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For Andrew Le, Co-Founder and Designer, SODO – SOPA, Sydney, Australia, reducing consumers' impact by reusing existing materials can also contribute to the circular economy and reduce carbon emissions. Broadleaf, a three-legged chair made from circular plastic, Le says was created to "raise awareness about the importance of recycling and contributing towards a circular design economy."

Used cardboard boxes that would otherwise end up in landfills or oceans are also being given new life. "A common shipping material often used by electronic companies to protect products, thick, corrugated cardboard boxes don't get recycled nearly as much as they should due to size and weight," says Le. "Even worse, as certain types of cardboard decompose, they can generate methane, a greenhouse gas that pollutes the environment."

This inspired the design of the Serif + Sero furniture set made completely out of upcycled cardboard that is modular and customizable to promote waste repurposing.

As a way to minimize its ecological footprint and CO2 emissions, objects made by Woometry are made of 100% recycled wood. "Lots of people throw away furniture and door frames without understanding its potential," says Kate Bombony, Co-Founder, Woometry, Sta Iria de Azóia, Portugal. "The little waste we produce gets sorted out for recycling. We even use the leftovers from bigger projects to create smaller objects such as hangers and logos," adds Mike Beck, Co-Founder, Woometry.

Sadaya Guild has gone a step further with their sustainable goals and found a way to make something useful out of waste material like magnets from hard drives. "They now make up 100% of the magnets we use in our products, especially the knife and tool holder, that was specifically designed to use the e-waste magnets," says Sohail Rekhy, Sadaya Guild, Mumbai, India. Adding, "These super strong magnets are now not only lessening the load on our landfills but also the pockets of our clients."

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