

There's so much talk
about the system. And so
little understanding.

Robert M. Pirsig

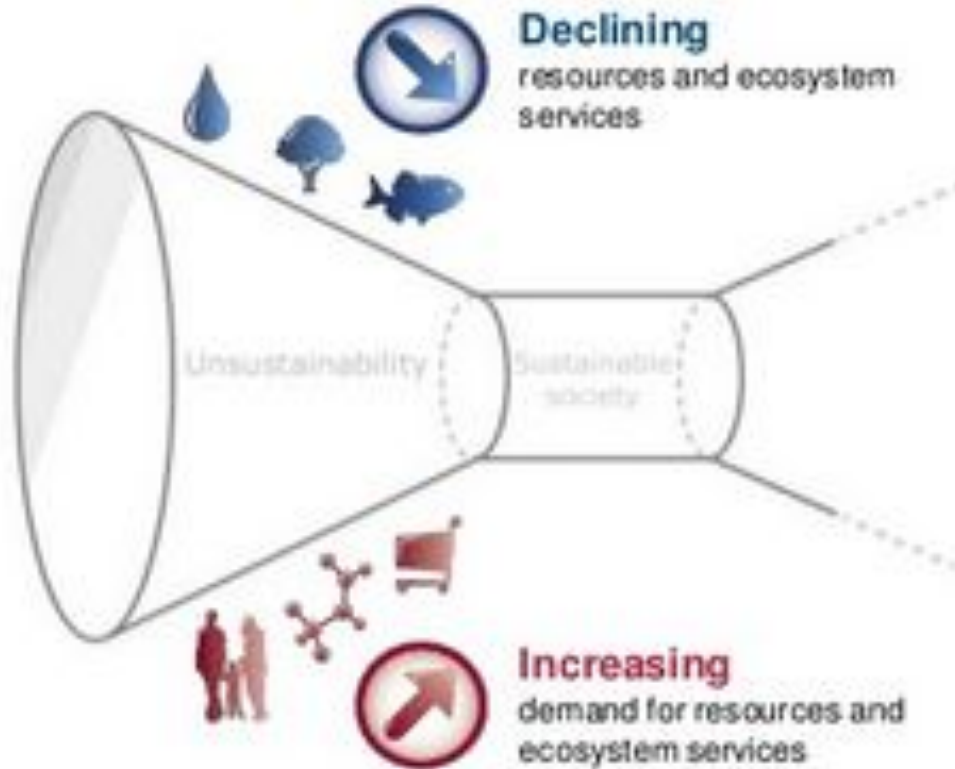
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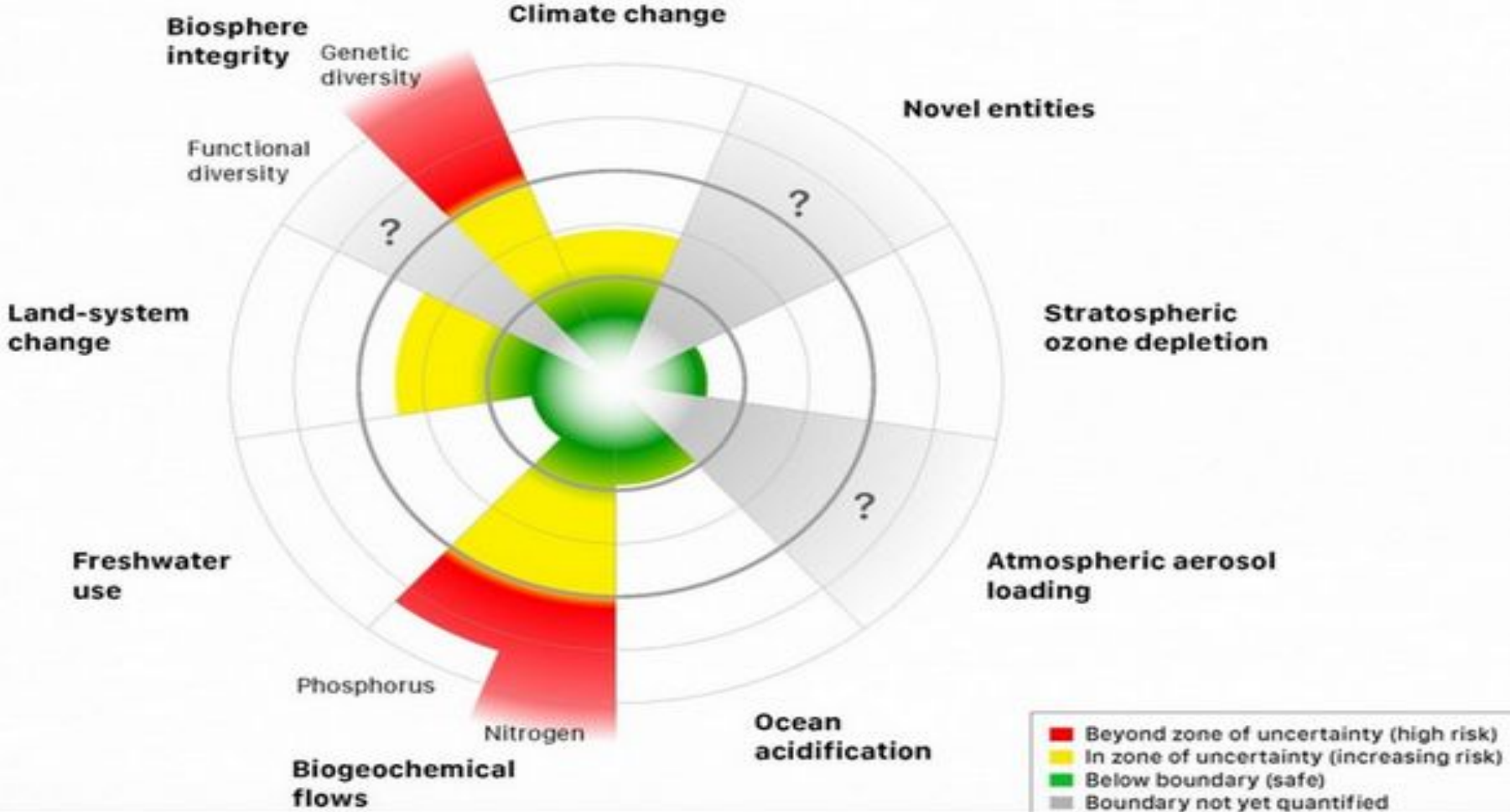
- Climate Launchpad Winners 2016
- VIBES Circular Economy Finalists 2017/18
- Scottish Edge Winners 2018
- Unlocking Ambition Participants 2018
- HIFAD Finalists 2018
- HIFAD Winners 2019
- NE Scotland Food and Drinks Awards Finalists 2019
- Rural Scotland Finalists 2019

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The Funnel Metaphor



Source: The Framework for Strategic Sustainable Development



The Four Principles of Sustainability

In a sustainable society, nature is not subject to systematically increasing...



...concentrations of substances extracted from the Earth's crust,



...concentrations of substances produced by society,



...degradation by physical means,

and, in that society...



...people are not subject to conditions that systematically undermine their capacity to meet their needs.

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Source: Ellen MacArthur Foundation Report "Cities and Circular Economies For Food"

Thank You For Listening

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