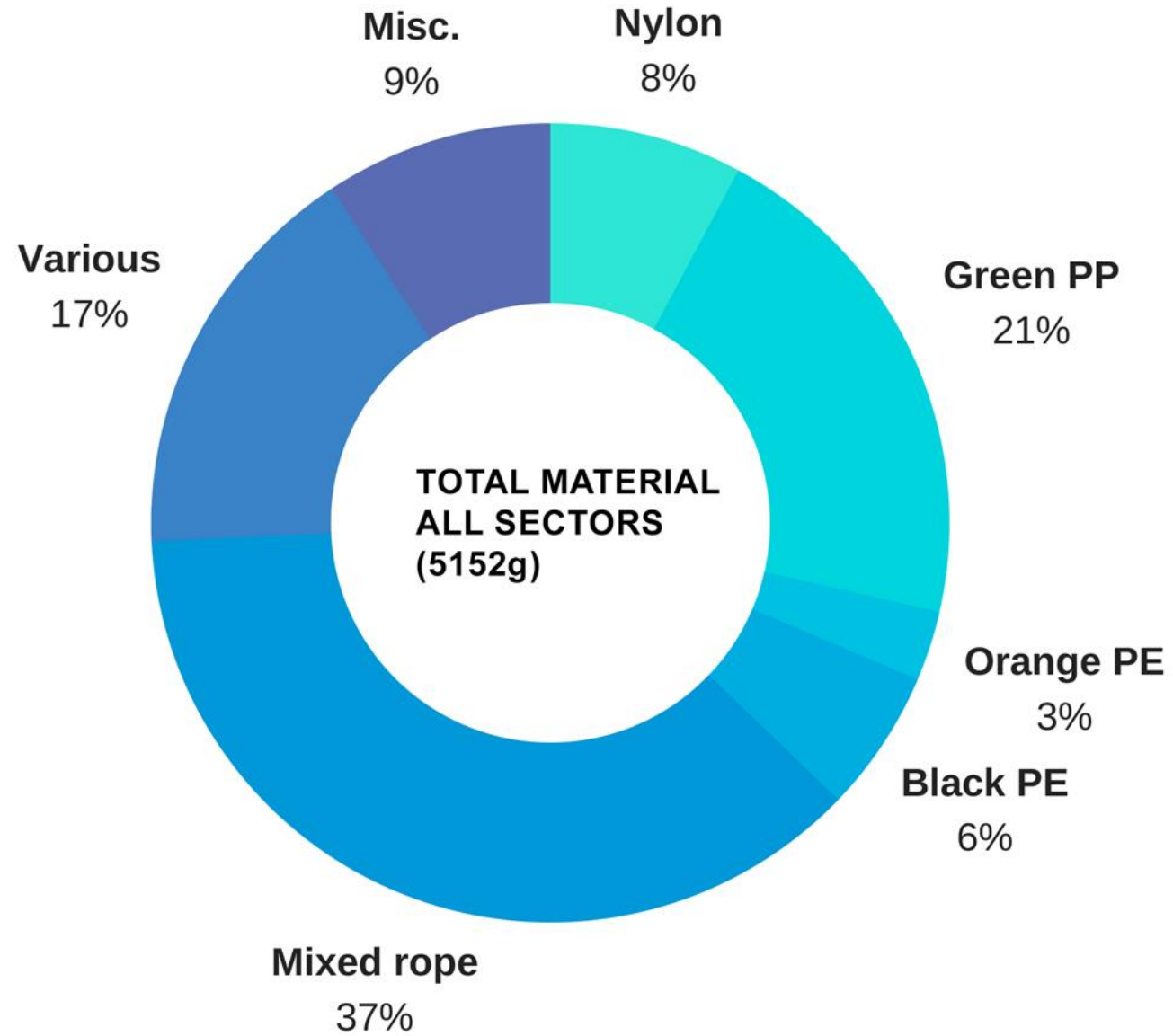
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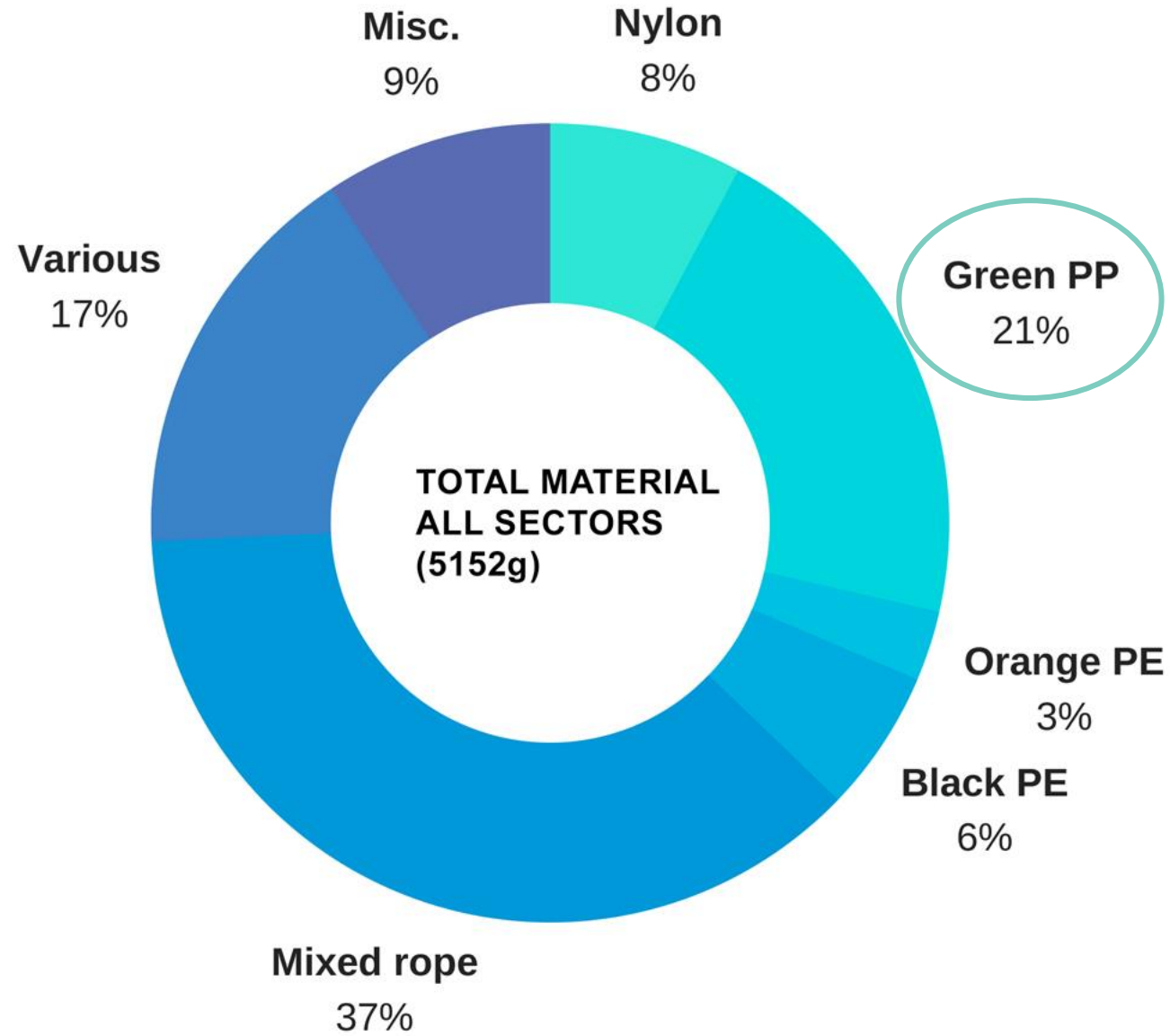
from

TYPE 6.

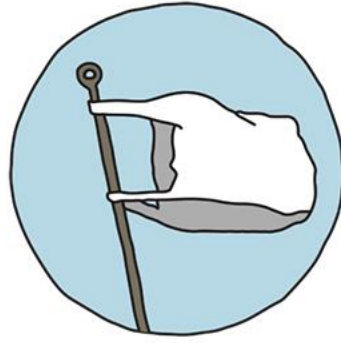
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TYPE 8.





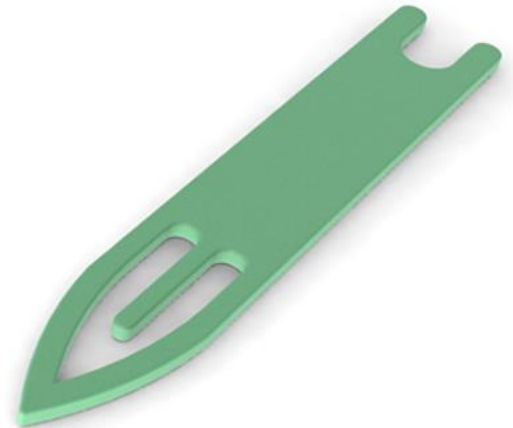
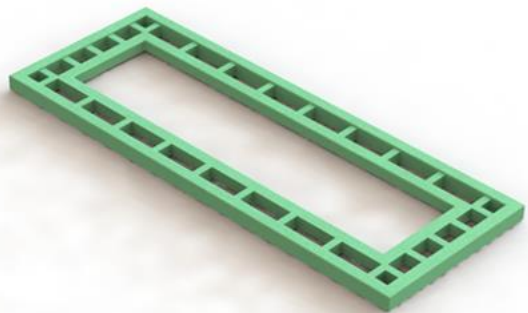




PRECIOUS PLASTIC



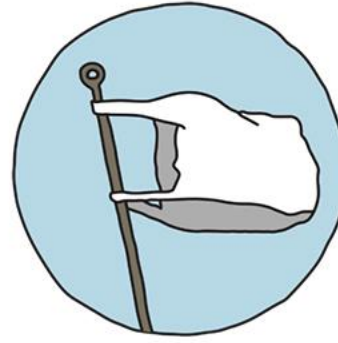
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injection moulder



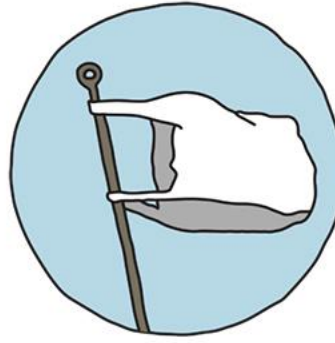
shredder



PRECIOUS
PLASTIC



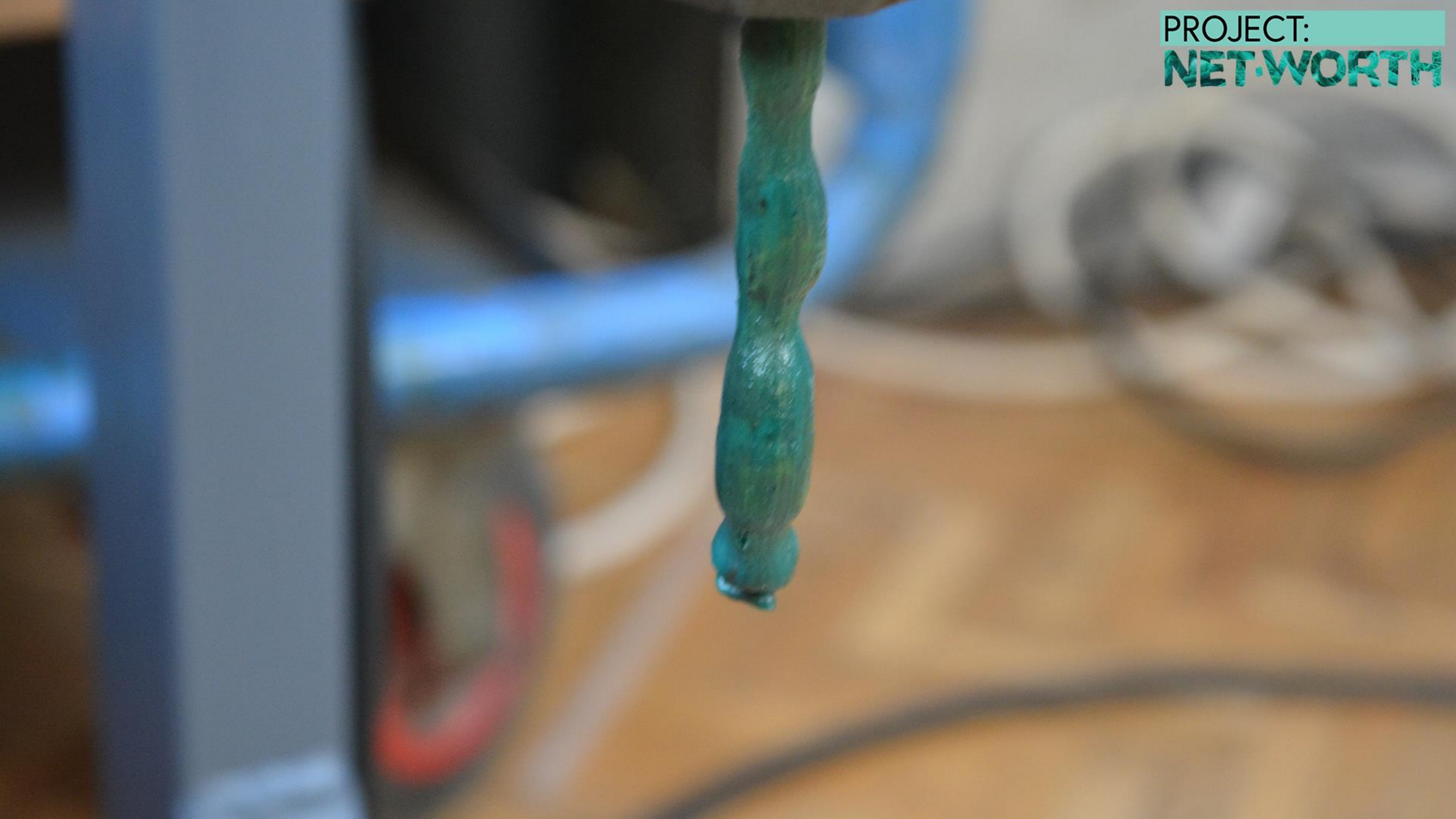
injection moulder



PRECIOUS
PLASTIC







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claire
potter
design





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Claire Potter (lead designer / director / disruptor @clairepotter)