



CIRC4LIFE

CIRCULAR ECONOMY AND
CONSUMER AWARENESS

Presented by [...]
[Date]



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776503

Basic information about CIRC4Life



- CIRC4Life is an international collaborative innovation project (May 2018 until April 2021) with the aim to develop and implement a circular economy approach for sustainable products and services through their value and supply chains.
- Coordinator Nottingham Trent University
- Partner organisations

Enviro Data (ENV), Jonathan Michael Smith (JS), Kosnic Lighting Limited (KOS), Centre of Research for Energy Resources and Consumption (CIR), European EPC Competence Center GmbH (EECC), The Institute for Ecology of Industrial Areas (IETU), RISE IVF AB (SWE), Make Mothers Matter (MMM), ONA PRODUCT (ONA), INDUMETAL Recycling (IND), GSI Germany GMBH (GSI G), Laurea University of Applied Science (LAU), Center for European Policy Studies (CEPS), Institute of Communication and Computer Systems (ICCS), Recyclia (REC), S.A.T. Alia (ALIA)

- Content specific for this module tool produced by



CONSUMER AWARENESS



- We live in the time with citizen are more aware about environmental aspects than any other time in history.
- Consumers start acquiring products and services while also considering sustainability as an important aspect.
 - This phenomena is expected to growth.
- To understand consumers desires and to adapt practices for them is a must for companies.
 - Consumers have the key of the industries evolution and to move them to a more sustainable behaviour.



CONSUMER AWARENESS



- In order to adapt our processes to sustainable ones, and considering the input from consumers, it is important to establish two main aspects in industry:
 1. To analyse all the different stages along the whole supply chain so it is possible to identify strenght,s weaknesses and opprtunities for improving.
 2. To develop participatory methods to take into account consumers sustainability demands.



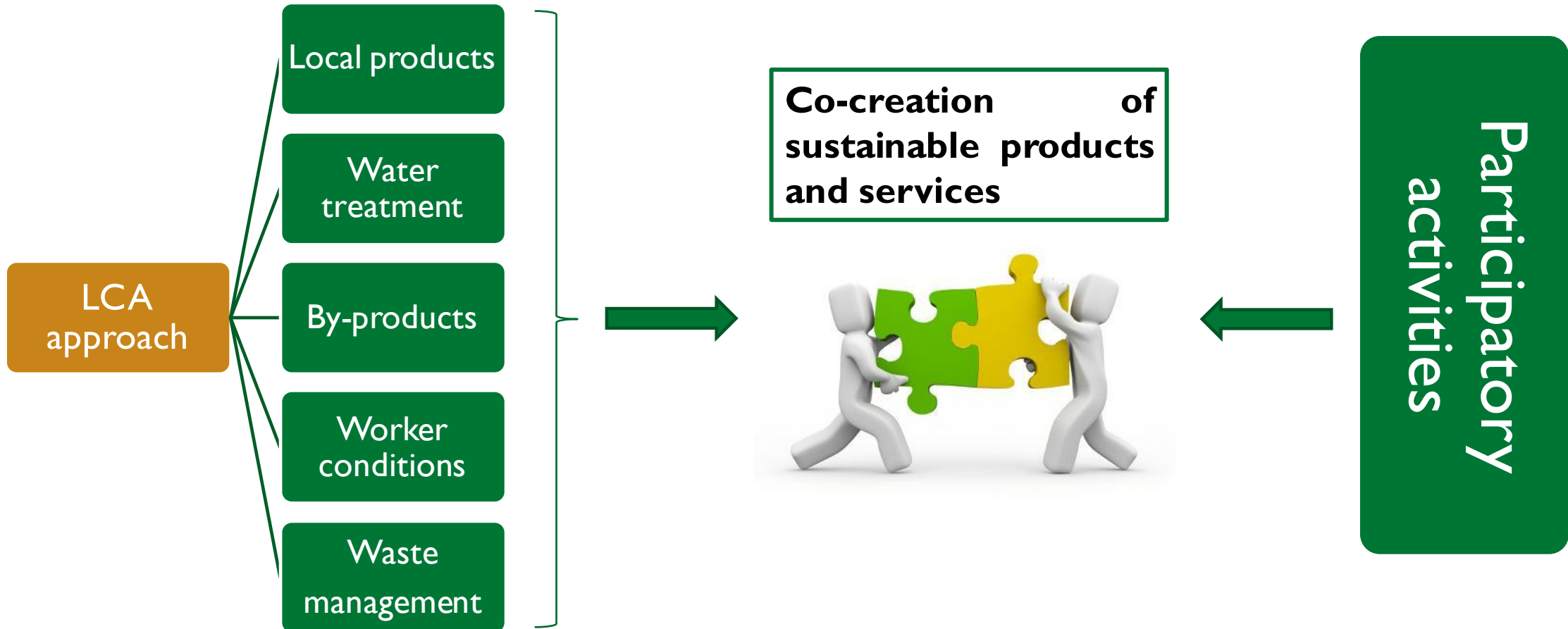
LIFE CYCLE ASSESSMENT



- For the analysis of the whole process of a company, Life Cycle Assessment (LCA) methods are highly recommended.
- To develop assessment regarding environmental and social aspects will provide us information about where should we improve our practices and which are the most important point to be addressed.



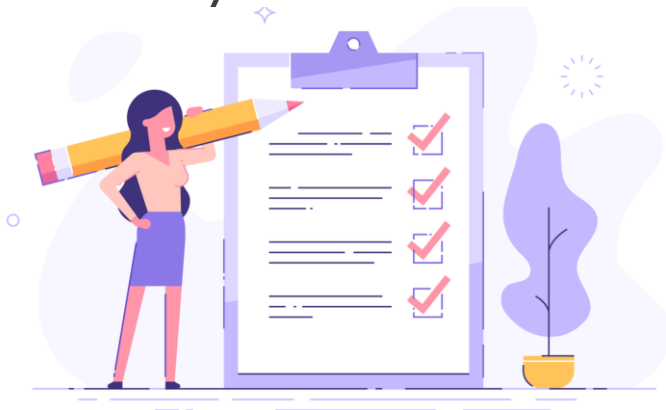
CO-CREATION



PARTICIPATORY METHODS



- Regarding participatory methods, there are a few aspects that should be considered:
 - ✓ Big-data analysis.
 - ✓ Workshops.
 - ✓ Semi-estructured interviews.
 - ✓ Surveys.



PARTICIPATORY METHODS IN CIRC4LIFE



Compra verde en el sector cárnico

El proyecto CIRC4Life, financiado por el programa Horizonte 2020, tiene el objetivo de desarrollar e implementar un enfoque innovador basado en la economía circular mediante la creación de nuevos productos y servicios más sostenibles a lo largo de toda la cadena de valor.

Dentro de este nuevo enfoque, se incluye el desarrollo de 3 nuevos modelos de negocio relacionados con la Economía Circular:

- Co-creación de productos y servicios.
- Consumo sostenible.
- Reutilización reciclaje colaborativos.

Los resultados obtenidos de estos modelos de negocio se demostrarán a gran escala en 4 pruebas piloto que incluyen los siguientes sectores:

- Iluminación LED.
- Tablets.
- Productos vegetales.
- Productos cárnicos.

ALIA es el socio responsable de la demostración en el sector cárnico y, para la co-creación de productos cárnicos, realizaremos compra verde a lo largo de toda la cadena de valor del sector. Para cumplir nuestros objetivos de forma satisfactoria, nos gustaría contar con su opinión. Por ello, le animamos a rellenar esta breve encuesta sobre la compra verde en el sector cárnico. Entre todos, es posible desarrollar unos modelos más sostenibles y respetuosos con el medio ambiente. ¡Gracias por tu colaboración!



Siguiente

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Green procurement survey

★★★★★ **traditional Spanish taste**

de Joan el 21/02/2019

Tradition Spanish food, pleased me well. I would recommend.

Big data analysis applied in consumer reviews



Workshops



Real life testing activities



WORKSHOP

AWARENESS CAMPAIGNS DEFINITION



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WORKSHOP AIM



- To identify key messages to be communicated in the awareness campaigns.
- To define main channels for the communication of these key messages.
- To identify key actors which will help to communicate these messages.
- To find synergies among other awareness campaigns.

WORKSHOP PARTICIPANTS



Company A

Company B

Public
administration

Group of end
users A

Group of end
users B

WORKSHOP STRUCTURE



- Group work in 5 groups
- Pick one kind of sustainable product/service (previously given several options) and which key messages should be included in the awareness campaign.
- Define the main channels to be used for the awareness campaign thinking about the different consumer typologies (e.g. per age, academic level, etc.)
- To follow dynamic approaches as the World Café Method in order to end the workshop with a draft awareness campaign.

THANKS





PRESENTER CONTACTS

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References



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