



**How can business put back more than it takes?**

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**Jason Hickel**  @jasonhickel · 1d 

Capitalism produces ecological crisis for the same reason it produces inequality: because the fundamental mechanism of capitalist growth is that capital must extract (from nature and from labour) more than it gives in return.

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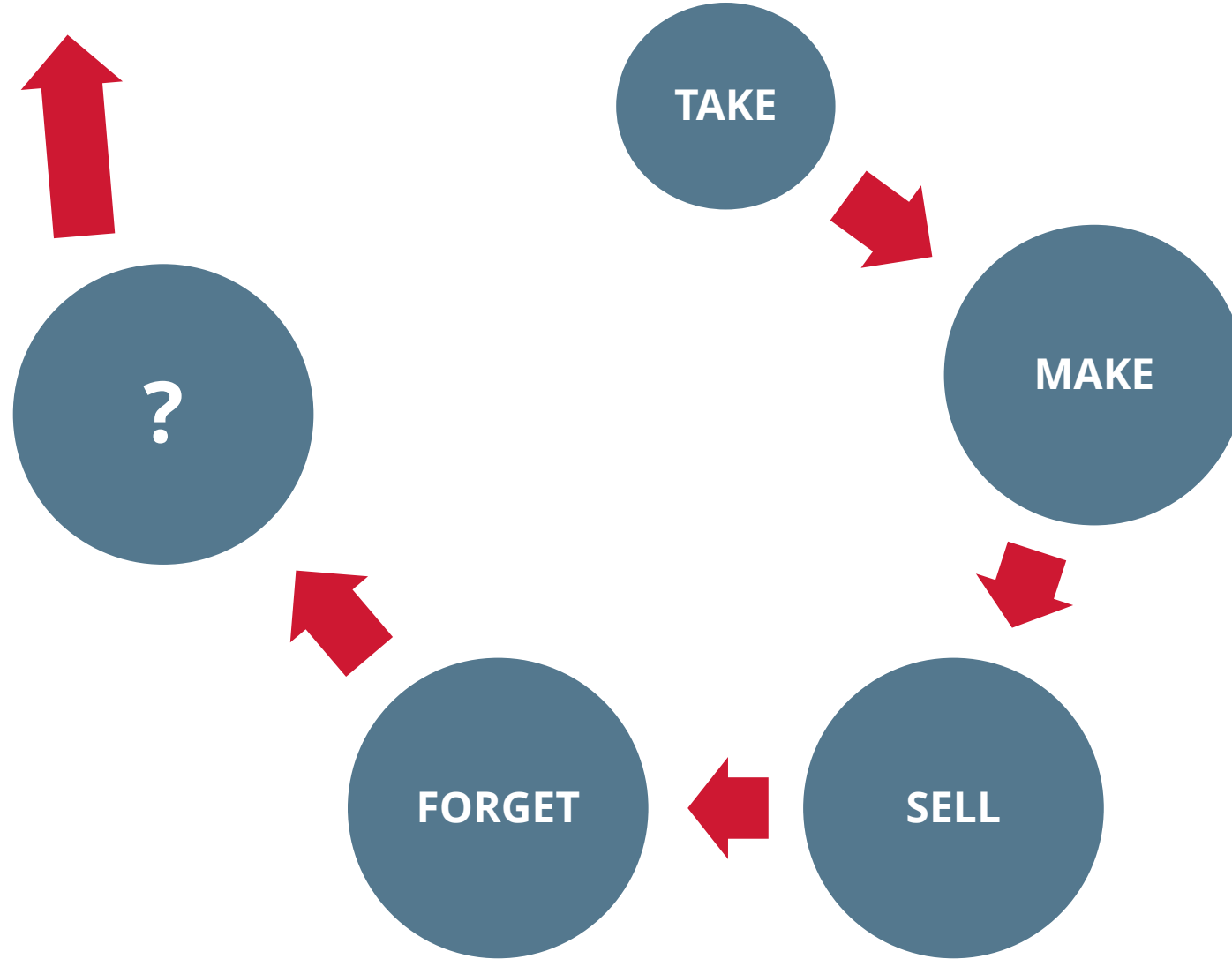
 2,198

 5,883



1. Does business growth have **proven exponential positive affect** on resource scarcity? **REGENERATION**
2. Does **society benefit more** from fiscal growth of business? **TAX**
3. Can **anyone** take part in the business sector? **INDIVIDUAL**
4. Can any type of **business** transform to the sector? **BUSINESS**

How do we  
close the loop?



**Marmax:** Furniture from old milk bottles

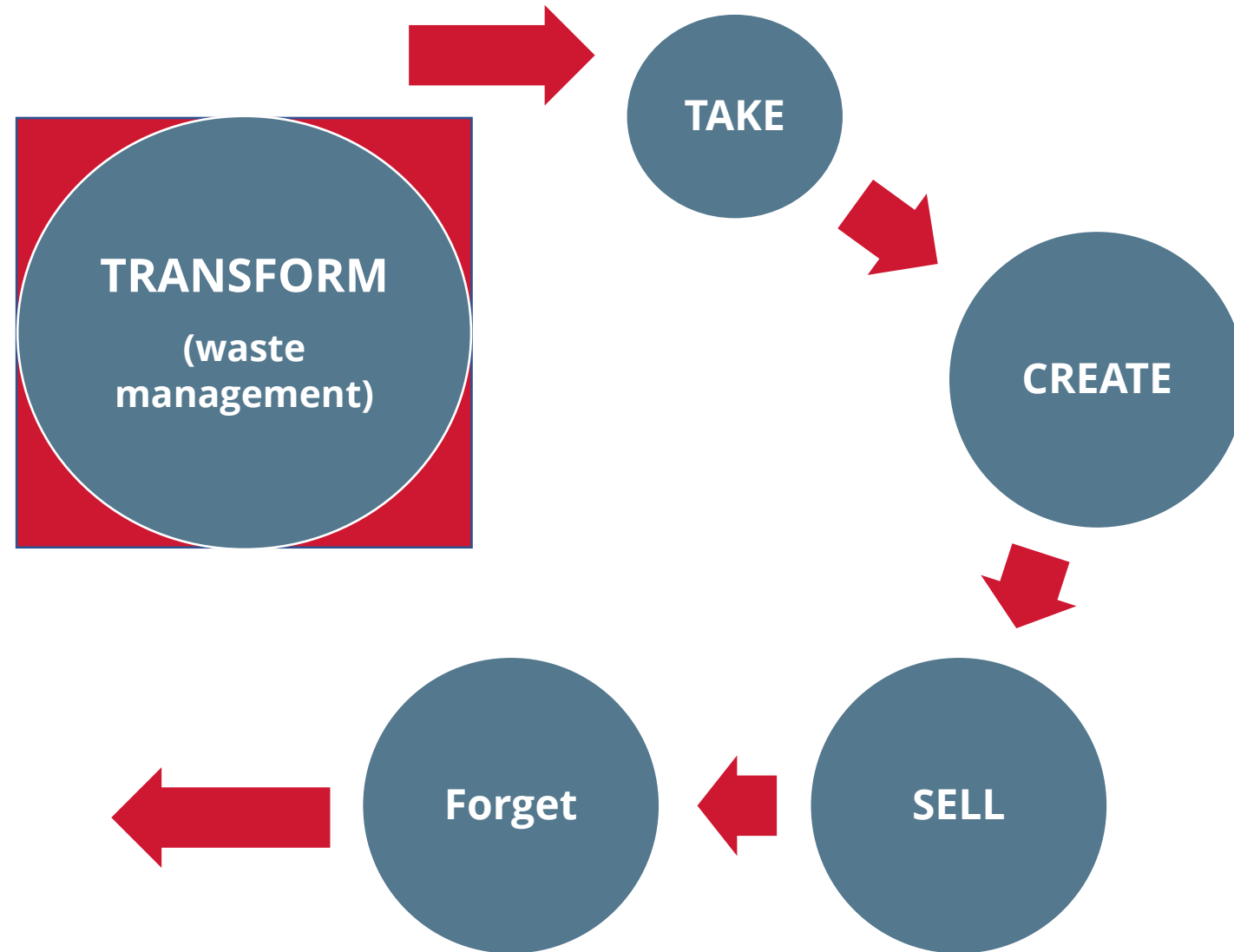
**Mueller:** Copper piping from copper

**Craemer:** Wheelie bins from plastic

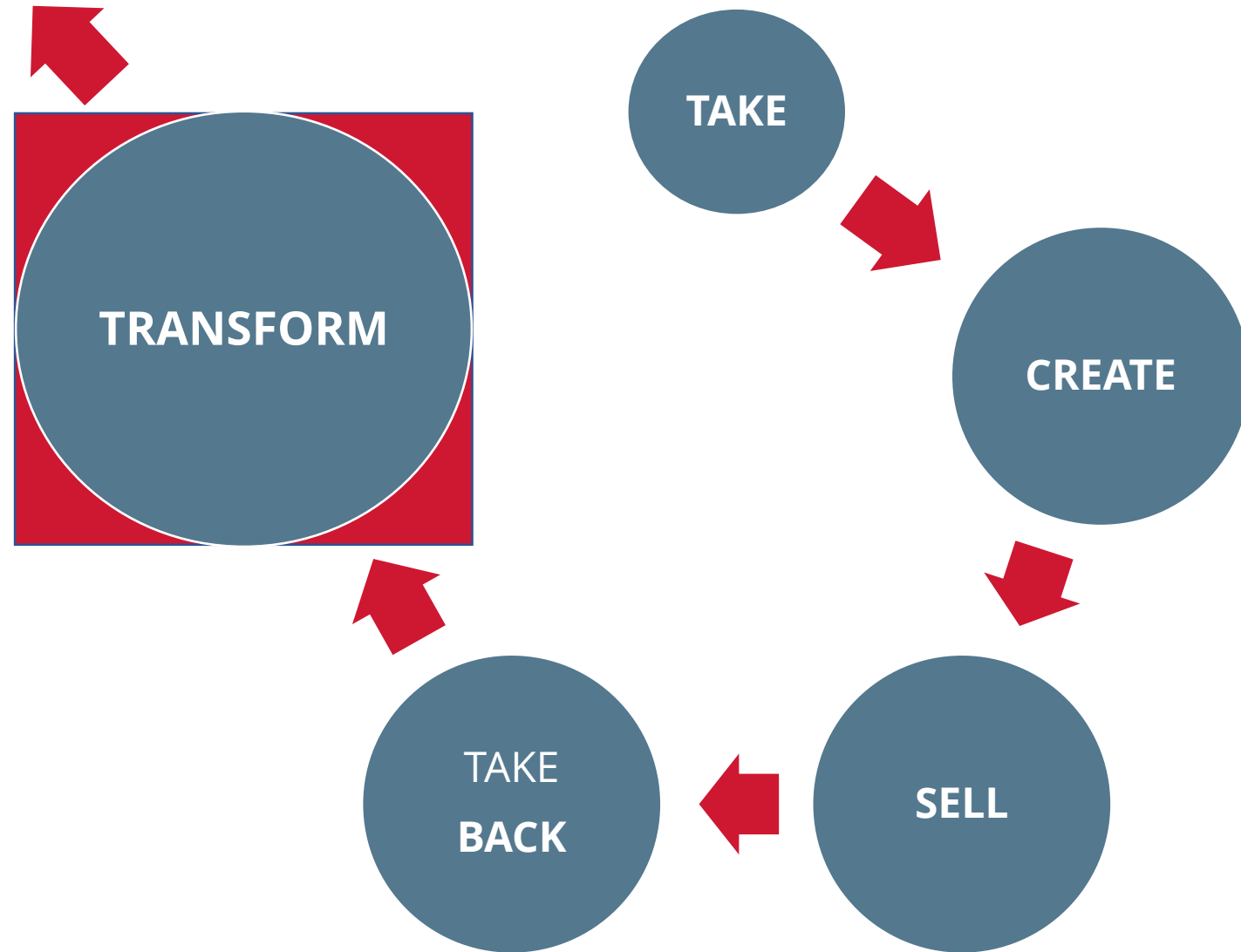
**Axion:** Polymer pellets from cars

	<b>TAKE</b> Waste only? Less landfill	<b>MAKE</b> Green process	<b>SELL</b> Longevity of product	<b>FORGET?</b> <b>Closed loop</b> & Take back	<b>REGENERATE</b>  Net <b>positives</b> grow as the <b>business</b> grows?
Milk bottles into furniture	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Old copper into copper pipe	<b>Maybe</b>	<b>YES</b>	<b>YES</b>	<b>Maybe</b>	<b>YES</b>
Plastic into wheelie bin	<b>No</b>	<b>YES</b>	<b>YES</b>	<b>No</b>	<b>YES</b>
Old car into polymers	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>No</b>	<b>YES</b>

# Zero regeneration



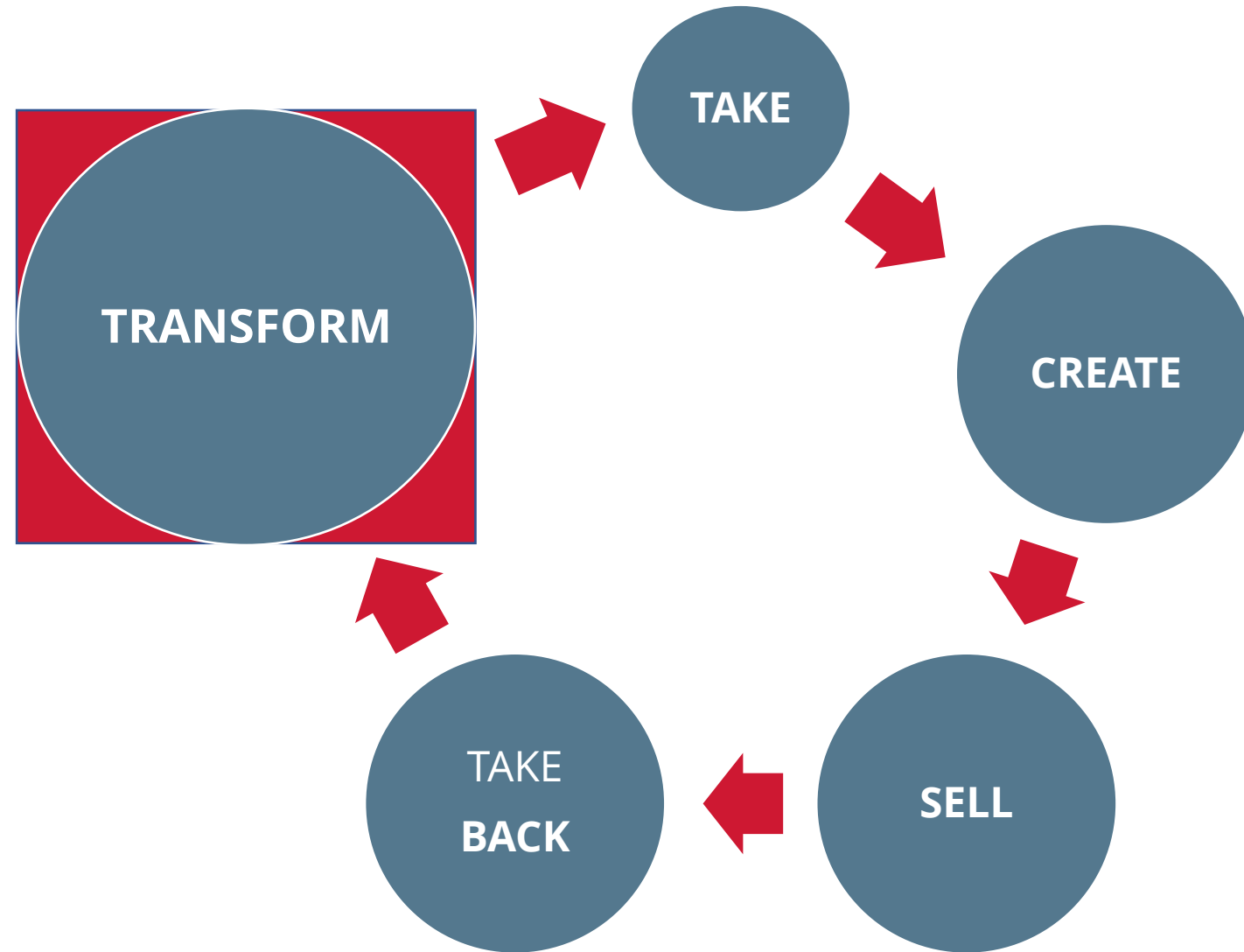
**Partial  
regeneration**



**Marmax**  
Furniture from milk bottles



Endless  
regeneration



**Mueller**  
Copper pipe from copper

A new, **transformative** economy

A new **restorative**, business sector

**Accelerating** positive affect on society and resources

The new fifth economic sector: **regeneration**

**The**  
new 5th  
economic  
& business  
**sector**

