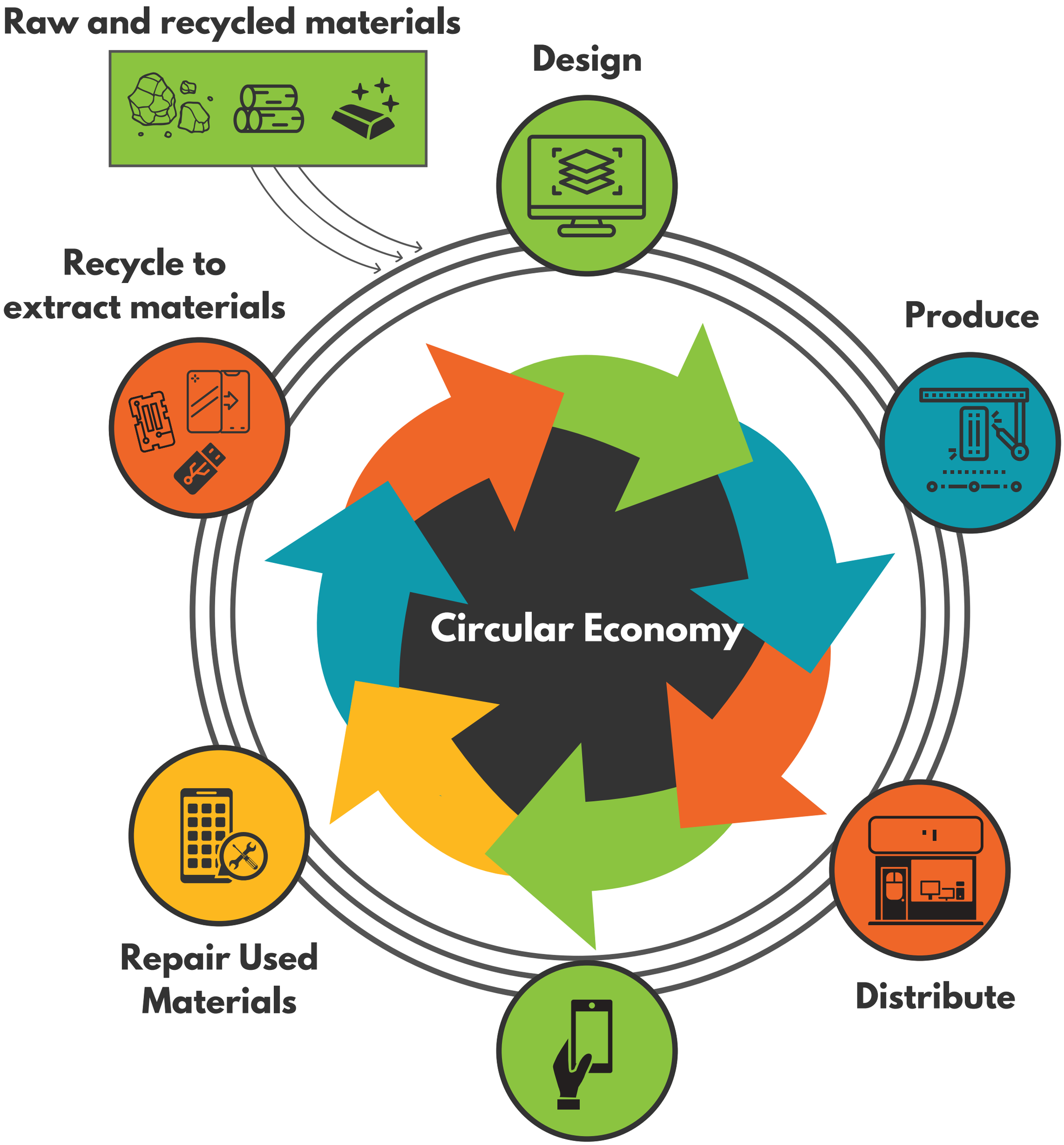What is a circular economy?