

Activity

## World Café

General audiences and companies

# Zero Waste Cities: science fiction or real life?

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# TECHNICAL INFORMATION

**Topic** Circular Economy and Zero Waste Cities.

**Summary** World Café is an interactive activity designed to help participants to reflect about current problems and discuss and design collaborative solutions. Participants should play the role of different social groups while searching for solutions to promote cities that generate zero waste.

**Suggested audience** General public.

**Estimated Duration** 2 hours and 30 minutes.

**Materials** A computer with internet access, a projector, kraft paper or construction paper, tape, pens or pencils, colored markers.

**Objectives** Design solutions, social practices and public policies that promote zero waste cities.

**Expected result** Card stocks with suggestions offered collaboratively by groups of participants regarding actions and policies that could be carried out by different players in society.

## SUMMARIZED STEPS

### 1. Warm-up 30 minutes

Inspirational videos introducing zero waste cities

### 2. Interactive Exercise 90 minutes

Participants join groups representing different players in society: citizens, the government, NGOs, industries, companies, and service providers. People playing different roles should then sit together to talk about the following challenge: **How can different players help promote zero waste cities?**

### 3. Wrap-up 30 minutes

Each group shares their ideas and discusses other groups' suggestions.



# STEP BY STEP

## Intro

Nearly everything we use end up, at some point, generating waste, such as packaging and food scraps.

Reducing the amount of waste that goes to landfills every day is arguably one of the largest challenges of current cities.

In a Circular Economy, waste is considered a "design flaw". Product manufacturing and consumption thus need to be completely redesigned, from beginning to end.

In this activity, participants will take on the challenge of creating a "Zero waste" city by focusing on the problem of food consumption, which currently accounts for approximately 50% of the waste produced every day.

Although food waste is a major problem, this challenge may be adapted to address any type of product (electronic devices, packaging, clothing, and more), since most products we use have the same destination: dumps and landfills. How can we change this situation by using what we know about Circular Economies?

### Recommendations:

## Introductory activity on Circular Economies

Before using this Teaching Sequence with participants, we recommend first conducting [the intro activity on Circular Economies](#) with them. This is an important step to introduce the main concepts needed for this discussion.

## Set up

Set up the room before starting the activity. There must be five tables and chairs for all the participants. Put a large sheet of kraft paper or construction paper on top of each table. On the top part of each sheet, number the groups from 1 to 5. Use a different colored marker for each number and leave that marker on the table for the group to use.

The numbers indicate the role played by each group:

1. Citizens
2. Government
3. NGOs
4. Industries
5. Companies and service providers

Make sure you have enough room on the walls to tape all five sheets of kraft paper at the end of the activity.

**Recommendations:** Don't forget to take pictures of the results to provide feedback for the group.

## 1. Warm-up

### Inspirational videos | 15 minutes

At this step, participants will watch a few inspiring videos before starting the activity. We provide a list of suggested videos, but others might be used depending on the group's interests and the facilitator's goals. We suggest that, altogether, the videos not exceed 15 minutes.

The videos listed below show different examples on how to promote waste reduction.

The first video shows a restaurant that aims to produce zero waste and, to do so, changed the way it receives products, processes food, and manages waste. They have not been able to zero their waste generation yet, but they are surely on the right path:

- [Zero Waste Restaurants](#) (4:00 minutes)

link: [encurtador.com.br/npBW2](https://encurtador.com.br/npBW2)

The second video shows the first supermarket to ever ban packaging, located in Berlin:

- [The First Market to Ever Ban Packaging](#) (4:29 minutes)

link: [encurtador.com.br/rDF47](https://encurtador.com.br/rDF47)

And the third video shows a composting plot where the organic residue from a farmers' markets is used to make fertilizer:

- [Composting may turn organic residues from farmers' markets into fertilizer](#). (03:04 minutes)

link: [encurtador.com.br/swlM9](https://encurtador.com.br/swlM9)

## Videos discussion | 15 minutes

After watching the videos, encourage participants to talk about the main topic of the session: **Zero Waste Cities: science fiction or real life?** Ask them whether they think it is possible to zero the amount of waste produced by a city, and why.

**Recommendations:** Take notes of interesting ideas that can be used at the end of the activity.

## 2. Activity

### Organizing the tables | 5 minutes

To start the World Café, split participants into groups and tell each group to sit in one of the five tables, where each table represents a different role:

Table 1: Citizens

Table 2: Government

Table 3: NGOs

Table 4: Industries

Table 5: Companies and service providers

## Introducing the Challenge | 2 minutes

The group discussion should revolve around the following challenge:

**How can different players help create zero waste cities?**

Explain to participants that they should tackle this question according to the role assigned to them in each table. For example, in Table 1, participants should discuss what citizens can do to achieve this goal.

**Recommendations:** It is important for people to take a moment and think about their real-life context. What solutions are possible given our current situation? What could be changed immediately?

## Giving instructions | 3 minutes

Tell participants that the World Café will have a few rounds. In the first round, each group should talk about possible solutions for the challenge given to them according to the role they are playing. In the next round, participants will change tables. However, one participant in each group should remain seated, while the others move to next table. At the end of the second round, participants change tables again. Repeat until all groups have visited all other tables and are back to their original place.

## One note-taker per group | 5 minutes

Once participants have been assigned to their groups, each group should choose one person to take notes and to remain seated while others change tables in the next rounds. This person will receive the members of other groups in following rounds. In each round, this person should present a summary of what has been discussed so far in their table and take notes of any new suggestions.

## Changing tables | 75 minutes

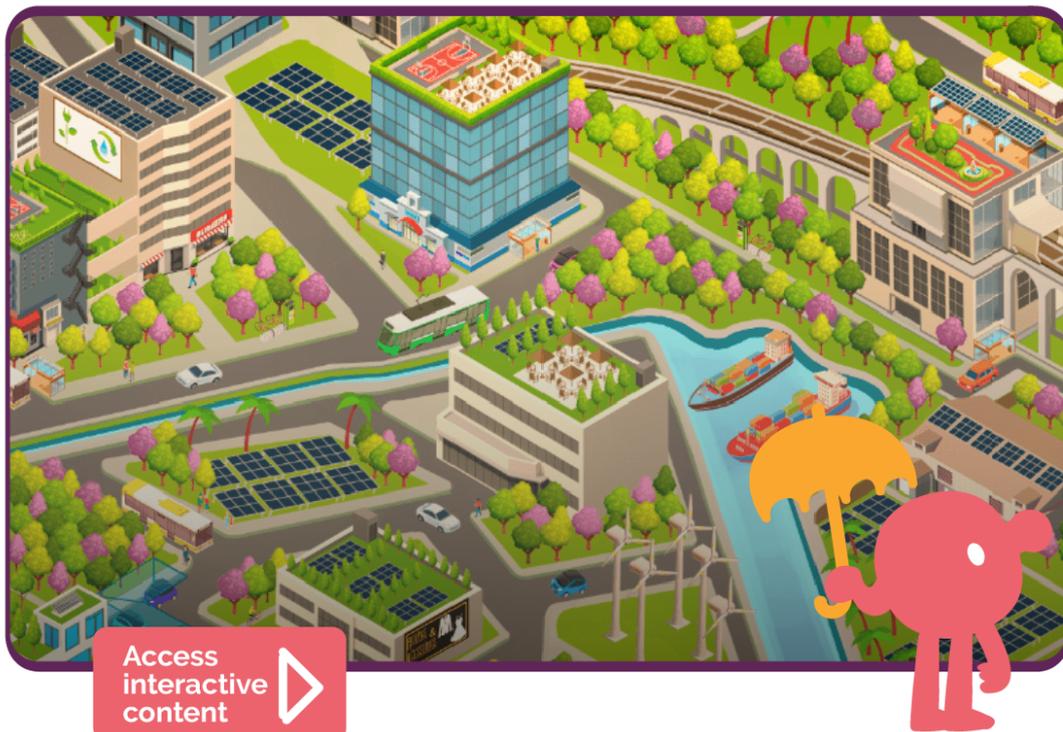
Every 15 minutes, a new round begins, and participants change tables once again (if needed, adjust the duration of rounds to fit the needs of larger or smaller groups). The goal is to have every participant go to each table at least once. For example, in group 1, the note-taker should remain seated at table 1, while other participants first go to table 2, then table 3, then table 4, then table 5, and finally back to table 1. Groups change tables until all participants have talked to all tables, totaling 5 rounds.

**Recommendations:** The facilitator may clap hands or use a whistle to let participants know the round is over.

## 3. Wrap-up

### Presenting the results | 30 minutes

At the end of the activity, invite the participants who have taken the notes in each table to present all the suggestions that were given at their tables. After each person talks, we recommend asking others whether they would like to add something before moving on to the next group.



# 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>

## 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/>

Implementing a Circular Economy into cities: project guidelines

<https://www.ellenmacarthurfoundation.org/assets/downloads/Economia-Circular-em-Cidades-Guia-do-Projeto.pdf>