

WHAT IS CIRCULAR ECONOMY

M 1.3

Why we are here today / expectations

- Identify the main elements characterizing circular economy → new vision
- Recognise the main terminology in CE and their interrelation with drivers, enablers
→ when and why we use them
- Know what circular thinking is and list its benefits for the “system”
- Recognise and adapt a business model and make it ‘circular’ → from “old to new”
- What are the effects and benefits of a circular economy → comparison with linear economy
- Relate your business idea and plans to a ‘closed loop’ system
- Design a plan for your business or products improvement based on CE approach
→ a new enterprise containing new values and ideas

List of topics

(as in syllabus/ theoretical part)

- 📖 Overview on OLD & NEW Economy, differences among linear and circular economy. Closing the loop
- 📖 Reasons and drivers for “circular thinking” including the legal framework
- 📖 A generic framework for CE is offered and each elements analysed in practical terms (the 6 blocks are presented)



Learning points

(as in syllabus/ theoretical part)

Goals for the theoretical part:

- ❖ Identify the main elements characterizing circular economy
- ❖ Recognise the main terminology in CE and their interrelation with drivers – enablers and accelerators
- ❖ Know what circular thinking is and list its benefits for the “system”
- ❖ Recognise and adapt a business model and make it ‘circular’

Source Image: <https://www.gettyimages.it/detail/foto/infinite-symbol-with-creative-idea-free/1181676502?adppopup=true>



Learning points

(as in syllabus/ theoretical part)

- What are the effects and benefits of a circular economy
- Relate their business idea and plans to a 'closed loop' system
- Design a plan for their business or products improvement based on CE approach



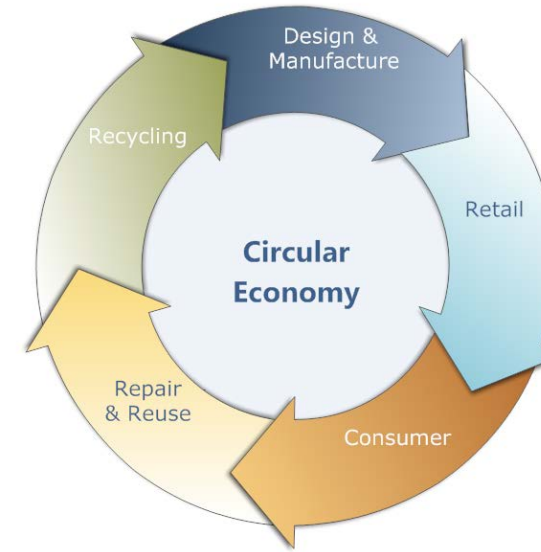
Main activities / structure of the session

(theoretical, practical,...)

- Presentation of the theoretical part (50 min)
- Brief discussion (20 min)
- Break (10 min)
- Activity one (45 min) work in pairs
- Activity two (45 min) individual work
- Break (10 min)
- Questions and wrap up session (30 min)
- Evaluation (30 min)

What are you expected to produce

- Increased knowledge on the key the topics tackled by the project: circular economy approach, new economy practices, sustainability, finance literacy and business planning.
- Increased ability to make informed choices in your personal and professional life, with more opportunities for upskilling moments and social mobility
- Demonstrate new thinking abilities and innovative performance for new ideas implementation
- Analyse complex systems across different domains
- Develop several ideas and opportunities to create value, including better solutions to existing and new challenges



Source Image: <https://www.eurolabitalia.it/il-piano-dazione-dellue-per-leconomia-circolare/>

Overview on the theoretical part

The overexploitation of natural resources required to achieve economic growth and development has negatively impacted the environment and adversely affected their availability and cost.

The aim of session is:

At the beginning

- to understand the difference between linear and circular economy;

During session

- to define sustainability and its link to overconsumption and overproduction from a business and economic standpoint;
- to define the fundamentals of a circular economy and the characteristics of a circular business model.
- to describe the business benefits of transitioning to a circular business model.

At the end

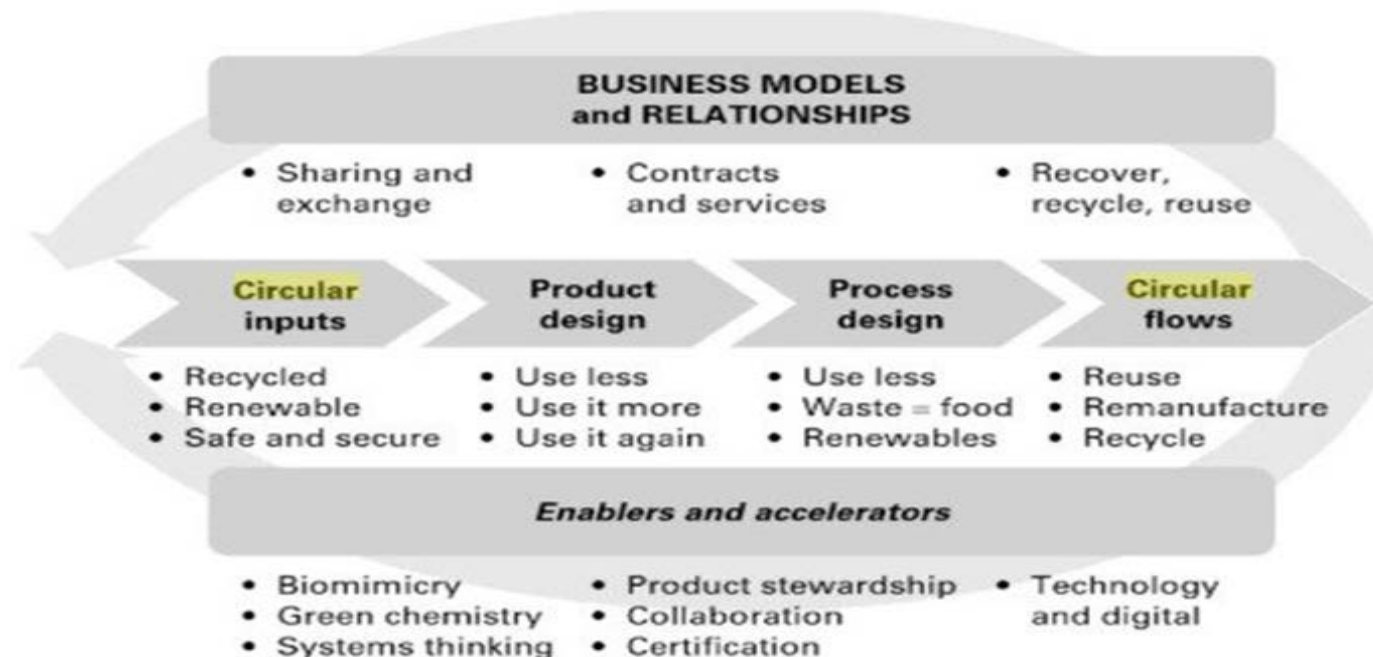
- having understood how to build a sustainable culture in organisations, including how to incorporate other business strategies into the process.

In this way, **you will have learned how to use for circular economy for your business**

What is the circular economy?

The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.

In practice, it implies reducing waste to a minimum. When a product reaches the end of its life, its materials are kept within the economy wherever possible. These can be productively used again and again, thereby creating further value.



SOURCE: © Catherine Weetman

CIRCULAR VS LINEAR ECONOMY

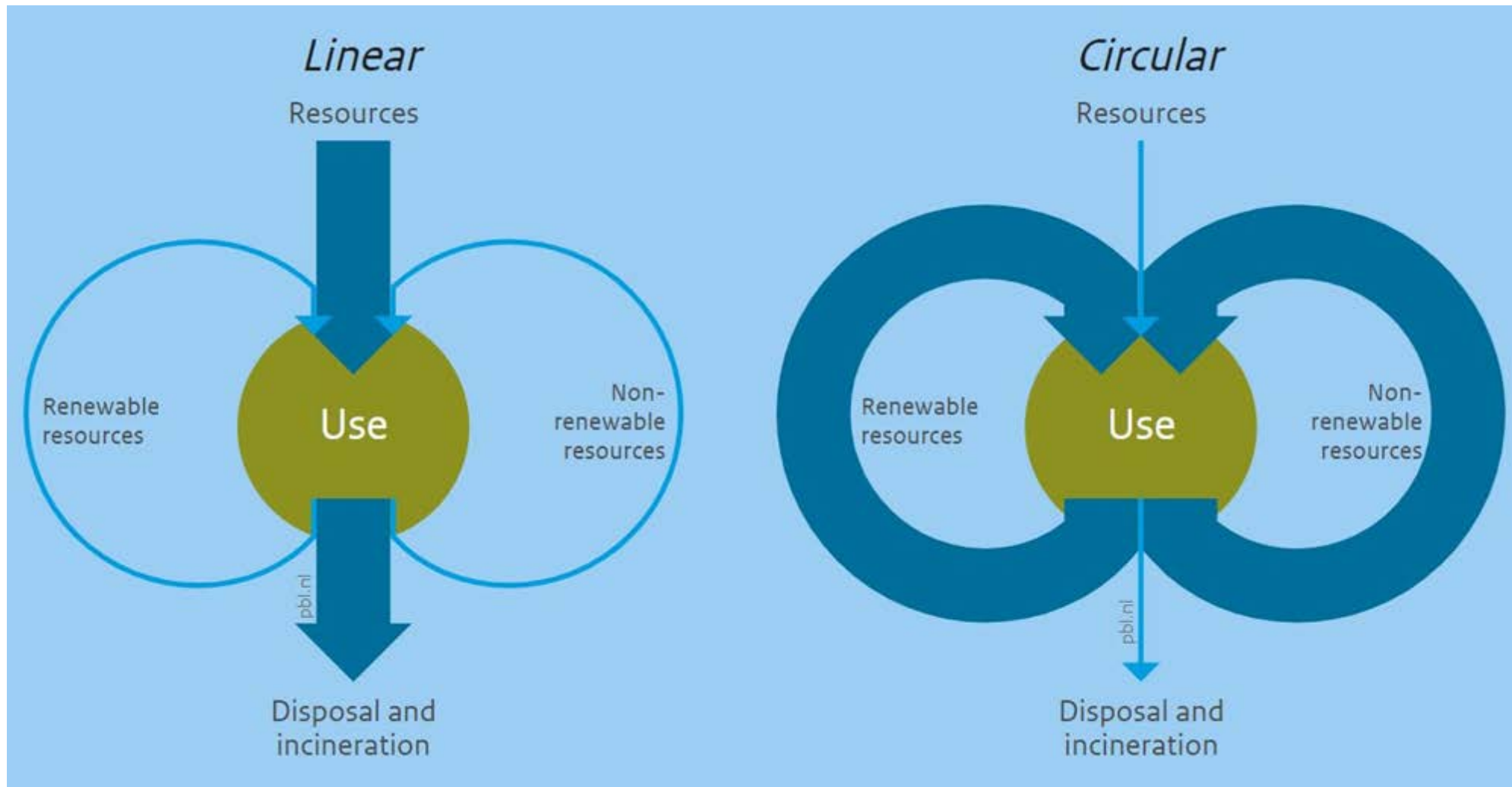
A circular economy is fundamentally different from a linear economy

To put it simply, in a linear economy we mine raw materials that we process into a product that is thrown away after use. In a circular economy, we close the cycles of all these raw materials.

Closing these cycles requires much more than just recycling. It changes the way in which value is created and preserved, how production is made more sustainable and which business models are used.

The difference between a linear and a circular economy

	Linear	Circular
Step plan	Take-make-dispose	Reduce-reuse-recycle
Focus	Eco-Efficiency	Eco-Effectivity
System boundaries	Short term, from purchase to sales	Long term, multiple life cycles
Reuse	Downcycling,	Upcycling, cascading and high-grade recycling
Business model	Focuses on products	Focuses on services



WHY CHOOSE CIRCULAR ECONOMY?

It's better to opt for circular economy because there a lot of disadvantages in in the current linear economy:

- ecological disadvantages;
- economic disadvantages;
- fluctuating raw material prices;
- critical materials:
- interdependence;
- increase in material demand;

What are the environmental benefits of the circular economy?

The initial goal of the circular economy is to have a positive impact on the ecological systems, which will not deplete or overload them.

Benefits:

- Less greenhouse gases;
- Vital soil, air, water bodies;
- Conservation of nature reserves;

Economic benefits of the circular economy:

- Substantial resource savings;
- Economic growth;
- Growth of employment;
- Innovation stimulus;
- Changing demand;

Sources

<https://pdfs.semanticscholar.org/daa9/51a6575f0bca2ae48dfa576a2e644d9e8489.pdf>)

<https://kenniskaarten.hetgroenebrein.nl/en/knowledge-map-circular-economy/ce-disadvantages-linear-economy/>

Activity One

"Linear and Circular Economy"

(45 mn) - Work in pairs

- 1) Participants will have learned the difference between linear and circular economy.
- 2) Deliver the "customized" format to every the couple.
- 3) Explaining to participants (divided into pairs) the meaning of the activity, strengths and weaknesses of their own segment;

The aim of the activity is learning with other persons, share their thoughts, improve personal abilities.

Activity Two

“Linear and Circular economy for your future activity” Write another short and interesting report on the difference between linear and circular economics for the sector in which your own business will be operating.

(45 min) – Individual work

- 1) Each of participants have learned the difference between linear and circular economy.
- 2) Each of the participants can make use of the annex n. 3
- 3) Each of participants knows the meaning of the activity, strengths and weaknesses of the own segment.

What we achieved today: our results

Now, participants can:

- Demonstrate new thinking abilities and innovative performance for new ideas implementation;
- Analyse complex systems across different domains;
- Participants will have to produce reliable results following the principles of a circular economy for their own future business

The activities n. 1 e n. 2 will help participant to become familiar with the different model of economy (linear and circular).