

1.3	WHAT IS THE CIRCULAR ECONOMY
<p>What are we going to do today</p>	<p>Timeline and main activities 4 HOURS</p> <ul style="list-style-type: none"> • Presentation of the theoretical part (50 min) • Brief discussion and comments on the topic (20 min) • Break (10 min) • Activity one: “Linear and Circular Economy” (45 min- work in pairs) • Activity two: “Linear and Circular Economy for your future activity”(45 min– individual work) • Break (10 min) • Questions and wrap up session (30 min) • Evaluation (30 min)
<p>Overall description</p>	<p>The overexploitation of natural resources required to achieve economic growth and development has negatively impacted the environment and adversely affected their availability and cost.</p> <p>The aim of session is:</p> <p>At the beginning</p> <ul style="list-style-type: none"> -to understand the difference between linear and circular economy; <p>During the session</p> <ul style="list-style-type: none"> -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. <p>At the end</p> <ul style="list-style-type: none"> -having understood how to build a sustainable culture in organizations, including how to incorporate other business strategies into the process.

	<p>In this way, participants will have learned how to use circular economy for their business</p> <p>This module also includes a glossary of terms used in “Circular Economy”.</p>
Key learning points	<p>Goals into the theoretical part:</p> <ul style="list-style-type: none"> • Identify the main elements characterizing circular economy (CE) • Recognize the main terminology in CE and their interrelation with drivers – enables and accelerators • Know what circular thinking is and list its benefits for the “system” • Recognize and adapt a business model and make it ‘circular’ • 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 product improvement based on CE approach
What will you prepare during this session	You will prepare two activities (one in pairs and one individual).
To do list AFTER this session	At home, everyone writes on their own personal Business Model, suggestions, progresses and so on.
Additional comments and instructions	For next time, don’t forget (at home) own Personal Business Model!