

The virtuous cycle of the circular economy

The vast amount of waste being generated is one of the main indicators for the unsustainability of the current economic model. The high cost of waste management, its environmental impact in the form of pollution as well as the huge expanses of land needed for landfills are negative effects that must be avoided. In the case of islands like Tenerife, the situation is even worse because of the scarcity of land, high transport costs and high population density.

The circular economy is currently the most accepted alternative for modern raw material and waste management. It implies rejecting the classic linear model - produce, use and throw - and replacing it with a different circular one - produce, consume and reuse/recycle.

The European Union is promoting the circular economy as a formula for the efficient use of resources. The idea is to increase the value of products, materials and resources and minimise the production of waste, finding ways to reintroduce the same back into the economy and thus preventing it from turning into waste in the first place.

Instead of the vicious cycle of use and throw, the virtuous cycle of reuse and recycle: We can all contribute toward this goal with our consumer decisions and our use of resources.



Tenerife Más Sostenible y Ecoembes,
por la economía circular

Further information



www.economiacircular.org



www.tenerifemassostenible.com



www.ecoembes.com

The virtues of going circular: Toward a zero-waste society

Tenerife + Sustainable and Ecoembes, for a circular economy

POR CADA
6 LATAS QUE
RECICLAS
CONTRARRESTAS
10 MINUTOS
DE 

POR CADA
6 BOTELLAS QUE
RECICLAS
CONTRARRESTAS
10 MINUTOS
DE 


El poder de la colaboración


TENERIFE
MEDIO AMBIENTE
Cada día mejor


Tenerife
SOSTENIBLE


AYUNTAMIENTO
DE TENERIFE

“Virtues”

Separating waste for recycling



Consuming local products



Buying products with less packaging



Finding a second life for products



Repairing and reusing



Using sustainable modes of transport



Tenerife + Sustainable

A sustainability project for Tenerife based on the circular economy.

Changing our mode of consumption to preserve our island and minimise waste management.

Testing alternative models like collaborative consumption: exchanging and lending instead of purchasing.

Acting like nature: producing zero waste and closing resource cycles.



“Vices”

Not using the containers provided for waste separation



Buying products with excessive packaging



Replacing items that have not reached the end of their useful life



Buying single-use or “use and throw” products



Wasting water and energy

