

Interreg
Baltic Sea Region



Co-funded by
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CIRCULAR ECONOMY

Circular spaces

Circular value chains, ecosystems and people



The aim of this lesson:

- To recognize stakeholders in circular economy
- To gain understanding of circular value chains
- To identify/ recognize barriers and ecosystems
- To observe ideas how to involve companies, people in circular thinking
- To perform changes in society

Topic programme

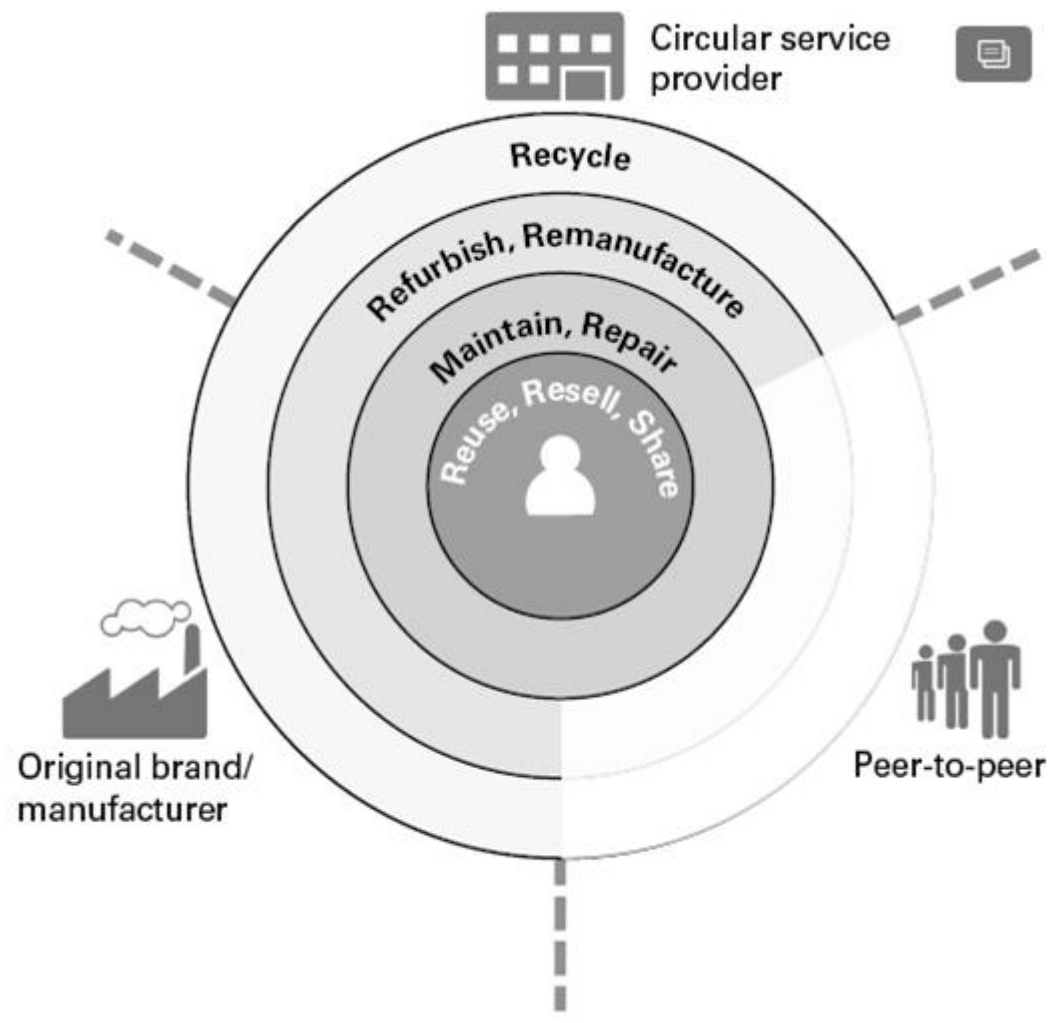
This topic takes 2 (120') hours, hence the following programme is suggested

Minutes	TOPIC
25 min.	A presentation about stakeholders role in the CE – from linear to circular
25 min.	A presentation and discussion about changes in value chain
30 min.	Exercise: How different value chain organizations can change their processes towards CE?
10 min.	A presentation about barriers to CE and Ecosystems as another aspect of CE
10 min.	A presentation of organizations working towards CE
10 min.	A presentation about society possible activities towards circular society
10 min.	A presentation about integrated learning approach when dealing with performing changes for stakeholders
120 min.	

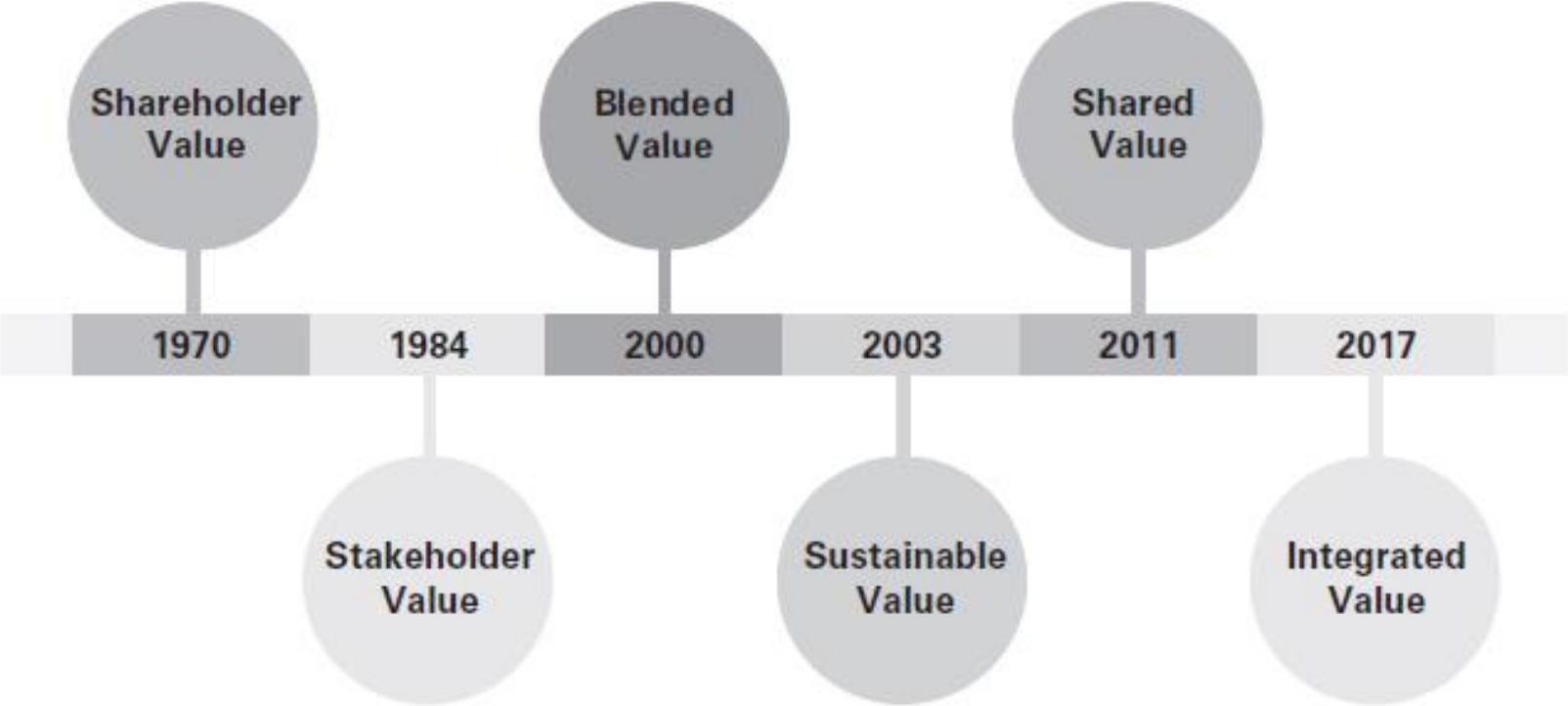
Linear economy value chain



Circle flow



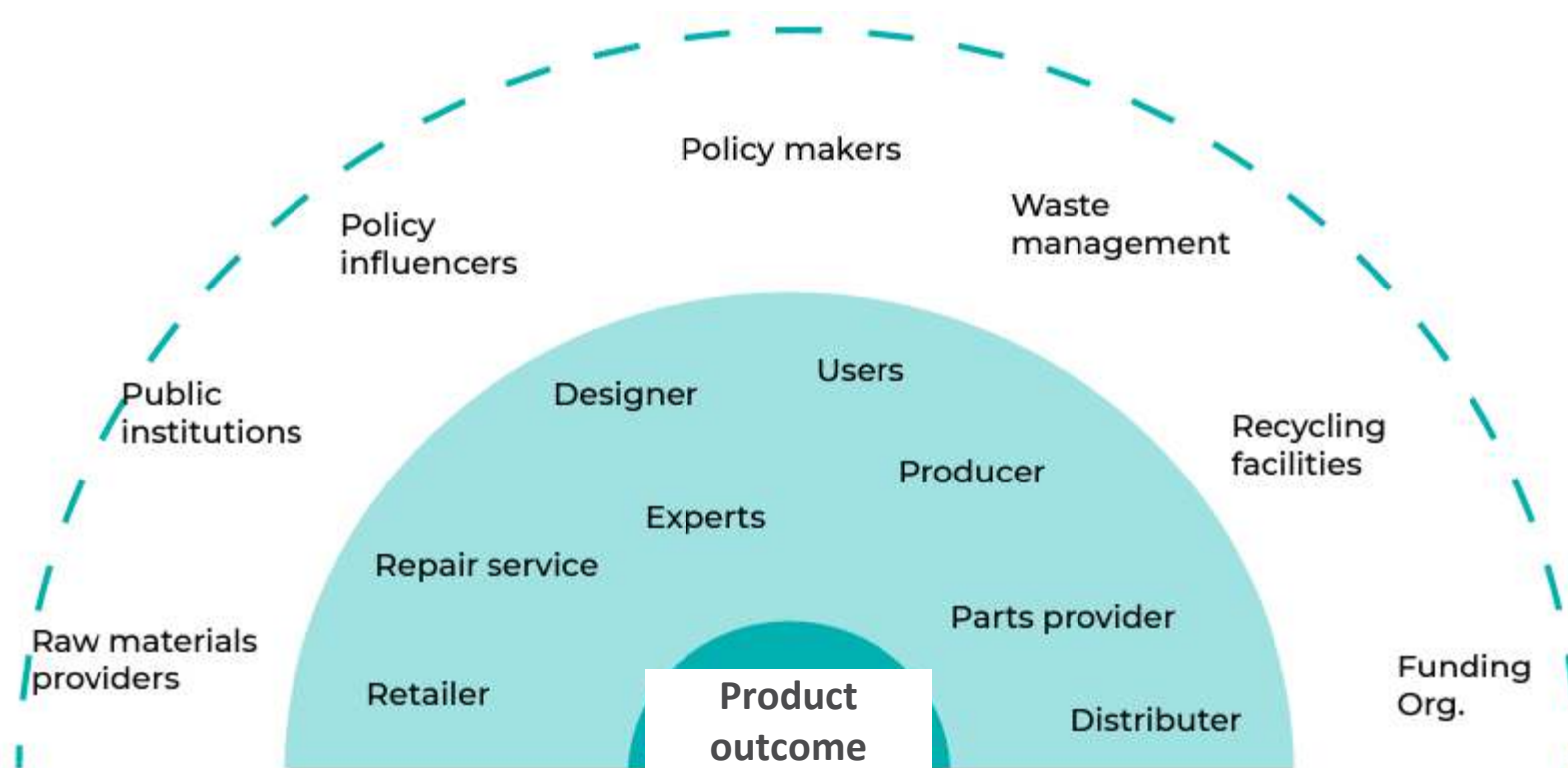
Leading value creation concepts



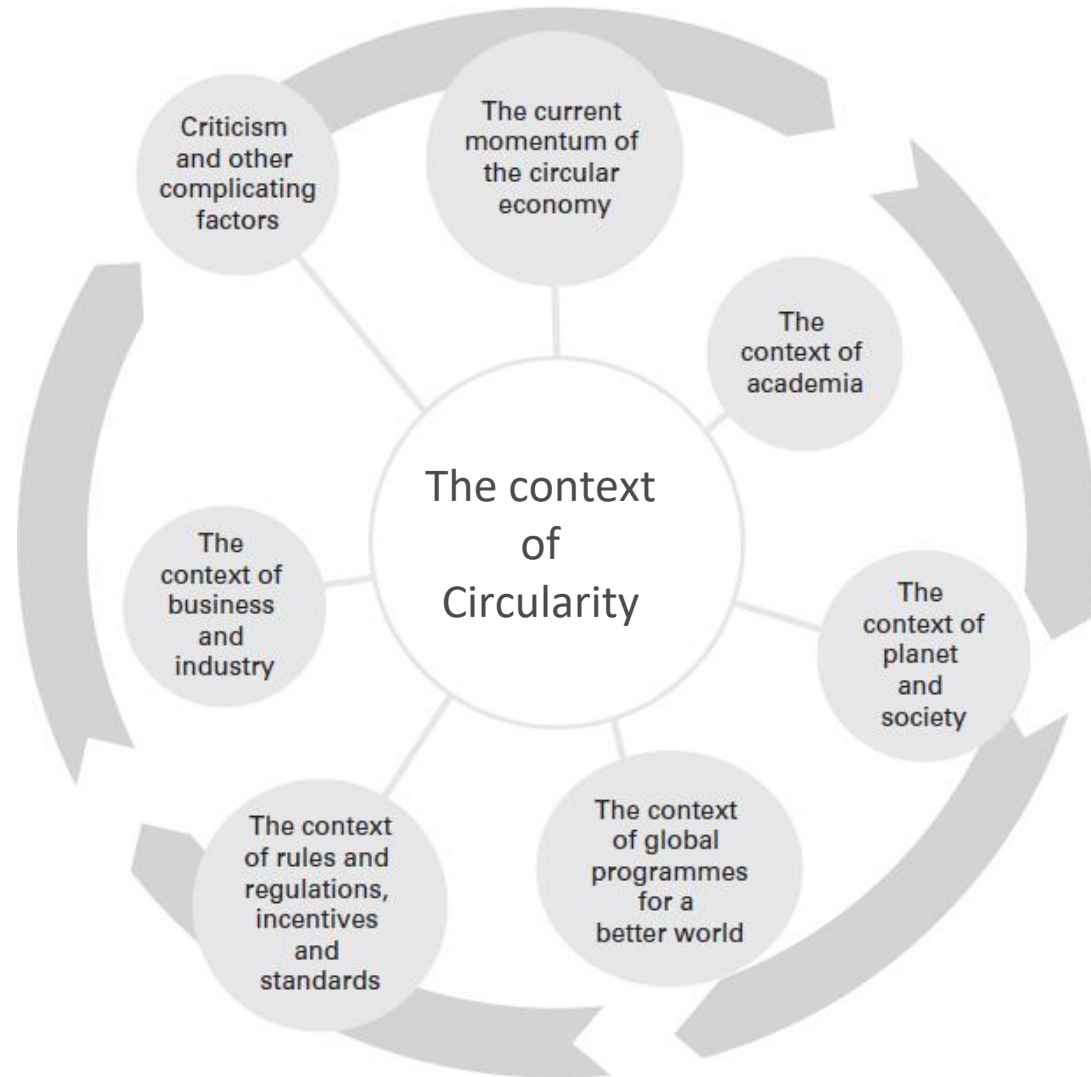
Stakeholders & CE strategies

	Waste management	Waste Biochemical experts / Labs	Waste Renewable material producers	Users	Service providers	Product manufacturers	Part manufacturers	Recycling Facilities
Maintain & Prolong								
Reuse & Redistribute								
Refurbish & Remanufacture								
Recycle								
Cascades								
Biochemical extraction								
Return to biosphere								

Stakeholders – direct and indirect



Implementing CE



Imagine transformation...

Discussion in groups

- 1. What are benefits from being circular for (1) entrepreneurs, (2) local government, (3) citizens?**
- 1. What are problems to become circular for (1) entrepreneurs, (2) local government, (3) citizens?**
- 1. Where would you start to act more circular in your closest surrounding? Please, mention 3-5 examples.**

CE implementation milestones

- Established legal framework
- Administrative support and conditions
- Economic and financial instruments
- Educated and involved society

Barriers to CE

Theoretical

Financial	Measuring financial benefits of circular economy
	Financial profitability
Structural	Missing exchange of information
	Unclear responsibility distribution
Operational	Infrastructure/ Supply chain management
Attitudinal	Perception of sustainability
	Risk aversion
Technological	Product design
	Integration into production processes

Results

1. Attitude and knowledge
2. Integration between functions
3. Value chain structure
4. Values and finances
5. Technology

Ecosystems

➤ Drivers of ecosystem change

(habitat destruction, invasive species, pollution, population, overexploitation, climate change)

➤ Conservation and restoration

(disturbance, structural complexity, connectivity, resilience)

➤ Living together: reconciliation ecology

(Yards and parks, birds, bats, green roofs, cemeteries, military sites, golf courses, agricultural lands, public lands, utility corridors, roads and wildlife crossings)

Examples of circularity - business

Hotels



<https://www.dawnvale.com/news/hotels-planet-friendly-ideas-for-lowering-your-carbon-footprint/>

Examples of circularity - business

Packaging



Examples of circularity - society

Energy efficiency



Examples of circularity - society

Re-using



Examples of circularity – urban communes, society

Kitchen garden



Examples of circularity – DARE and local families



How to manage changes

Integrated learning approach

Meaningful
& relevant

Needs to appeal to learner's perspective: business, society, citizenship

For now &
the future

Not only the basics, but link to future changes & challenges

'Feel' the
complexity!

Everything looks simple, until you're in the driving seat

Knowledge &
skills

Not only '*know the concepts*', but also '*able to decide*' (trade-offs)

Individual &
team activities

Individual view versus team & cross-functional alignment

Engaging &
fun

Motivate: through the *content*, but also through the *methodology* ('gamification')