



Tuesday April 18 2023

## **LEYLA ACAROGLU BECOMES CIRCULAR AUSTRALIA'S CHIEF CIRCULAR DESIGNER**

[Circular Australia](#) today announced the appointment of [Dr Leyla Acaroglu](#) (A-jar-a-loo) as its Chief Circular Designer.

Dr Acaroglu is an Australian designer who works globally with a roster of high caliber companies and organizations, providing her expertise in designing out waste from the economy, helping products stay in use for as long as possible and creating systems-based solutions that support a waste-free world through the transition to a circular economy.

Circular Australia has appointed Leyla as its first Chief Circular Designer to help Australian businesses and governments design out waste within their own products and practices, keeping valuable materials from being buried or burnt, and to raise awareness and training on the circular economy.

Dr Acaroglu is known for her award-winning work around the world on sustainability, systems thinking and circular solutions, including helping big business, governments, the United Nations and not-for-profits to transform their business practices to be more sustainable and regenerative. She was recognised by the United Nations for her contributions to science and innovation for sustainability in 2016 being named Champion of the Earth.

"We need to change our thinking around business models and product design to make things infinitely reusable, not just recyclable," Dr Leyla Acaroglu said.

"The circular economy is an incredible innovation opportunity and Australia is in a unique position to be a world leader in this space, so I'm excited to support this transition."

Managing Director and CEO Circular Australia said: "We are thrilled to be working with Leyla to help accelerate Australia's transition to a circular economy by 2030,"

"Recycling our waste is important but it won't be enough on its own to meet our carbon reduction targets - this is why design is critical: designing materials to last and to be repaired; designing out toxins and waste altogether from products; designing systems that regenerate our natural environment."

Leyla will work with Circular Australia on some exciting new projects, including raising the profile of design as a critical way to achieve a circular economy.

**A circular economy aims to redefine growth, focusing on positive society-wide benefits. Decoupling economic activity from the consumption of finite resources, and designing waste out of the system, it is based on three principles: 1. Design out waste and pollution 2. Keep products and materials in use longer. 3. Regenerate and restore natural systems.**

The value of the Australia circular economy is estimated to be \$1.9 trillion.

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