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REPORT BY THE ELLEN MACARTHUR FOUNDATION PUBLISHED WITH THE SUPPORT OF RENAULT

The Ellen MacArthur Foundation presented the McKinsey report, "Towards the circular economy: Economic and business rationale for an accelerated transition", in Davos on January 27, 2012 with the active support of Renault.

The report presents the bases of an economy in which today's goods become tomorrow's resources.

According to **Ellen MacArthur**, *"The evolution of our economy from an increasingly resource-constrained 'take-make-dispose' model towards one that is circular and re-generative by intention poses a huge opportunity for business innovation"*.

Renault, a manufacturer committed to sustainable mobility for all, has backed the Foundation since September 2010.

Commenting, **Carlos Tavares, Chief Operative Officer**, talked about the business model of the electric vehicle, combining performance and user-friendliness for drivers and the reuse/recycling of batteries, of which Renault remains the owner: *"It is the principle itself of the circular economy, dear to the Ellen MacArthur Foundation, that Renault has fully and enthusiastically supported from the start"*.

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