

Activity

## **Extended introductory activity**

General audiences and companies

# **Circular Economy: opportunities, challenges, and solutions**

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# TECHNICAL INFORMATION

**Topic** The opportunities, challenges and solutions provided by a Circular Economy for the present and the future.

**Summary** This is the extended version of the Introductory Activity. Its longer duration allows us to have a deeper conversation. A video and an infographic will be used to introduce the fundamentals of a Circular Economy, followed by a discussion on the opportunities, challenges and solutions provided by a Circular Economy.

**Suggested audience** General public.

**Estimated Duration** 2 hours.

**Materials** A computer with internet access, a projector, post-its, notebooks or blank sheets of paper, a large sheet of kraft paper or construction paper, tape, colored markers.

**Objective** To broaden participants awareness on the solutions and opportunities provided by a Circular Economy.

**Expected results** Create two word clouds: one about Linear Economies and one about Circular Economies. Write sentences about the opportunities, challenges and solutions provided by a Circular Economy

## SUMMARIZED STEPS

### 1. Warm-up 20 minutes

Elicit participants' previous knowledge on Circular Economies and create a word cloud about Linear Economies.

### 2. Interactive Activity 90 minutes

Analyze an infographic and a video about Circular Economies; work in groups to discuss the opportunities, challenges and solutions that emerge when advancing a more circular economy.

### 3. Wrap-up 10 minutes

Create a word cloud about Circular Economies to compare with the initial word cloud created during the warm-up.



# STEP BY STEP

## Intro

When we understand what a Circular Economy is, we want to see it in practice. The linear approach - exploit natural resources, manufacture products, and then discard them – makes no sense.

When we look at the world through new lenses, we start to wonder whether we could move away from a linear model to advance a circular one. There are several options to do so and we can all chip in: there are things we can do at our own homes, communities, and cities. Others take place at stores and factories.

But to be able to deep dive into those issues and suggest initiatives, we must first understand some basic concepts. This is the goal of this first activity. Therefore, if you would like to help bringing a Circular Economy to life or if you would like to work with some of the other activities in this Guideline, you should start here.

## Set up

To create the word cloud, we recommend using an online tool named AbcYa. Experiment with the tool before meeting the participants and see how you can create word clouds using it. Try to create a word cloud and save it as a computer file. You can try it out at:

[https://www.abcya.com/games/word\\_clouds](https://www.abcya.com/games/word_clouds)

## 1. Warm-up

### Initial conversation | 15 minutes

To get things started, elicit ideas from the group, trying to see what they already know about the topic. Try asking questions, such as:

Have you ever heard about a Circular Economy?

## What is the difference between a Linear Economy and a Circular Economy?

Let participants speak freely and assess their grasp on the topic. Let them know they will learn more about these concepts by reading an infographic and watching a video.

**Recommendations:** If needed, introduce the concept of Circular Economies briefly. Explain that a Linear Economy follows a "take, make, dispose" logic. And that a Circular Economy is a new way of organizing our communities. You may introduce some fundamental concepts, such as the idea that materials that would be considered waste in a Linear Economy can be reused in a Circular Economy.

## Words describing Linear Economies | 5 minutes

Before deep diving into Circular Economies, ask participants to come up with words they would use to describe a Linear Economy. This activity will result in a word cloud.

Tell me one word that comes to mind  
when you think about Linear Economies.

The facilitator should type in the words mentioned into the AbcYa online tool to create a word cloud. After all participants have contributed, move on to the next activity without showing them the resulting word cloud. This will be done only at the end of the session when we compare it to the second word cloud to be created later on.

**Recommendations:** In case you cannot access the online tool during the session, you may ask participants to place post-its with their words on the wall, and then rearrange them to form meaningful clusters.

## 2. Activity

### Read and analyze the infographic | 10 minutes

Put participants into groups (of two or three, depending on the number of participants). They should read and analyze the infographic titled "**Circular**

## Economy: a new way to do things".

Next, ask them:

What does a Circular Economy advocate for? What are the main differences between a Circular Economy and a Linear Economy?

Elicit participants comments to check whether they have fully comprehended what a Circular Economy is. Take this time to also answer their questions.

## Video on Circular Economy | 10 minutes

Participants should remain in their groups to watch the video:

- [Circular Economies: rethinking progress](https://encurtador.com.br/IGR02). (03:48 minutes)

Next, give participants five minutes to discuss what they have seen in the video and take notes on their ideas regarding the question:

What are the main opportunities provided by a Circular Economy?

## Recognizing new opportunities | 15 minutes

After having analyzed the opportunities provided by a Circular Economy, each group should come up with sentences according to the following structure:

"In our opinion, the main opportunity provided by a Circular Economy is..."

Their sentences may be placed on the wall or a large piece of paper so that participants can read the contributions of other teams and share ideas. Allow them a few minutes to read other groups' contributions. Alternatively, participants could organize their chairs in circle and read their sentences out loud.

## Identifying challenges | 15 minutes

Next, pose the following questions for the groups:

What are the main challenges in pursuing those opportunities?

Similarly to what was done in the previous activity, after listing different ideas, each group should point out the greatest challenge they have identified.

## Finding solutions | 20 minutes

Finally, ask groups to answer the following question:

What are possible solutions to overcome that challenge and achieve your goal?

After listing different options, each group should come up with a sentence following this structure:

"Our solution to overcome (challenge) in order to (opportunity) is to (solution)."

## Creating posters | 10 minutes

Now, after each group has decided on their final statement, give them a large sheet of kraft paper or construction paper where they can create a poster with their sentence and share it with the rest of the participants.

## Sharing ideas | 10 minutes

Their sentences may be placed on the wall or a large piece of paper so that participants can read the contributions of other teams and share ideas. If you decide to do so, give participants some minutes to go around the room, read everyone's sentences, talk, and provide comments. Alternatively, they could form a circle and share their ideas out loud.

## 3. Wrap-up

### Word cloud | 5 minutes

To wrap this activity up, create a new word cloud with words they associate to a Circular Economy. Follow the same steps used in the Warm-up, but change instructions:

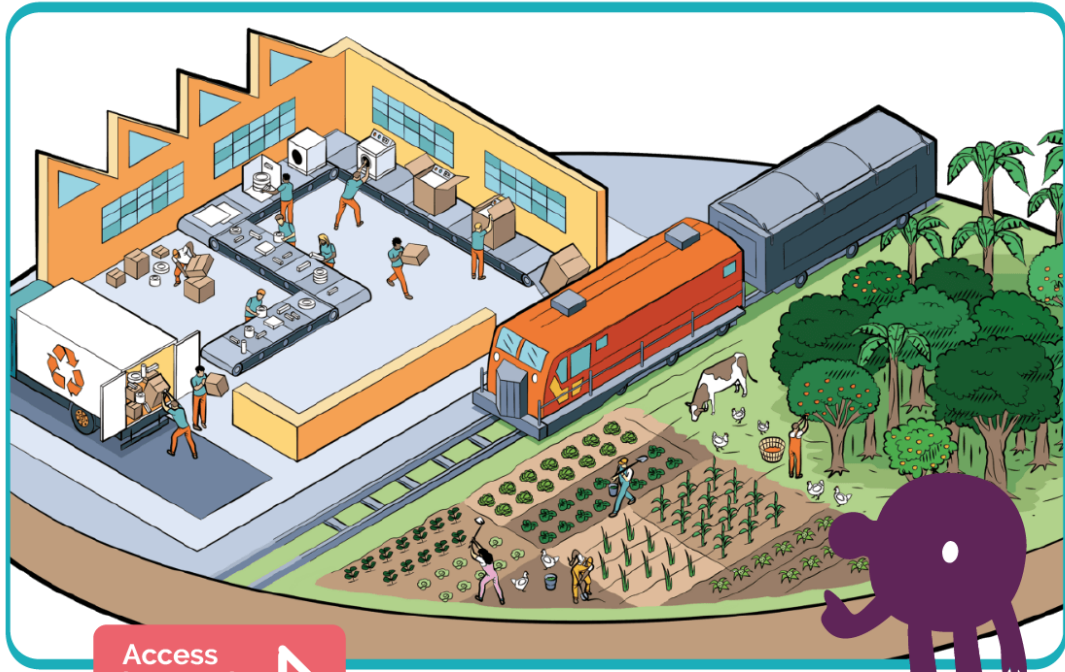
Come up with three words you  
associate to a Circular Economy.

After this step, project both the first and the second word cloud onto a wall. If time allows, compare the words used in a Linear Economy to those in a Circular Economy, pointing out important changes to help participants better understand the topic.

**Recommendations:** We suggests sharing these results with participants by email, WhatsApp, or any similar options.

### Showing appreciation | 5 minutes

Before ending this session, thank all participants for their time and contribution and recommend that they access the platform to find more activities. We recommend explaining how to access the platform to find new content and activities.



Access  
interactive  
content ▶



# REFERENCES

## Videos:

Circular Economies: rethinking progress

<https://www.youtube.com/watch?v=OWxy4PXq2pY>

Meet the people rethinking ownership

<https://www.youtube.com/watch?v=oOKpymOgqWw>

Global Footprint Network calculates mankind's Ecological Footprint

<https://www.youtube.com/watch?v=SD4zArzv96s>

Meet the people rethinking ownership

<https://www.youtube.com/watch?v=oOKpymOgqWw>

Zero Waste Restaurants

<https://www.reciclasampa.com.br/artigo/restaurante-residuo-zero>

The First Market to Ever Ban Packaging

<https://www.youtube.com/watch?v=HYFr4sDRpmM>

Composting may turn organic residues from farmers' markets into fertilizer

<https://www.youtube.com/watch?v=QiOsaS18OkE>

## Websites:

Circular Economy - UK, USA, Europe, Asia & South America - The Ellen MacArthur Foundation

<https://www.ellenmacarthurfoundation.org/>

The Circular Design Guide

<https://www.circulardesignguide.com/>

New Plastics Economy - The Future Of Plastics - New Plastics Economy

<https://www.newplasticseconomy.org/>

Circulate News -Medium

<https://medium.com/circulatenews>

Ideia Circular - Circular Design and Economy in Brazil

<https://www.ideiacircular.com/>

**Texts and documents:**

What is Cradle to Cradle?

<https://www.ideiacircular.com/o-que-e-cradle-to-cradle>

What is a Circular Economy?

<https://www.ideiacircular.com/economia-circular/>