

TO INCLUSION

THE CIRCULAR WAY

TRAINING EVENT FOR YOUNGSTERS

Santiago de Compostela (Spain)
1 – 5 July 2024



YOUTH EMPOWERMENT THROUGH CIRCULAR ECONOMY



**Co-funded by
the European Union**

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Proj No: 2022-1-ES02-KA220-YOU-000086302

TO INCLUSION THE CIRCULAR WAY



YOUTH EMPOWERMENT THROUGH CIRCULAR ECONOMY



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Day 1: Group Warm Up Activity: getting to know each other

Method: Name game and speed dating

Duration: 30 minutes

Introduction:

"Hello everyone! Welcome to our Erasmus+ training on the circular economy. My name is Roxana, and I will be leading our warm-up activity today. This session is all about getting to know each other and having some fun together. The purpose of this activity is to break the ice, help you learn each other's names, and start building connections that will be valuable throughout our time together. We'll be playing two games: a Name Game and a Speed Dating Clock activity."

Objectives:

- Know each other's names and a fun fact about each person.
- Have interacted with multiple participants through a series of quick conversations.
- Feel more comfortable and connected as a group."

Instructions:

Name Game: (10 minutes)

- Everyone stands in a circle.
- One by one, each person will say their name, a word that defines them starting with the first letter of their name, and perform a representative gesture.
- After each introduction, the whole group will repeat the name and gesture together.
- We'll go around the circle until everyone has had a turn.

2. Speed Dating Clock: (12 minutes)

- Take your phone write four hours marked on it: 9, 12, 3, and 6.

- You have 5 minutes to walk around the room and find a different partner for each time slot. Ask if they're available at a specific hour and if they say yes, write their name down.
- Once everyone has their clocks filled with partners, we'll start the 'dates.'
- Each date will last 3 minutes. I'll give you a question to discuss during each date. When time is up, I'll signal, and you'll move on to your next partner."

Questions for Each Date:

- 9:00 - "If you could have any superpower, what would it be and why?"
- 12:00 - "What is the most exciting adventure you've ever been on or would like to go on?"
- 3:00 - "If you win the lottery, what would you do with the money?"
- 6:00 - "What is your favorite hobby ?"

Debrief: (5 minutes)

- Reflect on the Activity (2 minutes):
- How did it feel to share and learn fun facts about each other? Did you discover any surprising common interests or connections?"

Conclusion:

"Thank you for participating! I hope you had fun and feel more connected with each other. Let's carry this energy forward into our training sessions."

Materials:

Phone, Flipchart, Markers

Day3: Group Warm Up Activity: Reflection on the feelings and learnings

Method: Reflection through Snowball Method

Duration: 15 minutes

Objective:

- To energize the group and create a playful start to the day.
- To help participants reflect on their experiences and learnings from the first two days of training.
- To foster a sense of community through shared reflections.

Introduction (2 minutes):

- Briefly explain the purpose of the activity:

"Good morning everyone! Today, we're going to start with a fun and energizing activity called the 'Snowball Reflection.' This will help us reflect on our experiences and what we've learned so far in a playful way."

Write Reflections (3 minutes):

- Distribute a piece of paper and a pen to each participant.
- Ask everyone to write a short reflection about their experiences from the first two days. This could be a word, phrase, or sentence that captures their feelings or a key learning.
- Give them a minute or two to write down their reflections.
- Once everyone has written their reflection, ask them to crumple their paper into a ball.
- Explain that these paper balls represent snowballs.

Snowball Fight (1 minute):

- Have everyone stand up and, on your signal, throw their snowball across the room.

- Encourage them to have fun but also to be mindful of each other's space.

Pick Up Snowballs (2 minutes):

- After the snowballs have been thrown, ask each participant to pick up a snowball that is not their own.
- Ensure everyone has a snowball in hand.
- Go around the room and have each participant read the reflection on the snowball they picked up.
- As each reflection is read, note any common themes or interesting insights that come up.

Flipchart Cloud (2 minutes):

- After all reflections have been read, ask participants to come up to a flipchart where you've drawn a large cloud.
- Each person writes a word or phrase from the reflection they read aloud into the cloud.

Conclusion (1 minute):

"Thank you for sharing your reflections. It's amazing to see the variety of experiences and learnings we've had so far. Let's keep this energy and sense of community as we continue our training today."

Materials:

Pieces of small paper (one per participant), Pens or pencils (one per participant), Flipchart paper and markers

Day 3: Workshop: Tips & Tricks on the use of video to promote Circular Economy

Method: Practical dissemination activity

Duration: 90 minutes

The 20 participants will be split into 5 groups of 4 persons. The aim of this workshop is to promote awareness of the circular economy by engaging participants in creating short, impactful videos (Instagram Reels) focusing on one of the key principles of the circular economy, known as the "5 Rs": Reducing, Reusing, Refurbishing, Repairing, and Recycling. Participants will learn about these principles and how to use video making as a tool to spread awareness and encourage sustainable practices.

1. Introduction (5 minutes):

Welcoming participants and introducing the concept of the workshop.

Highlighting the importance of using media, particularly short videos, to raise awareness and promote sustainable practices.

2. Group assignment and briefing (5 minutes)

Split participants into 5 groups of 4.

Assign each group one of the "5 Rs" as their theme.

At the end of the workshop every group should have done 1 video of 30 seconds, the purpose of the video would be to create awareness of circular economy, especially on one of the R'. You have the liberty to express your creativity on how you want to film but the idea is to convey 1 message that is clear. At the end we will share the videos on the account of the organizations (if everybody agrees with it).

Explain how the workshop is going to take place: 20 minutes of brainstorming and defining the ideas (What is the concept, splitting roles: who is going to film, who is going to be film, who is going to do the montage, groups can use the whiteboard or flipchart to organize their thoughts and plan their video structure.

40 minutes of filming the video.

20 minutes of editing.

10 minutes to conclude and watch the videos.

3. Implementation of the activity

The participants will start to create their video, the facilitators will go through the room to help each group.

4. Conclusion

Watch the video and talk about it.

Materials:

- Smartphones or tablets with video recording capability
- Basic video editing apps (e.g., CapCut, InShot, iMovie, or any preferred app)
- Internet access (optional, for research purposes)
- Props and materials for video content (can be sourced from workshop location or participants)
- flipchart papers for group brainstorming
- markers and pens

Day 5: Group Warm Up Activity: Reflection on the feelings and learnings

Method: Reflection

Duration: 15 minutes

Objective:

- To energize and unite the group at the start of the final day.
- To facilitate a continuous storytelling experience that reflects on personal growth and memorable moments from the training.

Introduction (2 minutes):

- Gather participants in a circle.

Briefly explain the purpose of the activity:

"Good morning everyone! For our final day together, we're going to engage in a storytelling activity called the 'Continuous Reflective Storytelling Circle.' This will allow us to share our experiences and reflections from the past days in a continuous flow."

Continuous Storytelling (10 minutes):

- The first person begins by sharing a brief story or memorable moment from their experience over the past days, starting with "During the last 4 days, I..."
- Each subsequent participant continues the storytelling by seamlessly connecting their own experience or learning from the training.
- Encourage participants to listen actively and smoothly transition from one story to the next, creating a continuous narrative thread.

Conclusion (3 minutes):

After each person has contributed, briefly wrap up the activity:

"Thank you all for sharing your stories. Let's carry this collective energy and inspiration into our final activities today."

Debrief Explanation:

Examples:

Participant 1 (Learning): "During the last 4 days, I discovered new strategies for sustainability."

Participant 2 (Interculturality): "Building on that, I enjoyed cultural exchanges with participants from around the world."

Participant 3 (Having Fun): "Following that, I had a blast at a spontaneous karaoke night."

Participant 4 (Exploring the City): "Continuing with that theme, I explored local markets and tried diverse cuisines."

YOUTH PASS: Recognition of competences related to Circular Economy and Inclusion

Method: YouthPass activity

Duration: 30 minutes

You have 15 minutes to do as many tasks as possible from this list:

- Make a poem about the Circular economy in your language.
- Translate in one of the project languages Romanian the following phrase: I am happy because I am doing what I like.
- You have 3 friends coming for dinner and you are going to cook for them. Your budget is 30 euro. Make a shopping list including quantities and prices.
- Make a drawing using an app. It will include at least 3 people, 1 house and 1 car.
- Learn how to make an origami (one of them, the one that you don't know how to do already).
- Find out one recipe of Galician food
- Create a plan for a free afternoon in Santiago de Compostela. Look for information, costs, transportation, what to do, how much time it takes, etc.
- Decide on 2 things other people should know about the culture of the country you are coming from, write them on a paper and present them to the group.

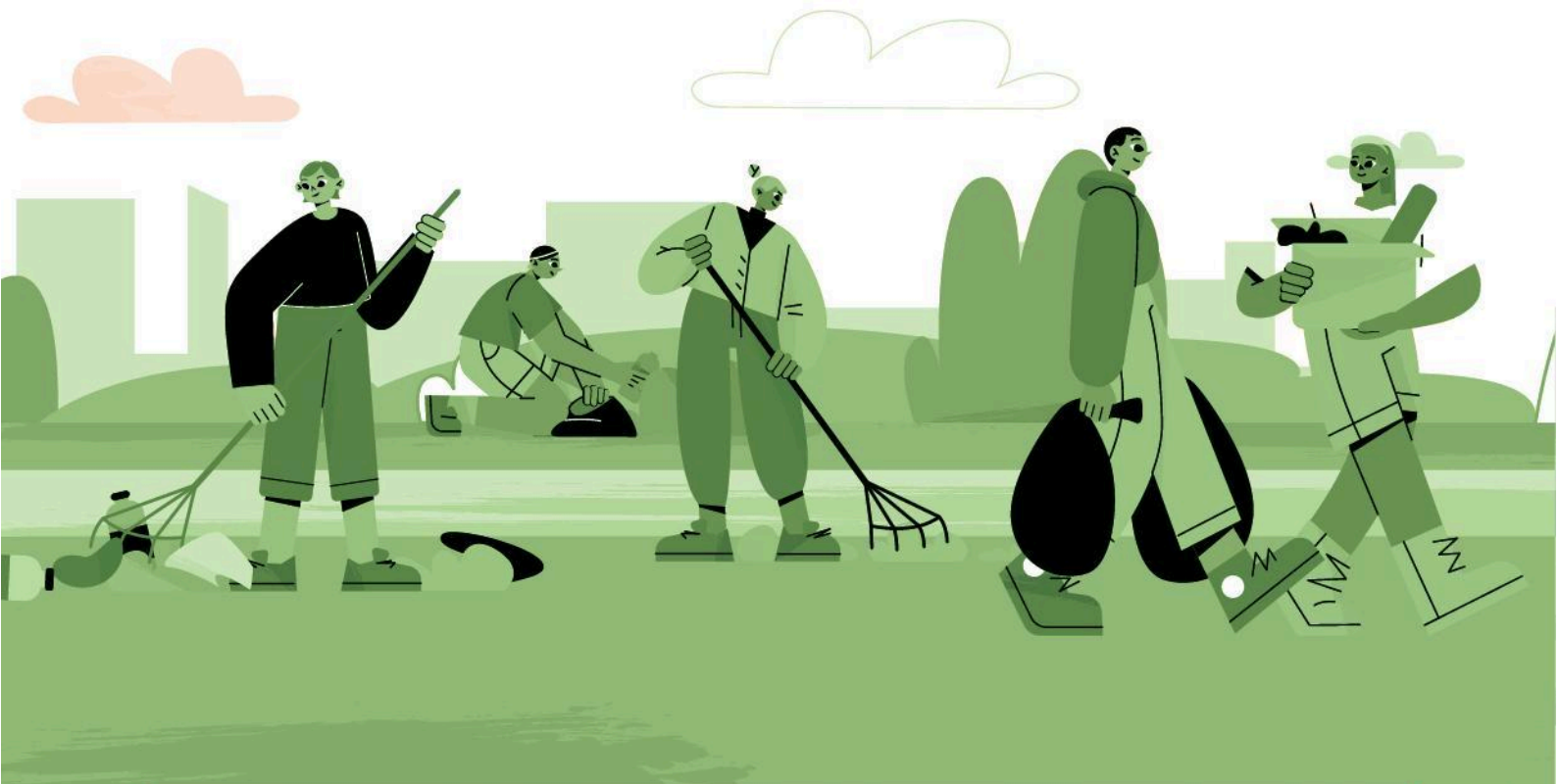
Materials: Flipchart, Markers/Pens



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ABOUT US

CEP is a **non-profit organisation** committed to accelerating the transition to a circular economy in **Portugal**. Our vision is of a low-carbon, zero-waste society that favours the preservation of resources and the regeneration of ecosystems.

To achieve this vision, CEP shares knowledge and raises awareness of the concept of the circular economy and develops and implements projects that apply the principles of circularity in practice through reuse, repair, upcycling and sharing.

CEP is also a network of **circular pioneers**, innovative companies with which we develop the various workshops and projects proposed in this portfolio.





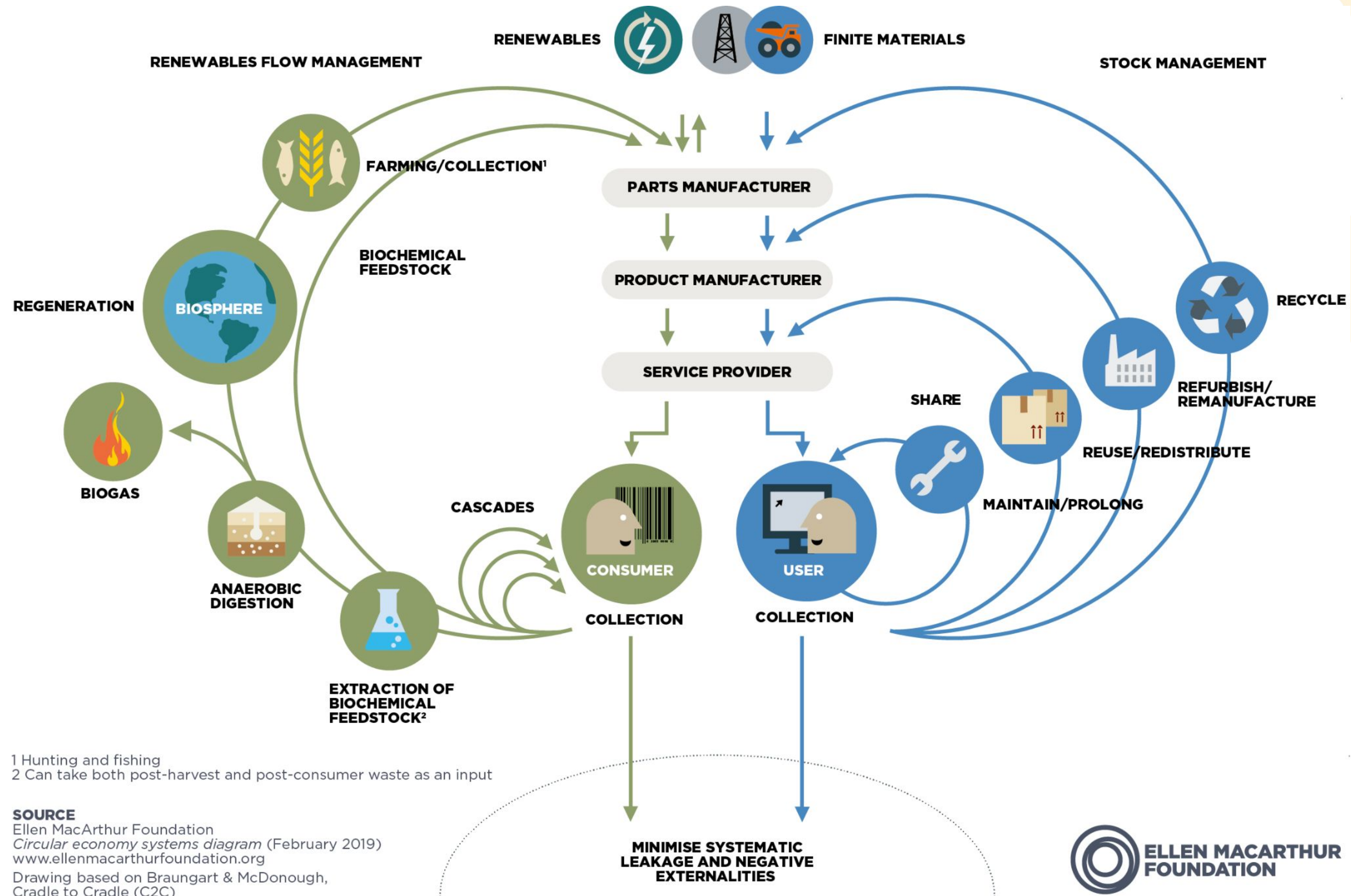
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WARM UP | Mind map Group

WHAT DOES THE CIRCULAR ECONOMY MEAN TO YOU?



The butterfly diagram: visualising the circular economy



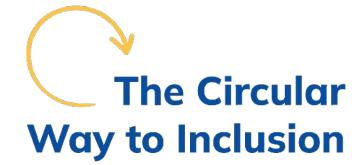
1 Hunting and fishing
2 Can take both post-harvest and post-consumer waste as an input

SOURCE
Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
Drawing based on Braungart & McDonough,
Cradle to Cradle (C2C)

The Story of Philips and Planned Obsolescence of Their Light Bulbs

PHILIPS





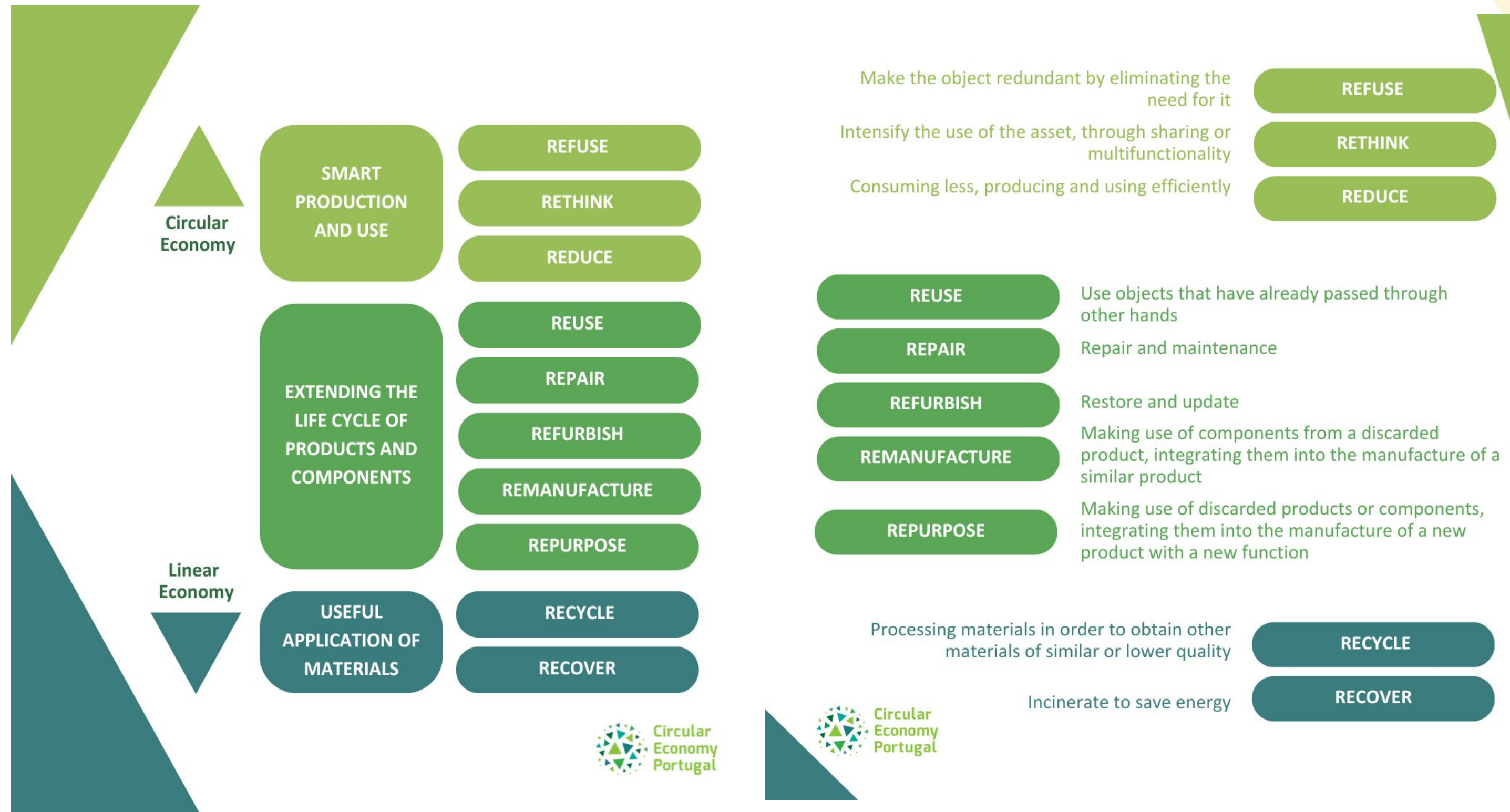
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CIRCULAR ECONOMY

HOW TO IMPLEMENT THIS SYSTEM IN OUR SOCIETY TODAY?



CIRCULAR ECONOMY



Case Study:



Patagonia, a renowned company in outdoor clothing and gear, exemplifies a commitment to sustainability and environmental responsibility. The company adopts several Circular Economy practices aimed at minimizing environmental impact and promoting product longevity. Some of Patagonia's sustainability actions include:

Worn Wear Program:

- Encourages customers to repair, reuse, and recycle old clothes and gear. The company offers repair services, sells used clothing, and promotes exchanges among consumers.

Sustainable Materials:

- Uses recycled and organic materials in its products. Patagonia is a pioneer in using recycled polyester and organic cotton, reducing dependence on virgin and toxic raw materials.

Ethical and Transparent Production:

- Partners with factories that follow fair and sustainable labor practices. Transparency in the supply chain is a core value, ensuring all production stages adhere to environmental and social standards.

Durable Design:

- Focuses on designing products that are made to last, reducing the need for frequent replacements. Patagonia commits to quality and durability, encouraging consumers to buy less and use products longer.

Environmental Initiatives:

- Dedicates 1% of annual sales to environmental causes through "1% for the Planet," supporting organizations that work to preserve and restore the environment.

Case Study:

FAIRPHONE



Fairphone is a Dutch company that stands out in the electronics sector for its commitment to sustainability and ethics in smartphone production. Since its founding, Fairphone has adopted Circular Economy principles to minimize environmental impact and promote social justice along the value chain. Some of Fairphone's key sustainability actions include:

Modular Design:

- Fairphone smartphones are designed with a modular structure, allowing users to easily replace components such as the battery, screen, and camera. This extends the device's lifespan and reduces the need to buy a new phone.

Use of Sustainable and Fair Materials:

- Fairphone strives to use recycled and ethically sourced materials. The company works directly with suppliers to ensure that the minerals used in its products, such as tin and tungsten, are sourced responsibly and fairly.

Recycling and Reuse Program:

- Fairphone promotes the recycling of old phones and electronic components, offering incentives for customers to return their old devices for recycling. The company also sells refurbished phones, encouraging reuse.

Transparency in the Supply Chain:

- Fairphone adopts a transparent approach to its supply chain, providing detailed information about its suppliers and working conditions in the factories where its products are made. This promotes social and environmental responsibility at all production stages.

Community Engagement and Education:

- Fairphone actively engages with its user community, encouraging repair and maintenance practices. The company offers tutorials and repair guides, empowering consumers to extend the lifespan of their devices.

Case Study:



The sustainable beauty salon Meu Salão is a pioneer in Latin America, adopting practices that promote sustainability and the circular economy. As a certified B Corporation, the company stands out for its innovative environmental management, including the collection and management of waste for composting, monthly neutralization of energy, water, and transport consumption, and donating hair for wig making.

Waste Management and Collection

- They collect and manage waste for composting.
- They conduct selective collection and measurement of all dry waste generated, including paper, plastic, aluminum, glass, and hair waste.

Environmental Impact Neutralization

- They neutralize monthly energy, water, and employee transport consumption.

Donation and Social Responsibility

- They donate hair to organizations that make wigs, along with a symbolic amount for haircuts for donors.

Education and Training

- They continuously invest in the education and training of professionals and employees for sustainable practices.

Commitment to the 2030 Agenda and Certification

- They participate in a group of companies focused on the 2030 Agenda.
- They are a certified B Corporation, being the first BCorp beauty salon in Latin America and the fifth in the world.

Group Tasks:

1. Why are these actions good practices of the Circular Economy?
1. Which of the R's of sustainability do the companies utilize in their practices?
1. What are the key lessons you take from these cases?

ReCloset

Second-Hand Clothes

reCloset 



NÂM

Waste as a Resource

From coffee to mushrooms



SEMPRE A RODAR

Reuse

SEMPRE A RODAR



REPAIR CAFÉ LISBOA

Repair

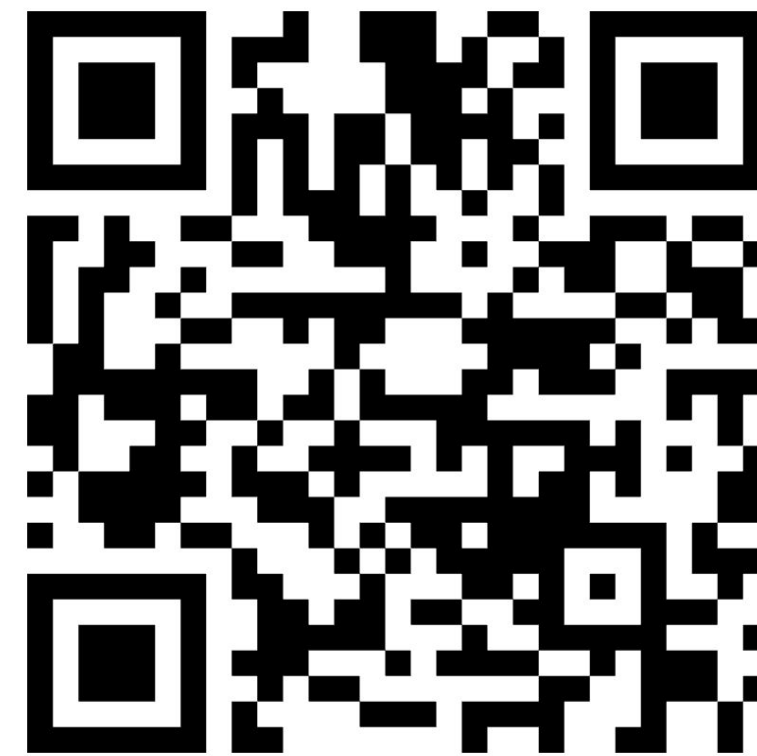




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QUIZZ REPAIR CAFÉ

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Liepāja





100+ Impact Hubs

**60+
countries
25000+
members**





**Manager,
finances**



**NGO
incubator**



Youngsters



Marketing



Female entrepreneurs

- **Non formal education**
- **Mentoring**
- **Seminars**
- **Idea development**
- **Community**





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Shock practice/ Entrepreneurship





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What is entrepreneurship?





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BOSI



BOSI

Builder

Opportunist

Specialist

Innovator

Builder (B)

- Characteristics: Focused on **scaling**. They are **driven, ambitious**, and often take a **structured approach** to grow their ventures.
- Strengths: Excel in **creating systems, processes, and organizational structures** that enable **rapid growth**. They are good at **managing teams, raising capital, and setting long-term strategies**.
- Example Traits: Goal-oriented, strategic, disciplined, leadership skills.

Elon Musk



Opportunist (O)

- Characteristics: Thrive on **new opportunities** and **enjoy the thrill of seizing the moment**. Often charismatic, persuasive, and **enjoy networking**.
- Strengths: **Great at spotting trends, leveraging their network, and taking advantage of market gaps**. They are **flexible** and can pivot quickly in response to new opportunities.
- Example Traits: Persuasive, energetic, risk-taker, networker.

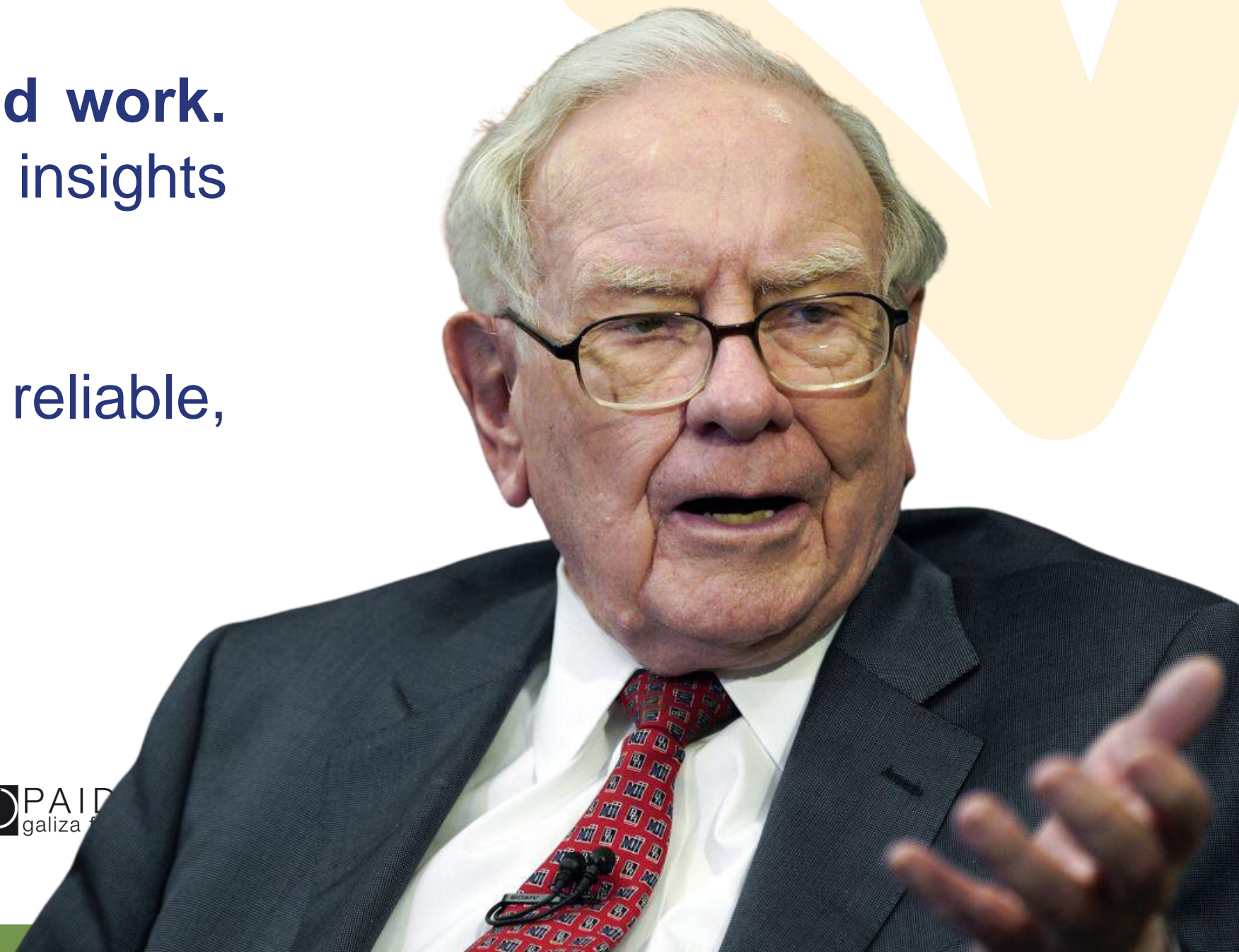
Richard Branson



Specialist (S)

- Characteristics: **Experts in a specific field.** They focus deeply on their area of expertise and aim to become the best in that niche.
- Strengths: **Delivering high-quality, detailed work.** They are knowledgeable and provide deep insights and solutions within their specialty.
- Example Traits: Detail-oriented, expert, reliable, focused.

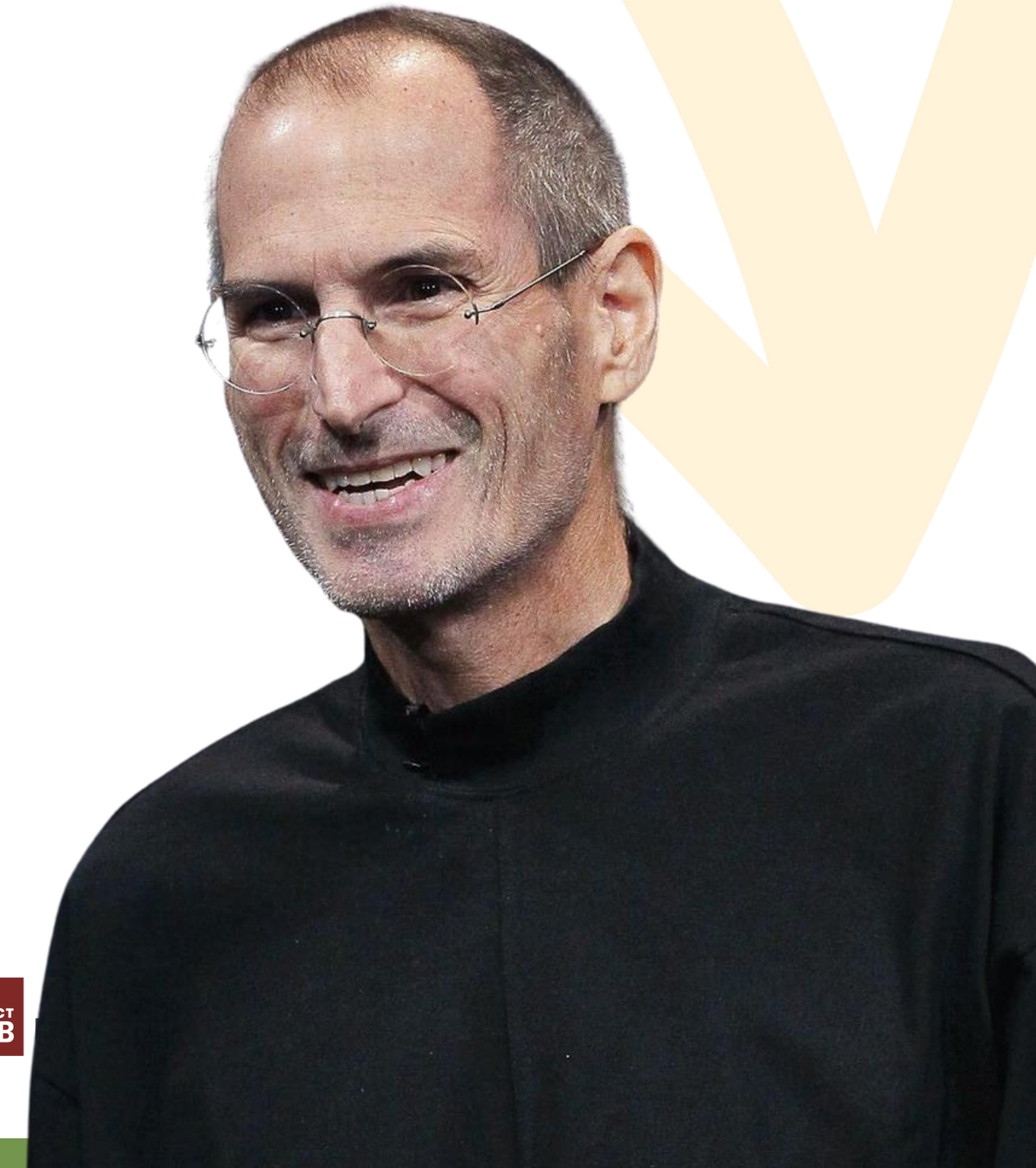
Warren Buffett



Innovator (I)

- Characteristics: **Creative thinkers** who focus on developing new products, services, or ideas. **Enjoy solving complex problems.**
- Strengths: **Generating innovative solutions** and disrupting existing markets. They are good at **thinking outside the box.**
- Example Traits: Creative, visionary, problem-solver, forward-thinking.

Steve Jobs



BOSI test



Brainstorming practice



Bottle Caps

1



Rubber Bands

6



Clothespin

s



Straw

s

7



Por uma sociedade sem desperdício



EMPOWER INNOVATE VALUE ACT



Plastic Spoons

s

8



CONCELLO DE SANTIAGO



PAIDEIA galiza fundación



Toothpick

s

4



Paperclip

s

9



IMPACT HUB Liepāja



Post-it Notes

5



Ping Pong Balls

10



Brainstorming ideas

5min | **Solo brainstorming**

10min | **Work in groups, choose the best idea**

15-20min | **Build around the idea and answer questions**

Circular Economy

Waste Reduction

Problem: How can we reduce waste in our community/schools?

Sustainable Products

Problem: How can we encourage the use of sustainable products?

Youth Inclusion

Employment Opportunities

Problem: How can we create more employment opportunities for youth?

Entrepreneurship Support

Problem: How can we support young entrepreneurs?

Social Inclusion

Community Engagement

Problem: How can we increase community engagement among youth and youngsters with less opportunities?

Education and Awareness

Problem: How can we educate and raise awareness about social inclusion?

Questions to answer

- What problem does this idea solve?
- Who is the target market?
- How will the product or service work? (how you earn money?)
- What resources are needed to start this business?
- What are the potential challenges and how can they be addressed?

Pitching!

Create 1min elevator pitch

You have 5min for the task

Pitching!

1. Hook (10 seconds)

- **Start with an intriguing question, a surprising fact, or a compelling anecdote to grab attention.**

2. Introduction (10 seconds)

- **Introduce yourself and your role**

3. Problem Statement (15 seconds)

- **Clearly define the problem or need your business addresses.**

4. Solution (15 seconds)

- **Present your business idea and how it solves the problem.**
- **Highlight key features and benefits.**

5. Call to Action (10 seconds)

- **Clearly state what you need from the listener**



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Pitching!!!



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CONNECTION BETWEEN CIRCULAR ECONOMY AND YOUNGSTERS' INCLUSION



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| Check list CE & SI | |
|--------------------|---|
| 1 | Determine the rationale and purpose of the activity and check that the objectives are aligned with the overall goals. |
| 2 | Identify and define the competences to be worked on and make sure that the activities promote the development of these competences. |
| 3 | Establish strategic partnerships according to the profile of participants you are addressing and check whether the partners share any sustainability values. |
| 4 | Ensure transparency in financial management and adopt sustainable practices. |
| 5 | Ensure that the plan is inclusive and accessible to all participants. |
| 6 | Make sure that sustainability concepts are conveyed in a didactic way. If it is possible, prioritize a learning by doing methodology |
| 7 | Choose an accessible and suitable venue. Check if it's possible to get there by public transport |
| 8 | Develop effective dissemination strategies and use appropriate communication channels to reach a particular target audience, whether they are more favoured or not. |
| 9 | Promote interactivity and involvement online. |
| 10 | Assign clear roles and responsibilities. |
| 11 | Implement evaluation mechanisms to measure the impact of the activity and to detect improvements for future projects. Involve the participants in the evaluation |
| 12 | Use qualitative and quantitative methods to collect data. |
| 13 | Share evaluation results transparently and openly. |
| 14 | Take into account the time of year with respect to the objective of the project and the target audience. |
| 15 | Choose one (or more) strategies from the R's table to guide the activity. |
| 16 | Prioritize short-term commitment first |
| 17 | Choose suitable and sustainable materials, for example, promote reuse and waste reduction when choosing materials. |
| 18 | Ensure that the project does not involve economic costs for the participants |
| 19 | Sustainably plan food logistics. |
| 20 | If necessary, include transportation scholarship/public transportation financing |
| 21 | Develop a waste management plan. |
| 22 | Avoid printing paper, only print what is strictly necessary. |



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GROUP 01

Outdoor Concert:

- **Event Description:** An outdoor concert in a local park to raise funds for a charity organization.
- **Available Space:** Green area with capacity for 500 people.
- **Number of Attendees:** Expected attendance of at least 300 people.
- **Initial Budget:** \$2000 for sound equipment rental, stage lighting.

- **What is the name of the event?**
- **Will more funding be needed?**
- **Who will be the event's partners?**
- **How will the event's waste be managed?**

GROUP 2

University Theater Festival:

- **Event Description:** A university theater festival featuring short plays written and directed by students.
- **Available Space:** University auditorium with capacity for 200 people.
- **Number of Attendees:** Expected attendance of approximately 150 people per play.
- **Initial Budget:** \$1000 for set design, costumes, and event promotion.

- **What is the name of the event?**
- **Will more funding be needed?**
- **Who will be the event's partners?**
- **How will the event's waste be managed?**

GROUP 3

Corporate Christmas Party:

- **Event Description:** A Christmas-themed party for employees of a company as a thank you for their work throughout the year.
- **Available Space:** Event hall in a hotel with capacity for 100 people.
- **Number of Attendees:** Expected attendance of all employees, around 80 people.
- **Initial Budget:** \$3000 for catering, Christmas decorations, and entertainment.

- **What is the name of the event?**
- **Will more funding be needed?**
- **Who will be the event's partners?**
- **How will the event's waste be managed?**

GROUP 4

Community Film Festival:

- **Event Description:** An outdoor film festival in a community park showcasing classic and contemporary movies.
- **Available Space:** Green area with capacity for 400 people seated on blankets or folding chairs.
- **Number of Attendees:** Expected attendance of at least 250 people per night.
- **Initial Budget:** \$2500 for inflatable screen rental, projector, sound system, and municipal permits.

- **What is the name of the event?**
- **Will more funding be needed?**
- **Who will be the event's partners?**
- **How will the event's waste be managed?**



YOUTH EMPOWERMENT THROUGH CIRCULAR ECONOMY