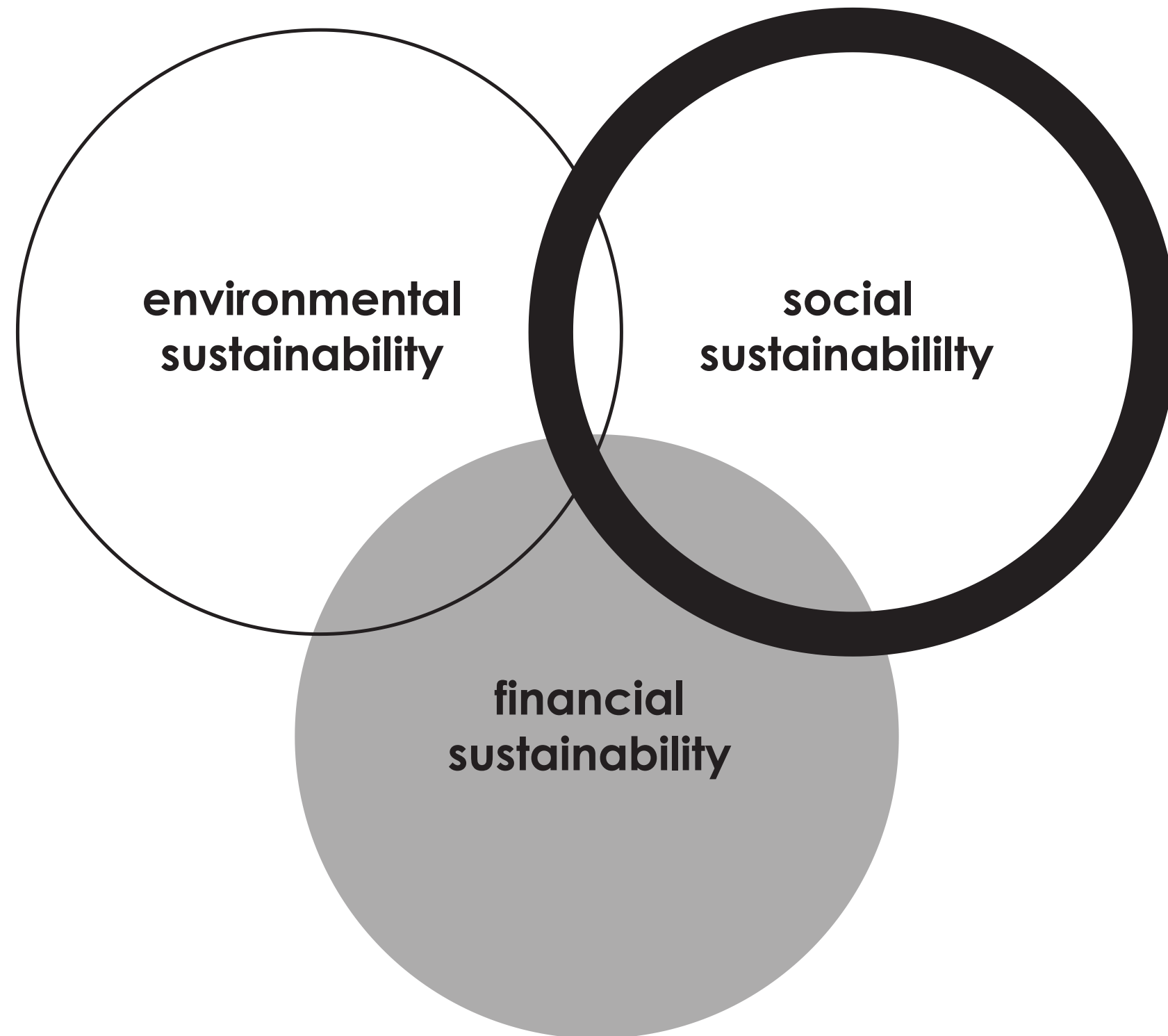




***The tortise, the hare, and the climate crisis:***  
reducing waste to win the race



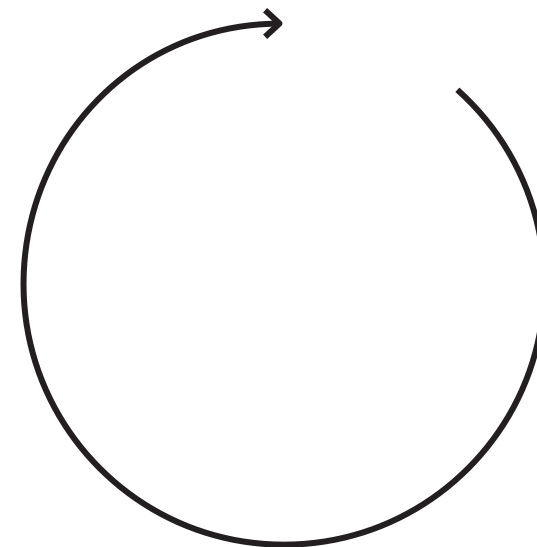
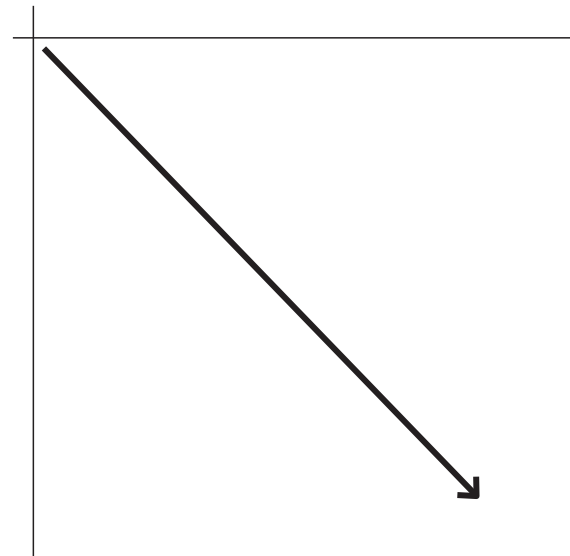
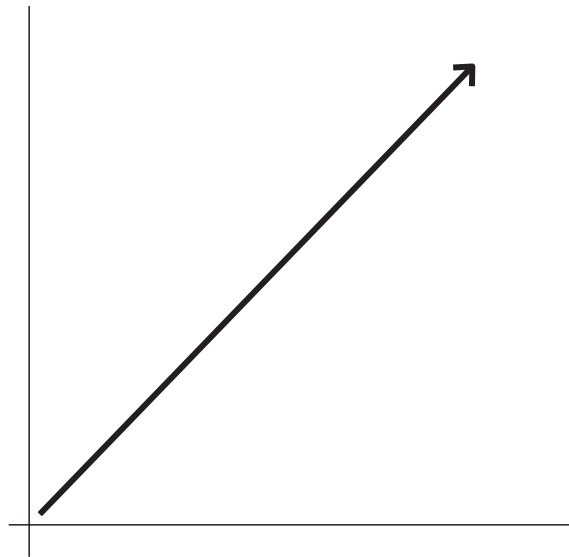
**linear  
accumulation**

**=**

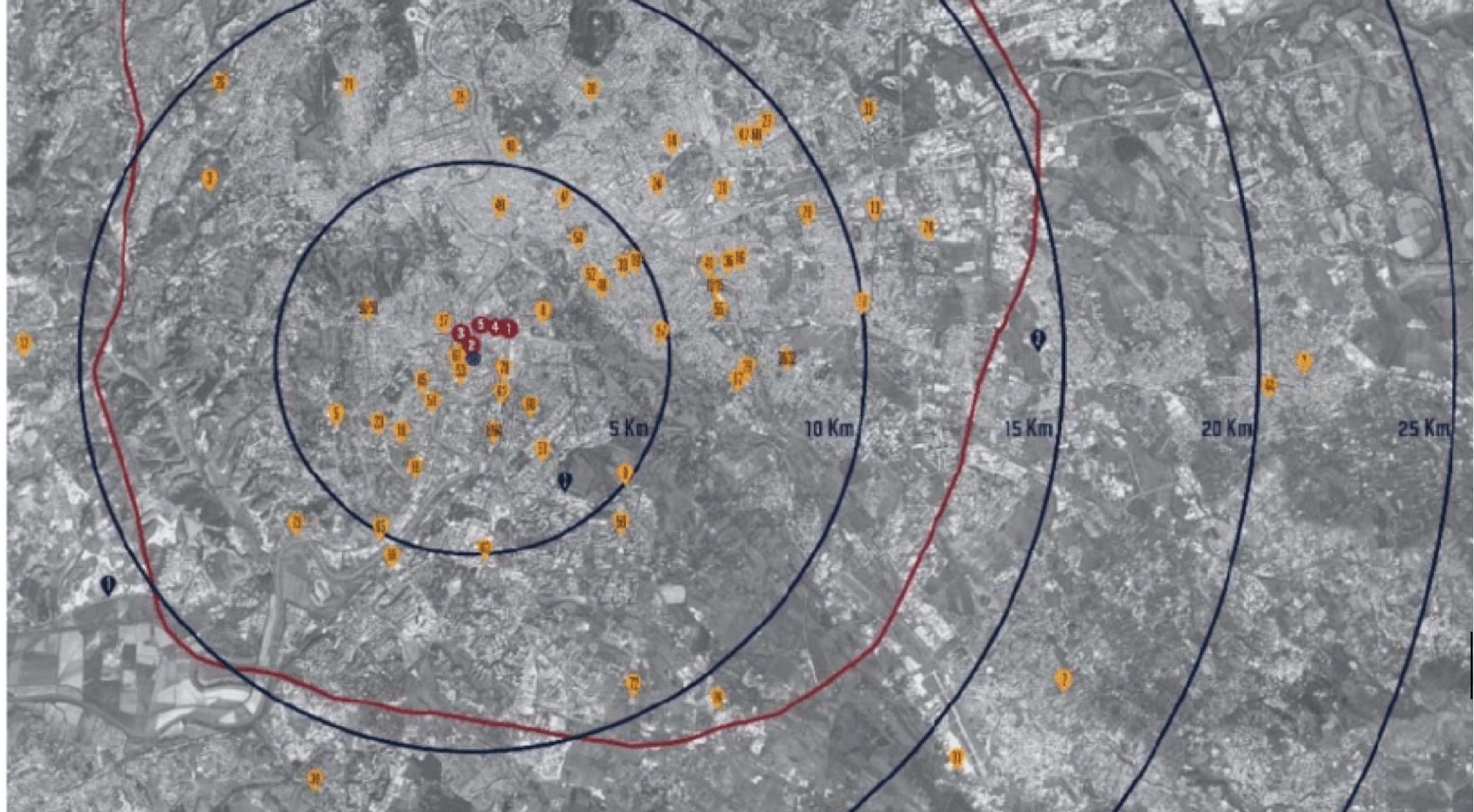
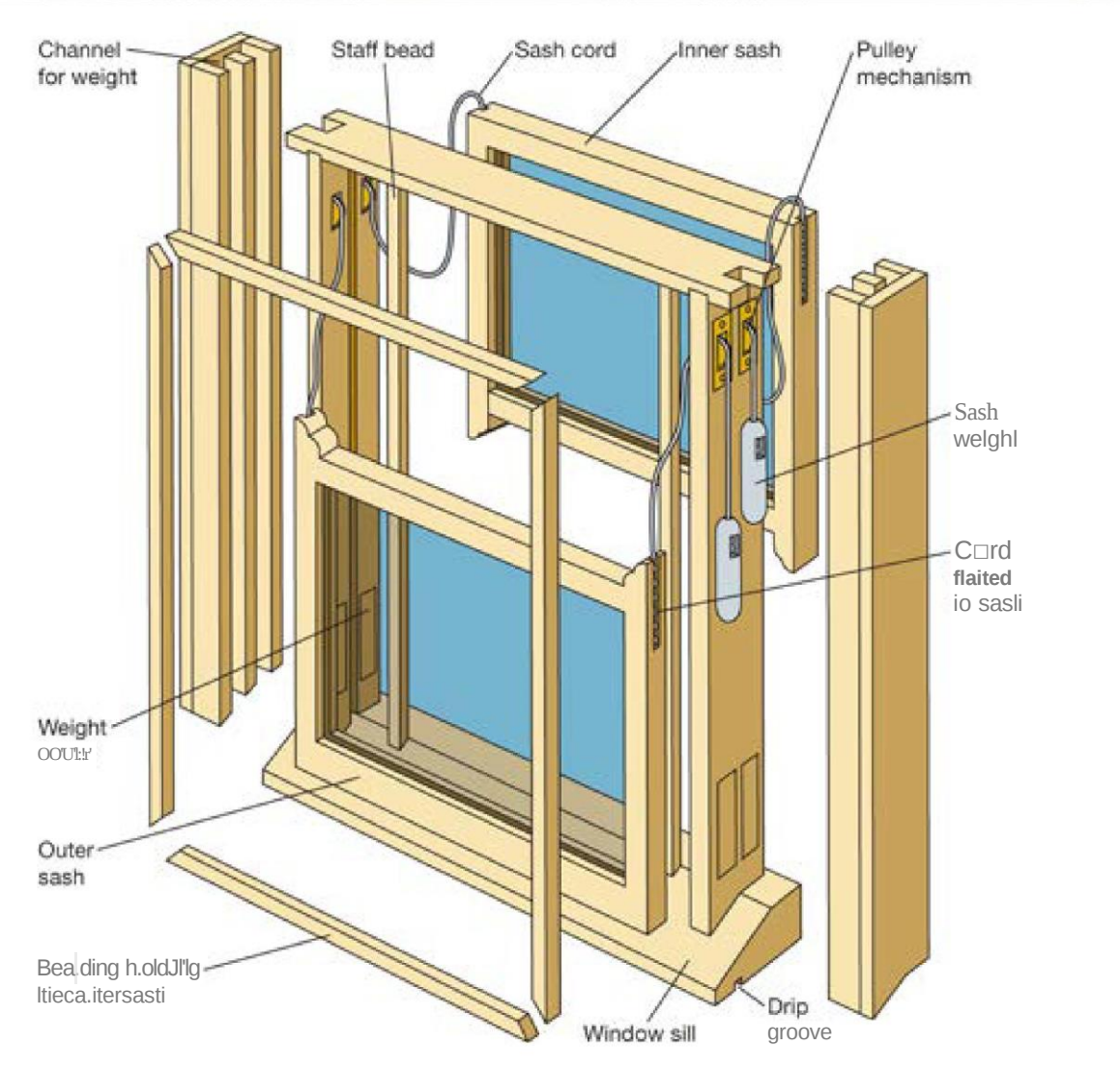
**linear  
extraction**

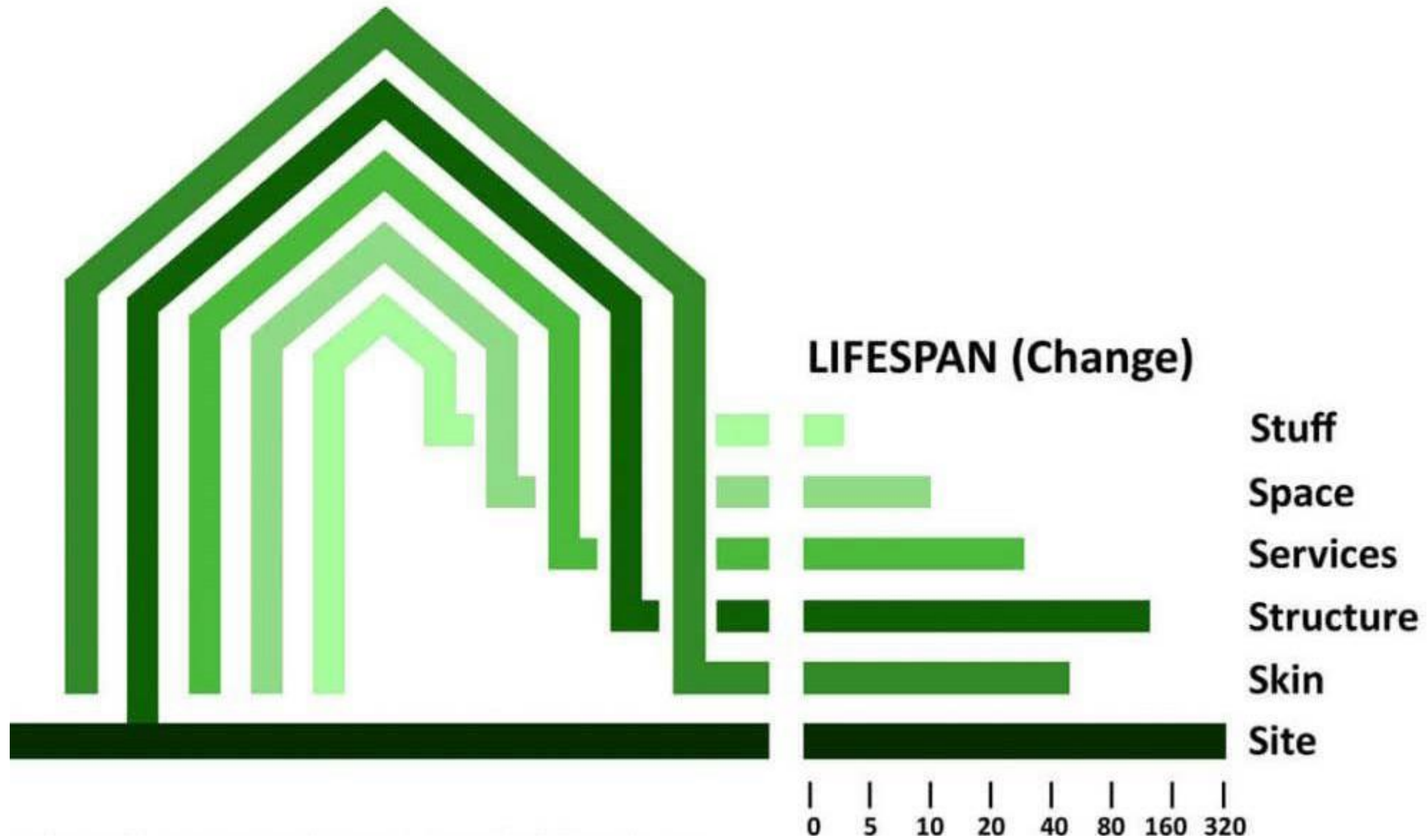
**→**

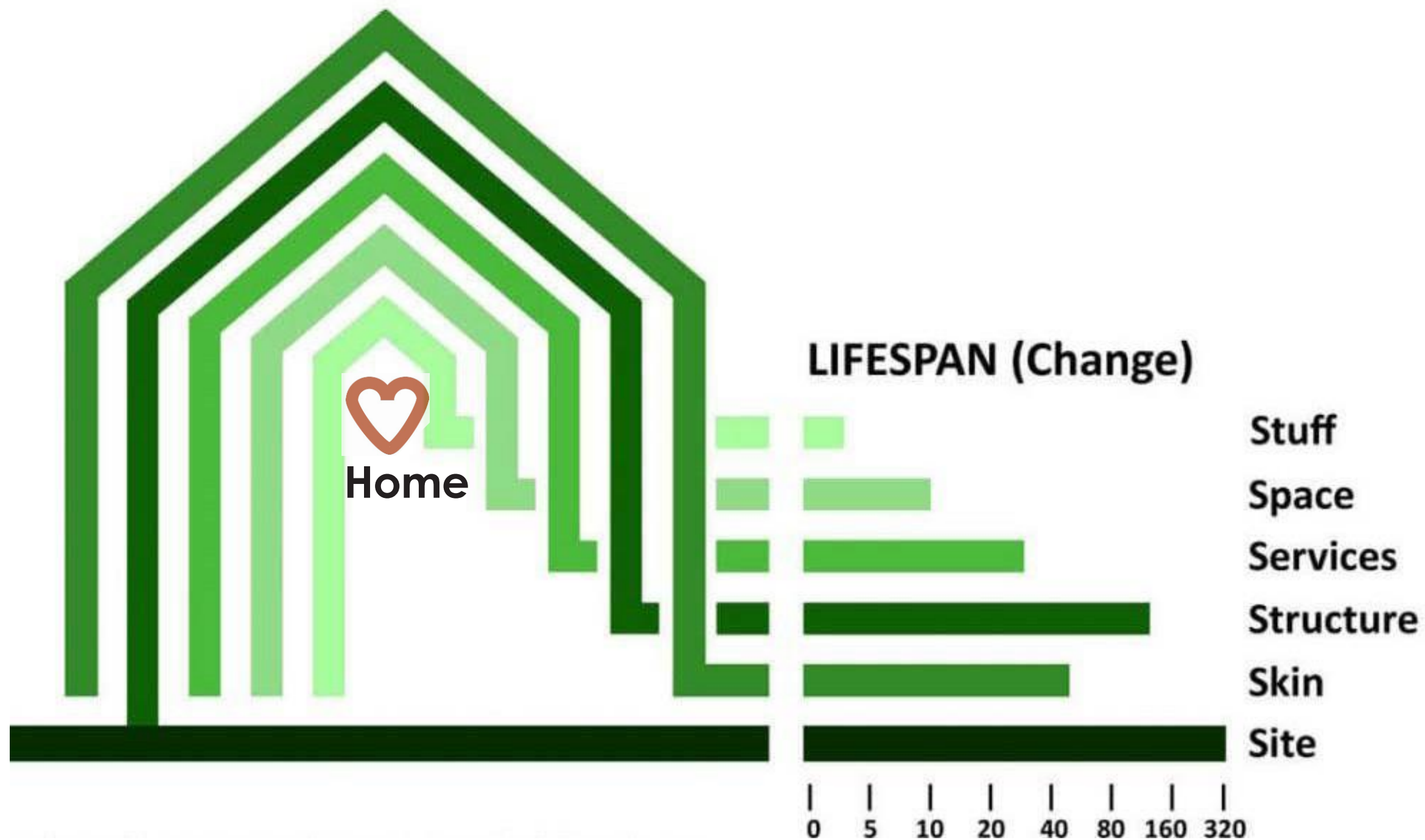
**circular  
innovation**



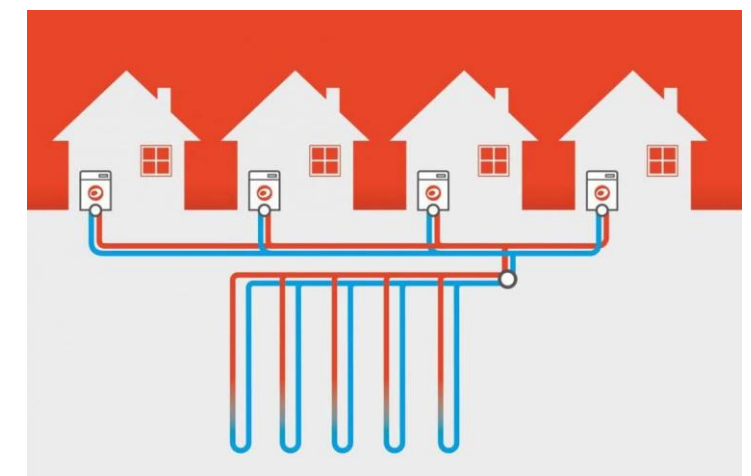








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Scottish Natural Heritage  
Dualchas Nàdair na h-Alba  
All of nature for all of Scotland  
Nàdar air fad airson Alba air fad



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