



Background: the ISO Norm 59004 adopted in June 2024 is the formal implementation of the scientific concept of the 10R developed by Julian Kirschherr.

**Refuse:** avoid producing and buying unnecessary products;

**Rethink:** questioning the potential environmental impact of a product throughout its life cycle before producing (includes recyclability of the materials);

**Reduce:** developing more efficient consumption patterns;

**Reuse:** reusing products for a second purpose;

**Repair:** designing the products that can easily be repaired;

**Refurbish:** restoring and modernising an old object to make it as new as possible again, by changing some parts and pieces;

**Remanufacture:** completely rebuilding an object for refurbishing;

**Repurpose:** redefine a new destination for the object - creatively finding new uses for items that might otherwise be discarded;

**Recycle:** recover materials from waste to reintroduce them into the production cycle;

**Recover:** recover energy or molecules from non-recyclable waste.

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