

**Smarter
product use
and manufacture**

Make product redundant by abandoning its function or by offering the same function with a radically different product

Make product use more intensive (e.g. through sharing products or by putting multi-functional products on market).

Increase efficiency in product manufacture or use by consuming fewer natural resources

Re-use by another consumer of discarded product which is still in good condition and fulfils its original function

Repair and maintenance of defective product so it can be used with its original function

Restore an old product and bring it up to date

Use parts of discarded product in a new product with the same function

Use discarded products or its part in a new product with a different function

Process materials to obtain the same (high grade) or lower (low grade) quality

Incineration of material with energy recovery

Refuse

Rethink

Reduce

Reuse

Repair

Refurbish

Remanufacture

Repurpose

Recycle

Recovery

R0

R1

R2

R3

R4

R5

R6

R7

R8

R9

**Extend lifespan
of product and
its parts**

**Useful
application of
materials**