

# IAITAM ACE

**KICKIN' ASSETS**  
SINCE 2002

ITAD'S ROLE IN THE  
CIRCULAR ECONOMY

Ed Pletner  
Founder & CEO  
Avritek

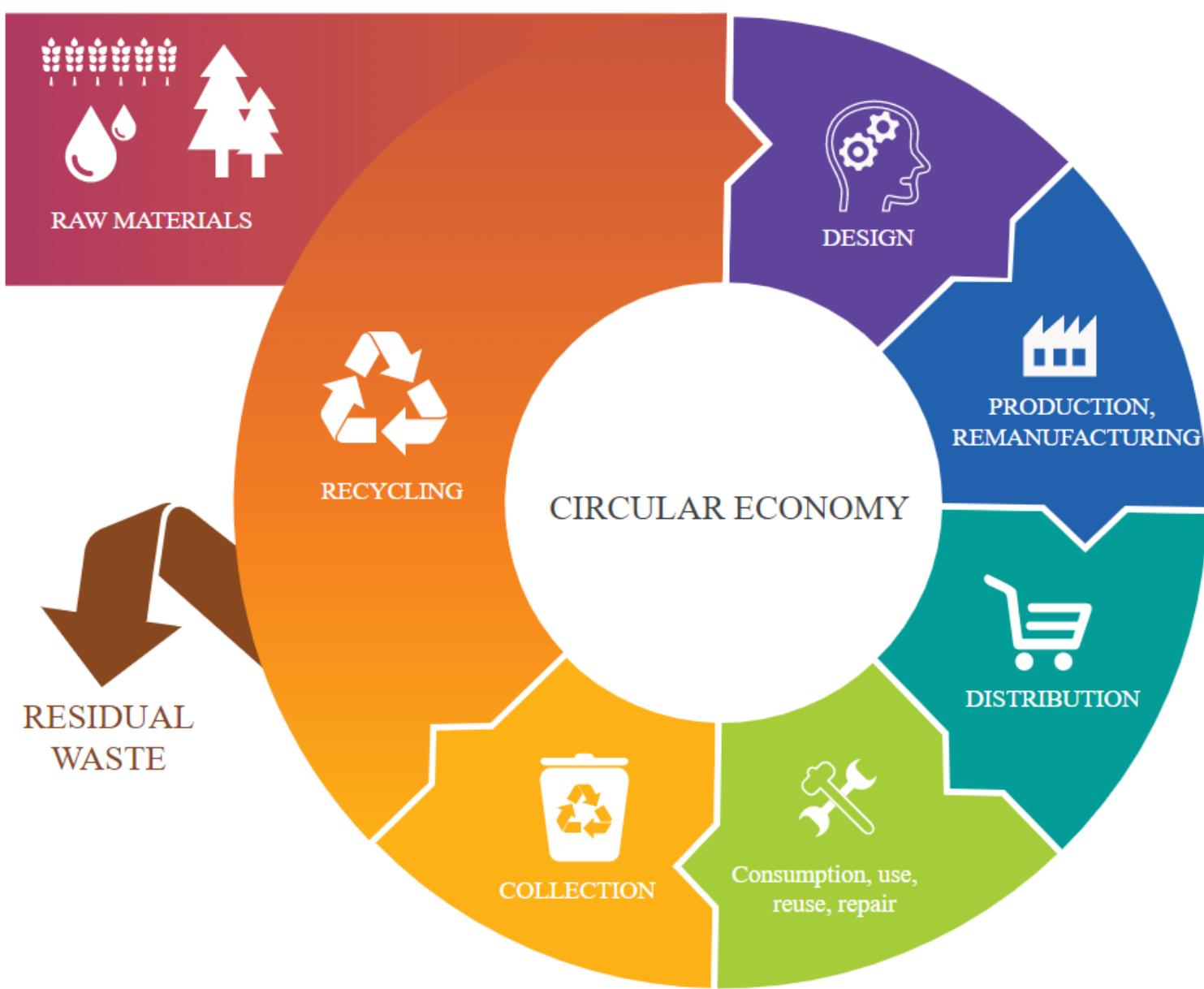


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- A **circular economy** (also referred to as **circularity** and **CE**) is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible.
- **CE** aims to tackle global challenges such as climate change, biodiversity loss, waste, and pollution by emphasizing the design-based implementation of the three base principles of the model.
- The **three principles** required for the transformation to a circular economy are:
  - eliminating waste and pollution
  - circulating products and materials
  - regeneration of nature



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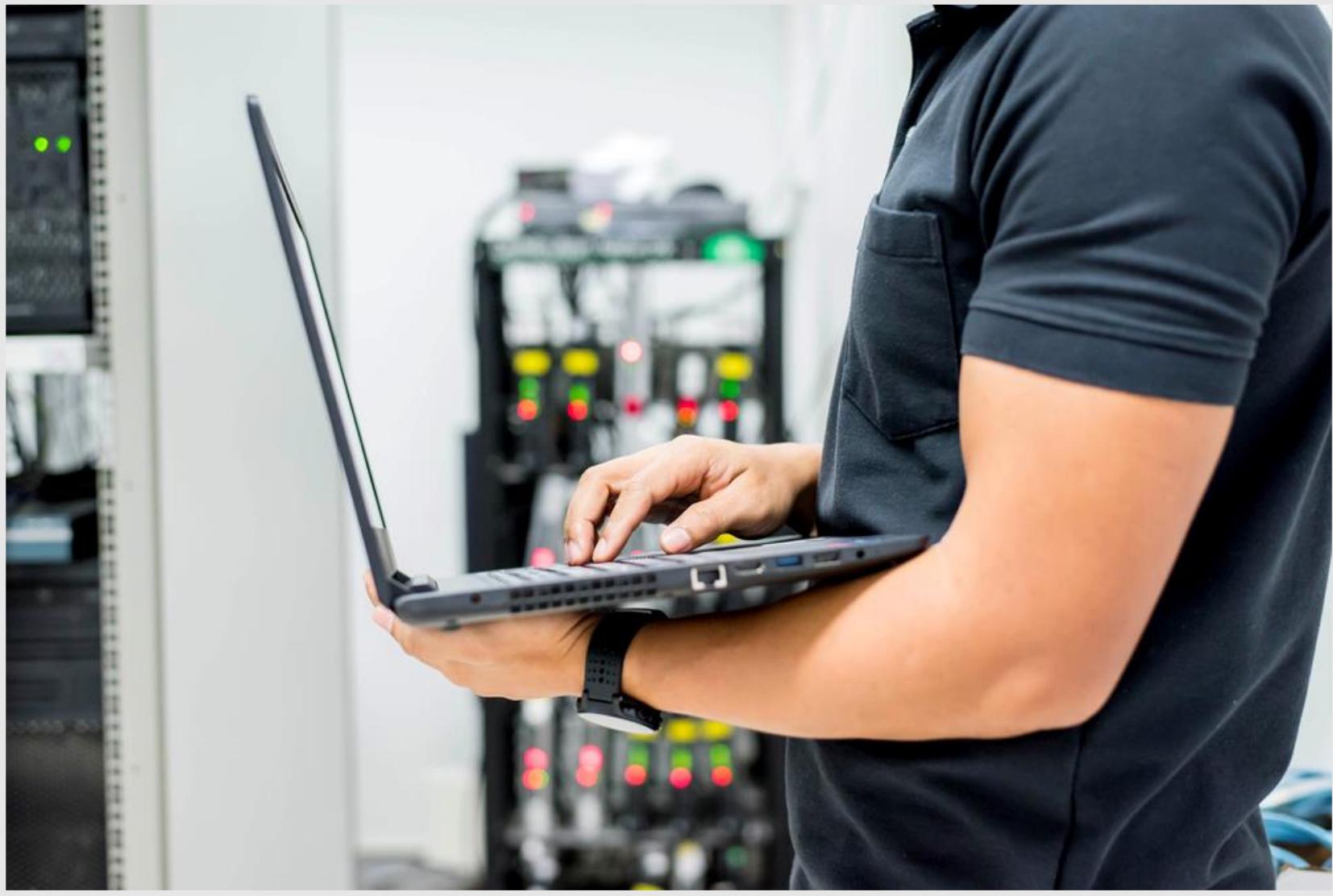
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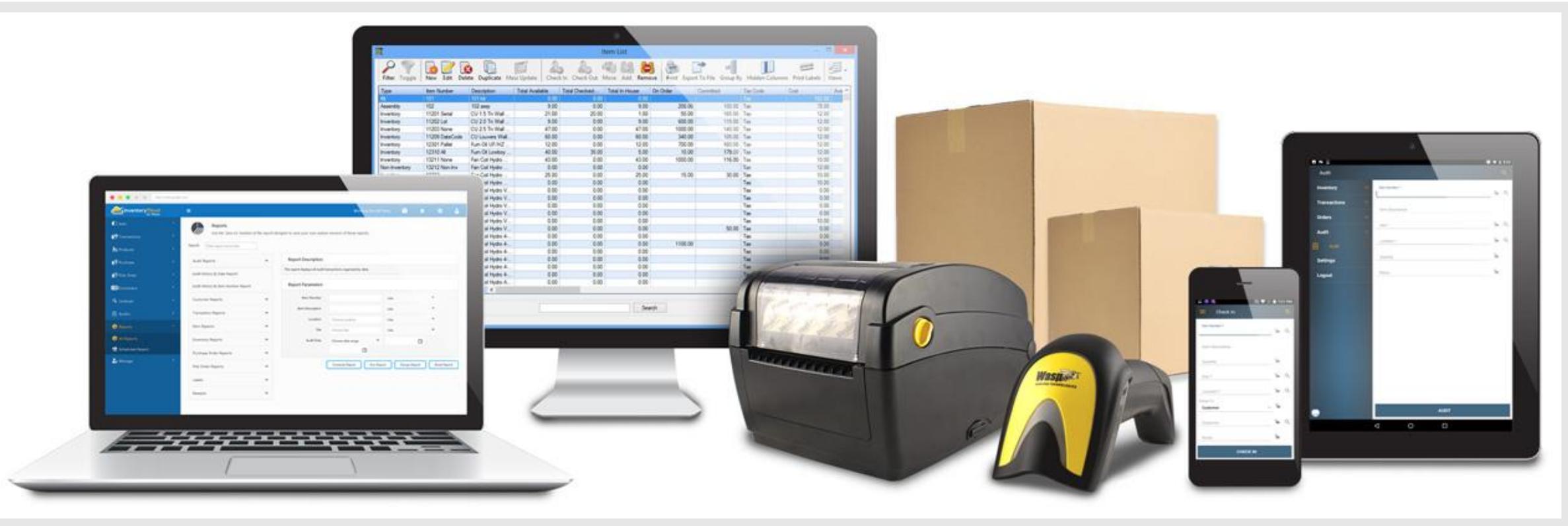


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LET'S CONNECT!

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