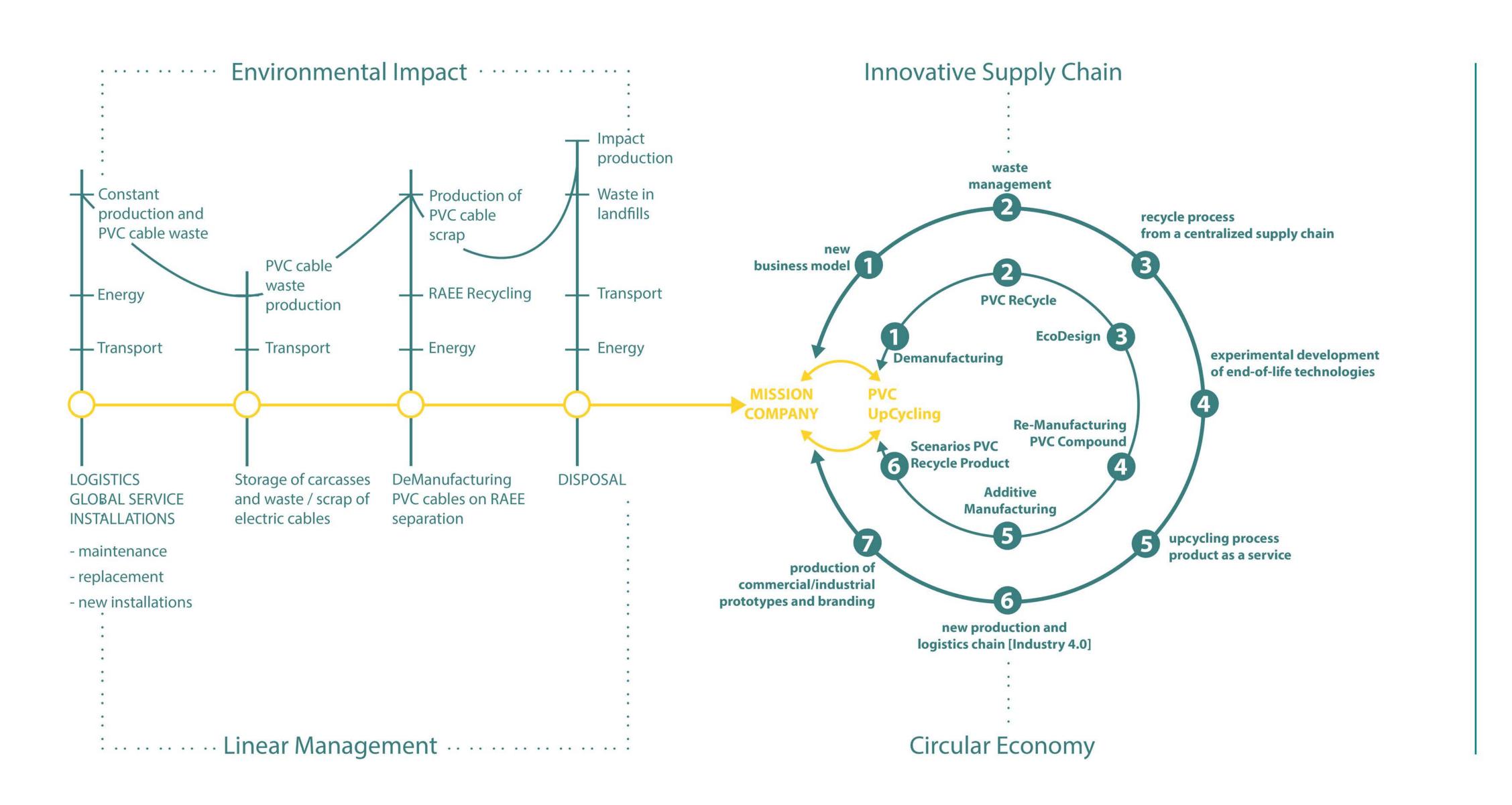


- TITLES | PVCupcycling **Circular economy** and **Zero waste** with the "upcycling" of waste from the electrical systems management processes.
 - Filiere sostenibili con l'economia circolare dalle tecnologie di fine vita per la simbiosi industriale

AUTHOR | Consuelo Nava [Researcher, Department of Architecture and Territory, "Mediterranea" Reggio Calabria University; cnava@unirc.it Scientific Coordinator _ Research PVCUpcycling]



FROM LINEAR MANAGEMENT TO CIRCULAR ECONOMY

The project PVCupcycling initiates and implements a change of **managerial and applicative philosophy**"in the production chain of the proposing company R.ED.EL. that is **the transition from linear management to a type of circular economy**. Starting from its traditional activities of recycling electrical cables, it aims to integrate and complement them.

PVC (plastics), which werepreviously destined for waste and for this reason strongly impactanting the environment and trough the actions of upcycling towards new production chains of environmentally sustainable products.

UPCYCLING AND **MANUFACTURING** PROCESS

ZERO IMPACT ENERGY PRODUCTION | ZERO WASTE | ZERO EMISSION PRODUCTS

