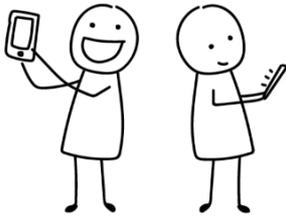




## The Circular Economy

### What is the economy?

The economy is the name we give to the process of meeting people's needs by producing and consuming goods and services e.g. homes, food, education and hospitals. Money is exchanged during this process which leads to wealth generation. The idea is that this wealth generated can be reinvested to ensure new businesses and technologies flourish, leading to more opportunities and jobs and good 'economic growth'.



### Where are we now?

To understand what the circular economy is, it's helpful to start with where we are now. In our current economy, we **take** resources from the ground to **make** products which we use for a short time before we throw them away and they become **waste**.

### Take-make-waste



We call this a linear economy (because it works like a straight line).



To keep growing the economy we have to keep taking more and more of the Earth's natural resources (like metals, minerals, wood, water, sand) to make all this stuff. The trouble is, we don't have an endless supply of these things to use up and throw away.



Every second, the equivalent of one garbage truck of textiles is landfilled or burned.

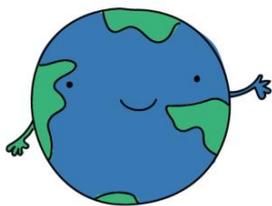
## OUR WAY OF DOING THINGS IS REACHING ITS **LIMITS**



WATCH: [The Linear Economy](#)

### Where are we heading?

Nature never does things in straight lines. It has arrived at a far more efficient and effective way of doing things - it works in cycles. Things grow, they die, and then nutrients return to the Earth so that new life can grow. Again and again. The energy needed to make all of this happen comes from the sun.



The aim of the circular economy is to apply these natural cycles to our man-made economy. So instead of working in straight lines, it works in cycles; and instead of losing valuable materials and nutrients to landfill or incineration (leading to high levels of waste and pollution), it keeps them in the economy for as long as possible. This can have multiple benefits for people, businesses, and the environment.

WATCH: [From Linear to Circular](#)

The three principles of the circular economy are:



- 1- [Design out waste and pollution](#)
- 2- [keep products and materials in use](#)
- 3- [Regenerate nature](#)

## How it all Started: Ellen's Journey to the Circular Economy

WATCH: [Dame Ellen MacArthur's TED TALK](#)

### Find out more:

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

rethinking progress animation - a broad overview of the concept

[https://www.youtube.com/watch?v=Cd\\_isKtGaf8&t=77s](https://www.youtube.com/watch?v=Cd_isKtGaf8&t=77s)

from consumer to user explores the possibility of favouring access to goods and services over owning them

<https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>

online learning path introducing the circular economy

Now that you have an understanding of what the circular economy is all about, it's time to get creative!

### The Challenge:

An Ellen MacArthur Foundation report launched in 2016 found that there will be more plastic than fish in the oceans by 2050 if we continue on our current trend.

An extremely wasteful, plastic-wrapped item that many of us encounter daily is the chocolate bar.

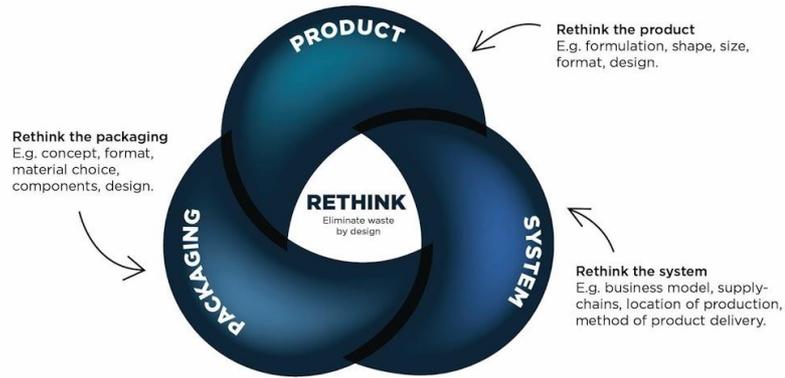
Your challenge is to help address the issue of plastic pollution by **rethinking the packaging, product, and delivery model** (how the product is delivered to consumers/stores) for chocolate bars e.g. Mars bar, Snickers, Kitkat etc.

You may find it helpful to **use the below graphic for guidance.**



### The Mindset for Upstream Innovation

Rethink the packaging, the product and the system to eliminate waste by design



Create a short video (max 2mins) to pitch your concept.

The video should include: your brand name, explanation of your concept and what makes it circular/ particularly innovative, why you think it's the next big breakthrough in the world of chocolate.

\*If you can build a physical prototype, great. If not, use digital tools, videos, drawings etc. or a combination of these to help illustrate your ideas.

Here are two interesting articles on this topic:

[Why is there plastic in my chocolate bar wrapper?](#)

[More plastics than fish in the sea by 2050](#)

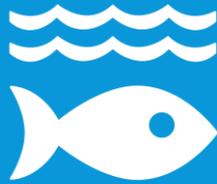
This challenge connects to the following three Sustainable Development Goals:



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**14** LIFE  
BELOW WATER



**15** LIFE  
ON LAND

