



MANIFESTO

Principles ed actions

Reshaping our future through the Circular Economy





1. Introduction

*“My world is the object and sphere of my duties,
and absolutely nothing more”*

Johann Gottlieb Fichte (1762-1814)

Every human experience should reflect the awareness that the experience itself is possible only through our existence and how this one is inextricably influenced by the environment in which is tied.

Only recently, we are asking ourselves a question that, until a few decades ago, would have been unthinkable: for how many generations human race will still exist, if new strategies (in economic, productive and cultural fields) are not immediately implemented to stop the inexorable consumption of the planet resources' and to bring greenhouse gas emissions to zero?

Behind the word “sustainable”, we continue to mask still intensive and linear productive mechanisms (extract – produce – use – dispose) aimed only at a safe and immediate profit.

Paradoxically, even the continuous warning signs related to the ongoing climate change effects, which will upset living conditions on Earth - and that in some cases will even redraw the world geography - do not seem to awaken any consciences: international protocols continue to lose credibility, countries abandon the work tables and the deadlines are punctually postponed.

However there are models that could be adopted on a global scale and that would help, at first, to brake and then reverse the course, leading us to a safer area. For us, for our children and for future generations. In this panorama, Circular Economy appears as one of the most effective approaches, which is still little explored, for a definitive paradigm shift, necessary to achieve the sustainable development goals.

2. Circular Economy

*“We can't solve problems by using the same kind of
thinking we used when we created them.”*

Albert Einstein (1879-1955)

The impact of the linear economic model, based on the concepts of “extraction, production, use and dispose”, has now become environmentally, socially and economically unsustainable. The Circular Economy is an antithetical model with respect to the linear one and it represents a possible solution to several issues that we have to face in this period, such as climate change or plastic pollution.

The idea which lies behind the circular approach is to imitate nature's behaviour, according to which the concept of waste does not exist and every element becomes an input for another process. The Circular Economy is an economy designed to regenerate itself.

The Circular Economy pursues this objective with a “systemic” approach to our economic-industrial system, which should be designed to:

- Rethink how we design our products and processes to remove every negative externality, such as air pollution;
- Encourage the continuous and circular use of materials;
- Regenerate the natural system.

The Circular Economy, as a concept, is not something new, since its principles are based on different schools of thought such as “Cradle to Cradle”, Performance Economy, Industrial Ecology, Biomimicry, Natural Capitalism, and Blue Economy. Through the Circular Economy, we can all make the difference, implementing in our everyday life not only the values, but also the actions based on the circular sustainability.



3. Tondo

“Man is nothing else than the series of his actions”

Hegel (1770-1831)

Tondo is a non-profit organization, which actively encourages the transition towards an economic and industrial system that is restorative and regenerative.

Tondo is a virtual space where entrepreneurs, innovators and designers can develop new projects regarding the Circular Economy.

Tondo is expanding and spreading the culture and the knowledge related to the Circular Economy, by supporting the launch of new businesses that implement a circular approach and by helping consolidated companies in the transition towards a Circular Economy.

Tondo is a bridge between corporates, institutions, universities, research institutes and every citizen who wants to give a contribution in sustaining the application of the Circular Economy.

Tondo's mission is to support the implementation of the Circular Economy, by turning it into a daily reality. The main actions that Tondo wants to carry out to achieve its mission are:

- Spreading and extending the knowledge about the Circular Economy through studies and researches;
- Developing an ecosystem to support the Circular Economy through events that engage numerous actors operating in the Circular Economy;
- Implementing projects in specific and relevant areas, that involve corporates, startups, institutions and other organizations operating in the Circular Economy.

Tondo's purpose is to encourage innovation and entrepreneurship in the Circular Economy field, which are essential elements for the paradigm shift requested by the Circular Economy.

3.1 Knowledge

“Culture eats strategy for breakfast”

Peter Drucker (1909-2005)

Knowledge about the Circular Economy and its diffusion are Tondo's core activities. The association ascribes among main activities to monitor, study and analyse the Circular Economy through updated data about the national and international situation, articles drawn up by experts in the field, studies about the Circular Economy's key elements, trials and applications in progress to encourage the disclosure of replicable best practice. Besides, Tondo conducts studies and analysis which aim to define and disseminate a clear and long-term vision about how to implement the Circular Economy in specific areas, which are considered more relevant or critical.

Tondo seeks to organize events, conferences, contests, workshops, webinars, podcasts and other occasions for confrontation with citizens, institutions, corporates, universities, research centres by using new information technologies, to awaken consciousness, to raise public awareness and to improve the comprehension about the positive impact that the Circular Economy can have.

People who join Tondo, promise to transmit the values and the principles of the Circular Economy to the family, friends and other partner organizations, to make a tangible contribution and wide dissemination of contents.

3.2 Ecosystem

“No man is an island”

Thomas Merton (1915-1968)

Tondo created the format “[Re-Think – Circular Economy Forum](#)”, which proposes events or webinars designed to stimulate critical thinking concerning some elements of the current economic industrial system, by showing a vision of the macro trends, possible Circular Economy’s evolutionary paths and main projects developed.

“Re-Think” events are held in different locations to highlight the different aspects of the critical issues and uses of the Circular Economy in different social and economic contexts. Also, practical paths are indicated, which are able to lead to innovative and business related activities that could have a positive impact on the local and national systems.

During the events, the results of studies and researches on the most varied themes related to Circular Economy are presented and important guests and speakers from the university, research institutes, business, and startups are invited.

The purpose consists of extending and connecting the ecosystem that works on Circular Economy issues, by encouraging the interaction between the creative world and the productive one.

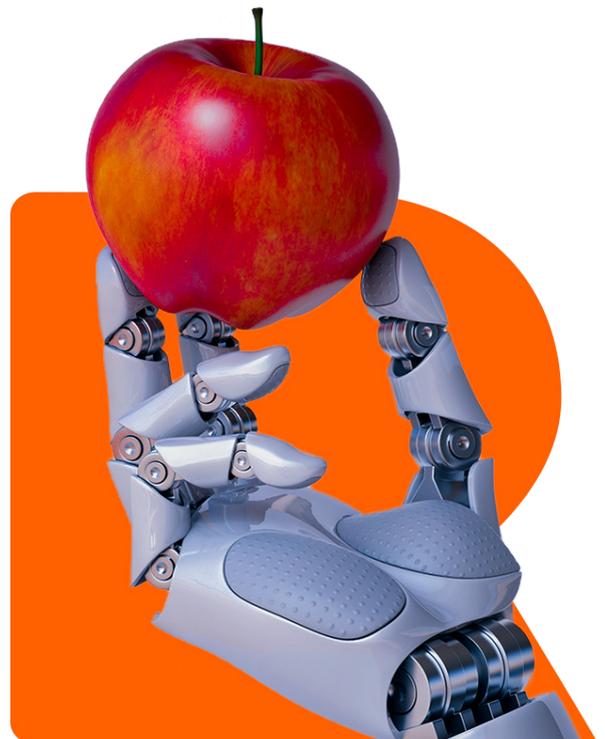
3.3 Projects

“In the long history of humankind (and animal kind too) those who learned to collaborate and improvise most effectively have prevailed.”

Charles Darwin (1809-1882)

implementation of the Circular Economy, by involving different actors operating in a specific supply chain, to create circular models. The focus of the action lies in relevant and critical areas, where the involvement of multiple actors is necessary to develop a circular approach. Among those projects, Tondo represents the reference point between different entities which have the same purpose: the implementation of the Circular Economy.

The projects have the purpose to develop trials and applications of new circular models through the use of innovative technologies. In those projects, the purpose is to promote the innovation and the co-innovation in the Circular Economy field, by involving institutions, associations, corporates, startups and universities.



Tondo develops projects to promote the



4. We are Tondo

“The value of a man should be seen in what he gives and not in what he can receive.”

Albert Einstein (1879-1955)

To ensure a real and lasting change, Tondo has the purpose to create - and to feed - a dense and functional network of actors that is able to develop researches, studies, projects and processes based on the Circular Economy: engineers, researchers, developers, designers, architects, investors, entrepreneurs and inventors will be able together to develop successful ideas.

Only through a widespread network - with disparate skills - it will be possible to support the systemic change that Circular Economy needs for its spreading and implementation.

5. Together

“The world is the totality of facts, not of things”

Ludwig Wittgenstein (1889-1951)

The association asks for a membership fee. Individuals, corporates and institutions of the third sector or non-profit organisations, who share the same purposes and who want to participate to Tondo's activities with their skills, can become members of the association.

The association can raise funds - through the request of contributions to third parties for specific projects, through generic donations and contributions of a non-compensatory nature, and through crowdfunding platforms - with the aim to support activities of general interest by respecting the principles of truth, transparency and correctness in the relationships with supporters and the audience.



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