

Activity

## Short introductory dynamics

General audiences and companies

# Circular Economy opportunities for the present and the future.

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# TECHNICAL SHEET

**Topic** Circular Economy opportunities for the present and the future.

**Summary** This activity is an introduction to the topic. It includes the analysis of an infographic and a video on the differences between the Linear Economy and the Circular Economy, with guiding questions. After the understanding of the main concepts, the dynamics will explore some opportunities that the Circular Economy could enable in the present and in the future.

**Suggested audience** General.

**Estimated length** 50 minutes.

**Materials** Computer with internet access, projector, post-its, notebooks or white paper for note taking, markers.

**Objective** To increase participants' knowledge of solutions and opportunities in a Circular Economy.

**Expected result** Word cloud on Linear Economy and Circular Economy. Sentences about circular economy opportunities.

## SUMMARY OF STEPS

### 1. Warm-up | 10 minutes

Conversation for prior survey of participants' knowledge of Circular Economy and creation of a word cloud on Linear Economy.

### 2. Dynamics | 35 minutes

Infographic and video analysis followed by the identification of Circular Economy opportunities.

### 3. Wrap-up | 5 minutes

New word cloud associated with Circular Economy to be compared with the word cloud on Linear Economy.



# STEP BY STEP

## Introduction

When we understand the proposition of Circular Economy, we want to see it in practice. The linear logic – of extracting new natural resources, processing them and disposing of them after use – does not seem to make sense.

When we see things from a different angle, we start to think about what we can do to change from a linear to a circular model. There are many possibilities and everyone can participate: some things can be done at home, others in our neighborhoods and cities, others in stores or factories.

But in order for us to go deeper and propose initiatives in this sense, we must learn the basics. That is the purpose of this introductory activity. Therefore, if you intend to put Circular Economy ideas into practice or carry out other activities in this Guide, we recommend that you start here.

## Preparation

To prepare the word cloud proposed here, we suggest using an online tool called AbcYa. Make sure you are familiar with the word cloud building tool. Try to create a word cloud and then save a file with the result. You can find the tool at:

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

# 1. Warm-up

## Initial conversation | 5 minutes

To start, survey the group's knowledge of the subject through a conversation sparked by questions like:

Have you ever heard of Circular Economy?

What is the difference between Linear Economy and Circular Economy?

Let them speak freely and observe the group's level of knowledge on the subject. Tell them that afterward they will learn more about the topic by reading an infographic and analyzing a video.

**Recommendation:** If necessary, briefly introduce the concept of Circular Economy. Explain how the Linear Economy works: extraction, production, consumption and disposal. And that the Circular Economy is a different way of organizing society. Some key ideas can be presented, including that the materials that would be disposed of as waste should be reused instead of becoming garbage.

## Words on Linear Economy | 5 minutes

Before presenting the Circular Economy content, ask participants to say a few words about the characteristics of the Linear Economy. This activity will result in a word cloud.

Ask each participant to say a word related to the Linear Economy.

While the participants are talking, the mediator should take notes in the word cloud creation tool. After everyone collaborates, move on to the next step without showing the participants the initial cloud. It will only be projected at the end of the meeting and then compared to another cloud created at the end of the activity.

**Recommendation:** If using this tool is impossible, the same effect can be achieved with post-its on the wall, grouped according to their similarities.

## 2. Dynamics

### Reading and analyzing the infographic | 10 minutes

Form groups (in pairs or trios, depending on the number of participants) to read and analyze the infographic on "**Circular Economy: a new way of doing things.**" After reading, ask them:

What does the Circular Economy propose? What are the main differences in relation to the Linear Economy?

Pay attention to their comments to assess what they have learned about the Circular Economy and take the time to answer questions.

### Circular Economy Video | 10 minutes

Still divided into groups, project the video:

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

Then, allow five more minutes for the groups to talk and write down their thoughts about the question:

What are the main opportunities that the Circular Economy can enable?

### Opportunity recognition | 15 minutes

After analyzing Circular Economy opportunities, groups should write down sentences to be shared, as per the following structure:

"For us, the main opportunity of the Circular Economy is..."

The sentences can be placed on a board or posted on the wall so that everyone can read them. This encourages dialogue and the exchange of ideas. Then take a few minutes for everyone to read the sentences from the other groups or have them make a circle and present their sentences orally.

### 3. Wrap-up

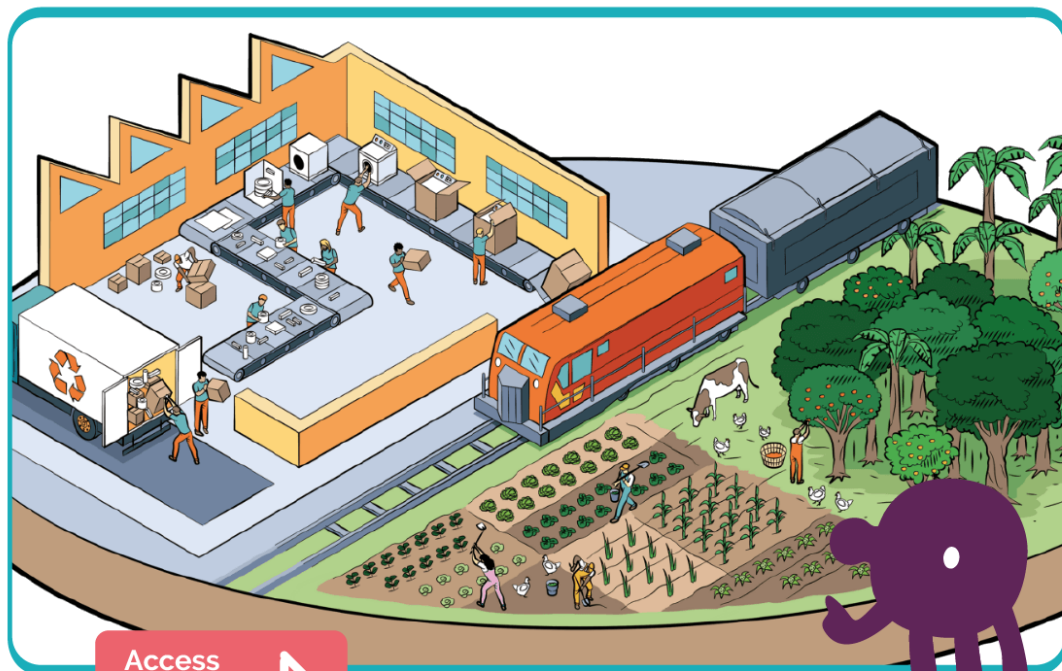
#### Words on Circular Economy | 5 minutes


Finally, a word cloud associated with Circular Economy will be made. Repeat the word cloud production procedure described in step "1. Warm-up," this time with another orientation:

Ask each participant to say a word related to the Circular Economy.

After this step, the initial and final clouds will be projected on the wall. If there is time, the facilitator can compare the words related to the Linear Economy and the Circular Economy.

**Recommendation:** It is interesting to share the result of the activity via email, WhatsApp or other media.



Access  
interactive  
content 

# REFERENCES

## Videos:

Circular Economy: rethinking progress

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

Meet the people rethinking ownership

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

NGO Global Footprint Network calculates humanity's Ecological Footprint.

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

Waste-Free Restaurant

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

The World's First Packaging-Free Market

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

Composting yard transforms organic waste from street 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/circulateneeds>

Circular Idea - 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 Circular Economy?

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