

TO INCLUSION THE CIRCULAR WAY

Guidelines for Awareness Campaigns Related to Circular Economy



YOUTH EMPOWERMENT THROUGH CIRCULAR ECONOMY



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Introduction

These guidelines are one of the tools within the project *Circular Way to Inclusion*, which aims to develop and improve the skills of youth in the area of Circular Economy. The objective of these guidelines is to provide the necessary information for workers and volunteers from youth organizations to create impactful awareness-raising campaigns that inspire the next generation to adopt sustainable practices and have a positive impact.

Target audience:

The main audience for which this material has been developed for youth organization workers and volunteers, who have the capacity to empower and support young people to live sustainably and adopt circular economy practices.

Campaigns around the themes of social inclusion, circular economy, education and environmental responsibility play a crucial role in raising awareness and changing behavior. By addressing these issues, these campaigns educate and motivate people to adopt sustainable practices, promoting equality, reducing environmental impact and active participation in society. They have the power to transform individuals, communities and businesses, leading to a more inclusive, sustainable and conscious society. It is therefore important to support and reinforce these campaigns, recognizing their positive impact on society and the environment.

Contents

The content presented in the material includes practical advice on planning, managing and executing campaigns, with theoretical content and examples of communication strategies, educational activities and methods for implementation and evaluation. It thus constitutes a step-by-step guide for workers and volunteers to inspire, empower young people and achieve good results in their campaigns.

Part 1 - Circular Economy

The objective of this topic is to show through a table the meaning of the strategies named R's of sustainability, what each one means and how it is interconnected with the circular economy. As well as some examples of projects that operate in this concept to have as references and realize the possibility of applying a circular economy in various sectors and businesses.

| CIRCULARITY AND "R'S" | | | | |
|---|--|---|--|--|
| Strategies | | | | |
| <p>Circular Economy</p> <p>Increasing Circularity</p> <p>Linear Economy</p> | Smarter product use and manufacture | R0 Refuse | Make product redundant by abandoning its function or by offering the same function with a radically different product. | |
| | | R1 Rethink | Make product use more intensive (e.g. by sharing product). | |
| | | R2 Reduce | Increase efficiency in product manufacture or use by consuming fewer natural resources and materials. | |
| | Extend lifespan of product and its parts | R3 Reuse | Reuse by another consumer of discarded product which is still in good condition and fulfils its original function. | |
| | | R4 Repair | Repair and maintenance of defective product so it can be used with its original function. | |
| | | R5 Refurbish | Restore an old product and bring it up to date. | |
| | R6 Remanufacture | Use parts of discarded product in a new product with the same function. | | |
| | Useful application of materials | R7 Repurpose | Use discarded products or their parts in a new product with a different function. | |
| | | R8 Recycle | Process materials to obtain the same (high grade) or lower (low grade) quality. | |
| R9 Recover | | Incineration of material with energy recovery. | | |

Part 2 - Main Elements for Successful Awareness-raising Campaigns

In order to reach the target audience, generate a positive impact and make more effective, it is crucial to consider the following key aspects in the development, implementation, and evaluation of awareness-raising campaigns:

1. Define your objective and target audience

Firstly, all campaigns have to start with a clear definition of the objective and scope: what do you want to achieve? What is the exact topic you want to focus on? Campaigns are more effective when the topic is specific, concrete and clearly defined.

Then, it is essential to know who your target audience is so that you can adapt your message to their needs and interests. For the most effective message, content and references, consider factors such as age, gender, geographic location and socio-economic status when defining your target audience.

2. Accessible language

Use plain language: avoid technical jargon and use accessible language so that everyone can understand the message. Use a creative and engaging approach to capture the audience's attention.

To ensure effective communication, you must understand your audience's profile. It is important to take into account how your message can be captured according to the social, economic, and political context of each one and how much the message is relevant to them in the current context.

It is possible to demonstrate the relevance of the message by connecting with the themes and personal experiences of the audience. For example, "*How this message can actually affect your daily life, your family, your community?*". These questions can guide the choice of the best

intonation to be used, whether it will be more formal or informal, according to the receiver's profile.

3. Graphic design

When the target group of the campaign is young people, there is a big challenge to capture their attention given the fact that they are already exposed to a lot of messaging and publicity. It is therefore important to choose the most suitable format for the campaign.

Nowadays, most communication campaigns focus on social media but you can use a combination of different formats to make the campaign more dynamic, such as videos, infographics, podcasts, and social networks. The chosen format must be appealing, easy to understand, easy to disseminate and should also contain visual and multimedia elements (e.g. photographs and illustrations). When the focus of the campaign is young people, we have an even greater challenge in capturing attention.

4. Practical examples / Reference

The message should also be transmitted in a way that connects issues to the reality of the audience. For people to understand the importance of the circular economy, use real and practical examples to illustrate how the circular economy can make a difference in their daily lives.

It might also be relevant to present successful cases of companies and businesses of which have adopted circular practices and solutions. Most awareness-raising campaigns contain basic tips on how to rethink consumption habits, reduce waste, reuse materials and recycle properly. See the good practice manual: <https://thecircularway.eu/case-studies/>

5. Passive and active methodologies

To have an impact, communication must empower and motivate the audience to take action. To do this, it is necessary to try to understand the target audience through their knowledge, attitudes, behaviors, and whether there are barriers to action.

Organize different types of activities, not only passive communication materials (e.g. written or visual) but also workshops that require active involvement of youth. Introduce examples to demonstrate the concept of the circular economy to young people and how it can affect daily habits through playful and dynamic demonstrations.

An effective way to address this issue can be through *non-formal education* methods that can contribute to the formation of critical opinions, as well as individual engagement. This methodology can expand the didactic approach, enrich the educational experience and stimulate creativity, and promote accessibility and social inclusion.

Some examples of activities:



1. **Activate skills:** activities to identify how young people are able to act in collaborative communication and what the concept of the circular economy means to them. Organise activities through for example drawings, games, poems, and activities in public spaces.

2. **Upcycling workshops and clothing swaps:** Organize a small event where young people can learn to repurpose and transform discarded materials into new and useful products. This encourages creativity and a mindset of reusing materials rather than discarding them. At the same time, they can exchange their clothing and accessories with others. This promotes the idea of extending the lifespan of garments, reducing textile waste, and embracing a more sustainable approach to fashion.





3. Waste audits: Conduct waste audits in schools or community spaces with youth participation. This involves sorting and analyzing waste to identify opportunities for recycling, composting, or reducing waste generation. It helps raise awareness about the importance of waste management and encourages responsible consumption.

4. In action: Involve young people in organizing circular economy awareness campaigns among their families, friends, and community. They can disseminate educational materials, use social media platforms to spread knowledge and inspire others to adopt circular practices, and most importantly become activists in the cause.



5. Empower: For older audiences, it might be suitable to integrate a political dimension, for instance by simulating a political assembly where each group of young people represents a different stakeholder (local community, government, activists...) to discuss what measures and improvements are necessary to implement circular economy for a fairer and more sustainable community.

6. Collaboration

When we talk about an awareness-raising campaign, it is very important to take into account the different actors that may be involved. In social impact projects, in this case, related to a circular economy, a concept that involves different stakeholders, working together with a variety of organizations is fundamental.

Partnering up with other organizations that address the topic is always very relevant to bring different perspectives to the topic. You can connect with people from the local community, such as businesses, influential people who work directly with the circular economy, activists and politicians, responsible for the implementation of public policies also connected to the theme.

7. Dissemination

Identifying the ideal channels to disseminate the campaign and the message is very important for the communication strategy. The choice of media must be in accordance with the identified profile of the target audience so that we can attract it, increase the audience, and generate good results.

Firstly, it is possible to identify slogans to attract the audience, which can be disseminated in different media and formats. The main purpose of a campaign slogan is to share a powerful message in a concise and memorable phrase, impact the target audience, evoke emotions, and inspire action.

Examples of slogans/taglines:

1. "Let's together regenerate the planet with a circular economy! Discover how you can make a difference."
2. "Did you know that circular economy can help save the planet? Join us in this mission and find out how you can be part of the solution!"
3. "Circular economy is the key to a sustainable future. Learn more about this growing trend and how it's changing the way we live and work."

4. "Concerned about the future of the planet we'll leave for our children? Discover how circular economy can help protect our planet and ensure a better future for our youth."
5. "The generation that will change the world. Join us in the circular economy and make a difference today for a better tomorrow."

Some **channels** that can be used for awareness campaigns.

Online:



Website: a specific platform to present the campaign and provide more information about the project, announce who the collaborators and organizations involved are, a space to publish news and updates, and a communication channel with the public, among other alternatives that this channel can provide.



Social Media: platforms such as Instagram, Facebook, LinkedIn, and TikTok, are capable of creating closer communication with your audience by presenting content that makes sense with their profiles and interests.



Newsletter: could be relevant to bring more recent information, more theoretical content, and that attract leads and the audience to access other communication platforms, such as the website, social networks, and even perform some registration, purchase, or subscription through a call to action.



Social communities: create groups and communities to talk and discuss the content and create a networking space.

Offline:



Advertising: relate to the main media in the region that help disseminate the campaign through articles, news, and information in newspapers, magazines, radios, outdoors and banners.



Events and conferences: participate in conferences related to the theme to be able to present the project and create a network with professionals in the area.

Media Kit:

Develop communications materials and share with other organizations and media can help with the dissemination of the campaign. Send a press release about the project, institutional presentation, and photos of content that can help partners to publish.

8. Action plan

The main purpose of an action plan in a campaign is to outline a clear roadmap for achieving the goals. It is a strategic part, with the function of detailing specific tasks, deadlines and responsibilities. The action plan aims to provide a structured approach, ensuring effective coordination and execution of activities. All the elements mentioned in the previous points should be in the action plan as steps to, maximize efficiency, track progress and increase the likelihood of success.

This element is the longest and most relevant phase of the project. A good action plan is essential for the success of the project, but it will not be enough without good implementation. This part involves project management for quality assurance of the results.

| CONTROL ITEMS | WHAT | WHERE | WHEN | WHO | WHY | HOW | HOW MUCH | STATUS |
|-----------------------------|---|---------------|-----------|-----------------|---|--|----------|---|
| Project presentation | The presentation with all information about the project | Online Format | XX/XX/XXX | People 1 | It is the main material for raising funds, publicizing, communicating and promoting the project | Follow the proposed summary | XXX € | Development Search Revision Approval |
| Website | A digital presentation about the project | Landing page | XX/XX/XXX | People 1 | Digital page with all the information on the project and a place for disseminating the content | Follow the proposed design and content | XXX € | |
| Media Kit | Presentation | Online | XX/XX/XXX | Project Manager | To disseminate the project | Images + Description + Contacts | XXX € | |

**5W2H STRATEGIES EXAMPLE

9. Evaluate results

Monitoring and validation of results are crucial to evaluate the impact of the awareness-raising campaign. Through this evaluation, it is possible to verify if the chosen strategy had the desired impact and effectively reached the target audience. If not, changes should be considered such as changing the content, reallocating funds, rescheduling content and revising texts. This monitoring occurs in parallel with the execution of the action plan to identify adjustments and improvements to maximize the impact of the campaign.

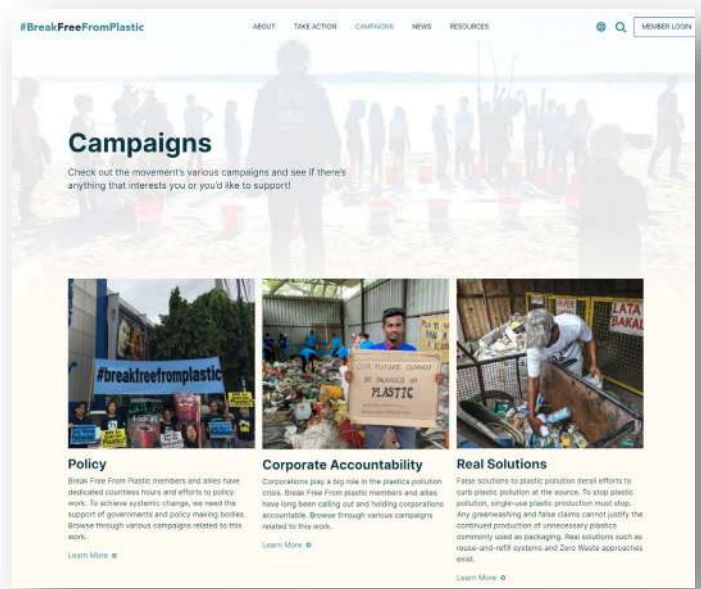
The validation of results is important to verify if the defined goals were achieved and if the investments made had the expected return. Only with monitoring and validation, it is possible to guarantee the success of the awareness campaign and the achievement of the desired results. It is important that all stakeholders involved in the creation and execution of the project participants can share their lessons learned, reflections, and feedback. The project results should be properly communicated to all stakeholders involved.

Part 3 - Examples of Successful Awareness-raising Campaigns

Break Free From Plastic:

#BreakFreeFromPlastic

“Break Free From Plastic” is a global movement that aims to reduce the excessive use of single-use plastics and promote sustainable solutions. The initiative aims to raise awareness through different campaigns about the negative impacts of plastic on the environment, especially in the oceans, and create pressure on companies and governments to adopt measures to reduce the production and littering of plastic waste. Some of the campaigns relevant for youth are for example ex: Youth Summit, BFFP Youth Statement on the Global Plastics Treaty.



We Choose Reuse:



"We Choose Reuse" is a campaign organized by *Break Free From Plastics* aiming to promote reuse solutions for the plastic pollution crisis. Through awareness-raising (among consumers, companies and policymakers) and advocacy *We Choose Reuse* aims to reduce the use of single-use plastics and stimulate reuse systems for packaging. The objective is also to reduce the waste and pollution caused by disposable products, encouraging people to make more conscious choices regarding consumption.



Love Food Hate Waste:



"Love Food Hate Waste" is a campaign that aims to reduce food waste. The initiative raises awareness among people about the negative impact of food waste on the environment and society. The campaign provides tips and resources to help people store and use food in a more efficient way and avoid discarding unnecessary food.

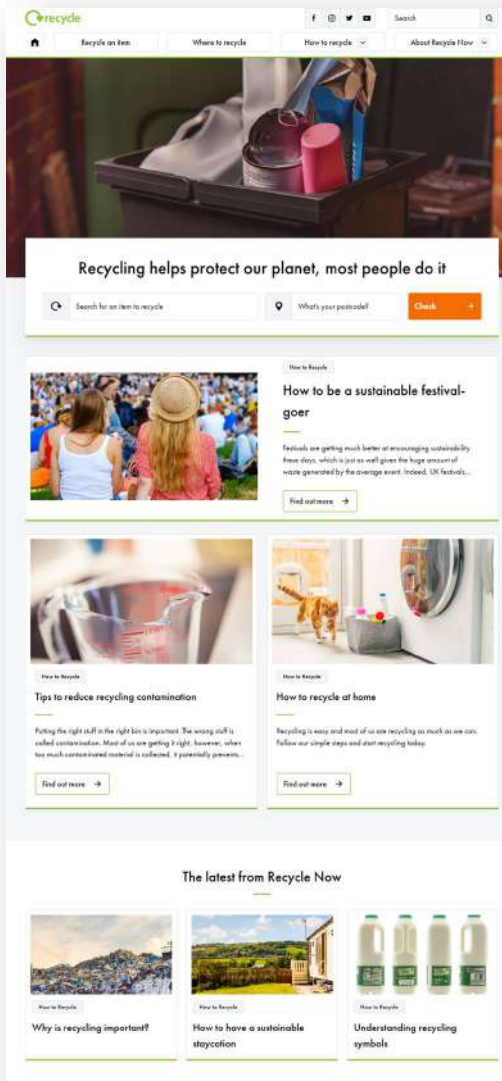
Plastic-Free July:



“Plastic Free July” Is a global campaign that challenges people to come up with solutions to plastic pollution and avoid the use of single-use plastic during the month of July. The initiative encourages the adoption of sustainable alternatives to plastic at school, at home, at events, at work, in the community among others. The campaign aims to raise awareness of the amount of plastic waste discarded on a daily basis and encourage behavioral changes.



Recycle Now:



“Recycle Now” is a UK campaign with the objective is to encourage and educate people about the importance of recycling. The initiative gives information on what can be recycled, how to properly separate materials and where to find collection points. The campaign also aims to increase recycling rates and reduce the amount of waste sent to landfill, contributing to the preservation of the environment.

Part 4 - Additional Resources

[Guide for Awareness-Raising Campaigns](#)

[Guidance on organizing an advocacy or awareness-raising campaign on lead paint](#)

[Awareness raising & Communication Campaigns - Training manual](#)

[Eurostat - Statistics on Circular Economy](#)

[CE Glossary - Ellen MacArthur Foundation](#)

[Good Practices - EU](#)

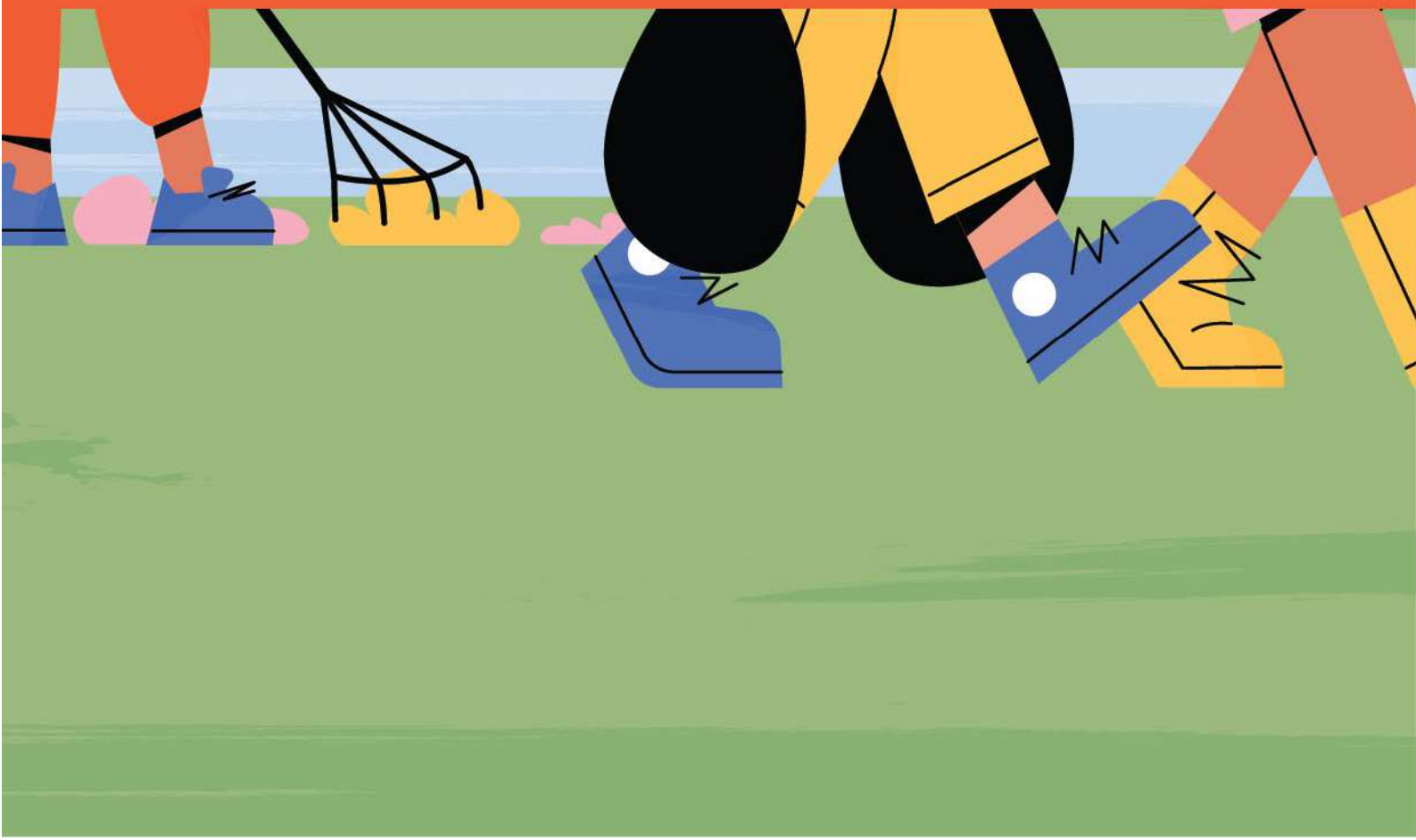
[Strategic for planning an event](#)

[Reference of projects and programs](#)

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