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CIRCLE-CIRCULAR ECONOMY THROUGH INTEGRATED LEARNING IN VET

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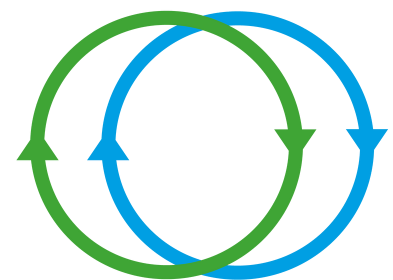
The Erasmus + project on Circular Economy



Photo by Matt Seymour on Unsplash

Starting from September 2019, as you know, we have worked on the design, implementation and testing of educational materials for trainers of the Education and Vocational Training sector in order to introduce youngsters to the principles of the circular economy. The project, which will end in May 2021, offers introductory materials to the topic and in reference to four key sectors of the European economy: Tourism, Transport and Logistics, Agriculture and Construction.

Starting today, month by month, for five months, we are presenting you the material produced during the project, introducing some focus on readings, insights, our experiences or those of our partners, curiosities found online in relation to the topics addressed.



CIRCLE

The CIRcular Economy
through Integrated LEarning

Project partners

Panevezys Labour Market
Training Center - Lithuania

Bluebook srl I- taly

Lawton School S.L. - Spain

Chamber of Commerce of Tarsus
Turkey

Glasgow Caledonian University
Scotland- UK



FOCUS ON THE REPORT GfK "GREEN CONSUMER EUROPE"



What is Circular Economy?

The circular economy, as defined by the Ellen MacArthur foundation, is based on the principles of eliminating waste and pollution, the maintenance in use of products and materials and the regeneration of natural systems.

Explore the three key concepts through the videos "[This zero-waste packaging is made from seaweed](#)" and "[Is this the Future of Global Food Systems?](#)" and some [examples](#).

Start from our [quiz](#) to test your knowledge on the Circular Economy...

The report reveals some positive news, showing a significant increase in consumer interest in sustainability.

If this trend continues, by 2025 more than 40% of consumers will change their purchasing behavior to become more involved in the green revolution and ignoring such a change in mood could be detrimental to business supervision. In previous GfK Green Consumer Reports, it was noted that consumers interest in environmentally friendly behavior is mainly related to the reduction of plastic waste. Interest is now shifting to other areas. Customers are increasingly aware of the environmental impact of every part of their lifestyle, which can mean shopping locally, looking for carbon neutrality, reading labels and checking to see if they are made from recycled materials.

...And carry on
[discovering more](#)
on the topic through
our CIRCLE
Generic - training

GfK's research shows that two of ten people believe that individuals can make the biggest difference in "controlling and limiting human damage to the environment," and four of ten believe that producers have that power. This shows how important it is for brands that use circular business models to work with their consumers to reduce their collective ecological footprint. Simple and consistent information on how a business enters the circular economy and what neutral effects it can have on the environment, together with the customer, could be the step for this.



on the next
January 2022
newsletter

Discover more
on the report [here](#)

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