

The new normal

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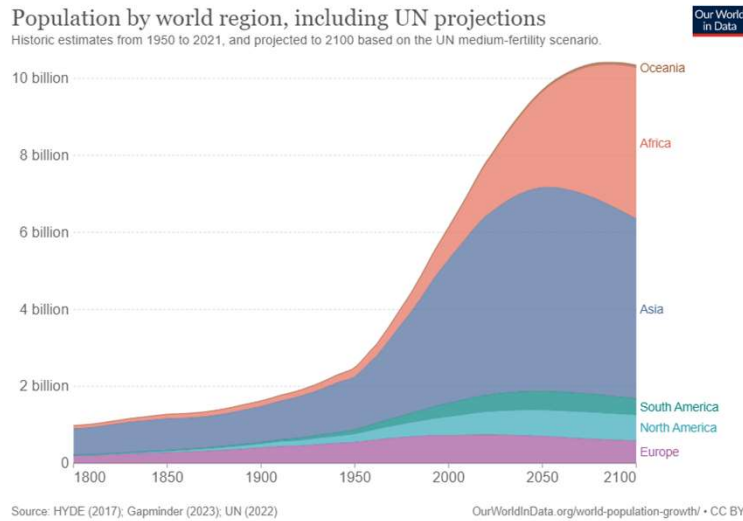
The new normal:



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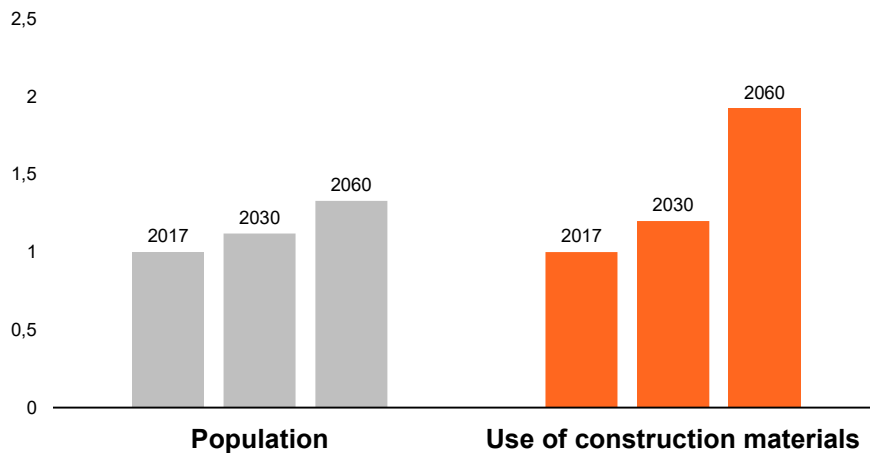
We will need 2 billion new homes during this century.



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The global use of construction materials is growing faster than population.

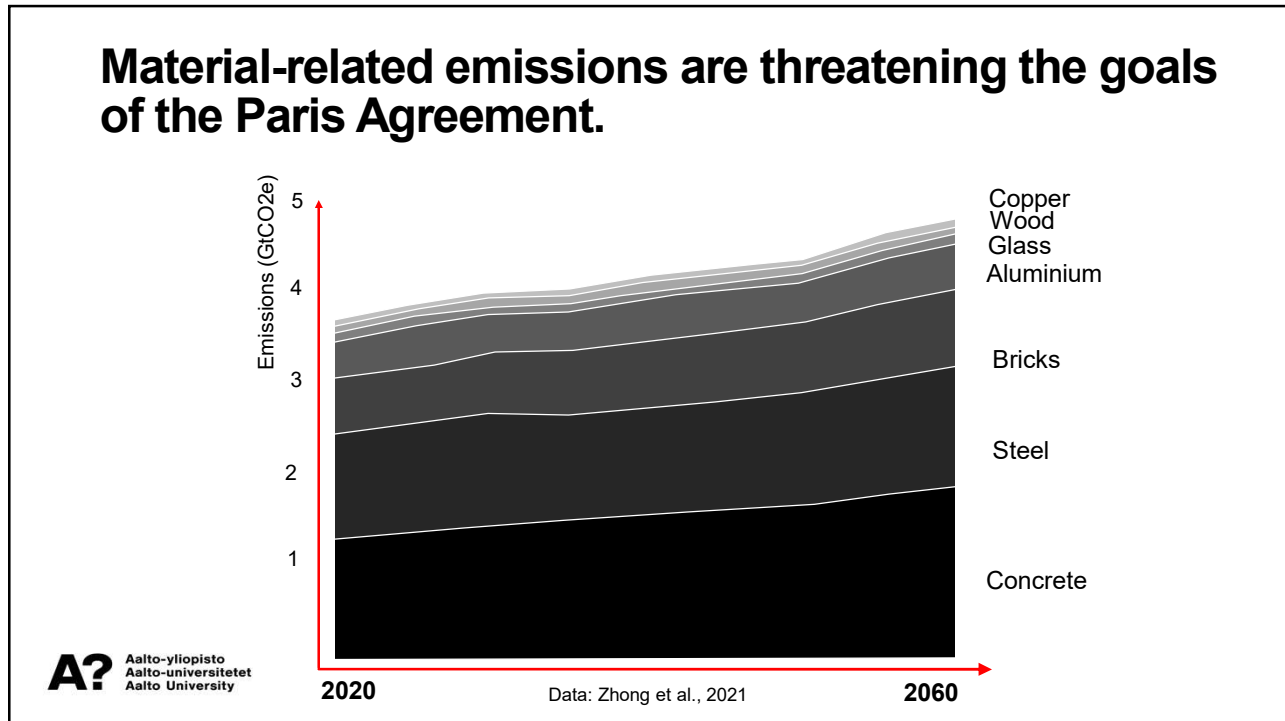


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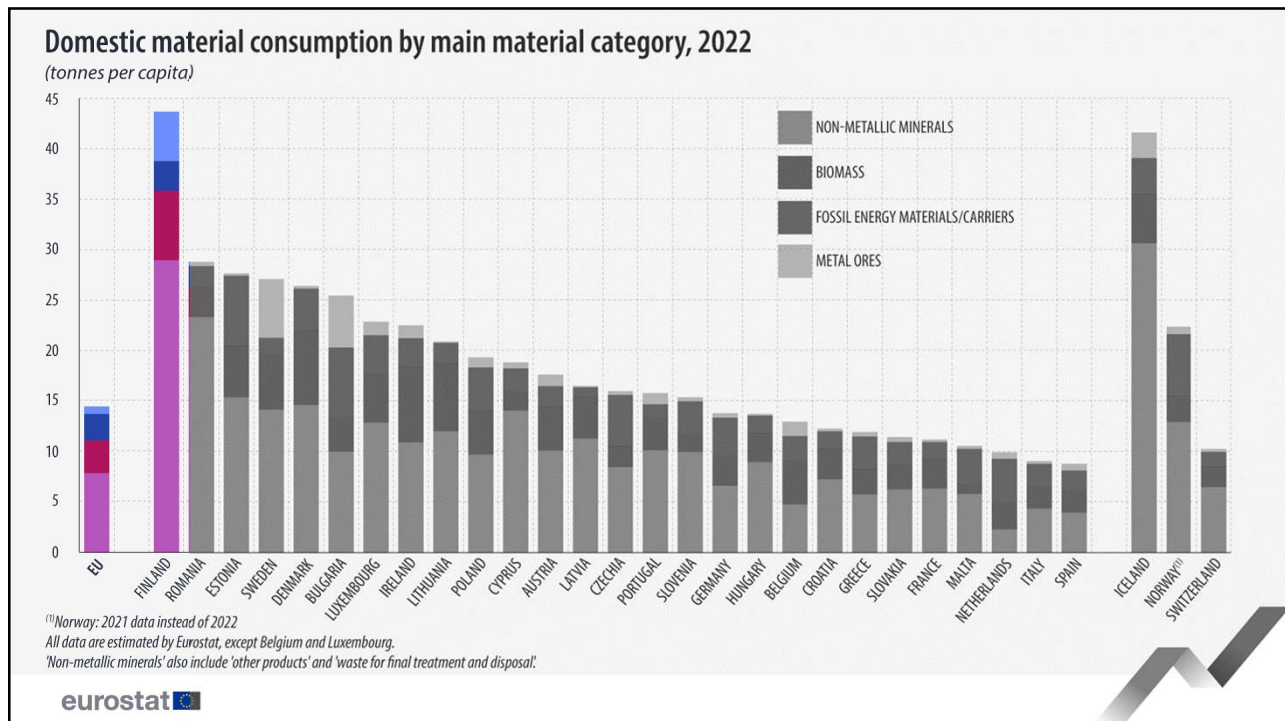
Sources: OECD (2019); Schiavina *et al.* (2022).

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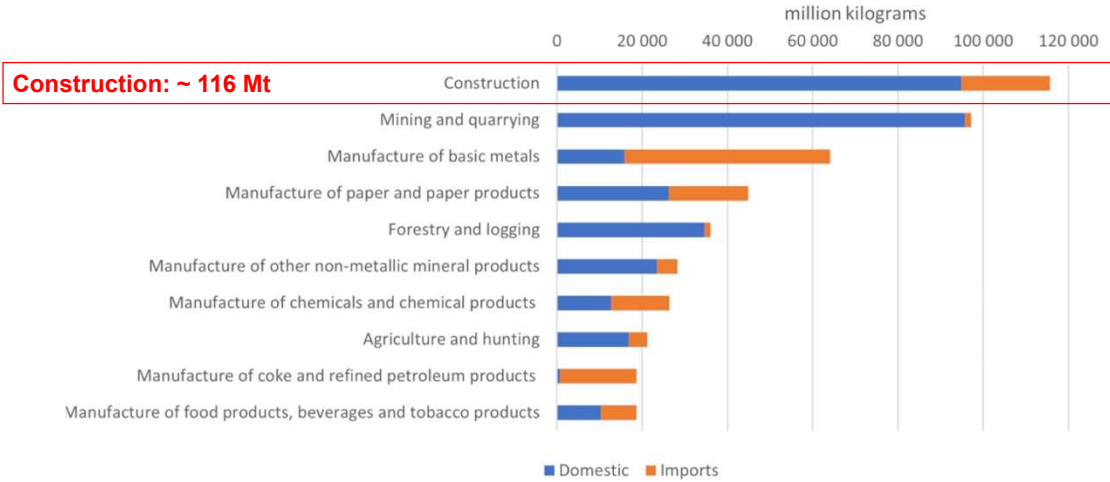
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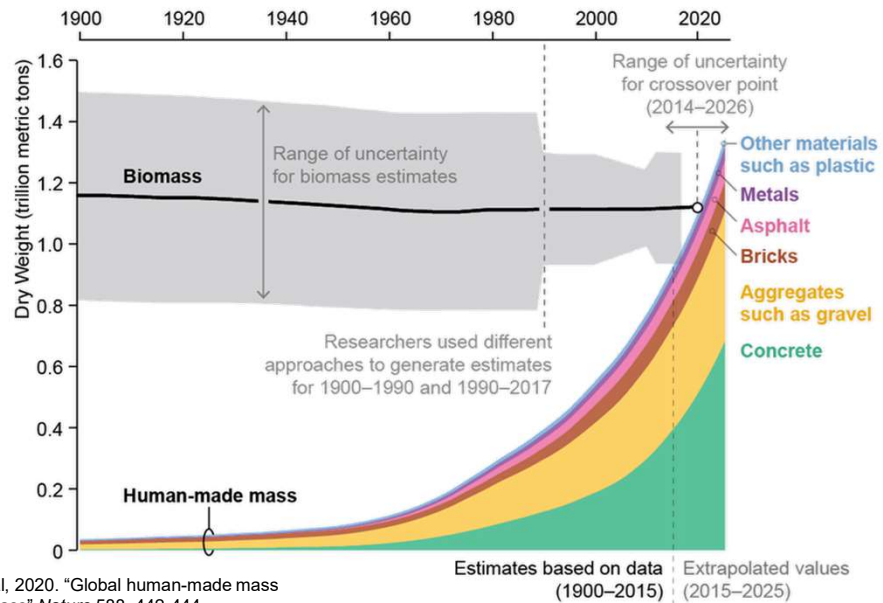
Domestic material consumption in Finland

Ruokamo, et al. (2023). "Exploring the potential of circular economy to mitigate pressures on biodiversity". *Global Environmental Change*, 78, January 2023.



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Human-Made Mass versus Living Biomass, 1900–2025



Source: Elhacham et al, 2020. "Global human-made mass exceeds all living biomass" *Nature* 588, 442-444.

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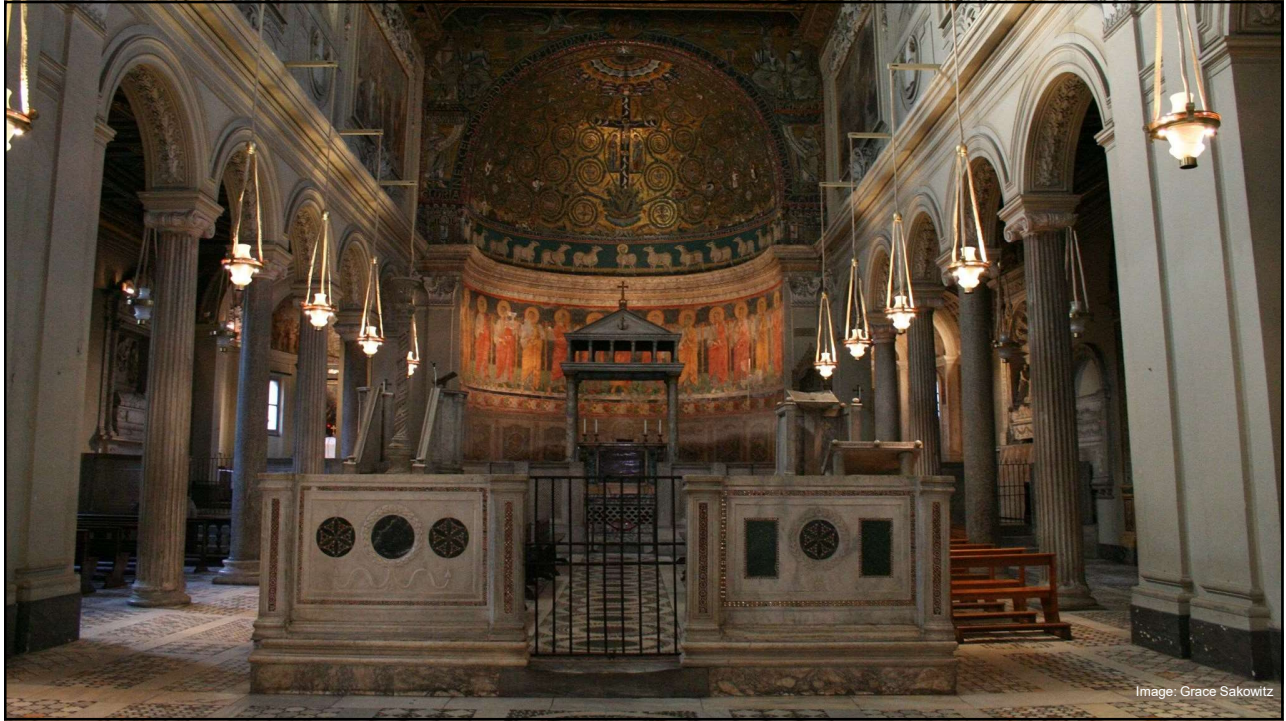


Image: Grace Sakowitz

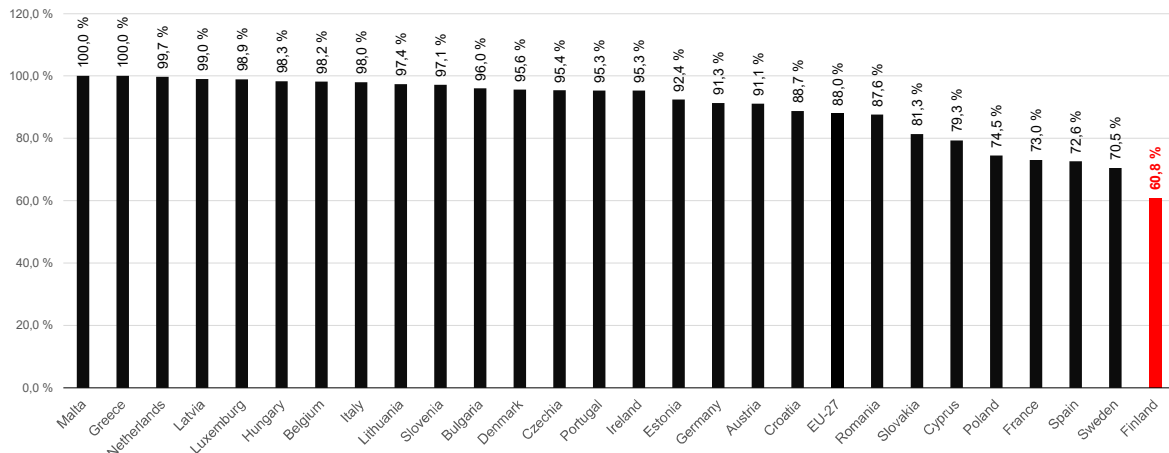
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Image: Habitat for Humanity

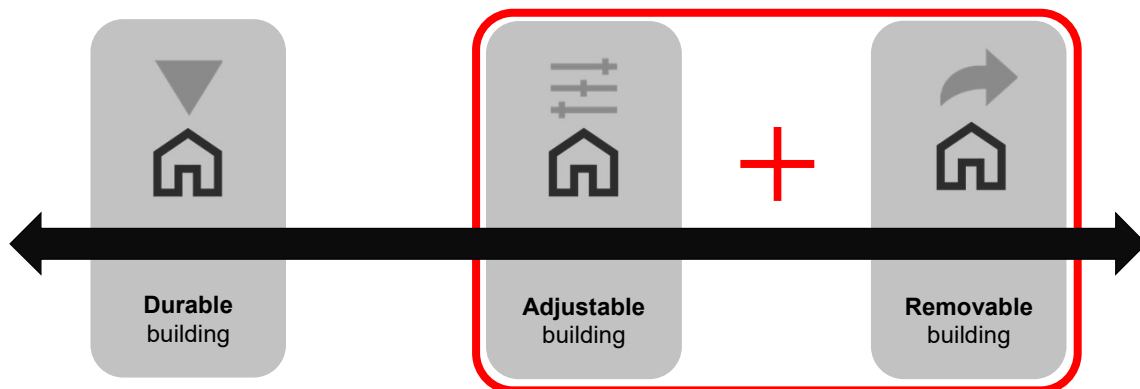
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The reuse and recycling rates of construction and demolition waste 2020



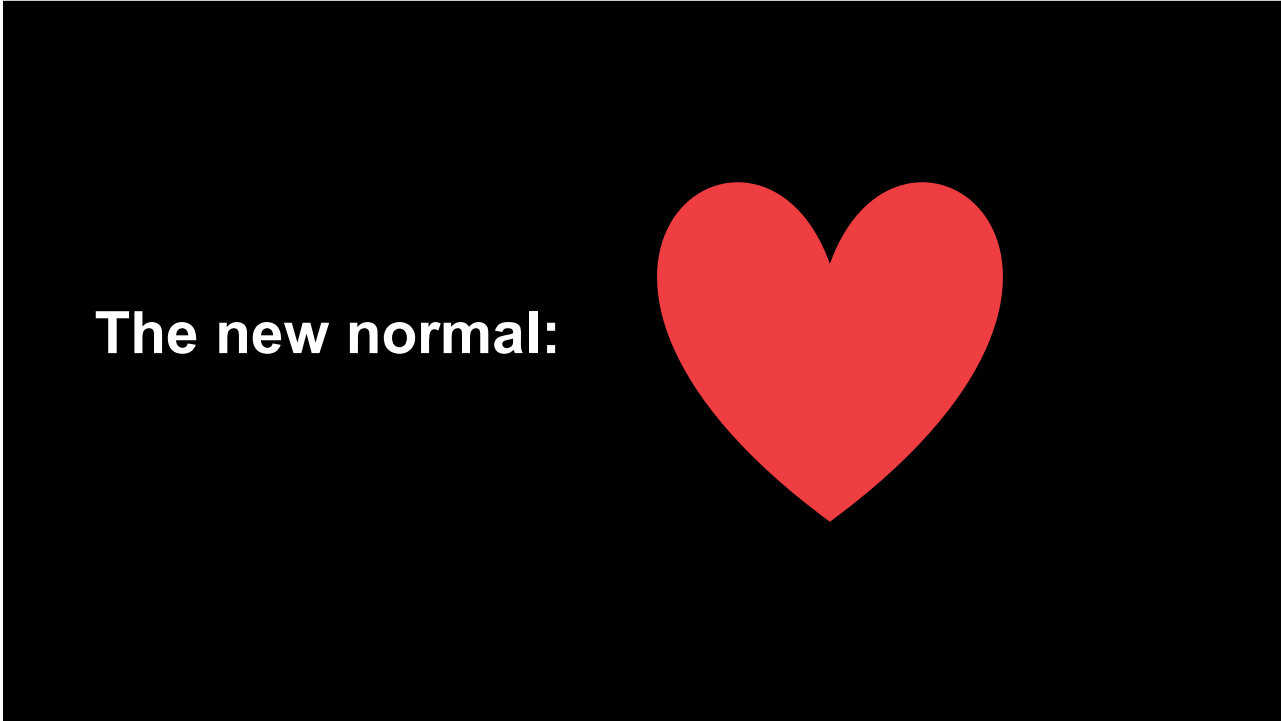
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Different life cycle strategies for different needs



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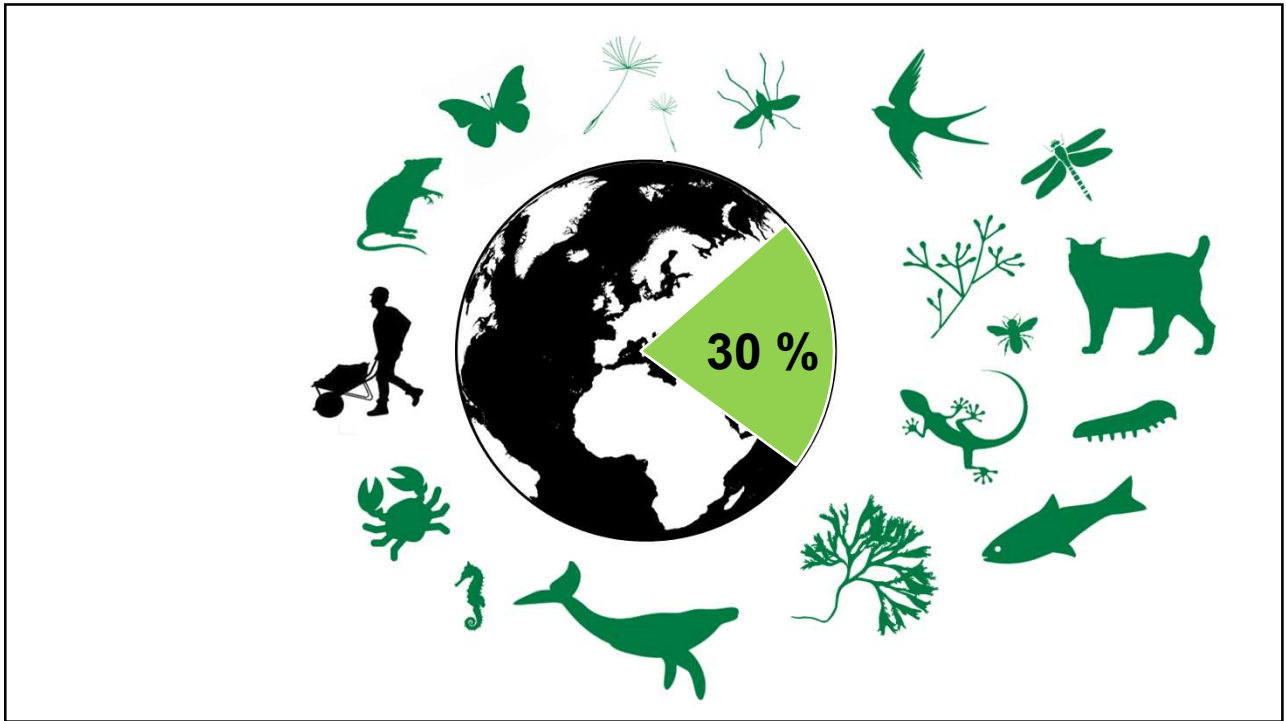
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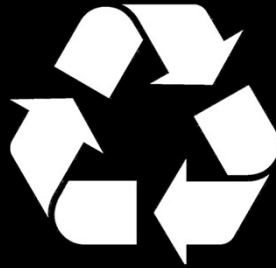


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The new normal:



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