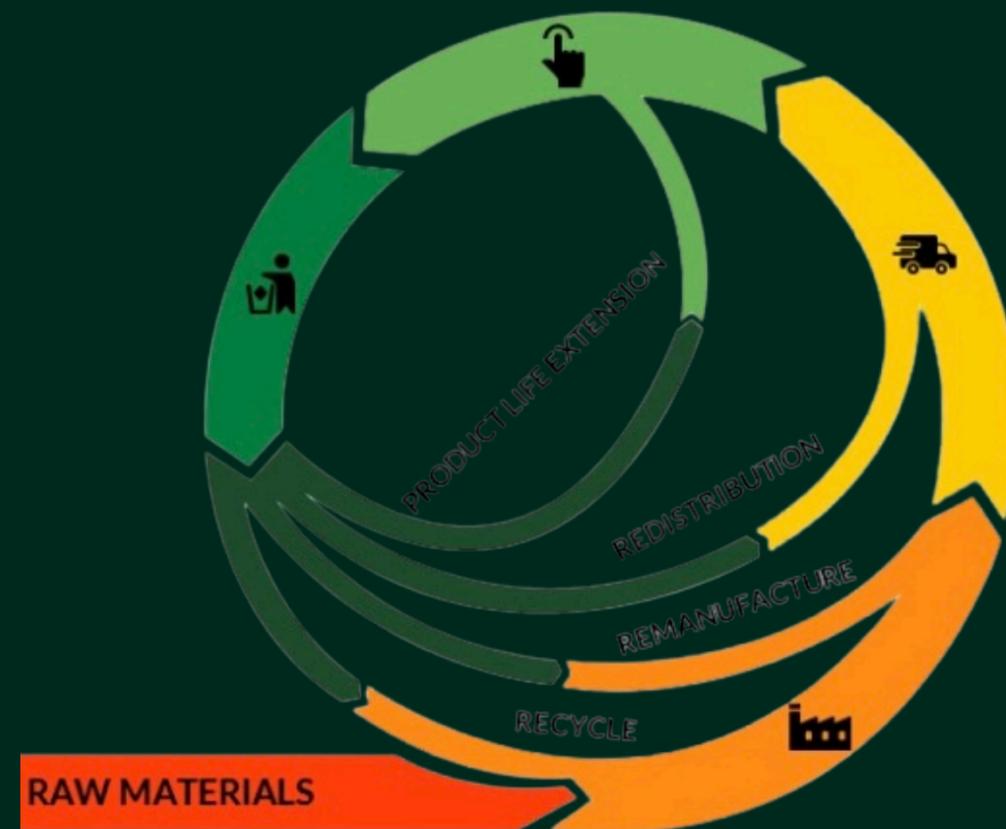




THE CIRCULAR ECONOMY

HOW COMMUNITIES CAN THRIVE

CIRCULAR ECONOMY



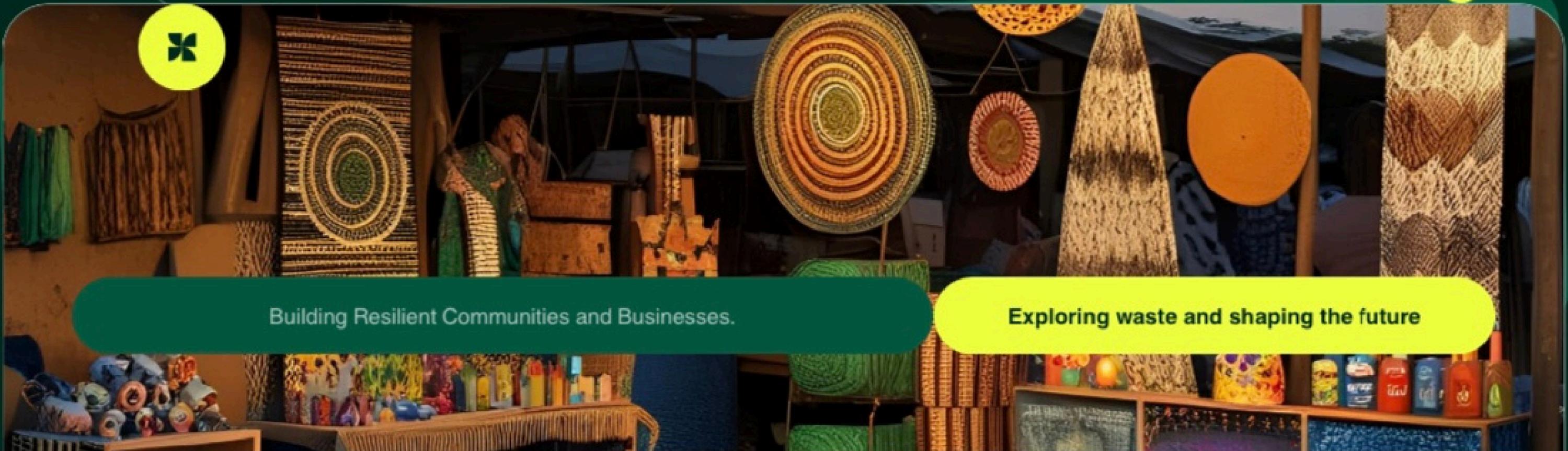
By: **Mary Alolo**
• imaryalolo@gmail.com

Turning waste into wealth



Building Resilient Communities and Businesses.

Exploring waste and shaping the future



Two Lies One Truth

TRUTH OR LIE

Waste disappears once it leaves our hands."

TRUTH OR LIE

Each of us creates and manages waste daily!"

TRUTH OR LIE

Only the government is responsible for waste."



MEET MARY ALOLO

Good evening from Nigeria, I'm Mary Alolo. Today, we'll explore how rethinking waste can unlock new opportunities, save costs, and build stronger communities especially in places like ours".

Q1: When you finish a bottle of water, what do you usually do with it?

- Throw it away?
- Reuse it for something else?
- Sell/ collect for recycling?
- I don't really think about it.

Cradle-cradle upcycling and Dematerialization

Resource Efficiency

Shared Economy

Sustainable closed loop system



WHAT IF YOUR BREAKFAST CAN SAVE THE PLANET



WHAT IS CIRCULAR ECONOMY

It's about building economies where resources flow in circles, not straight lines, creating jobs, saving money, and protecting the environment.

Instead of the linear model —take → make → use → throw away—the circular economy works like nature: take less → make smart → use longer → reuse, repair, recycle → return safely to the earth.

Medical and Agricultural Applications

waste nothing, value everything, share the circle.



LINEAR VS CIRCULAR ECONOMY

“The linear model treats resources as disposable. Circular economy treats resources as valuable, designed to be reused, repaired, or regenerated.”

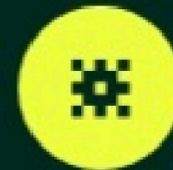


**Linear: Take → Make
→ Waste**



**Circular: Reduce →
Reuse →
Regenerate**

WHY IT MATTERS (LOCAL CONTEXT)



Floods in Lagos are worsened by plastic clogging our drains. What if communities collected and repurposed this plastic into building blocks, like they already do in Kenya and Côte d'Ivoire?"

Quick Question

In your community, which type of waste is the biggest problem?

- Plastic (bottles, sachet water bags)
- Food waste
- Old clothes and textiles
- Electronics (phones, TVs, radios)

problems we encounter

- Rising unemployment.
- Cost of imports & raw materials.
- pollution & flooding from plastic waste.
- Emission of toxins.
- All-round pollution.
- Health challenges.

Sustainable Procurement

Imagine a woman in the market. She has two choices: nylon bag or woven basket. If she picks nylon, it will block the gutter tomorrow. If she picks the basket, she will use it for years.

Always choose materials that last and do not harm the land.

Eco-Design – Making Things That Last

Think of a shoemaker in your village. He makes strong sandals with leather that can be repaired many times. Another trader sells cheap shoes that tear after one week

Design and buy things that can be repaired, not things that die quickly.

Industrial & Territorial Ecology – Sharing Waste as Resource

A cassava mill produces plenty of peels. If they are thrown in the gutter, it smells. But if given to a farmer, goats and pigs will eat it. One man's waste becomes another man's treasure.

Communities and businesses should exchange by-products instead of dumping them.

Functional Economy – Use Without Owning

In one compound, ten men each bought a wheelbarrow. Most of the time, the wheelbarrows stood idle. In another compound, the people bought just two and rented them to anyone who needed. They saved money and reduced waste.

Sometimes it is better to share or rent instead of everyone owning the same thing.

Responsible Consumption – Using Only What You Need

A boy buys sachet water every day, throwing away the plastic. His sister buys one reusable flask, fills it at home, and carries it daily. She saves money and creates no waste.

Do not buy more than you need, and choose wisely.

Extending Product Life – Repair, Reuse, Resell

An old man's radio stopped working. Instead of throwing it away, he took it to a repairer. It worked again. Later, he sold it to his neighbor who still uses it today.

Repair before you replace. Reuse before you refuse. Resell before you throw away.



Recycling

PILLARS OF CIRCULAR ECONOMY

Circular Design

Focused on designing products that are very durable and easy to reuse and recycle. Planning for a products end of life before producing.

Renewable energy & Resource efficiency

shifting from fossil fuels to solar, wind, biomass and biofuels.
Efficient use of water, minerals and raw materials.

Agriculture

Biogas from food waste, food waste reeducation and composting, regenerative farming and organic inputs

Product Life Extension

Strategies to keep products in use for a long durability and recycling.

Textile & fashion

Biobased and biodegradable textiles. circular fashion, reuse, repair, recycle, rental and resale.

circular economy

Diverse Applications Across Industries



KEY FIELDS IN CIRCULAR ECONOMY

CASE STUDY

WASTE TO ENERGY (INDIA & RWANDA)

Organic waste → Cooking fuel
& electricity



Technical
Complexity



Technical
Complexity



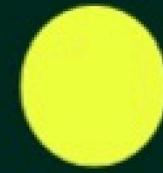
Public
Perception



In Rwanda and India, waste is used to produce biogas for cooking. This reduces firewood use, protects forests, and gives families clean energy.”

CASE STUDY – PLASTIC WASTE BRICKS

(KENYA & CÔTÉ
D'IVOIRE)



Kenya, Gjenge Makers turns plastic into strong bricks, cheaper than cement. In Côte d'Ivoire, UNICEF and Conceptos Plásticos build schools from recycled plastic bricks. Communities get jobs and cleaner streets".



CASE STUDY

TEXTILE UPCYCLING (NIGERIA)

- At Alolo 365, we turn discarded clothes into stylish, useful pieces. This creates income for women and reduces textile waste that often ends up in dumpsites.”



**Old clothes → New
fashion & business
opportunities**

- In your community, which type of waste is the biggest problem?
- Plastic (bottles, sachet water bags)
 - Food waste
 - Old clothes and textiles
 - Electronics (phones, TVs, radios)

Advantages of Circular Economy

Less extraction of virgin raw materials.

Reduced consumption of fossil fuels.

Extending the useful life of products through actions such as recycling.

Decrease in waste generation.

Innovation and economic growth.

Allows for a change in consumption habits.

Greater independence in terms of imports and agility in supply.

Creation of new jobs.



THE GOLDEN RULE

BEFORE YOU THROW ANYTHING AWAY, ASK—CAN THIS BE REUSED, REPAIRED, SHARED, OR RETURNED TO THE SOIL?

Can I use it again as it is?



A bottle for water, a bucket for storage, a cloth for cleaning.

Can it be repaired or improved?



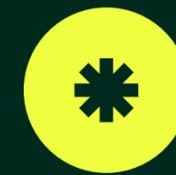
Fix a shoe, mend a torn shirt, replace a phone battery instead of throwing away the whole phone.

Can someone else use it?



give old clothes, books, or furniture to neighbors, schools, or local markets

Can it return safely to the earth



food scraps turned into compost, wood returned to soil, natural materials reused in farming

OPPORTUNITIES IN THE PROBLEM



Food Waste

Yam peels, cassava peels, rice water, leftover food, don't dump them.

- They can be composted into fertilizer for farming. A bag of compost sells in the market.
- Animal dung + food waste can also produce biogas, which can be used for cooking and lighting.

What you throw away from your kitchen can feed your farm or light your stove.



Plastic Bottles & Bags

- Plastic bottles can be filled with sand and used as eco-bricks to build fences, toilets, and small houses.
- Nylon bags and waste plastics can be melted into paving tiles or floor blocks.
- Recycling companies even pay for sorted plastics if you collect them in bulk.

Instead of blocking the gutter, plastic can build a business.



Old Clothes & Fabrics

Old wrappers and jeans can become bags, rugs, aprons, or pillow stuffing.

- Tailors can design **upcycled fashion** from waste clothes and sell them at good prices.
- Cutting waste from tailoring shops can be stuffed into chairs, toys, or mattresses.



PRACTICAL FRAMEWORK!

These are not foreign ideas, our mothers repaired pots, reused containers and passed clothes down. Circular economy modernizes these practices with business potential.”

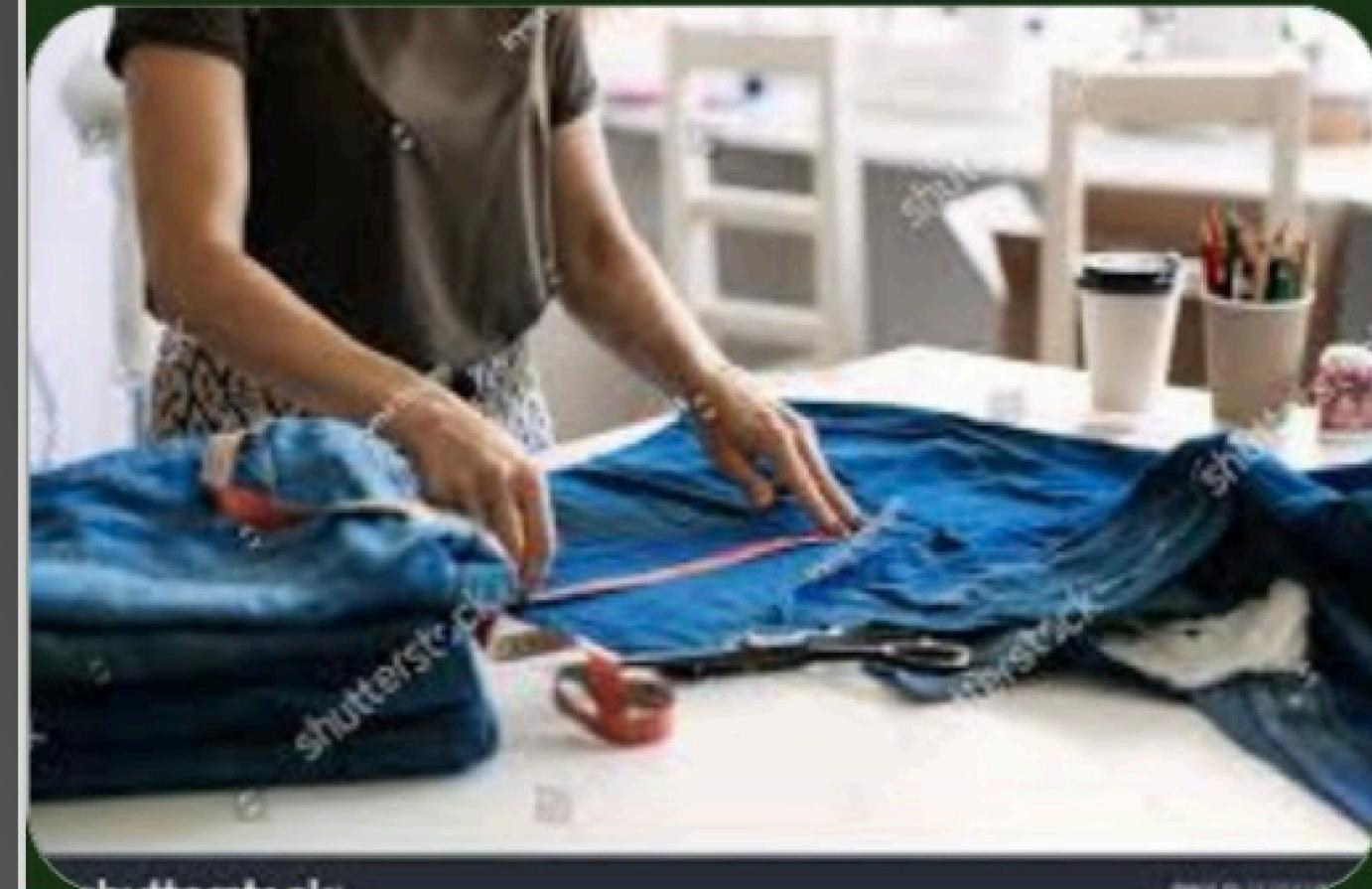


- **3Rs: Reduce, Ruse,Recycle**
- **Repair & Refurbish.**
- **Upcycle &R Repurpose**

Question !?

What phrase feels closer to how we currently live?

- “Use and throw away”
- “Use, repair, and reuse”



HOW BUSINESSES CAN START

Do you know of any business in your community that turns waste into something useful?

- Yes, many
- Yes, a few
- No, not at all
- Not sure



Audit waste stream



Design products for reuse



Invest in research & development



Offer repair & take back programs



HOW COMMUNITIES CAN START

In many communities, youth groups are already collecting plastics for resale. Imagine if local leaders created hubs for repairing electronics, sewing upcycled clothing, or producing eco-bricks.”



Question

Which of these would you personally support if it started in your community?

- A recycling hub (plastic, cans, bottles)
- A clothing swap/repair center
- Waste-to-energy (biogas for cooking)
- Composting for urban farming

Youth groups collecting waste for income

- Community recycling & repair hubs
- Skill training for upcycling (tailoring, carpentry, tech repair)
- Youth groups collecting waste for income

Community recycling & repair hub

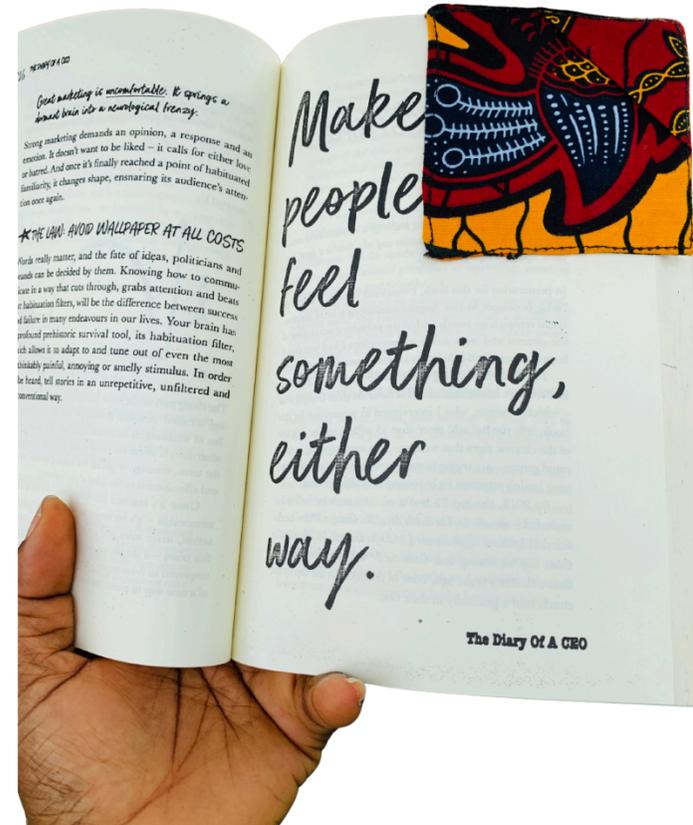
Skill training for upcycling (tailoring, carpentry, tech repair)

- Lack of public awareness on the environmental benefits
 - Resistance to change
 - Lack of substantial efforts to create a framework for the marketability of 'green' innovations

Challenges to circular economy

- Huge bureaucracy
- Low technical training around circular economy
- Difficulty in changing consumer behavior

LITTLE THINGS THAT BECAME BIG THINGS





The ACT framework

By Mary Alolo

A - Awareness: Talk about waste in schools, churches, homes.

C - Choice: Choose reusable items and proper disposal methods.

T- Teach: Show someone else. Share what you've learned



ACT NOW

 +2347069265996

 Email Address

imaryalolo@gmail.com

 Social Media
being_alolo
