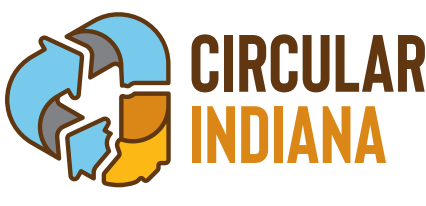


# THEORY OF CHANGE



## UNDERSTANDING THE PROCESS TOWARD A MORE CIRCULAR ECONOMY FOR INDIANA

### CURRENT STATE



Many countries, states, cities and communities are aggressively addressing wastes by minimizing and diverting wastes from landfills, incinerators and waterways to protect and improve their natural environment, to secure materials for their economy and address the needs of all members of society. The most forward looking governments are driving these changes by a necessary migration from a linear economy to a circular economy strategy.

#### LINEAR ECONOMY

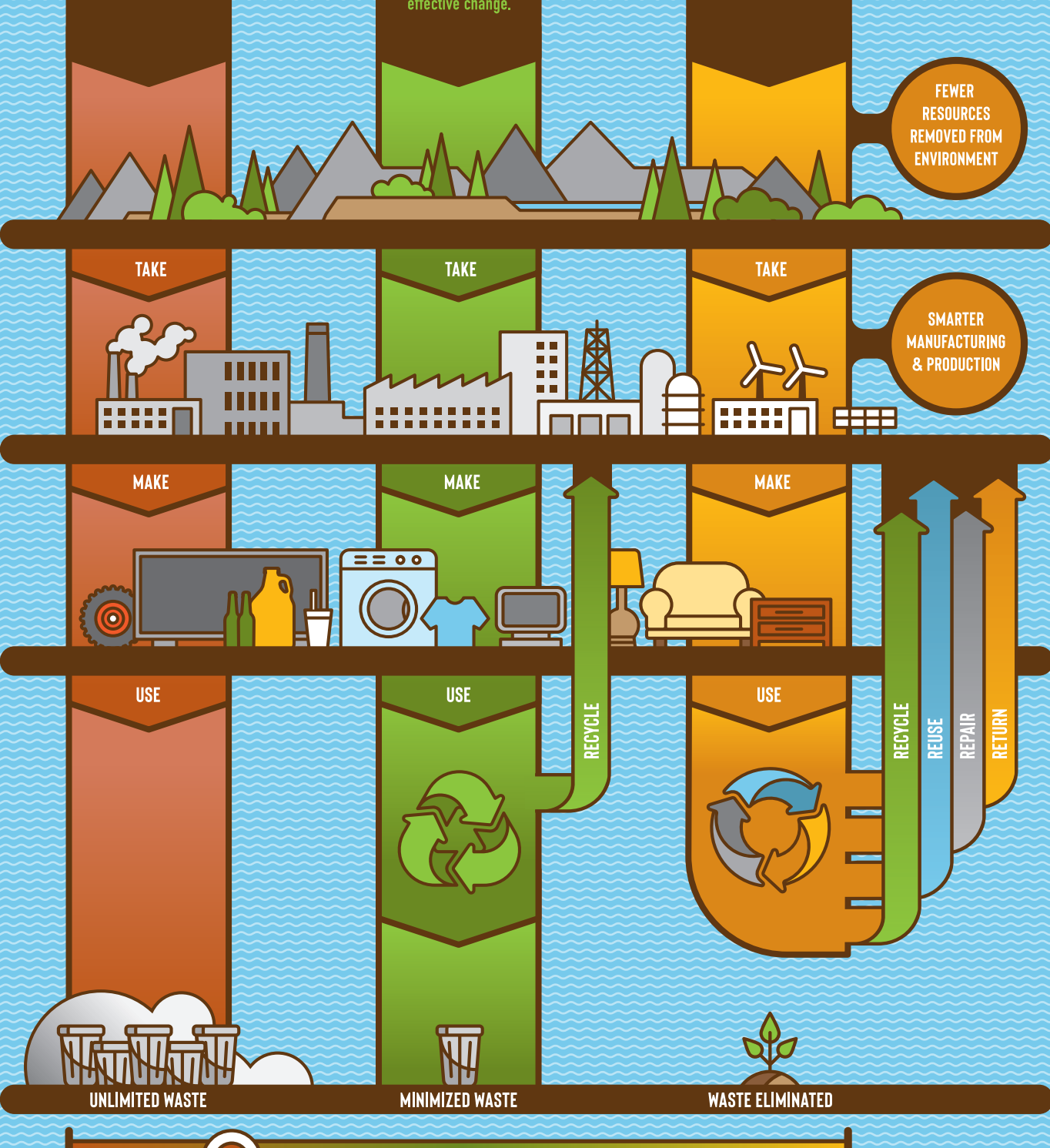
Many challenges exist in our current linear system of take, make, use, and waste.

#### RECYCLING ECONOMY

Recycling is only part the solution. Indiana isn't even 50% of where we need to be for effective change.

#### CIRCULAR ECONOMY

A circular economy captures resources, eliminates waste, and restores nature.



### WE ARE HERE

INDIANA HAS A 50% RECYCLING GOAL, BUT OUR CURRENT RECYCLING RATE IS 19.1%.

Indiana is lagging behind due to outdated and inconsistent waste management practices, weak policies and limited community awareness. Indiana's current reliance on landfill and incineration to manage wastes leads to costs and risks that impact current and future generations, especially for the economically disadvantaged communities.

### STATE OF MOTION



The CIRCULAR INDIANA mission is to educate, advocate, and inspire to strengthen the circular economy in Indiana through leadership, engagement, and collaboration.



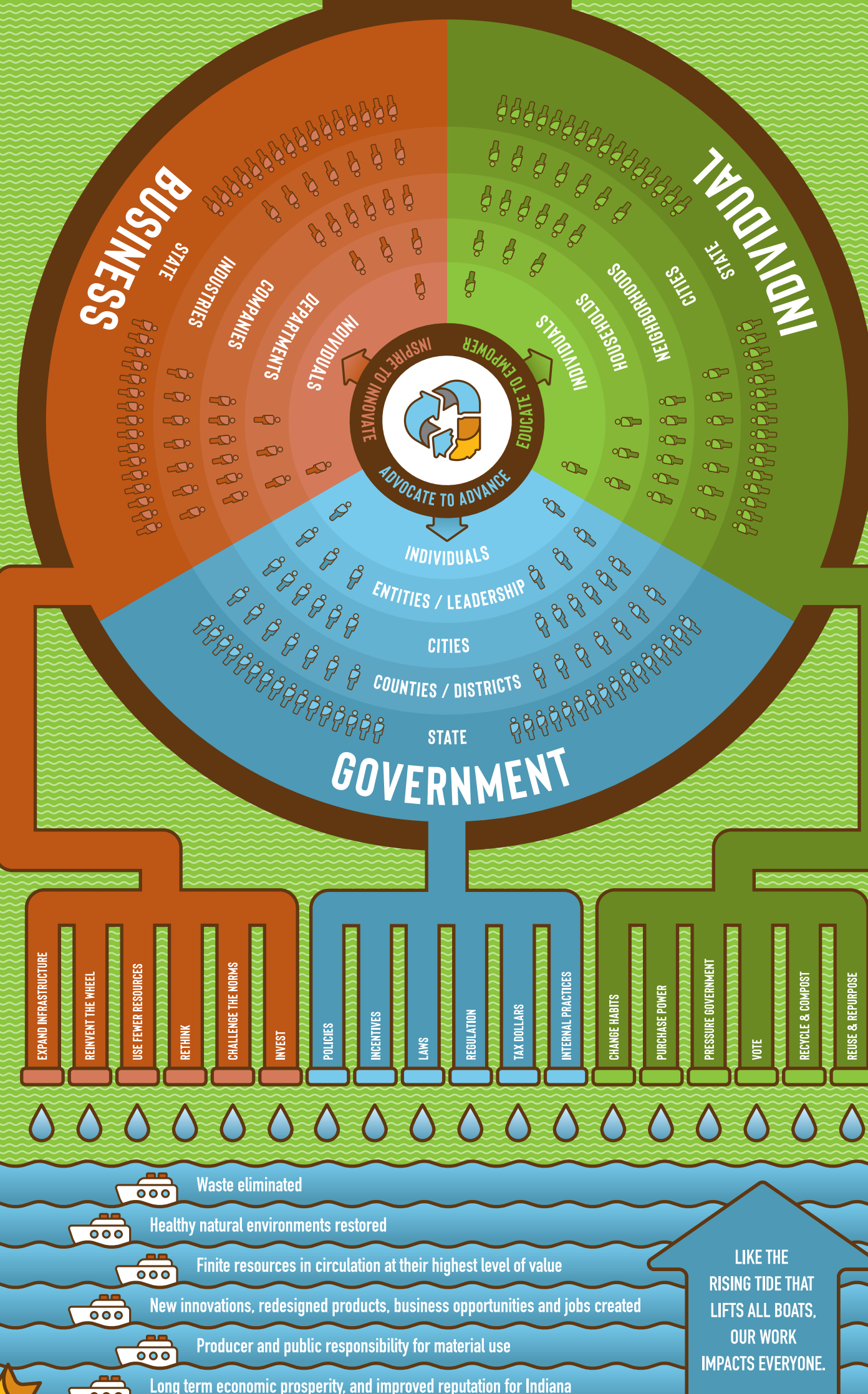
EDUCATE TO EMPOWER INDIVIDUALS



ADVOCATE TO ADVANCE GOVERNMENT



INSPIRE TO INNOVATE BUSINESS



70% OF SUPPLY CHAIN LEADERS PLAN TO INVEST IN CIRCULAR ECONOMY

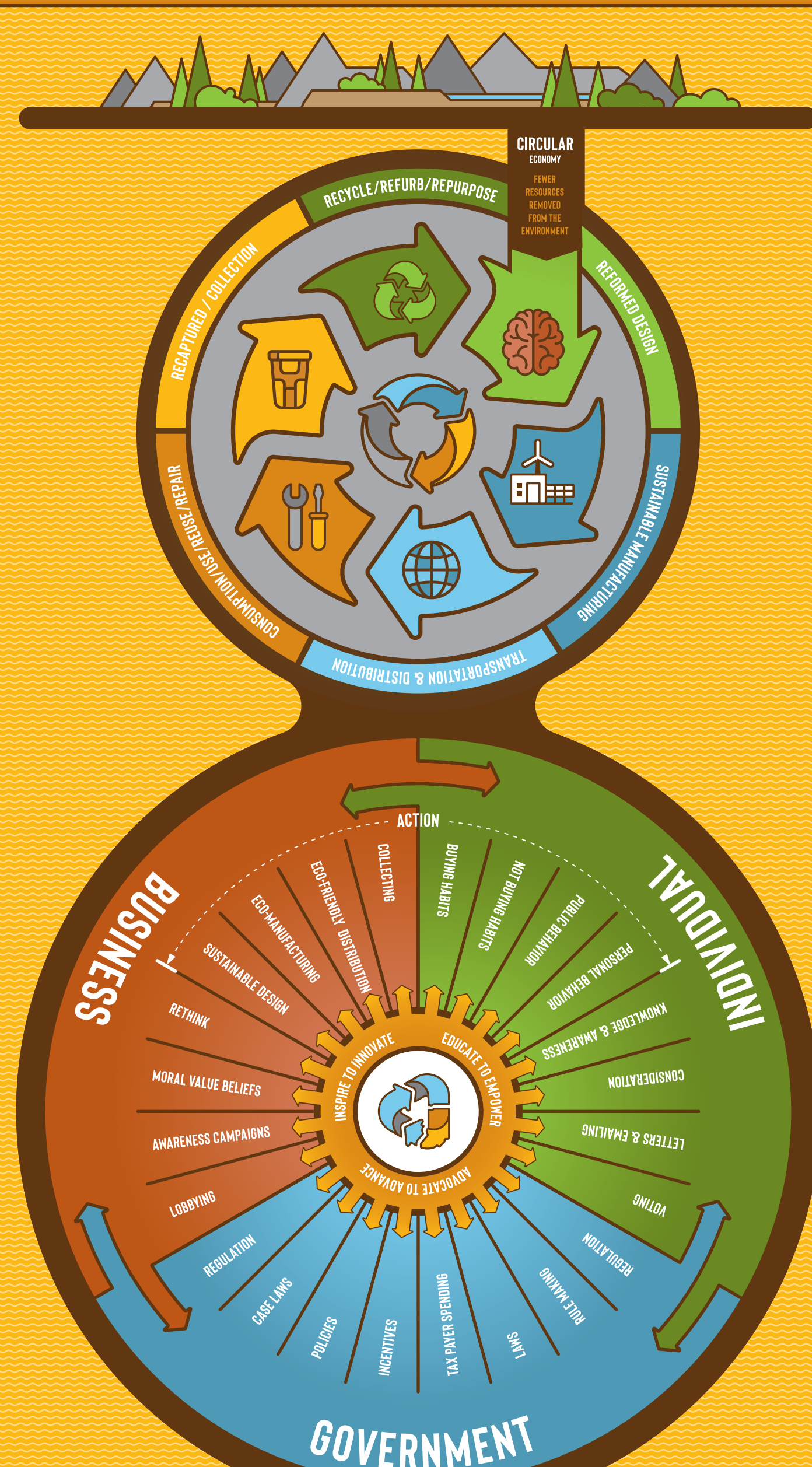
80% OF A PRODUCT'S ENVIRONMENTAL IMPACT IS DETERMINED AT THE DESIGN STAGE

90% OF BUSINESS LEADERS INDICATE THAT CONSUMERS WILL LIKELY HOLD THEM RESPONSIBLE FOR THEIR ENVIRONMENTAL IMPACT

### DESIRED STATE



A THRIVING CIRCULAR ECONOMY FOR INDIANA  
CIRCULAR INDIANA envisions a prosperous economy, equitable quality of life, and a healthy environment through eliminating waste and elevating the value of resources.



By rethinking our relationship with materials, we redistribute the responsibility for managing waste and Indiana becomes more resilient for future generations.