SEN4CE Module 2

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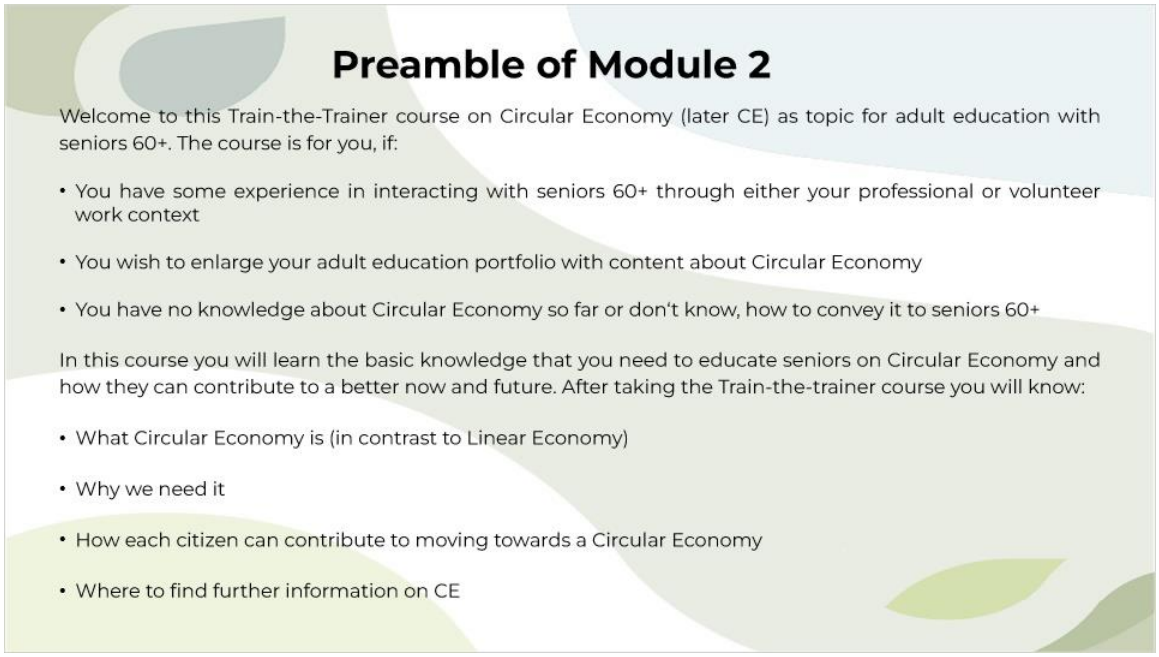
Introduction SEN4CE

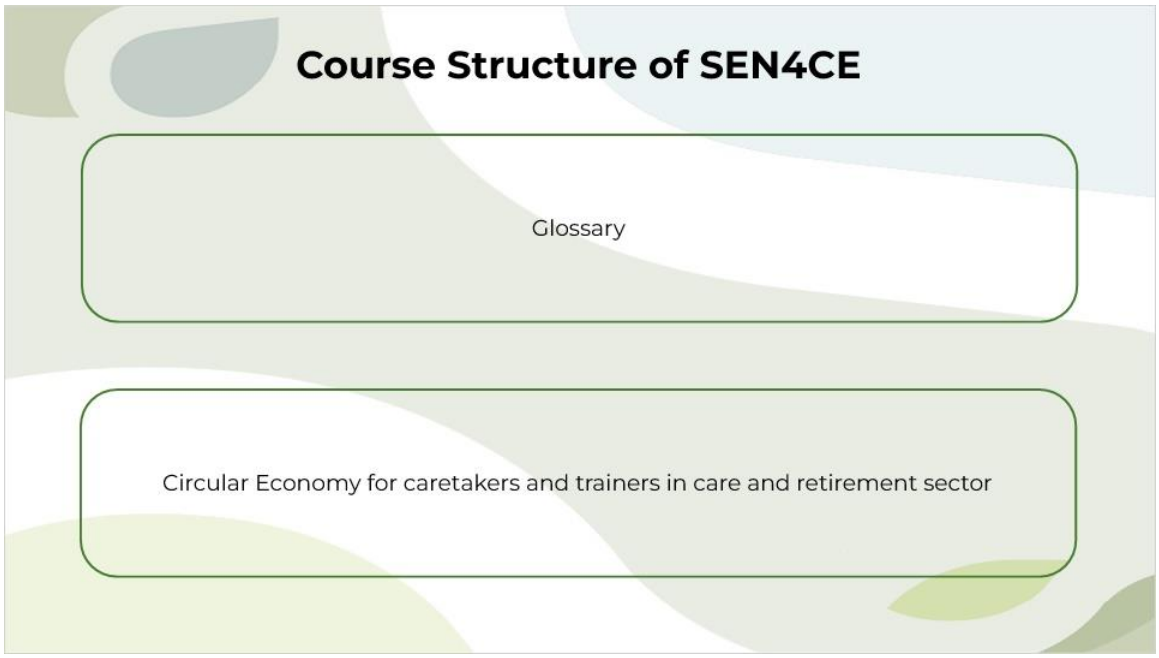
Welcome page

Project partners

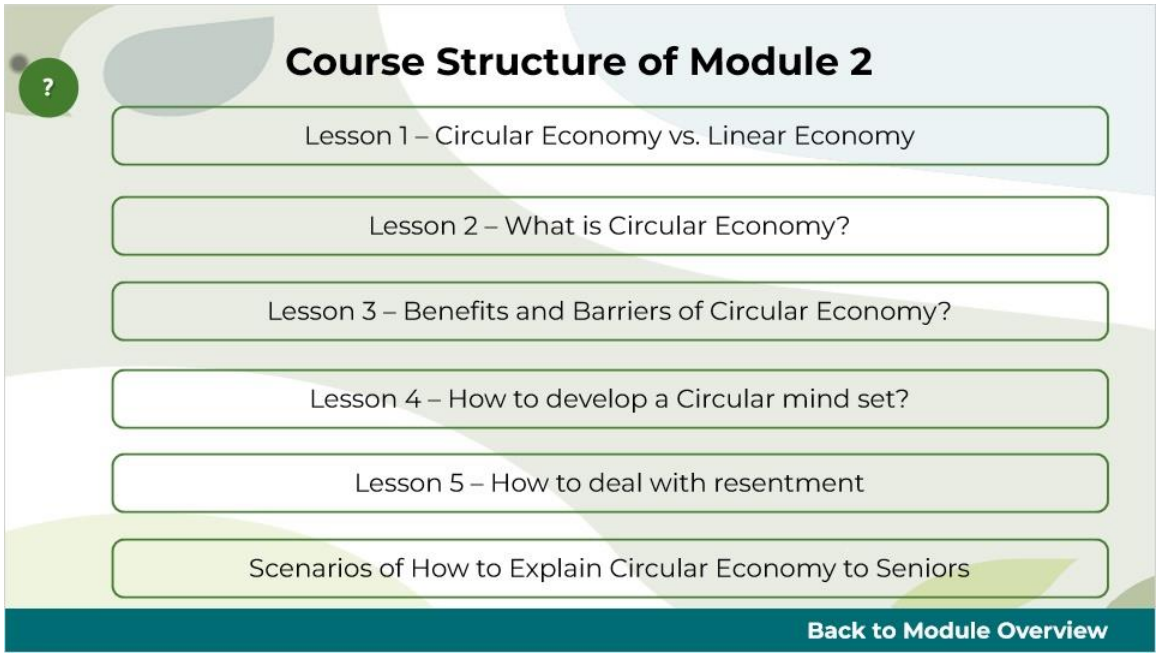
Preamble of Module 2



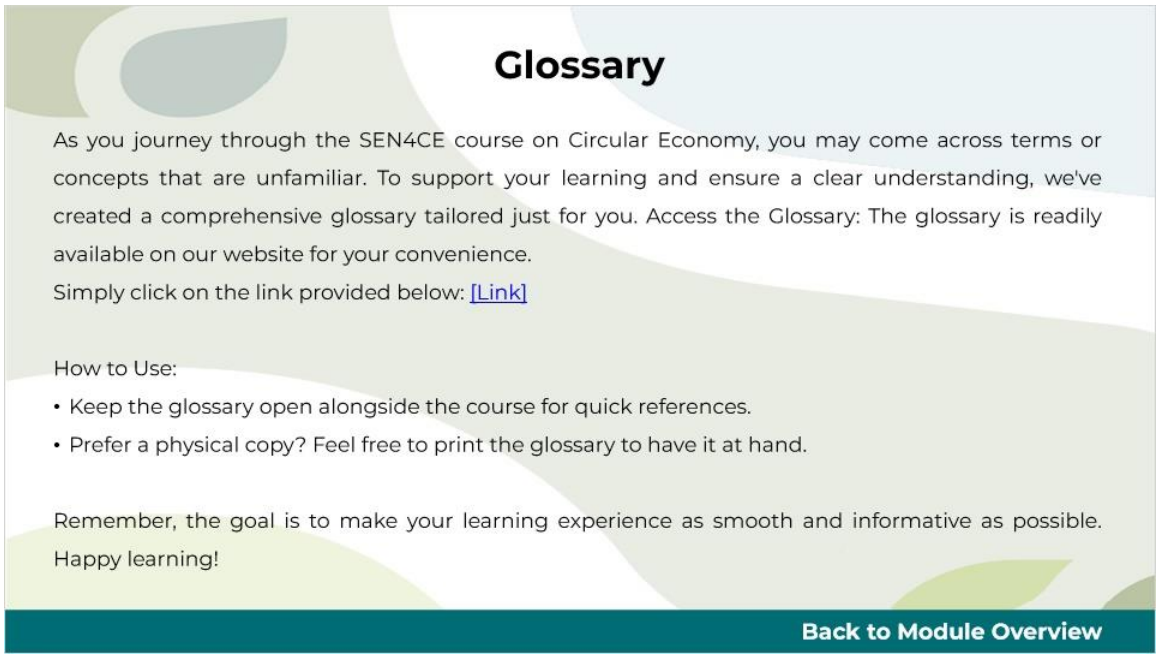
Overview of the SEN4CE Modules



Module 3 Overview

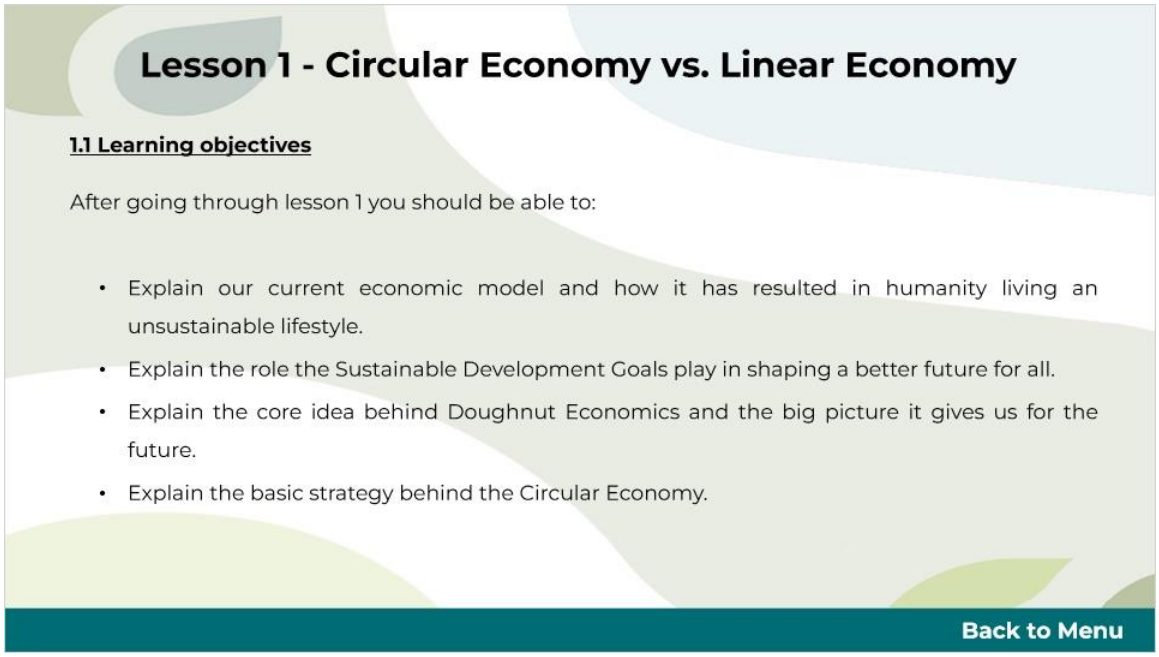


Glossary

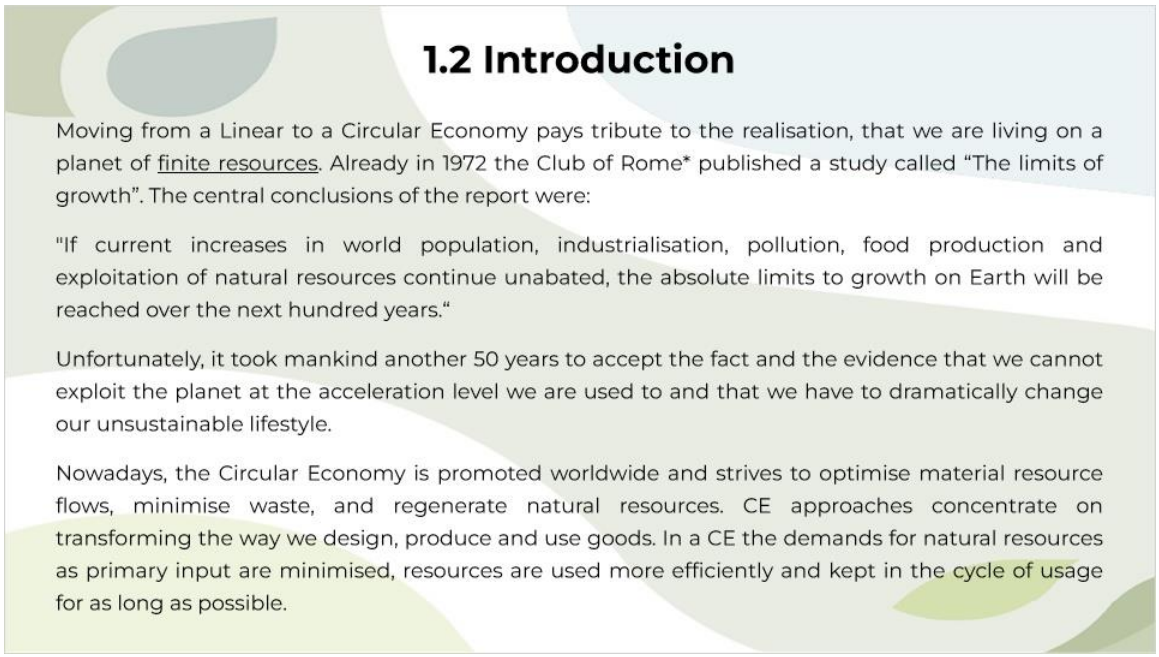


1. Lesson 1 – Circular Economy vs. Linear Economy

1.1 Lesson 1 - Learning objectives



1.2 Introduction



1.3 Linear economy and its impact (1)

1.3 Linear economy and its impact

The current Linear Economic model is a human-centred approach that sees natural resources as existing for human consumption and naively as abundant and infinite. We take from the earth to make products for our personal convenience and when they are no longer desirable or functional, we throw them away. This is where the name ***Linear Economy*** stems from.

TAKE -> MAKE -> CONSUME -> THROW AWAY -> POLLUTE

1.4 Linear economy and its impact (2)

1.3 Linear economy and its impact

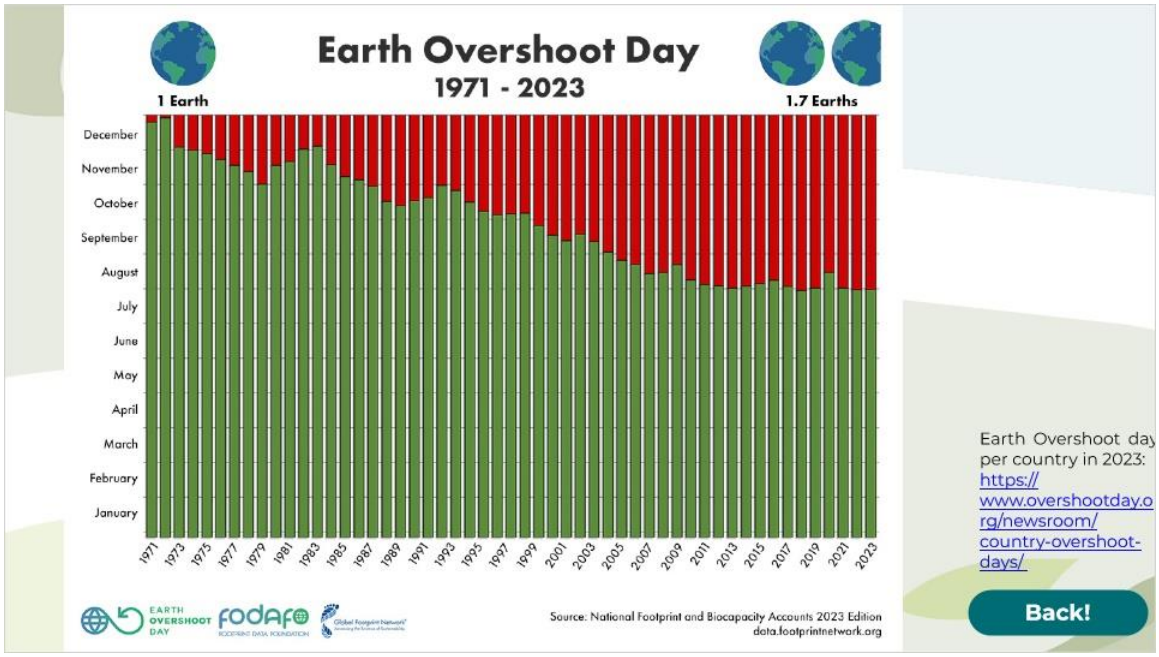
A Linear Economy is unconcerned with the end life of products and their effect on the environment. “Value”, in the form of money, is created by the production and sale of as many products as possible.

It is inherent to capitalism and has led to humankind recklessly using up natural resources faster than they can recover.

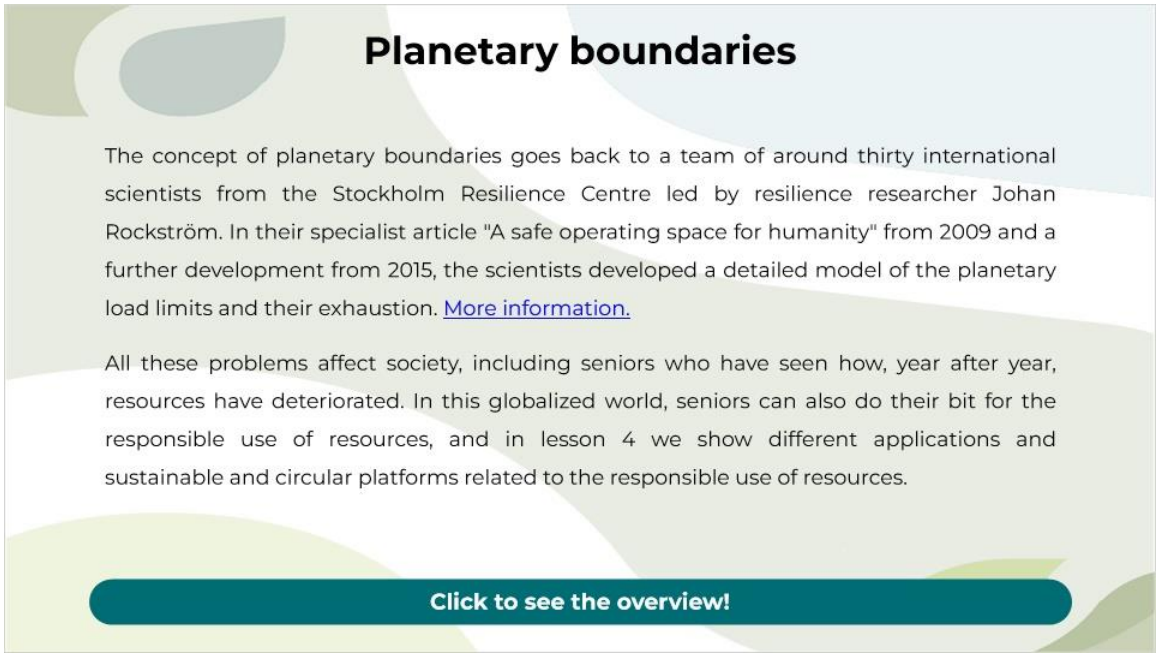
A very good visual representation of this fact is the following graphic of the Earth Overshoot Day 2023 per country, which marks the day when humanity or in this case the population of a country has used up all the natural resources that the Earth can provide within a year.

Click to see the overview!

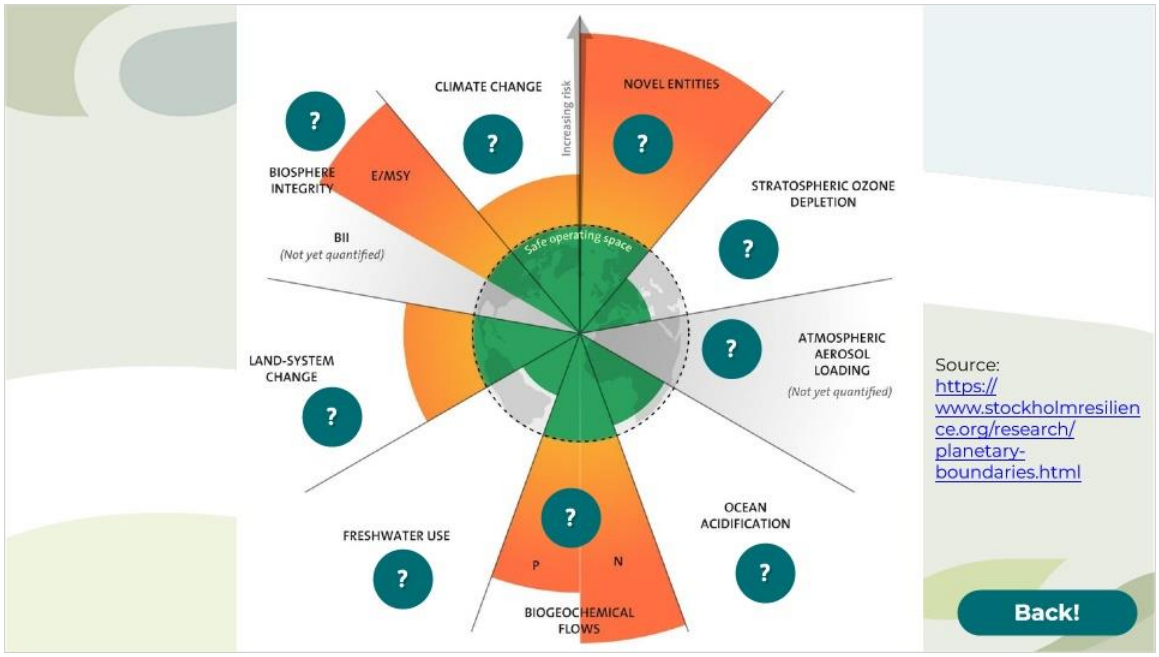
Earth Overshoot Day (Slide layer)



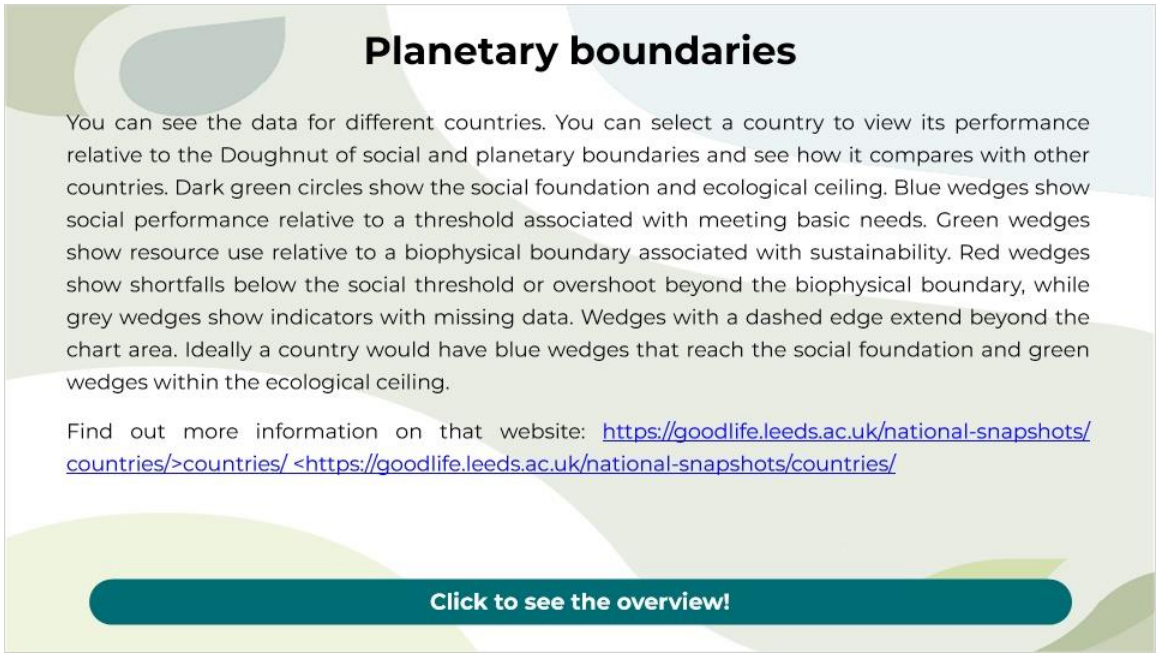
1.5 Planetary boundaries (1)



Planetary boundaries (Slide layer)



1.6 Planetary boundaries (2)



1.7 Whats next? (1)

What's next?

Fact is, we cannot continue the linear way of consumption. We need to change our ways of living now. One could ask, why are humans so thoughtless to destroy their home planet and how did we get there in the first place?

One explanation, that also holds a solution, is that during the (ironically) enlightenment, the great „age of reason" beginning in the late 17th century the human mind and rational thinking became predominant values. Accompanied by the thinking that humans are above all other living beings and have the right to take what they want from earth. The world view developed to humans being the dominant species, above and outside natural systems, deliberately alienated from and opposite to nature. This led to reckless exploitation of natural resources, animals and even humans by humans. Over time the emerging capitalist economic system developed into robber capitalism fostering greed, ruthlessness, and egoism. Humans alienated from their livelihood to a point where „saving the environment" became something that was mocked as a hippie hobby.

1.8 Whats next? (2)

What's next?

Only slowly the realization comes back that humans, like it or not, are inevitably a part of nature and „the environment" is not something out there that we can take care of or not, but that we are highly dependent on. You might have heard of the saying:

Only after the last tree has been cut down /

Only after the last river has been poisoned /

Only after the last fish has been caught /

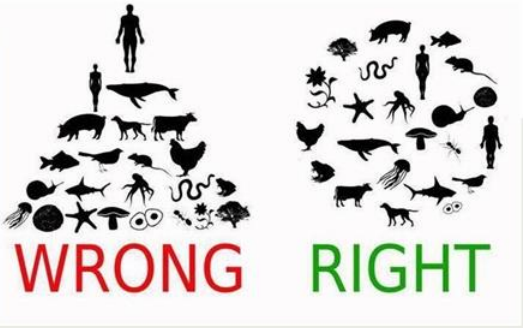
Then you will find that money cannot be eaten.

1.9 From linear to circular

1.4 From linear to circular

So what to do in the light of all the ecological and climate crises on this planet?

Well, first we have to accept the fact that we are an interdependent part of the ecosystem of planet Earth and our survival as a species depends on us learning to live within the planetary boundaries. We are fundamentally connected to nature. If we hurt nature, we eventually hurt ourselves. Once we have accepted that worldwide, we have to use all our human capacities to think and create to find a way of living that is sustainable over time and repairs the damage we have done, for our own sake.



Humans are part of the ecosystem, not above it.

1.10 Sustainable development goals

Sustainable Development Goals (SDGs)

The good news is many government bodies and companies have realised this necessity and taken some action already. The 2030 Agenda for Sustainable Development, crafted in 2015 by the United Nations, and its corresponding Sustainable Development Goals provide a structure for the change we need. The outlined seventeen goals give us concrete, attainable milestones to work toward to achieve economic, social, and environmental sustainability until 2030. The agenda acknowledges the interrelated nature of global issues and insists that solving them must be a collaborative partnership among all stakeholders.

Figure: SDGs according to impact level: https://www.stockholmresilience.org/research/research-news/2016-06-14-the-sdgs-wedding-cake.html

1.11 Doughnut Economy (1)

Doughnut Economy

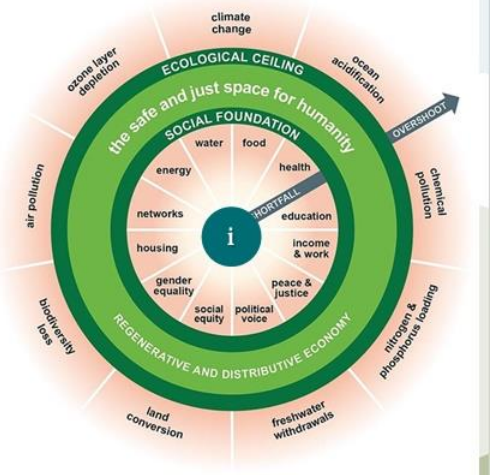
Another helpful concept is Doughnut Economics, an alternative economic framework developed by Kate Raworth to address the challenge of meeting humanity's needs while simultaneously respecting the Earth's limitations. It is an economic mindset to facilitate regenerative and distributive dynamics. It does not focus on specific policies or regulations, but rather on teaching decision-makers to think in a way that brings the world's economies into a safe and just space. It shifts the goal from endless growth to sustained thriving within the doughnut. To achieve this, we have to recognise that economies are embedded within, and dependent upon, society and the living world. We must aim for systemic change through nurturing human behaviour to be caring and cooperative, rather than competitive and individualistic.

Here is a good overview of how different countries perform relative to the Doughnut of social and planetary boundaries.

1.12 Doughnut Economy (2)

Doughnut Economy

Dark green circles show the social foundation and ecological ceiling. Blue wedges show social performance relative to a threshold associated with meeting basic needs. Green wedges show resource use relative to a biophysical boundary associated with sustainability. Red wedges show shortfalls below the social threshold or overshoot beyond the biophysical boundary, while grey wedges show indicators with missing data. Wedges with a dashed edge extend beyond the chart area. Ideally a country would have blue wedges that reach the social foundation and green wedges within the ecological ceiling.



1.13 Definition of Circular Economy

1.5 Definition of Circular Economy

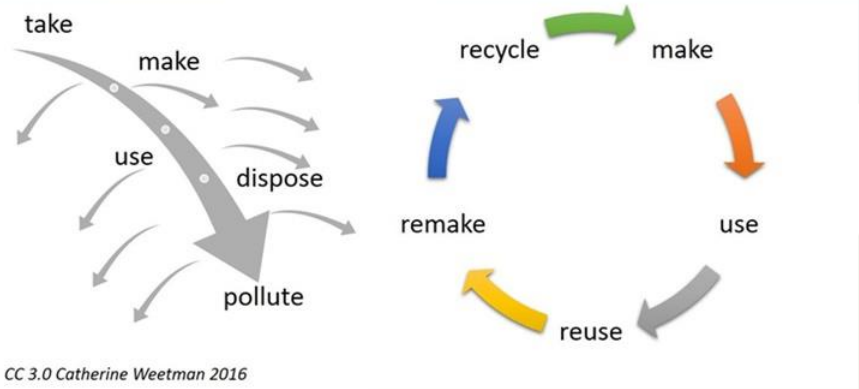
There are many slightly varying definitions of Circular Economy. Here we introduce to you the one used by the European Union's Action plan for the Circular Economy and that of the OECD.

EU: "In a **Circular Economy** the value of products and materials is maintained for as long as possible; waste and resource use are minimised, and resources are kept within the economy when a product has reached the end of its life, to be used again and again to create further value."

OECD: "The Circular Economy is about economics, innovation and competitiveness. As such, it goes beyond waste management and recycling and implies changes in production and consumption models, eco-design and integrated planning."

Click to see the difference!

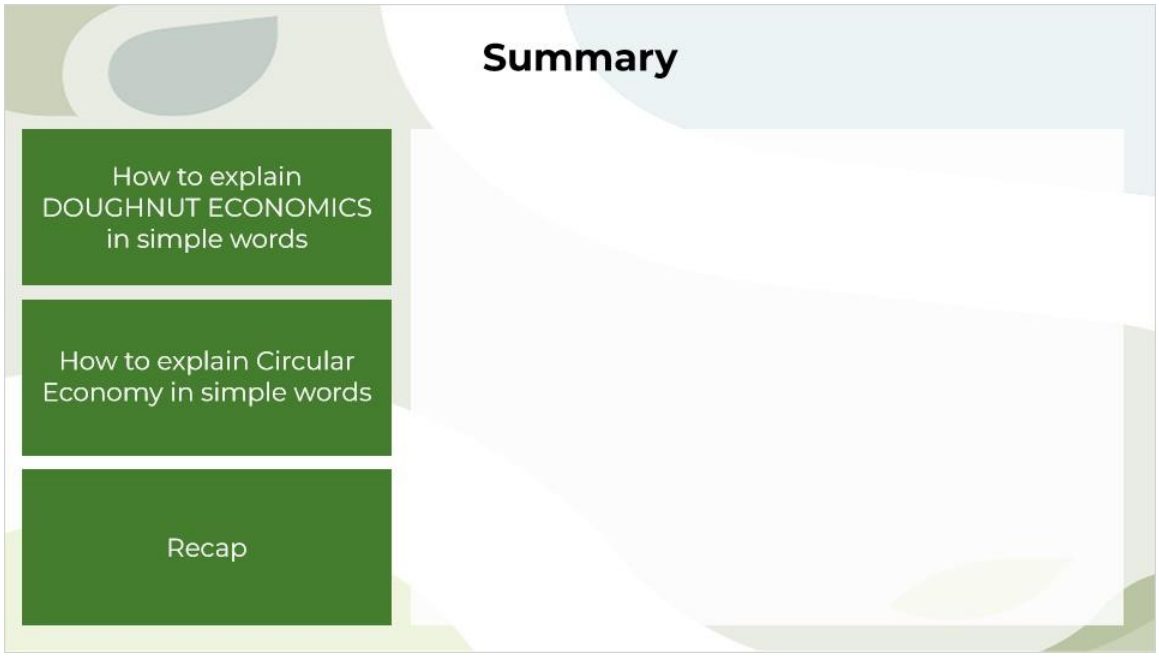
Definition of Circular Economy (Slide layer)



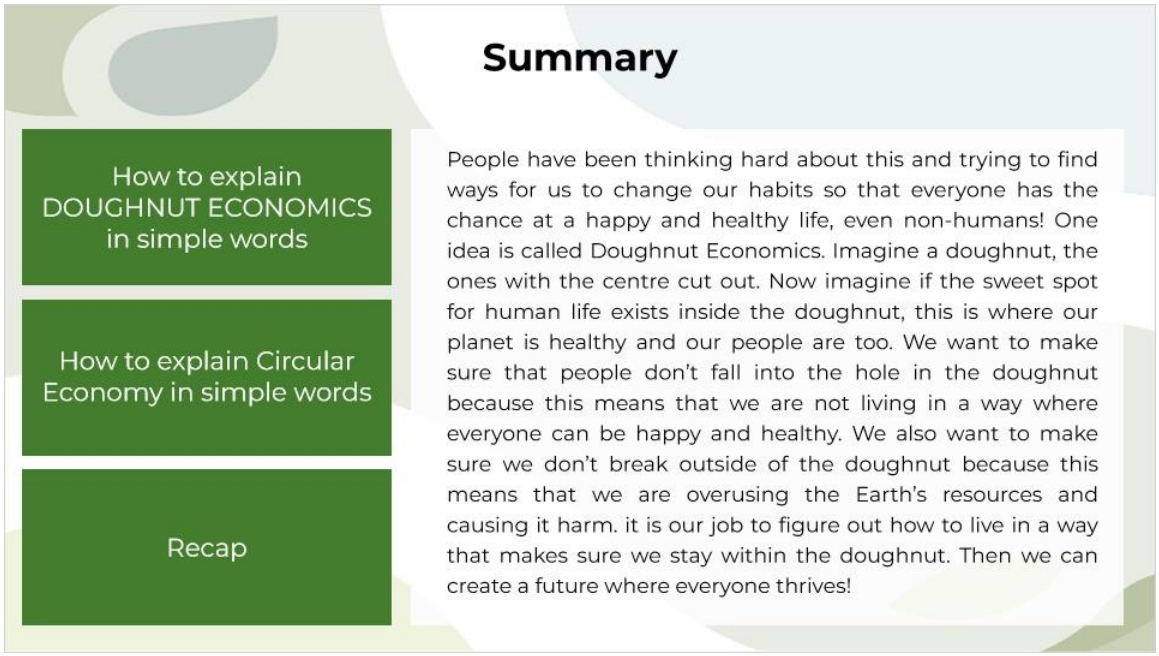
The Difference between Linear and Circular Economy

Back!

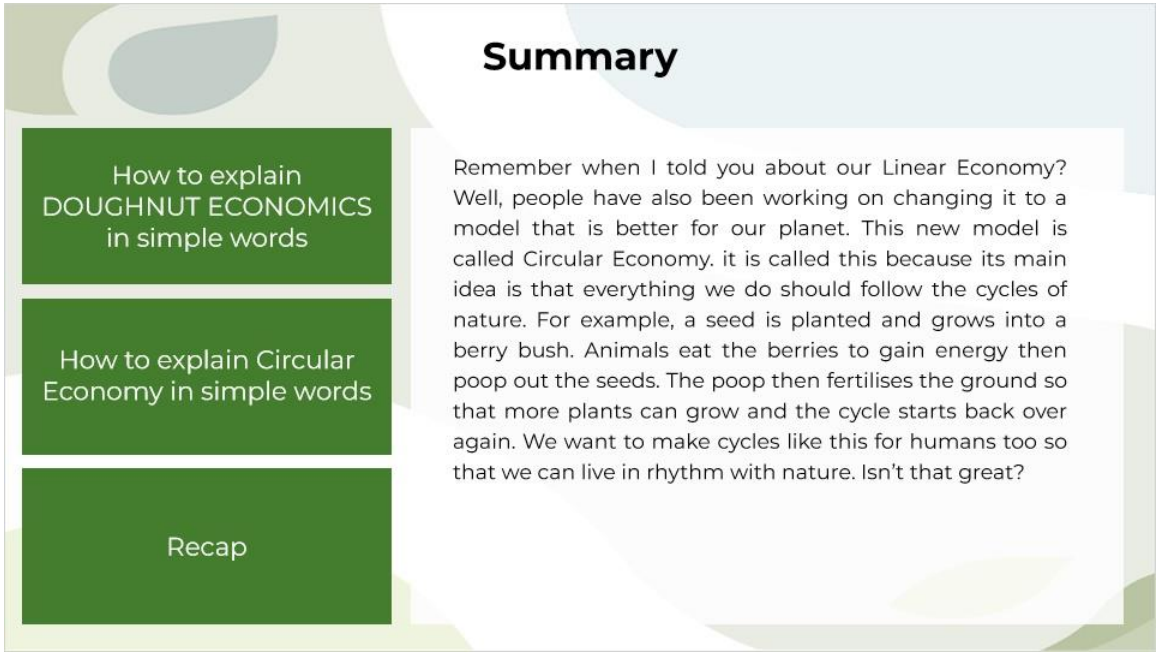
1.14 Summary (1)



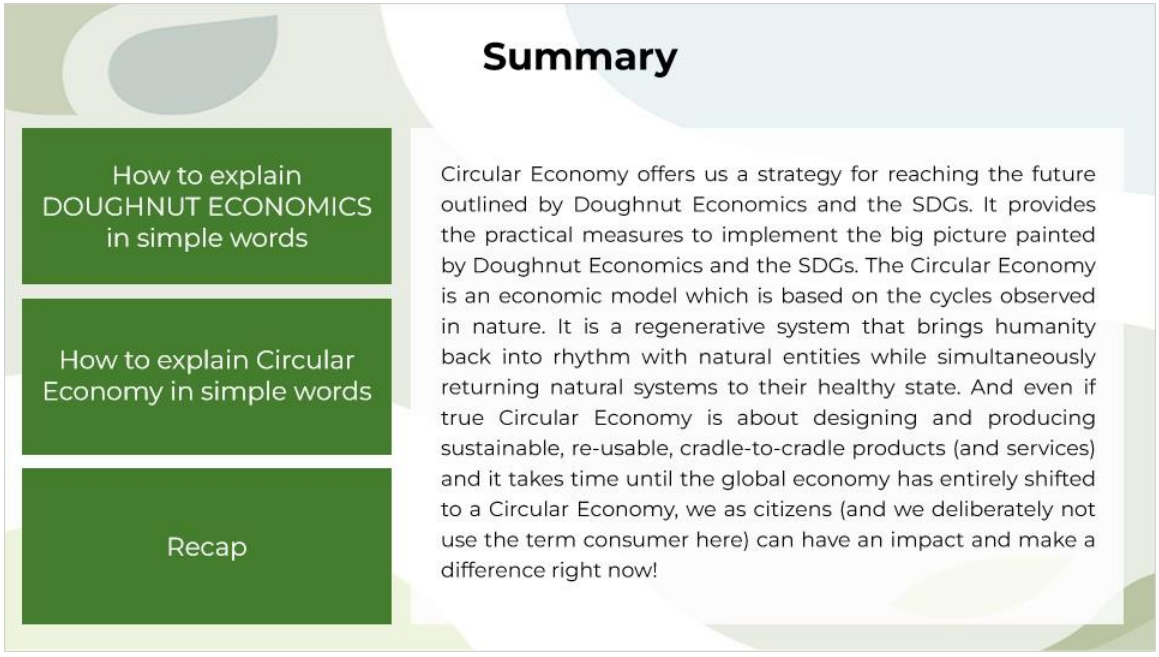
How to explain DOUGHNUT ECONOMICS in simple words (Slide layer)



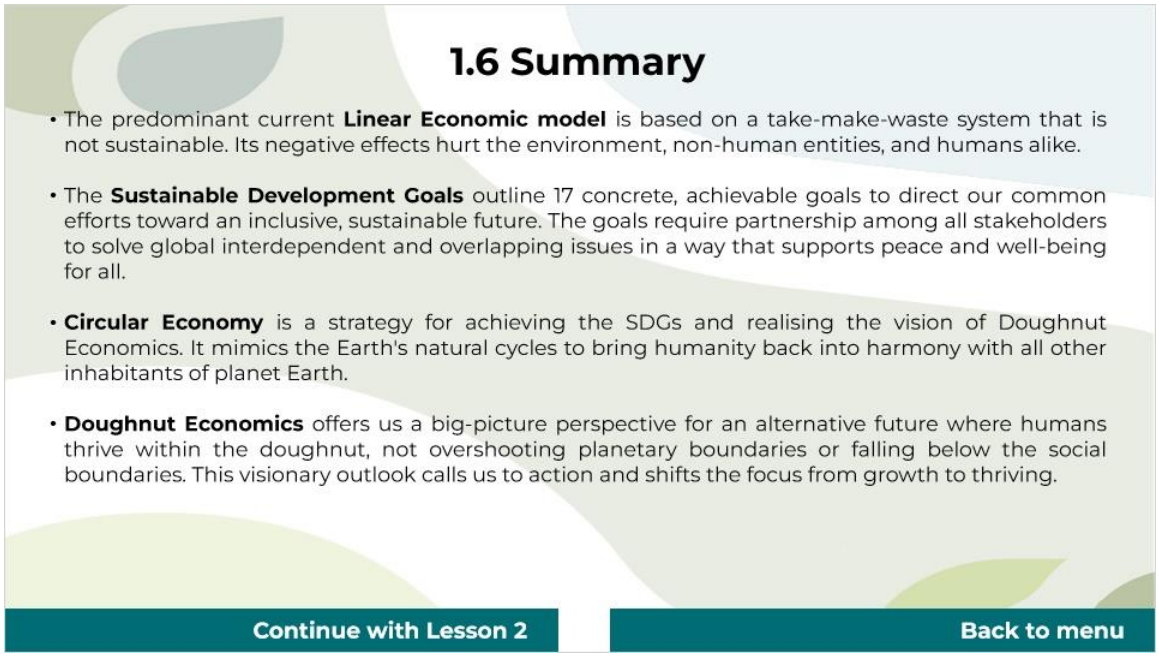
How to explain Circular Economy in simple words (Slide layer)



Recap (Slide layer)

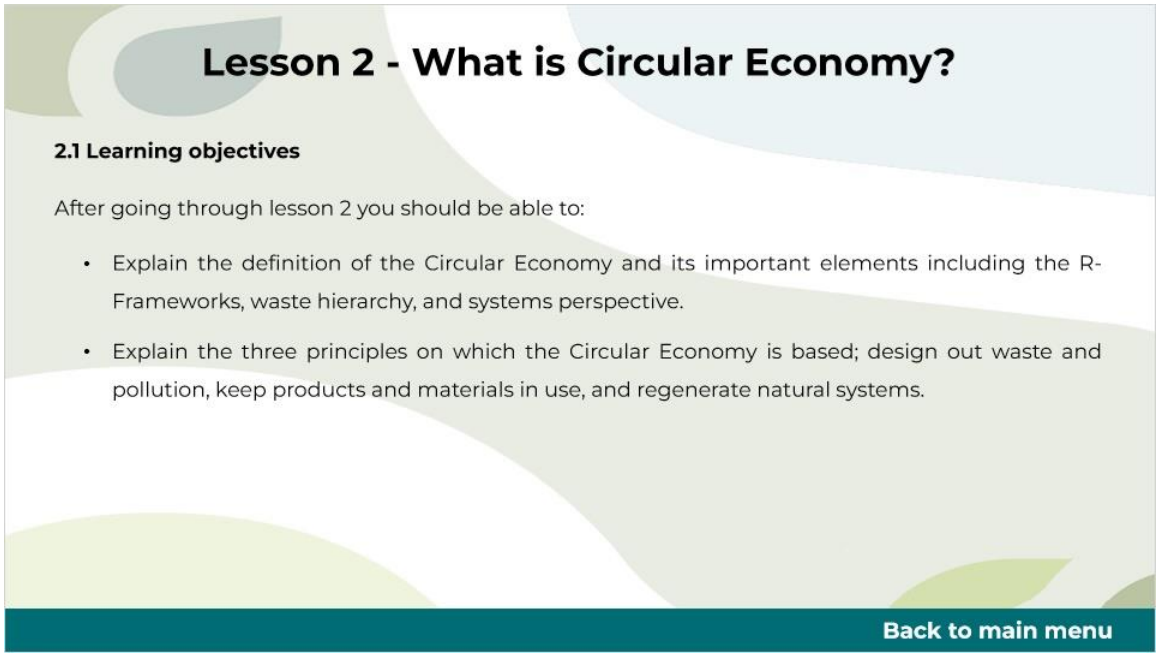


1.15 Summary (2)

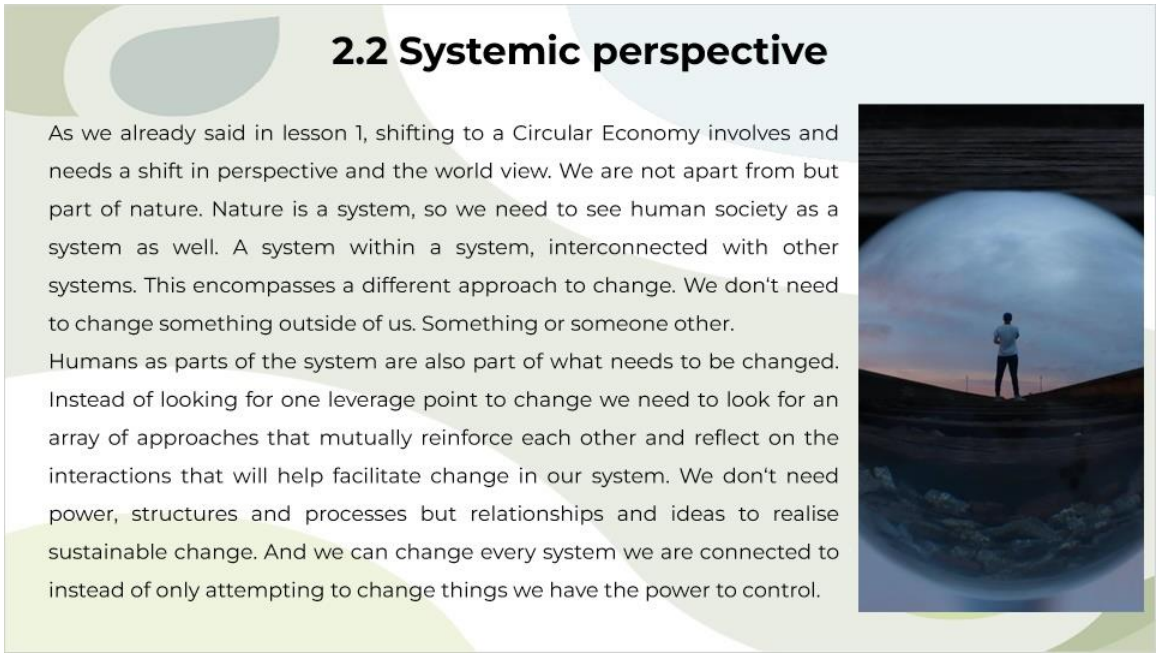


2. Lesson 2 – What is Circular Economy?

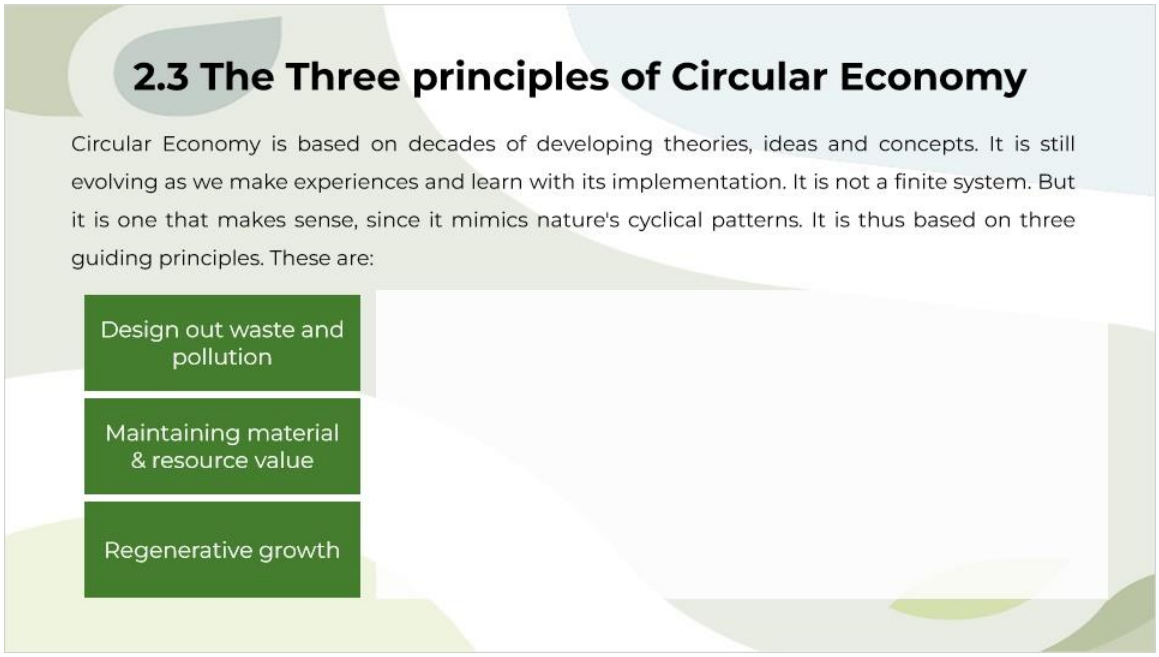
2.1 Lesson 2 - Learning objectives



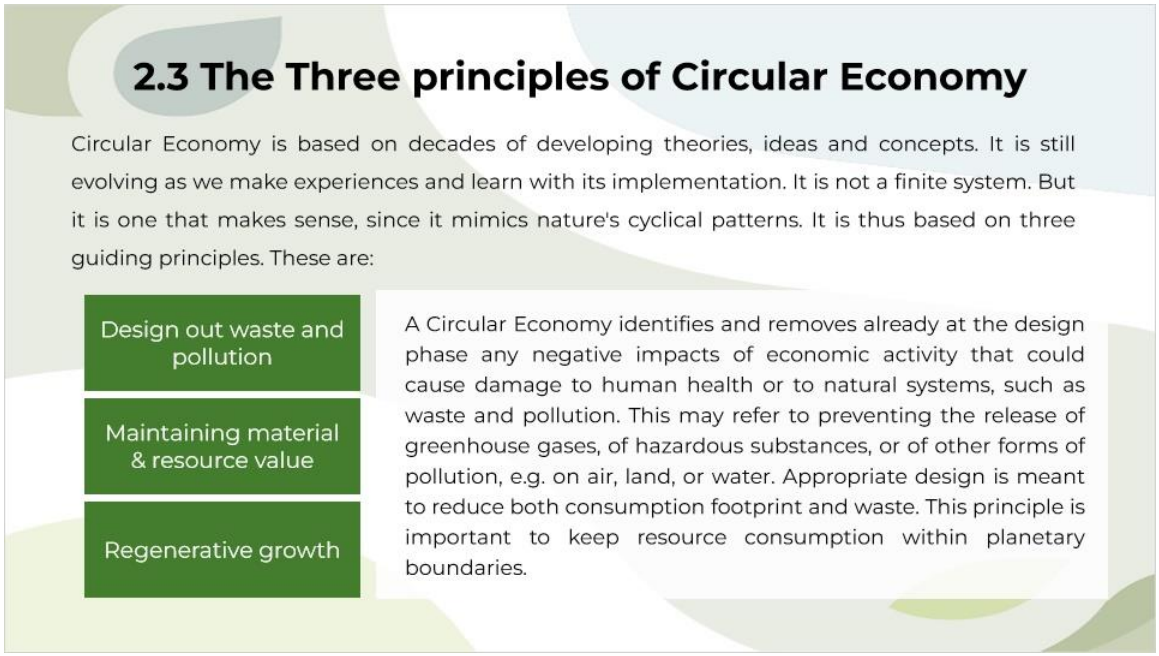
2.2 Lesson 2 Introduction



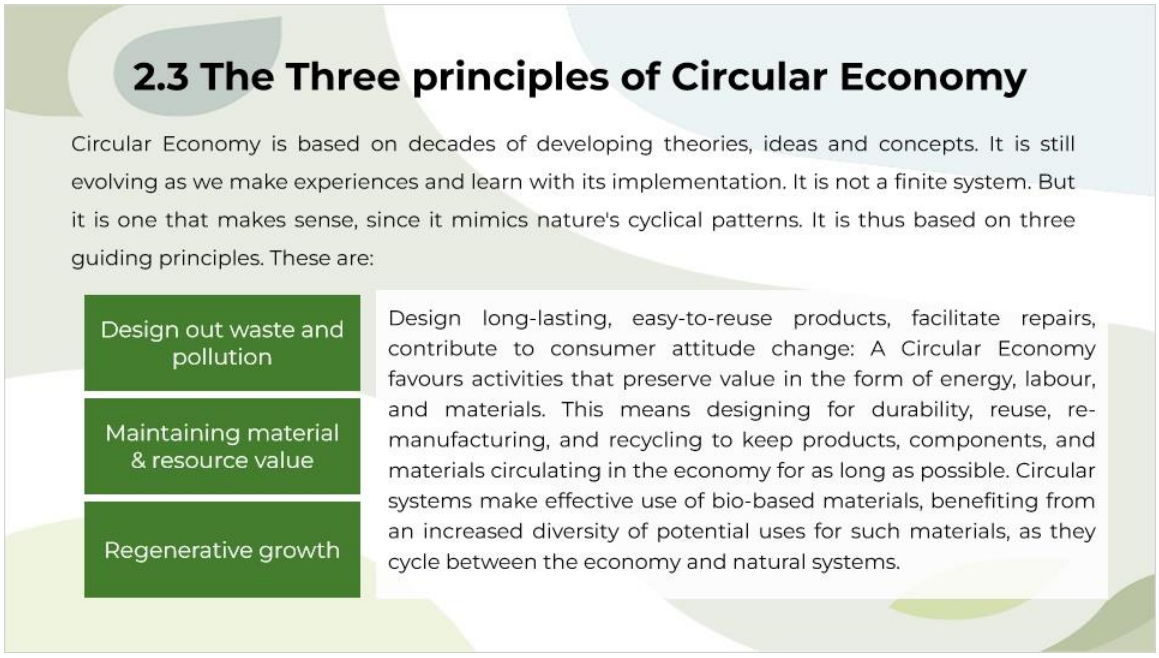
2.3 Three principles



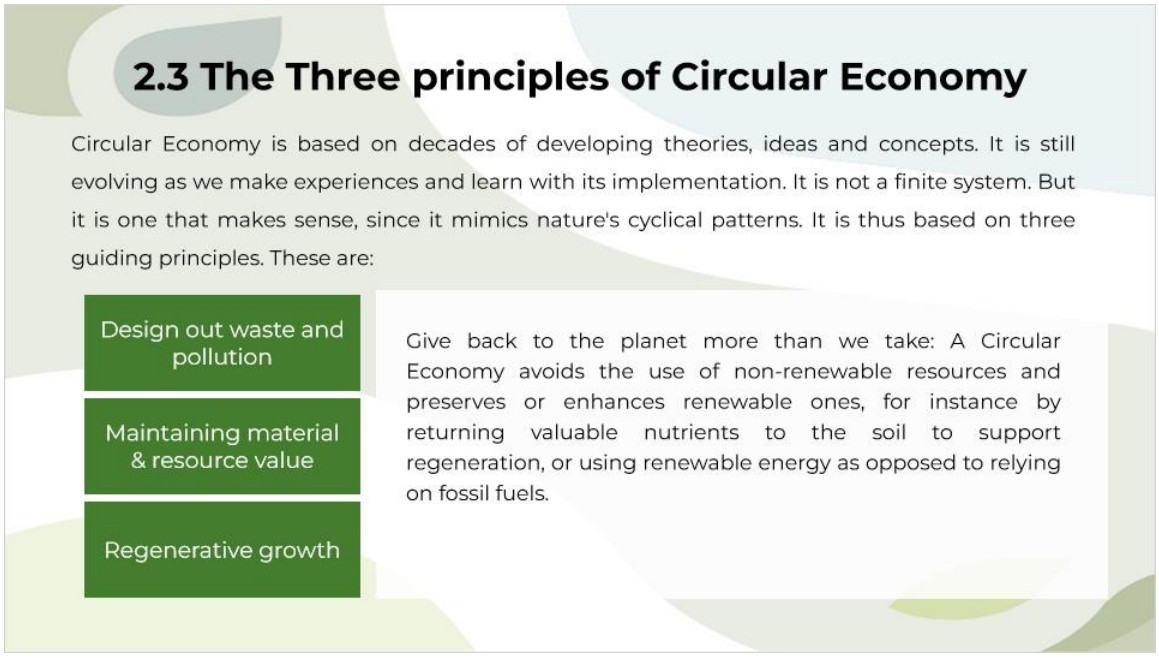
Design out waste and pollution (Slide layer)



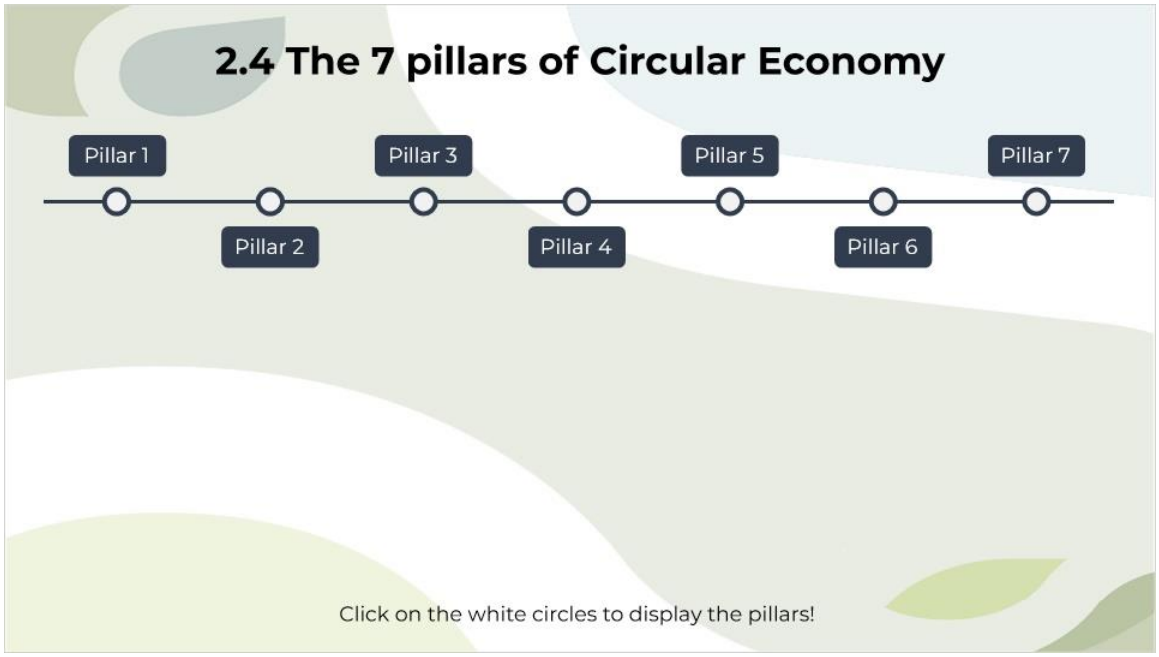
Maintaining material & resource value (Slide layer)



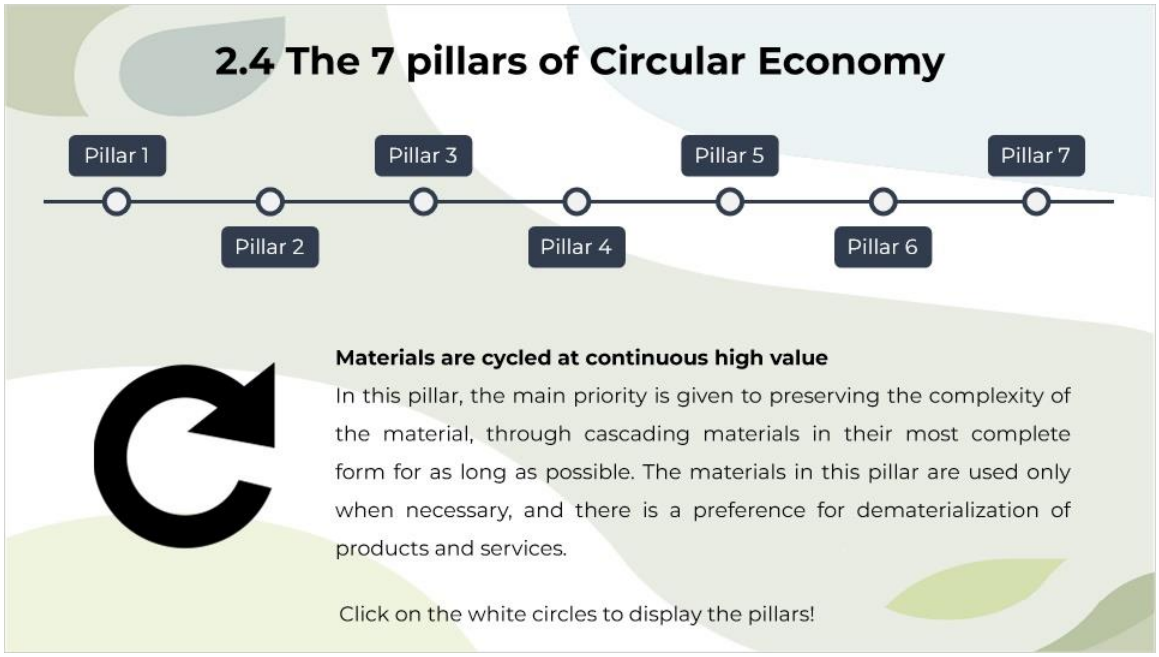
Regenerative growth (Slide layer)



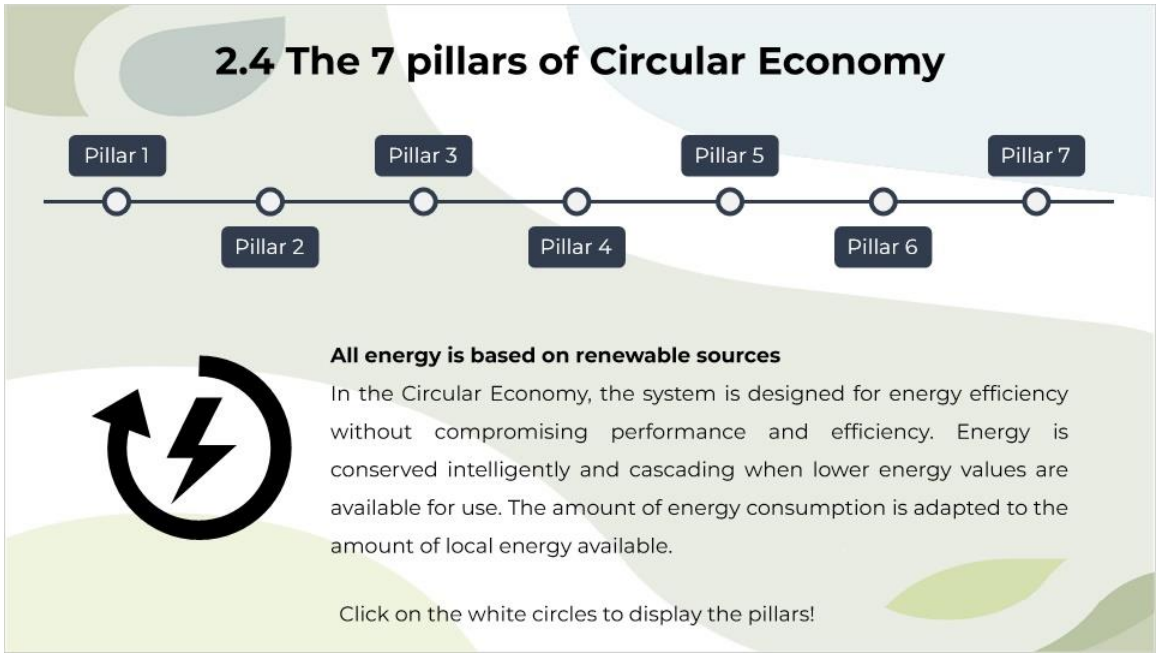
2.4 7 pillars



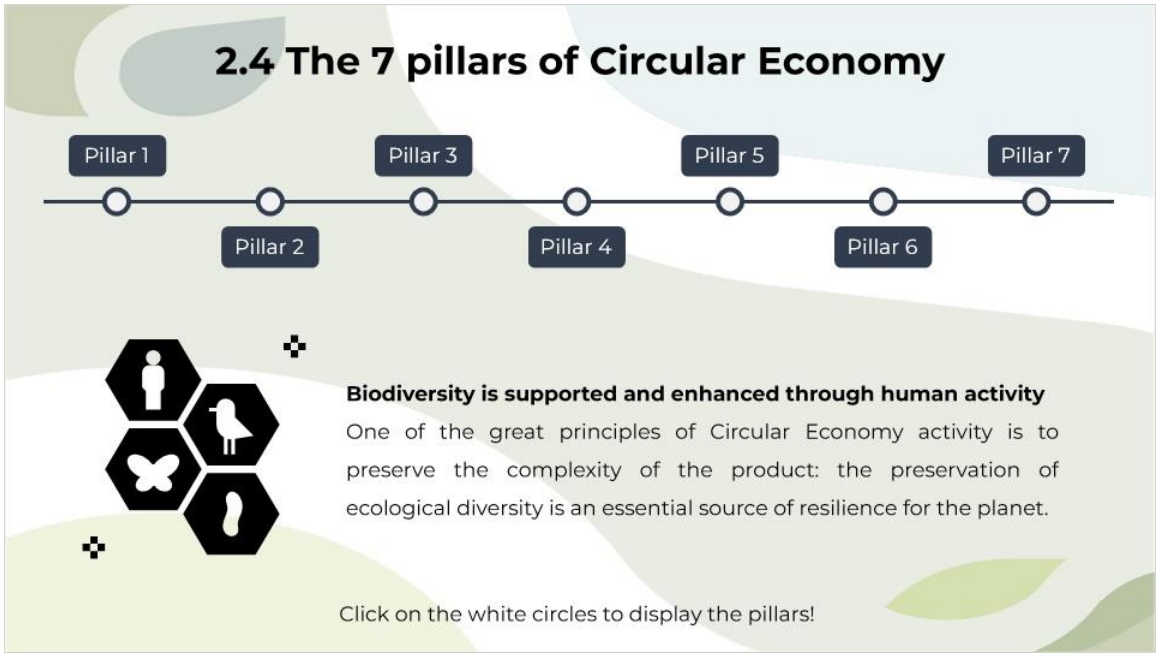
Pillar 1 (Slide layer)



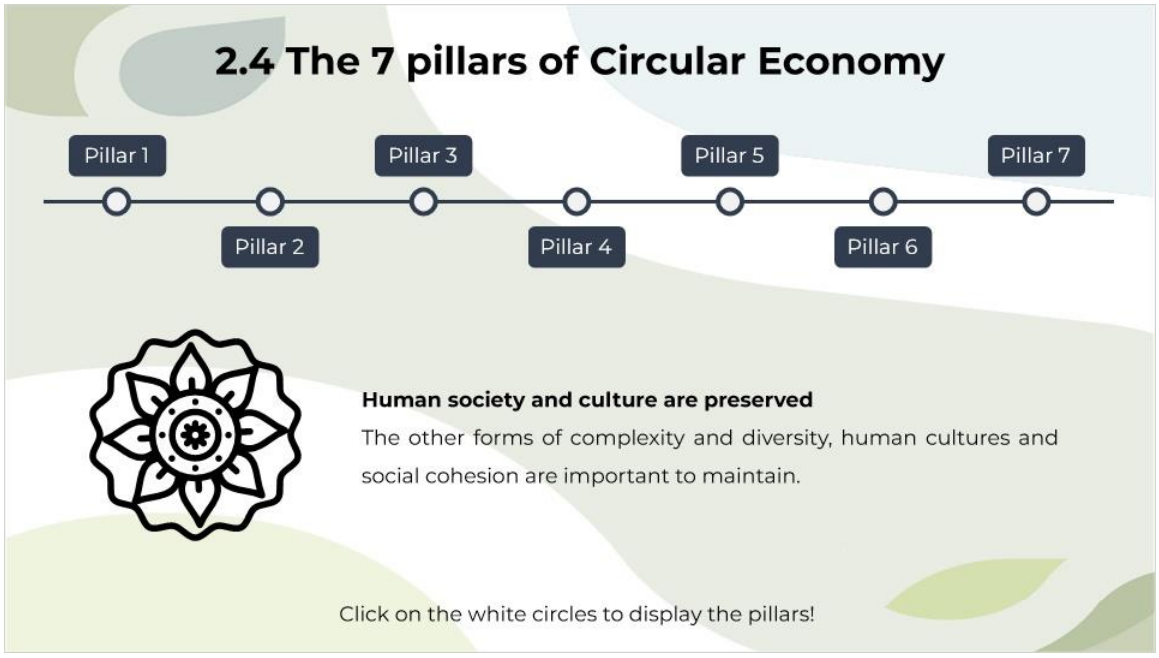
Pillar 2 (Slide layer)



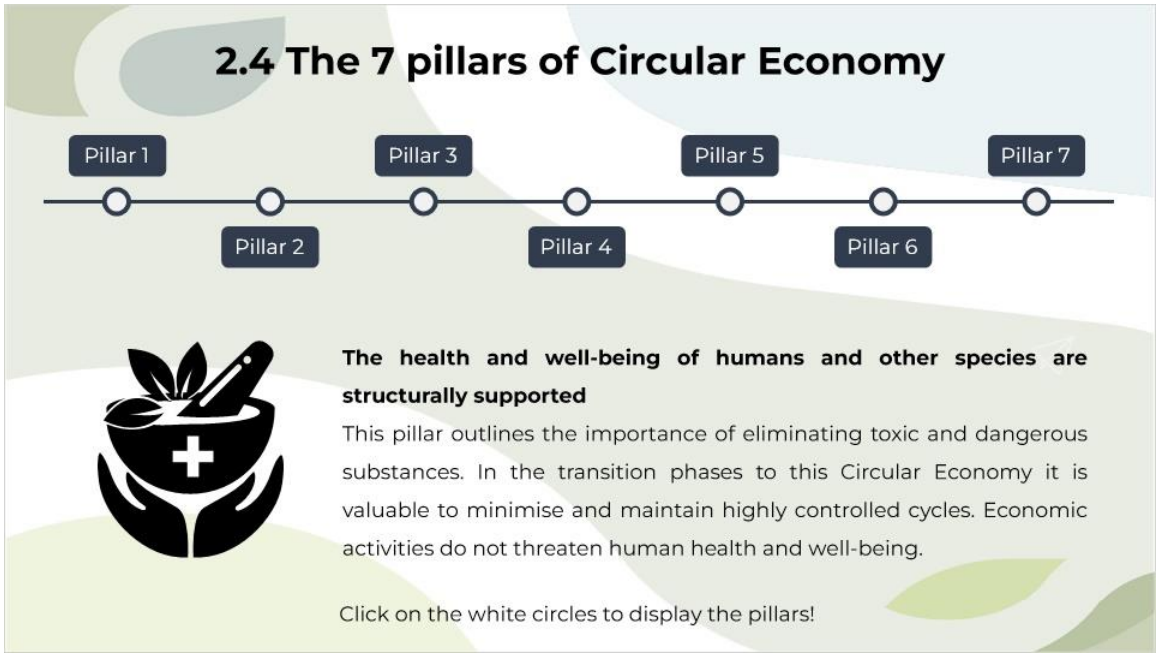
Pillar 3 (Slide layer)



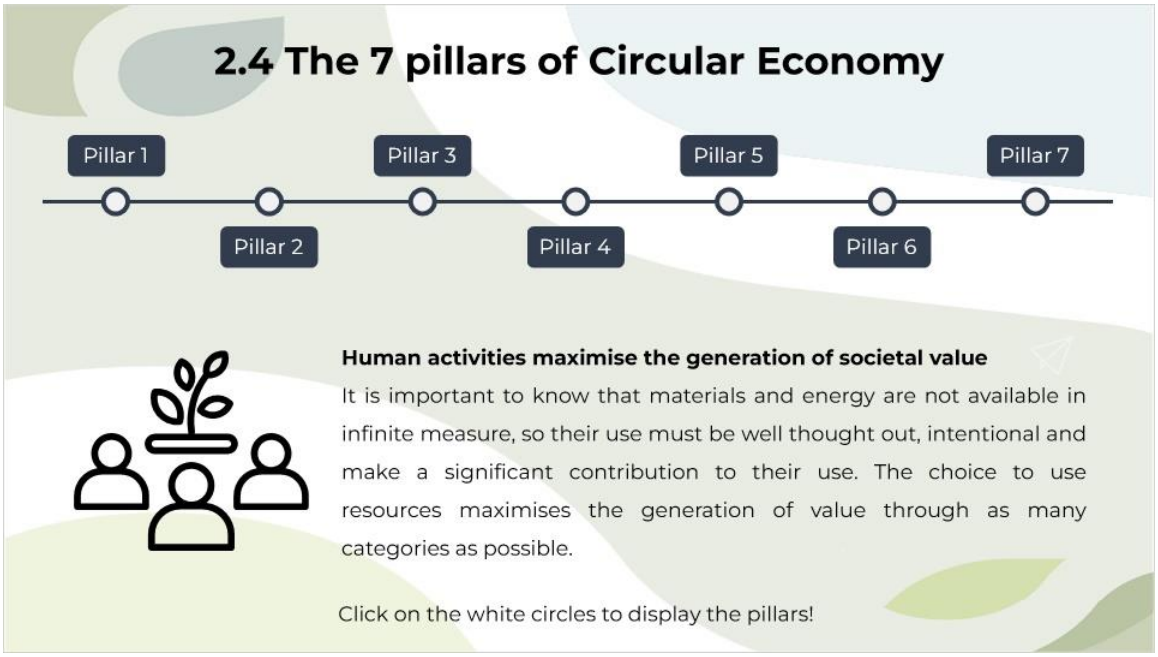
Pillar 4 (Slide layer)



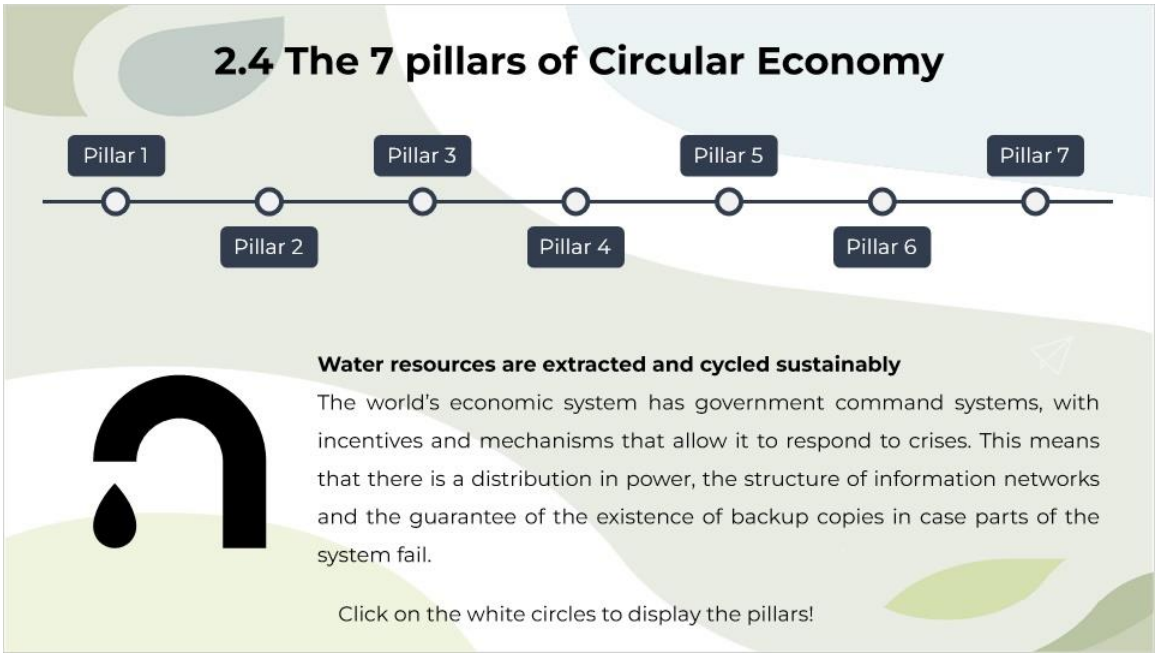
Pillar 5 (Slide layer)



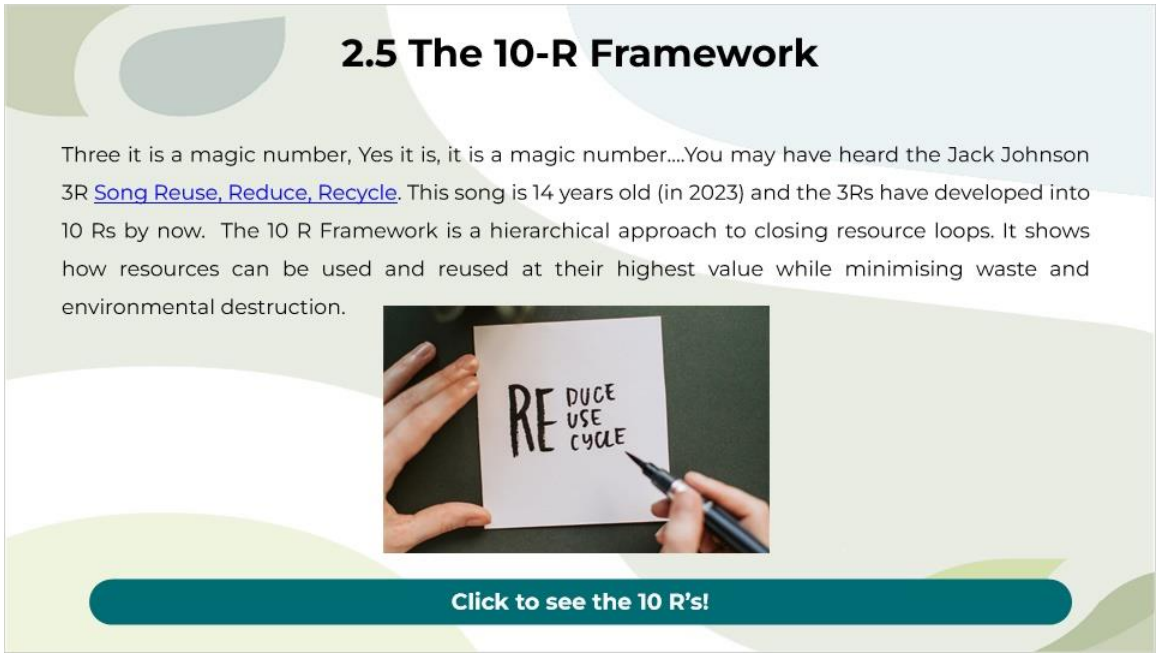
Pillar 6 (Slide layer)



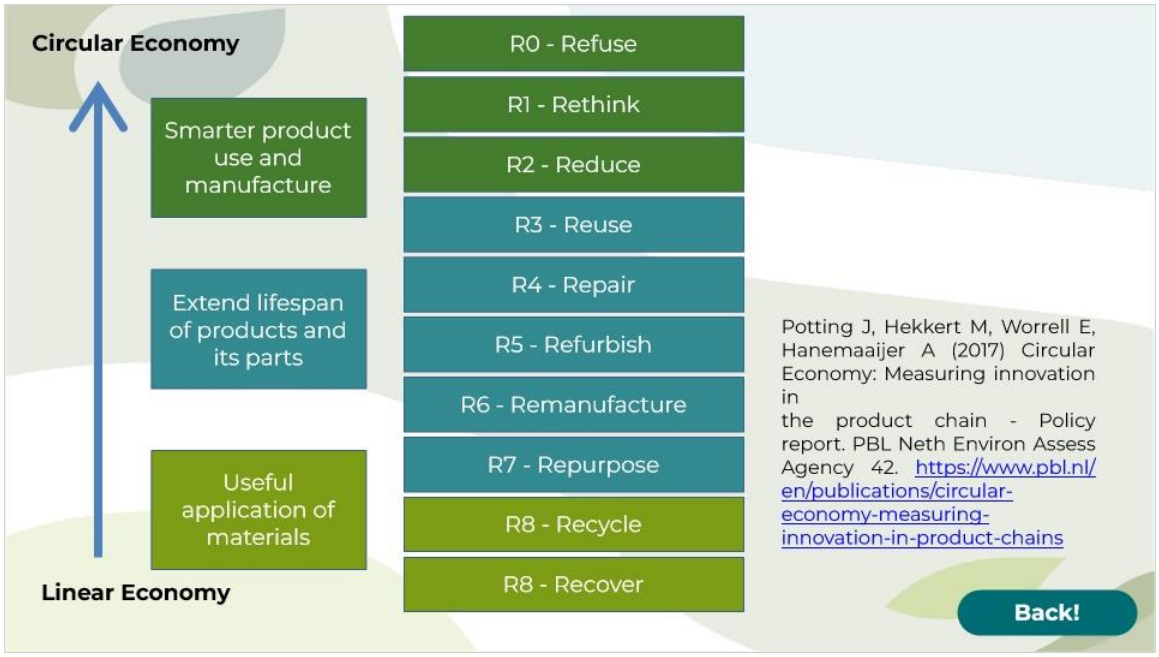
Pillar 7 (Slide layer)



2.5 10R Framework (1)



10 R's (Slide layer)



2.6 10R Framework (2)

2.5 The 10-R Framework

Smarter product use and manufacture ➔ different business types emerge

- **Circular supply chain** - sourcing materials that are non-toxic, pure, that have multiple and long life cycles, and that have a low value depreciation over time
- **Recovering and recycling** - recovering as many resources as possible from waste streams
- Product life extension - prolonging the lifetime of a product through repair, reuse, maintain, remake, upgrade or resell
- **Sharing platforms** - increasing materials' and products' usage ratios and asset recirculation with collaborative structures
- **Product as a service** - monetizing the functionality of products while retaining ownership and thus increasing the control over impacts and value of the produced goods

2.7 10R Framework (3)

2.5 The 10-R Framework

Extend lifespan of products and their parts ➔ Close resource loops/revalorize elements formerly considered waste.

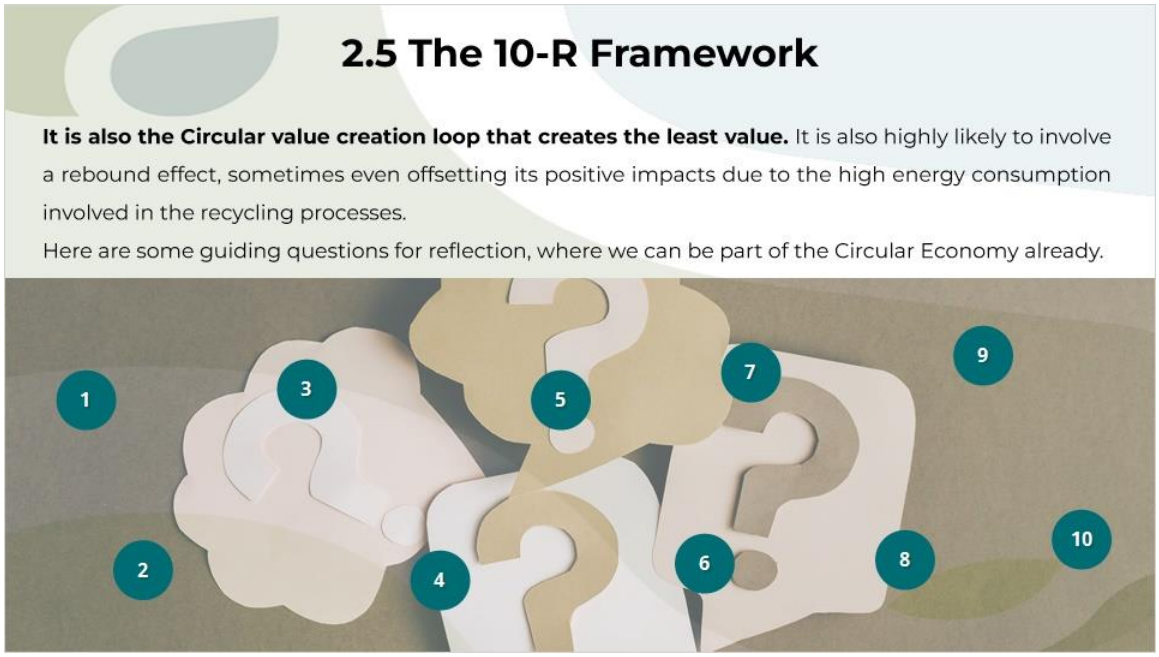
The first and easiest process (in terms of energy consumption and financial investment) is **reusing** - i.e. extending the life cycle(s) of the products, the repurposing of products or parts thereof after their initial end of lifecycle in order to respond to different needs than initially previewed.

Then there is the option of **repairing** said products, thus restarting their lifecycle with the same functionalities.

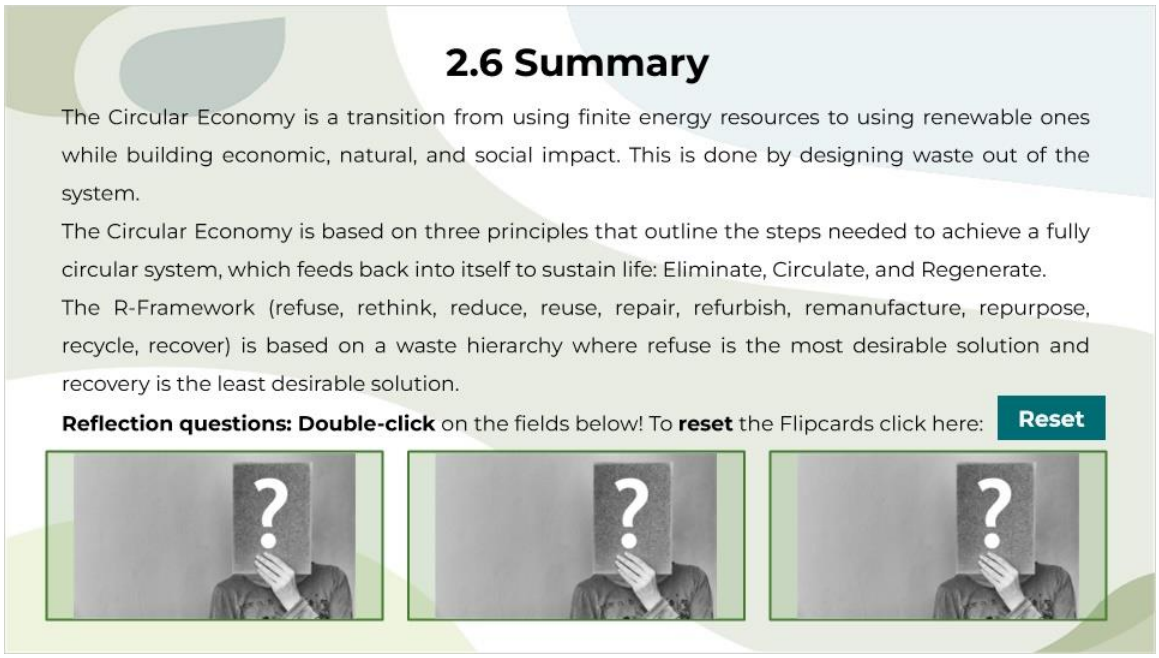
If reusing or repairing a product is too difficult, the next loop-closing process would be **remaking/ remanufacturing**, which involves the reassembly, remanufacture of different pieces into new components and products.

Finally, the most commonly known process facilitating circularity is recycling, through which raw materials are recovered and then transformed into material inputs. While recycling might often be put at the forefront of efforts towards circularity, it is by far the **most difficult and energy consuming process.**

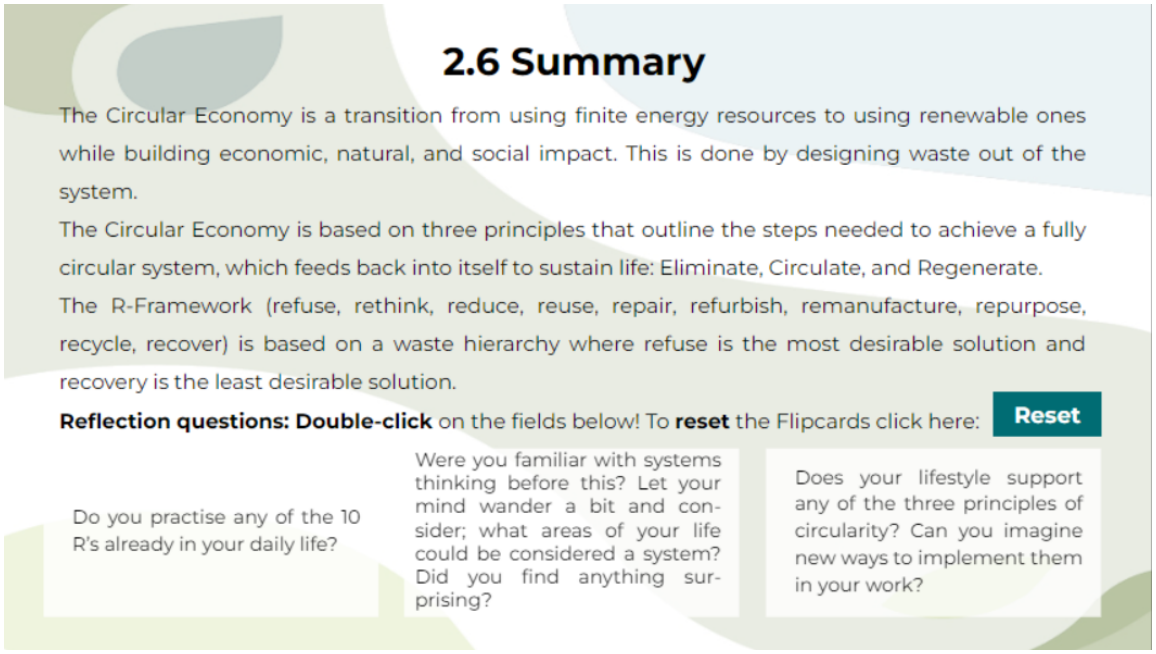
2.8 10R Framework (4)



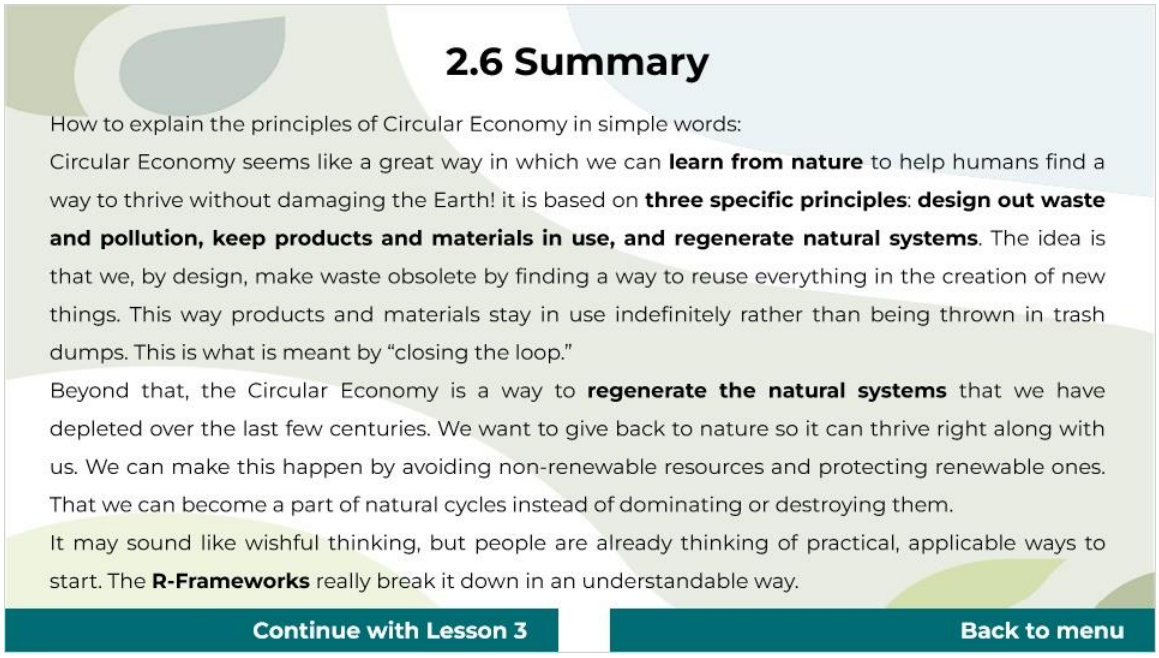
2.9 Summary (1)



2.9 Summary (Slide layer)

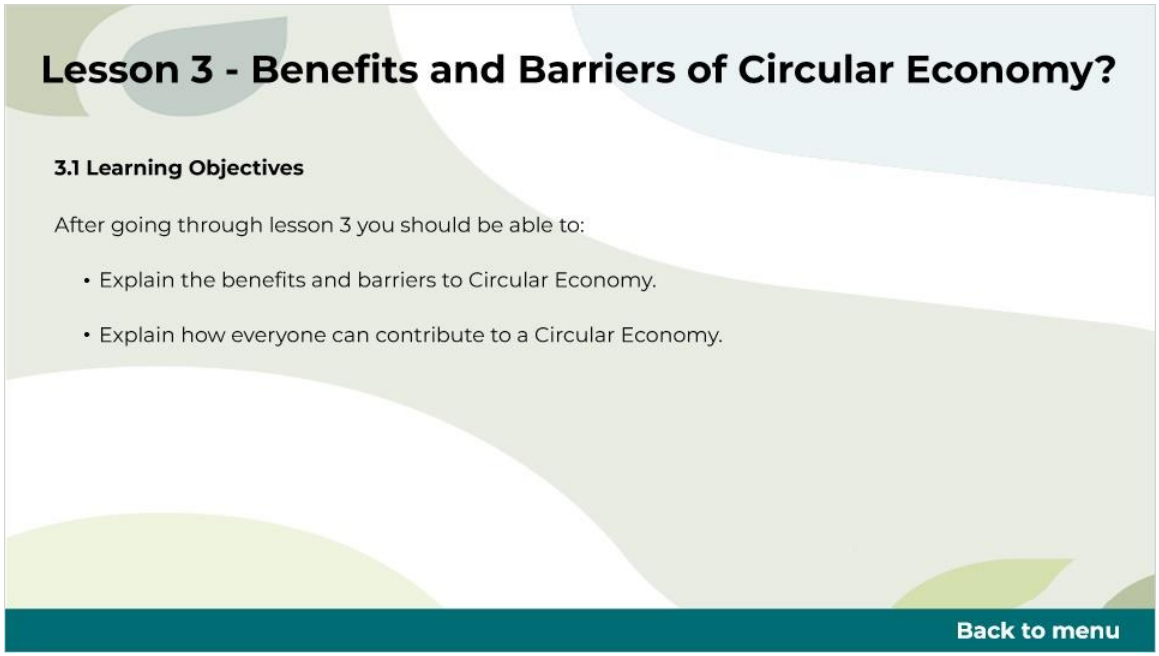


2.10 Summary (2)

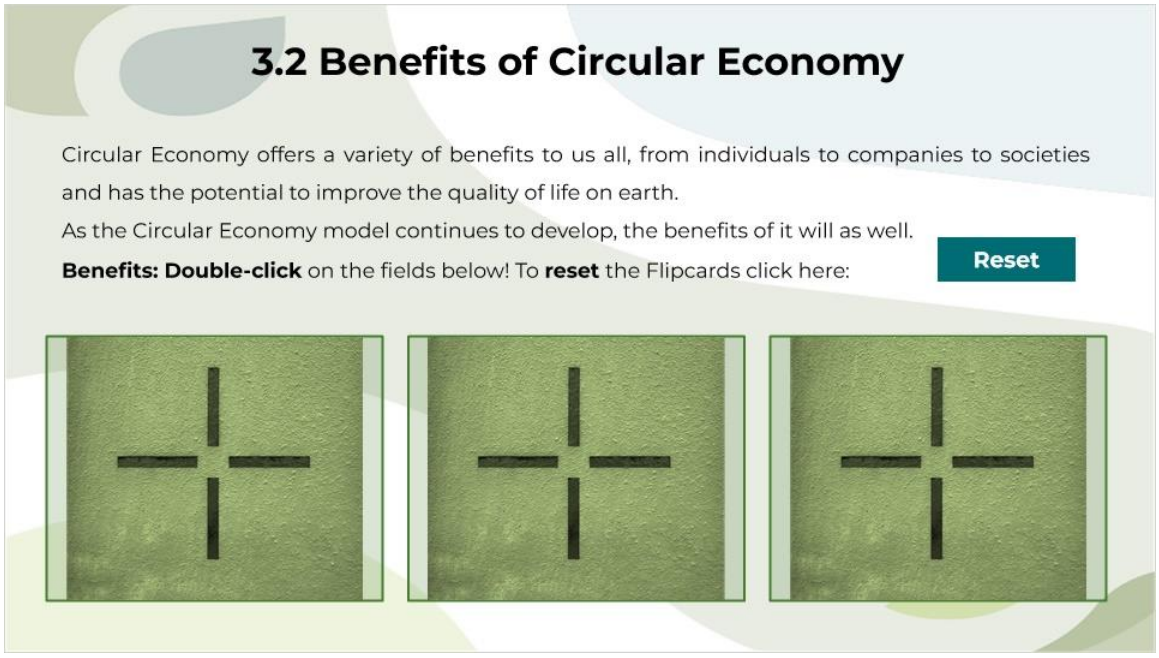


3. Lesson 3– Benefits and Barriers of Circular Economy?

3.1 Lesson 3 - Learning objectives

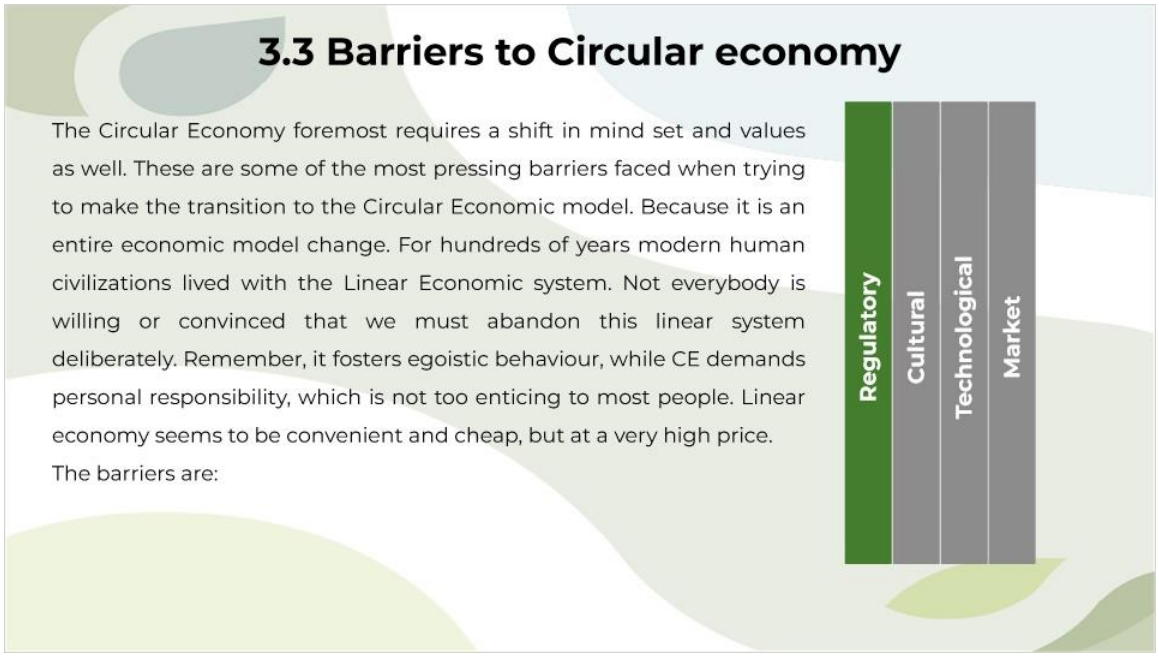


3.2 Benefits of CE

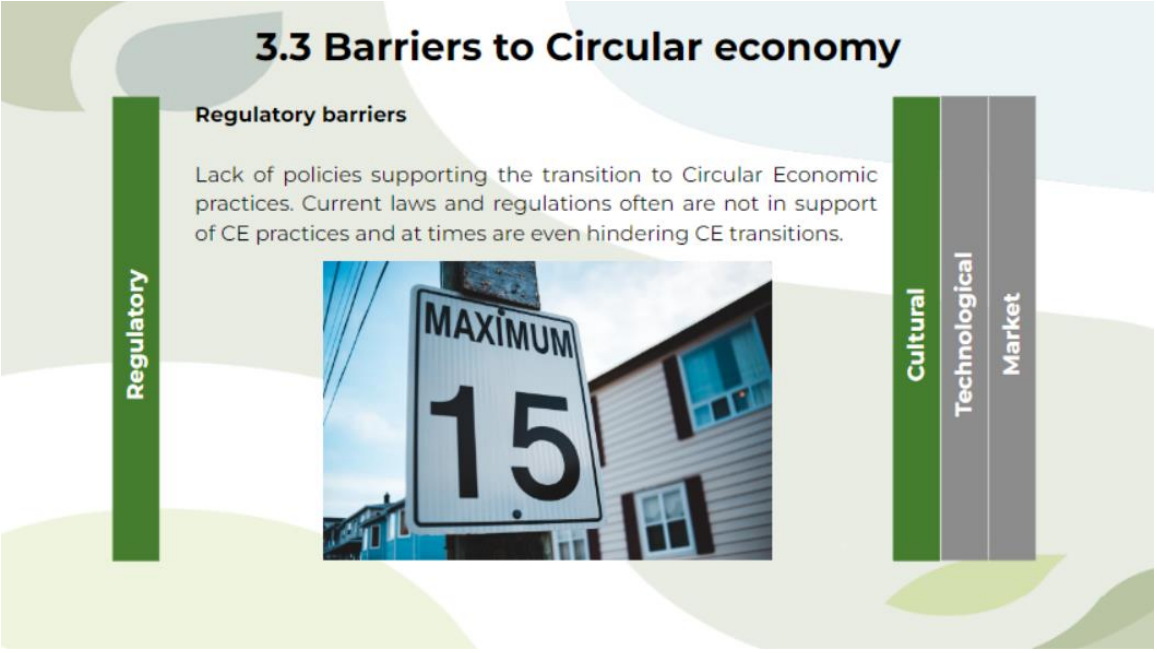


Benefits of CE (Slide layer)

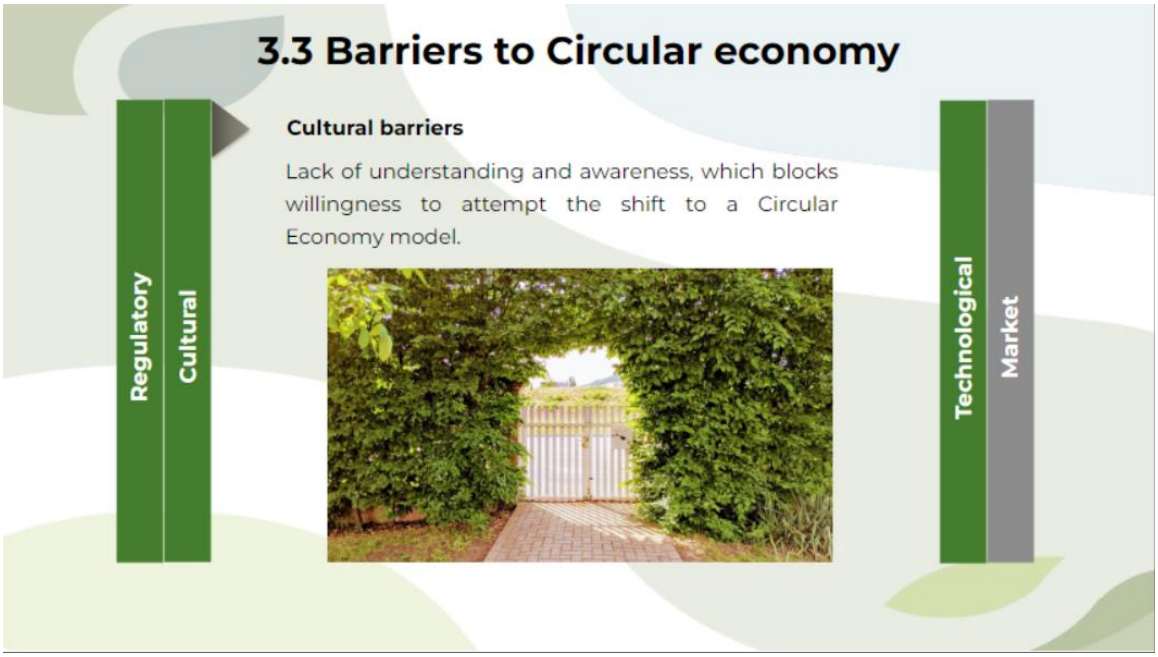
3.3 Barriers to CE



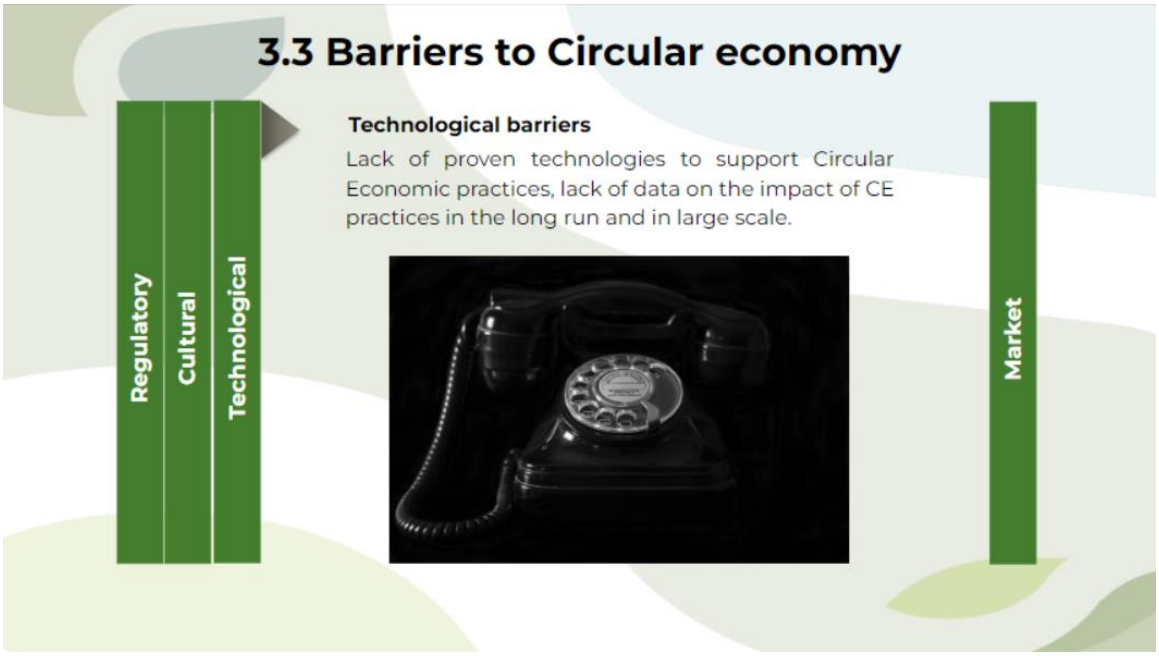
Regulatory barriers (Slide layer)



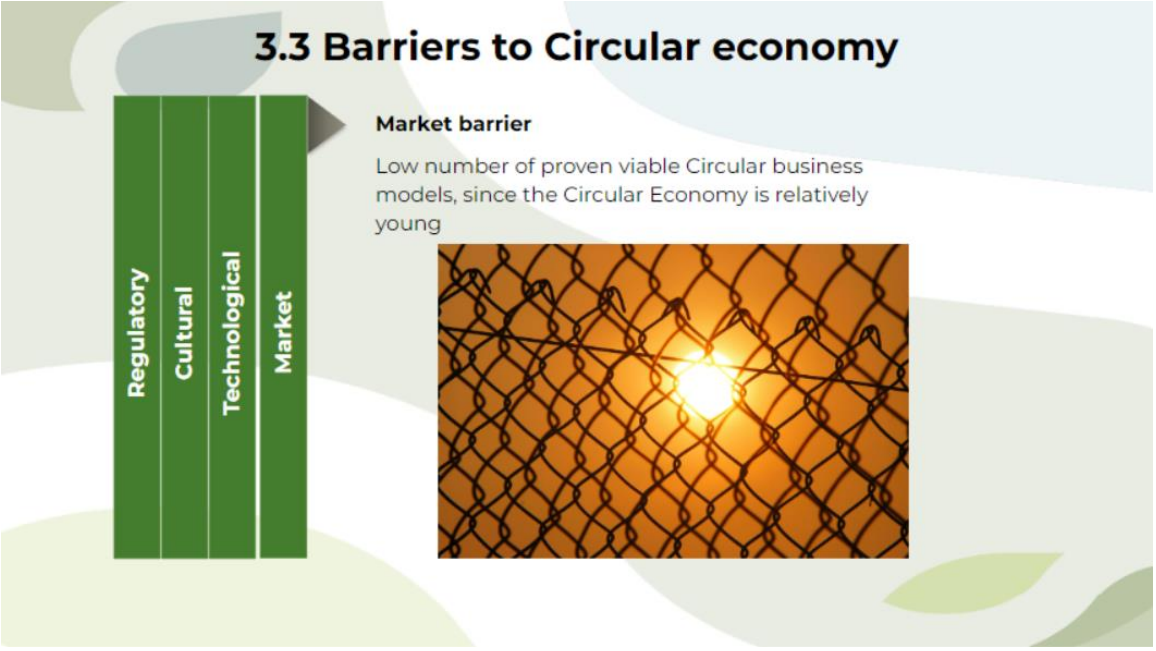
Cultural barriers (Slide layer)



Technological barriers (Slide layer)



Market barrier (Slide layer)



3.4 What the EU is doing (1)

3.4 What the EU is doing to become a Circular Economy

In March 2020, the European Commission presented the Circular Economy action plan, which aims to promote more sustainable product design, reduce waste and empower consumers, for example by creating a right to repair). There is a focus on resource intensive sectors, such as electronics and ICT, plastics, textiles and construction.

In February 2021, the Parliament adopted a resolution on the New Circular Economy Action Plan demanding additional measures to achieve a carbon-neutral, environmentally sustainable, toxic-free and fully Circular Economy by 2050, including tighter recycling rules and binding targets for materials use and consumption by 2030.

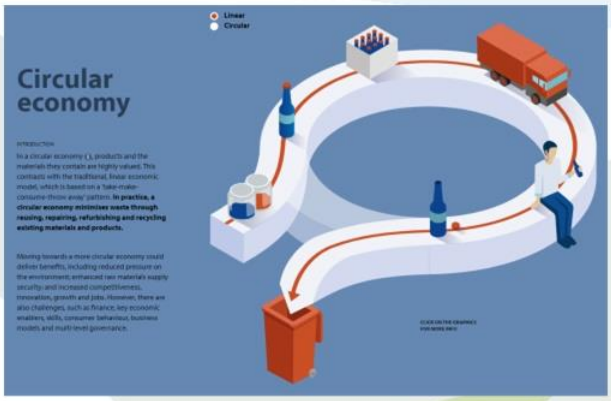
In March 2022, the Commission released the first package of measures to speed up the transition towards a Circular Economy, as part of the Circular Economy action plan. The proposals include boosting sustainable products, empowering consumers for the green transition, reviewing construction product regulation, and creating a strategy on sustainable textiles.

3.5 What the EU is doing (2)

3.4 What the EU is doing to become a Circular Economy

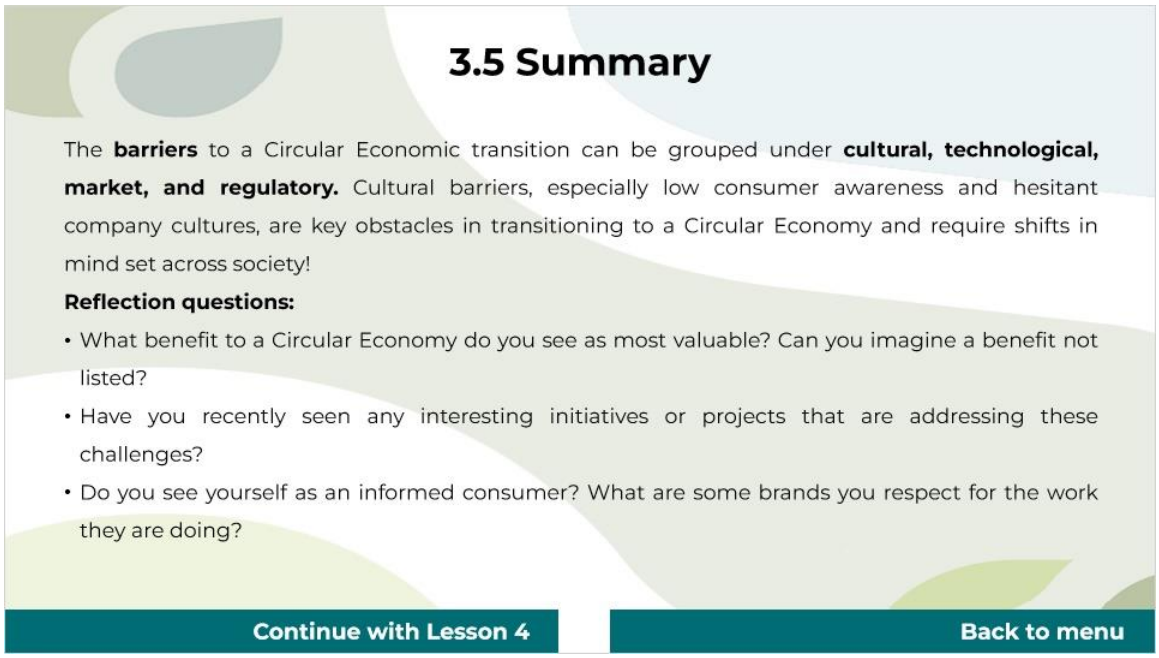
In November 2022, the Commission proposed new EU-wide rules on packaging. It aims to reduce packaging waste and improve packaging design, with for example clear labelling to promote reuse and recycling; and calls for a transition to bio-based, biodegradable and compostable plastics.

See the infographics on Circular Economy on the page of the European Parliament for more detailed information here!



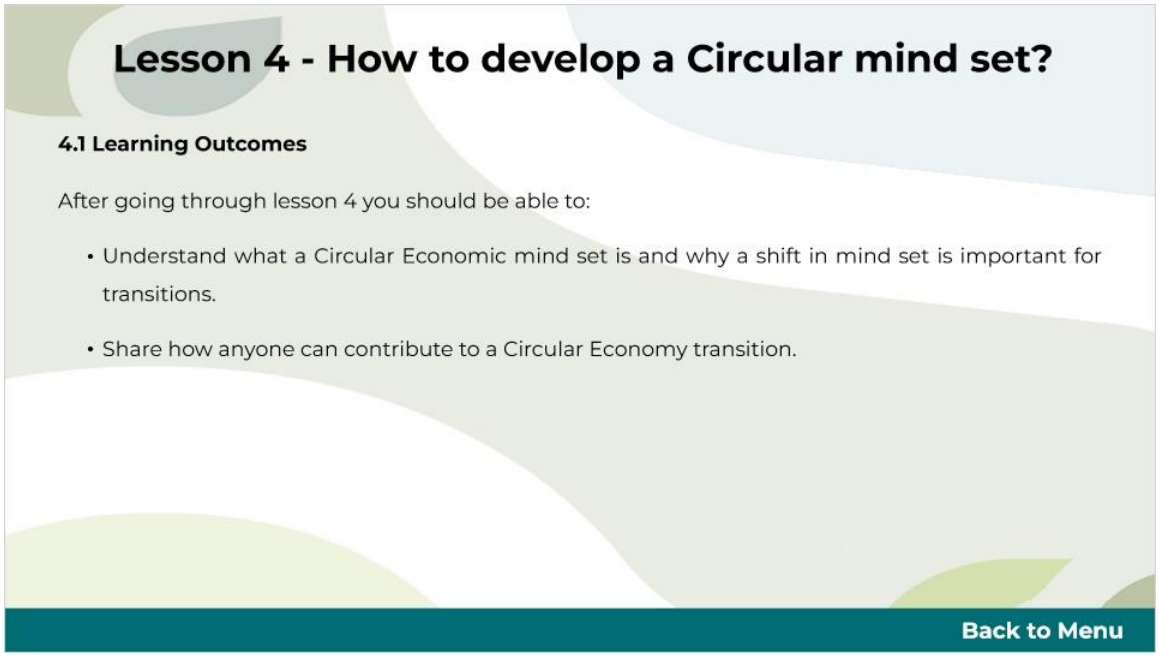
3.6 Summary (1)

3.7 Summary (2)

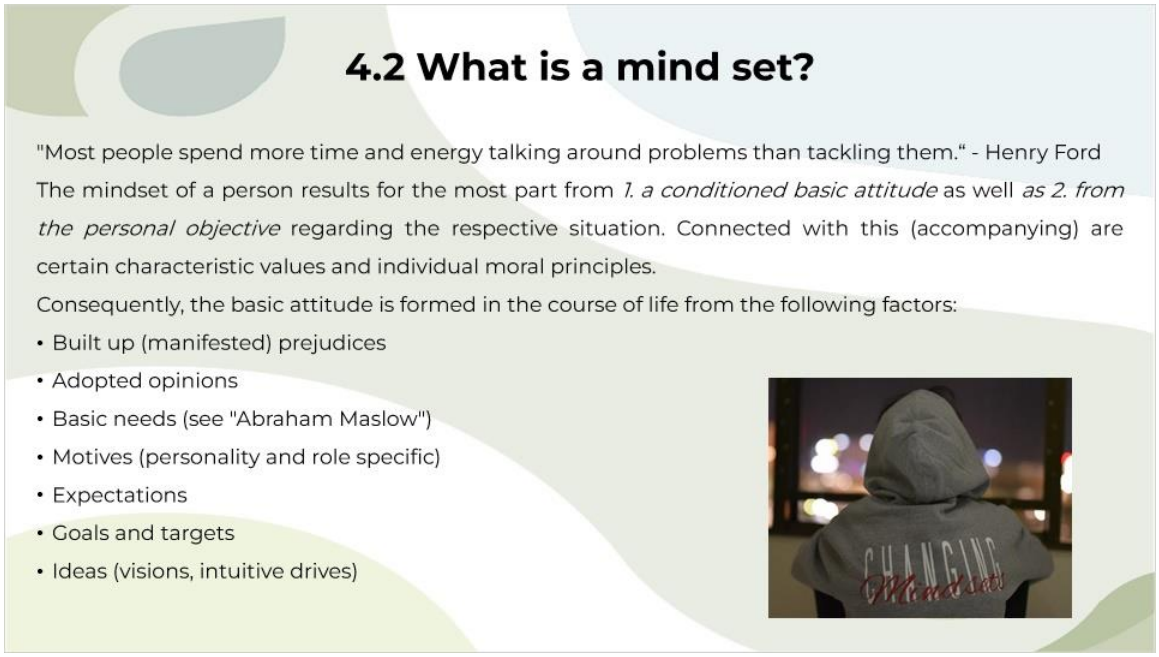


4. Lesson 4 – How to develop a Circular mind set?

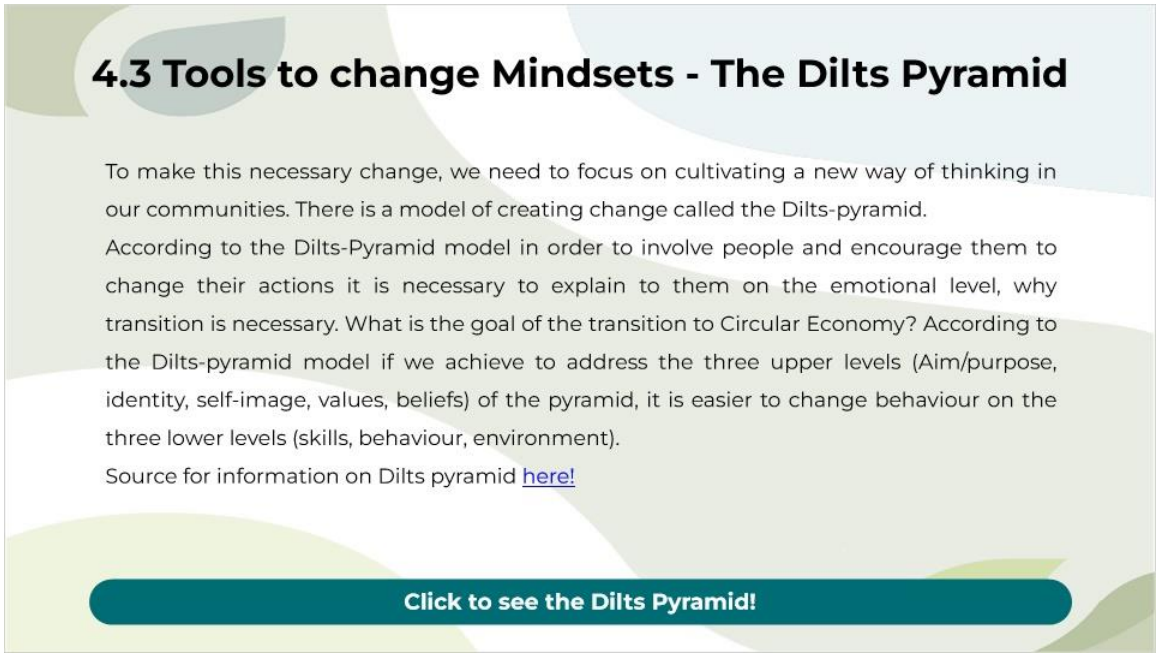
4.1 Lesson 4 - Learning objectives



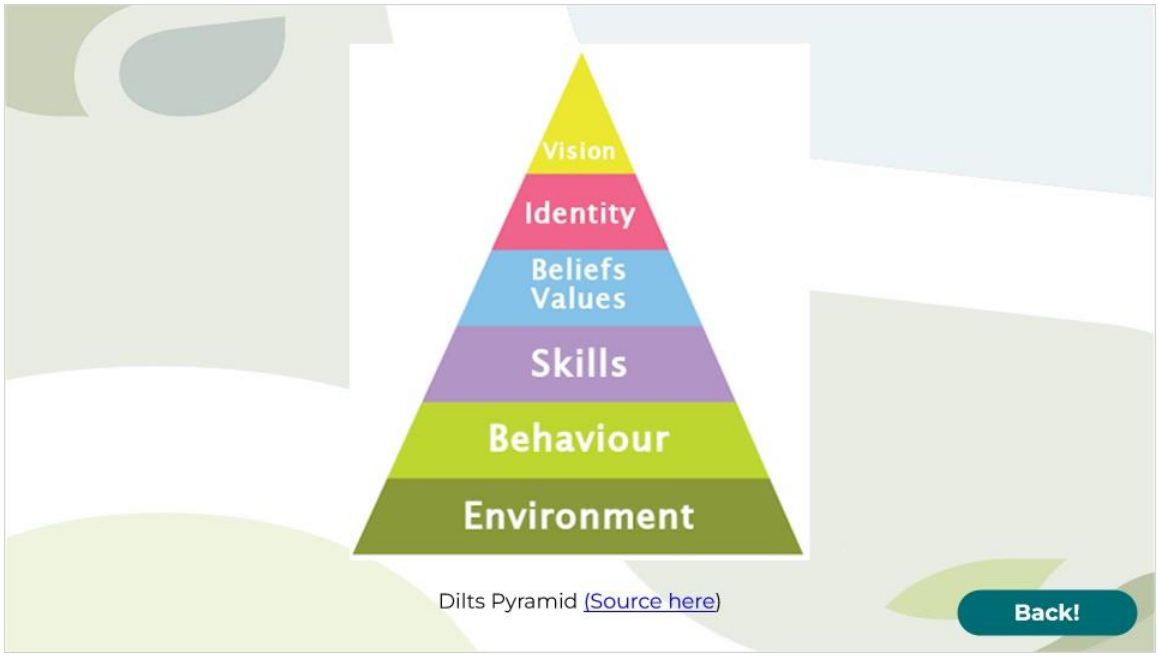
4.2 What is a mindset?



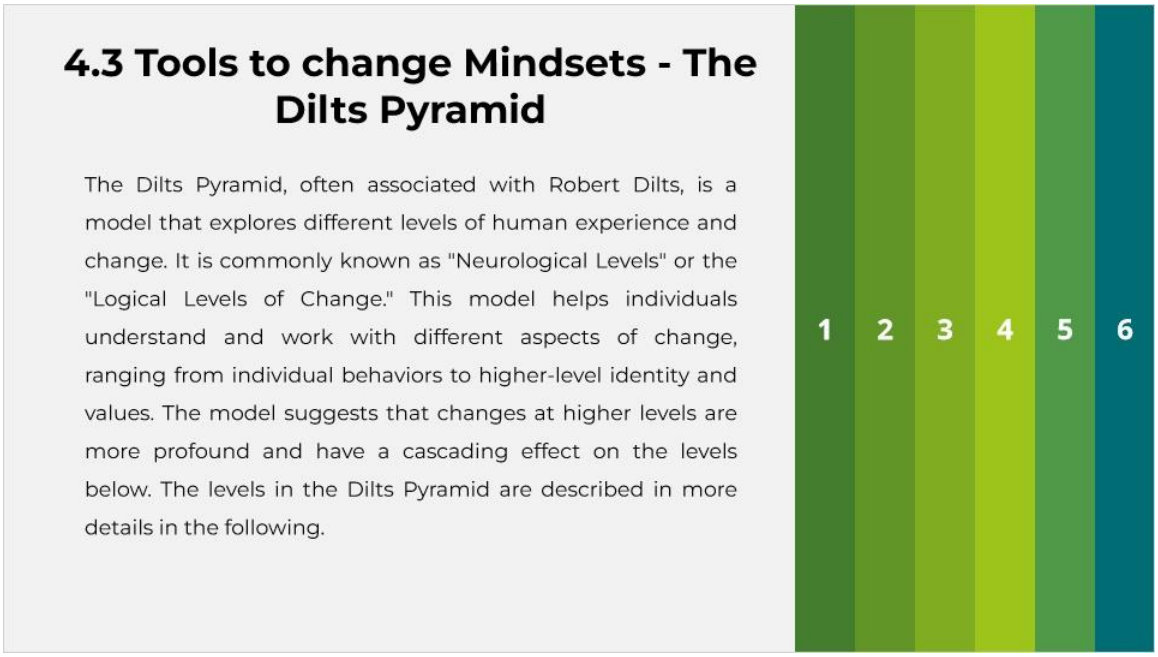
4.3 Dilts Pyramid (1)



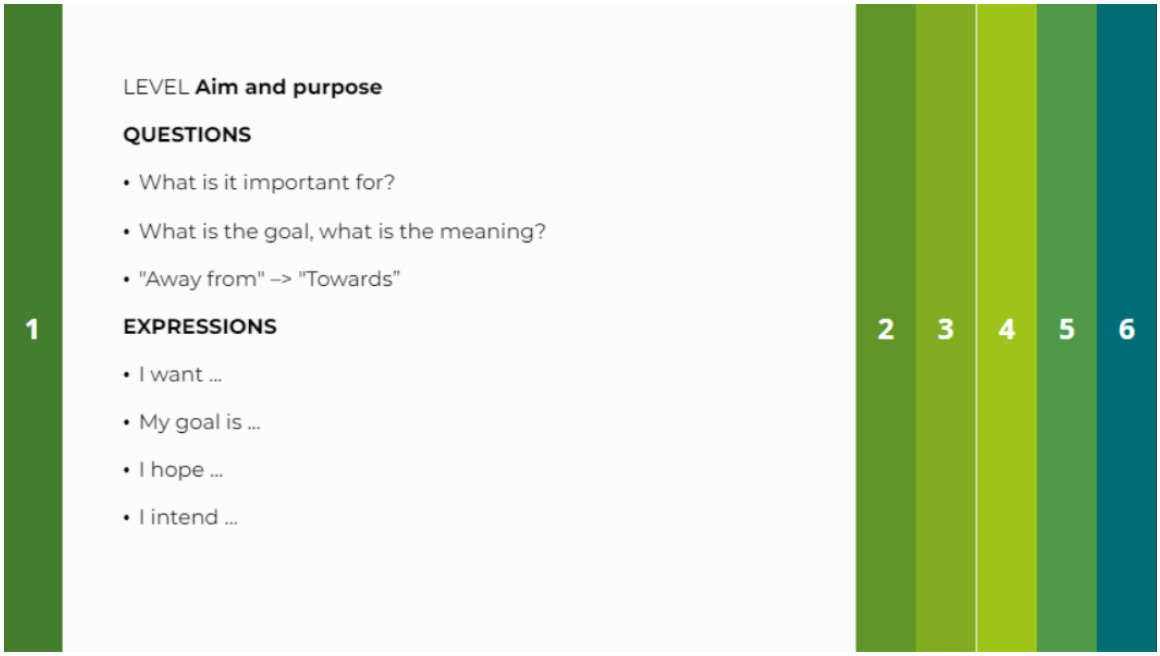
Dilts pyramid (Slide layer)



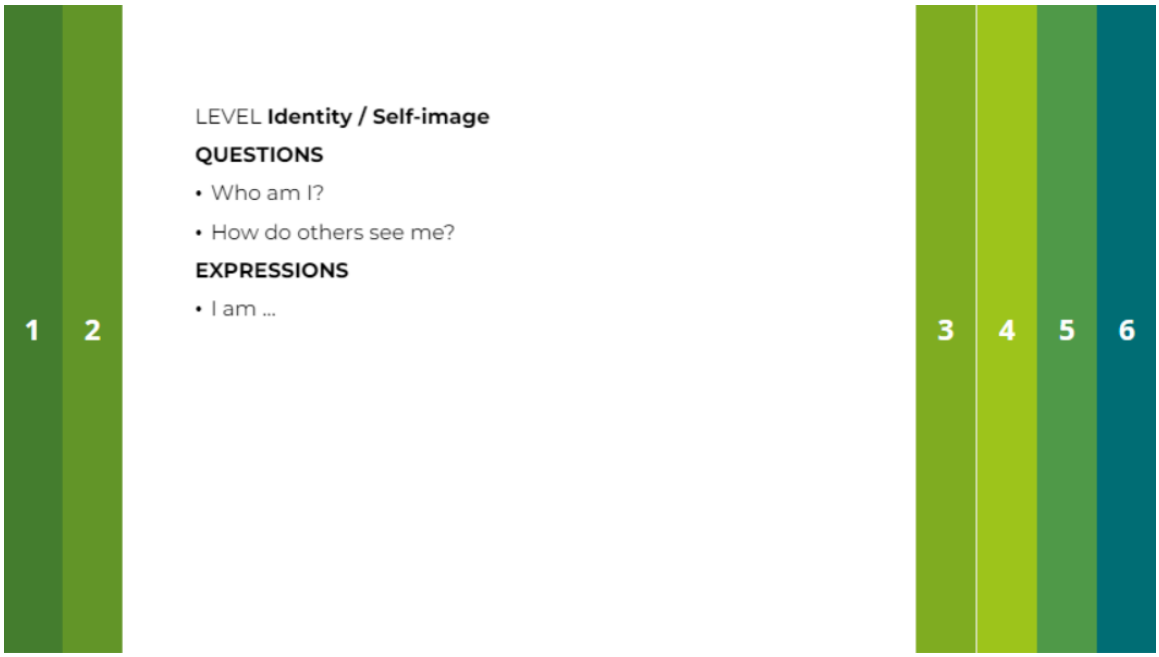
4.4 Dilts Pyramid (2)



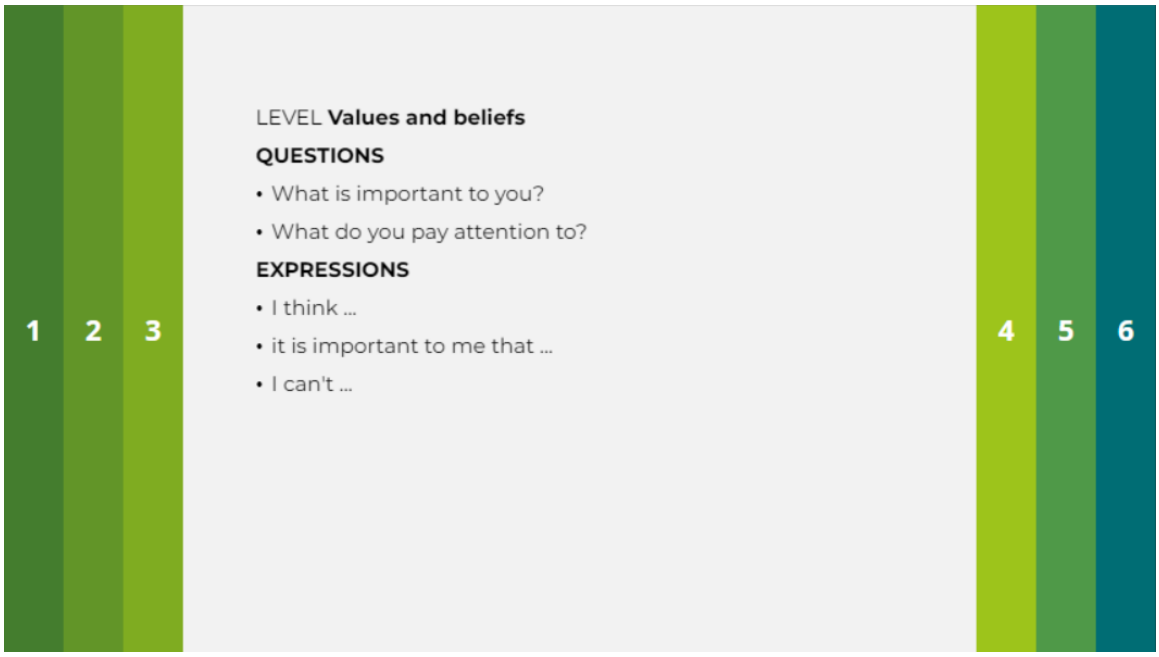
Aim and purpose (Slide layer)



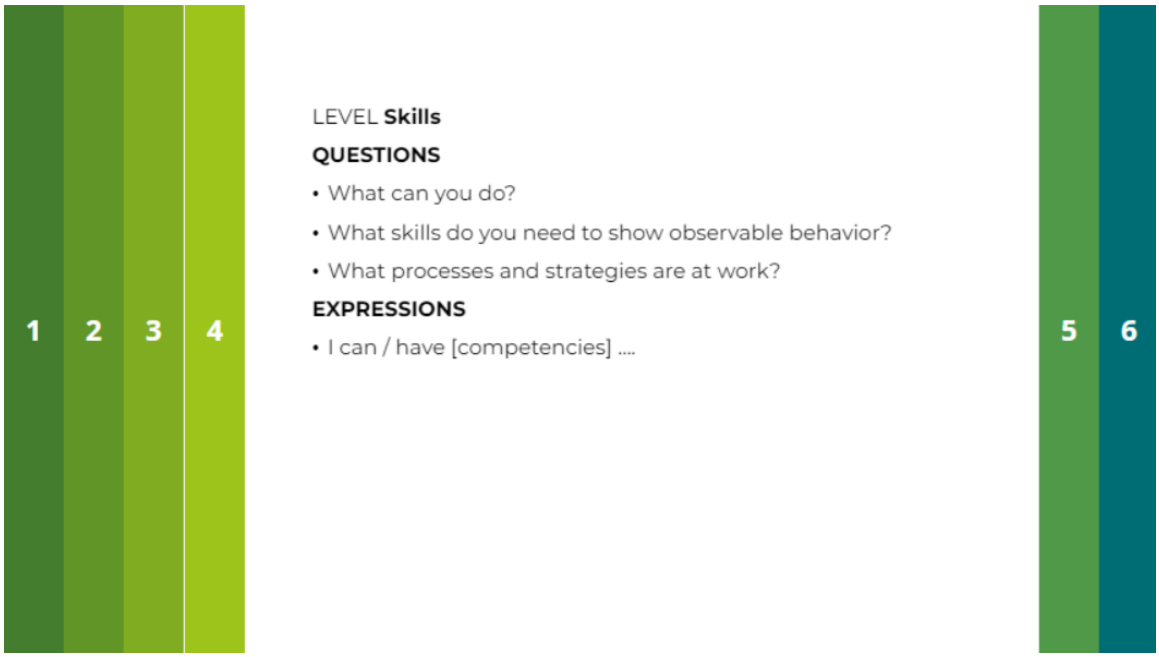
Identity/Self-image (Slide layer)



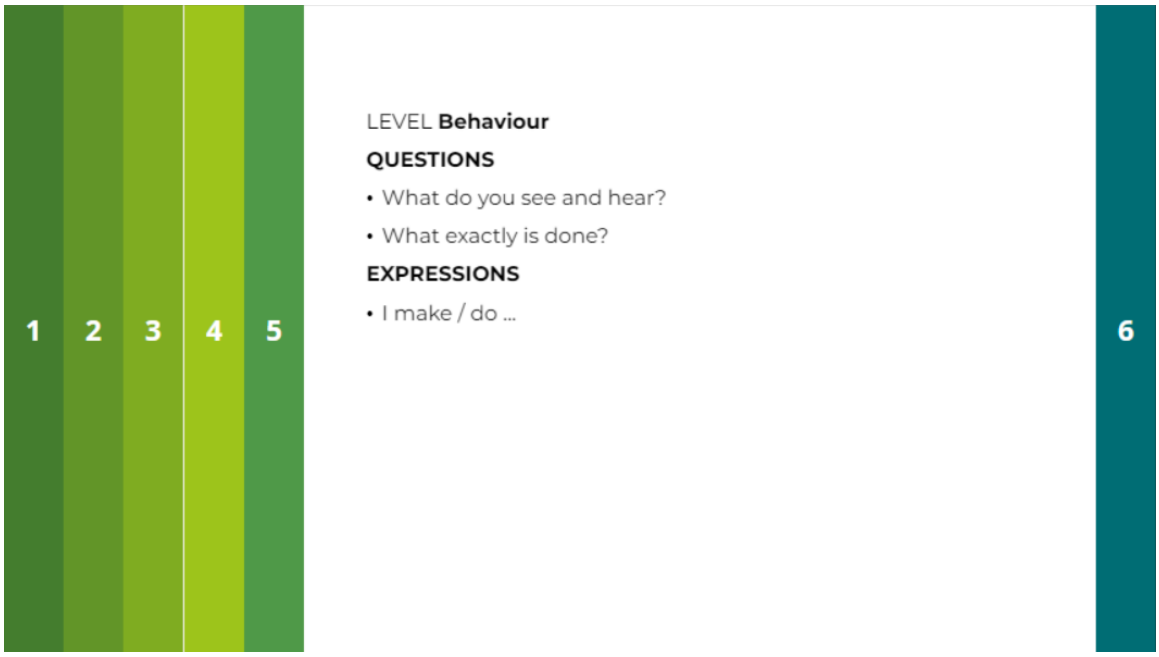
Values and beliefs (Slide layer)



Skills (Slide layer)

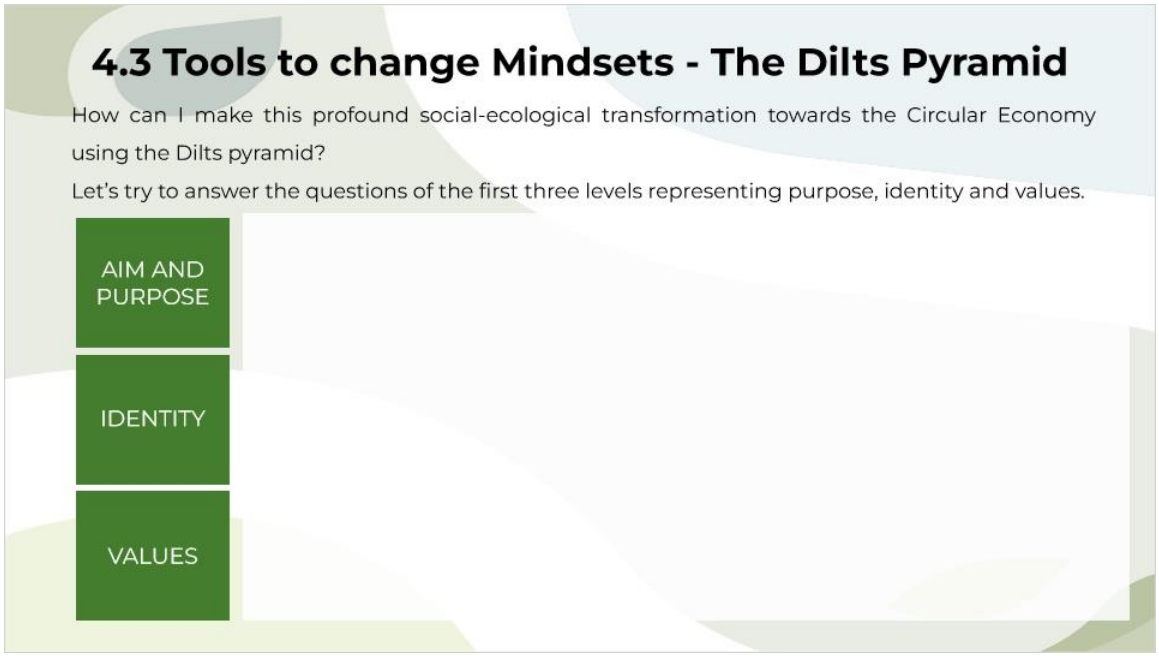


Behaviour (Slide layer)

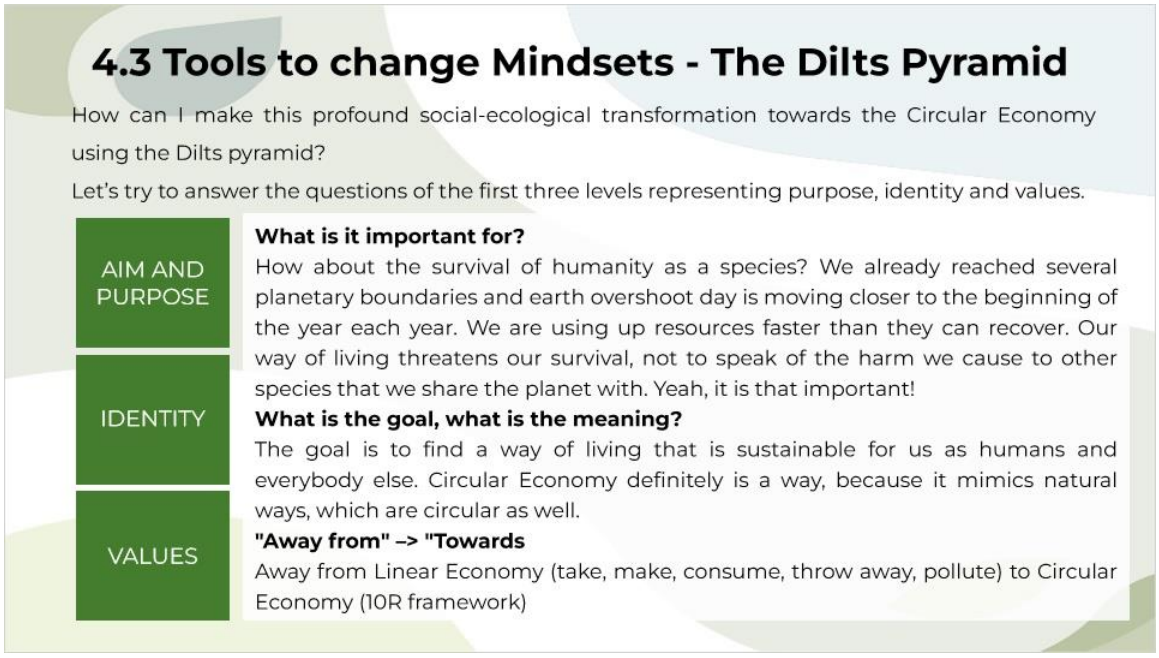


Environment (Slide layer)

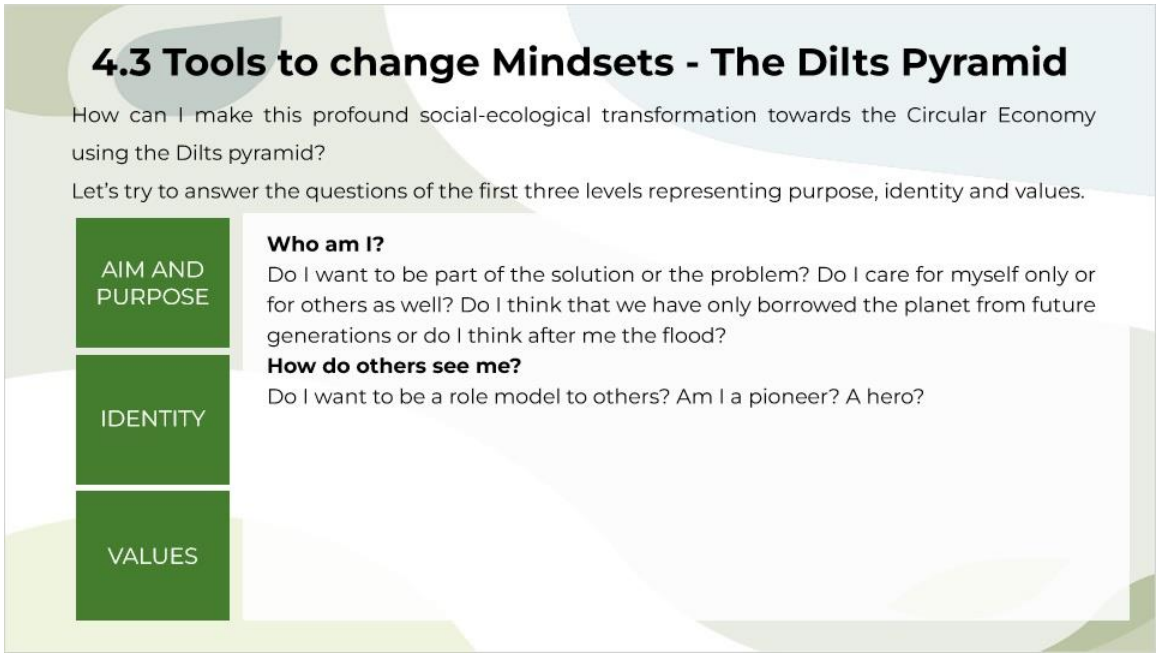
4.5 Dilts Pyramid (3)



Aim and purpose (Slide layer)



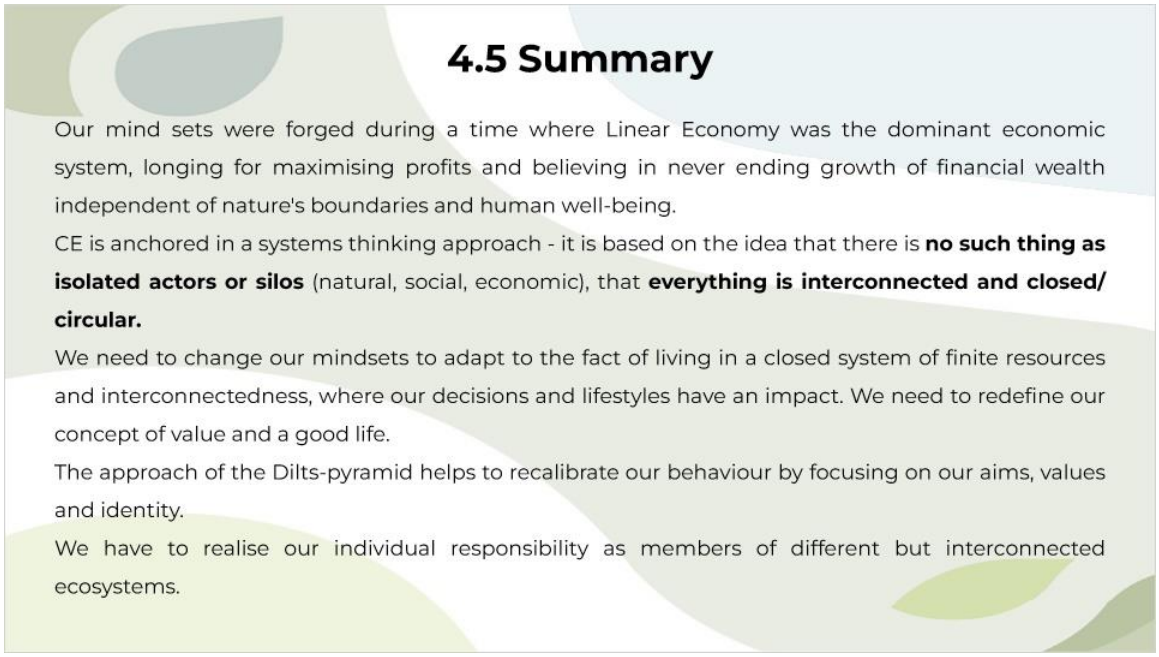
Identity (Slide layer)



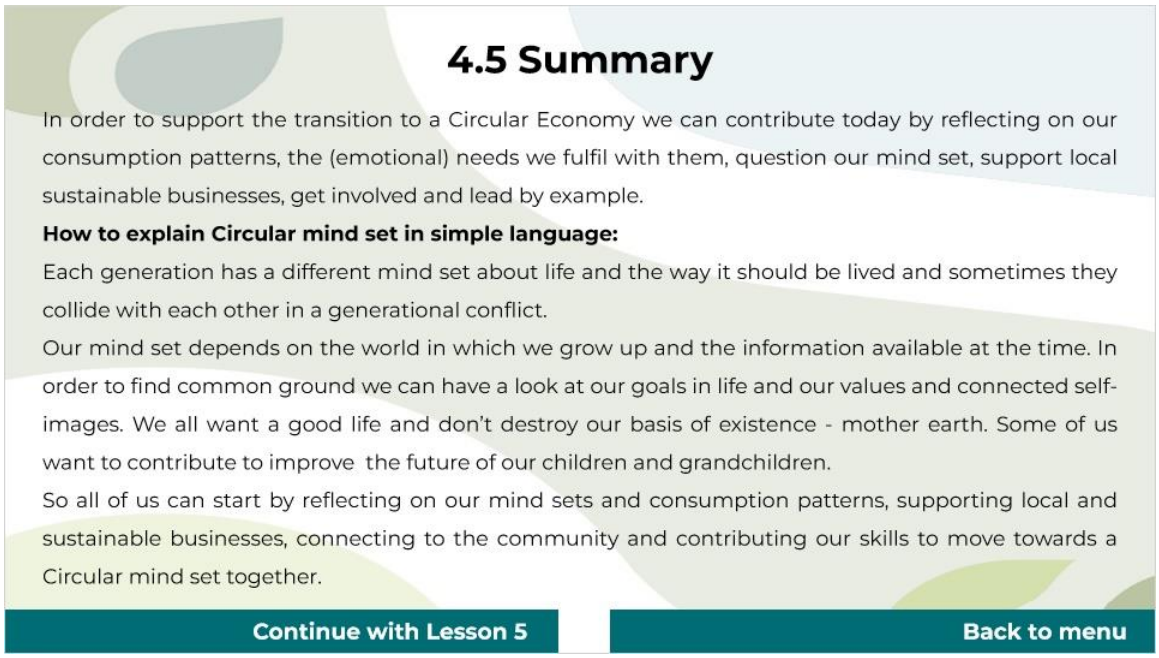
Values (Slide layer)

4.6 Concrete Actions to make a Contribution

4.7 Summary (1)



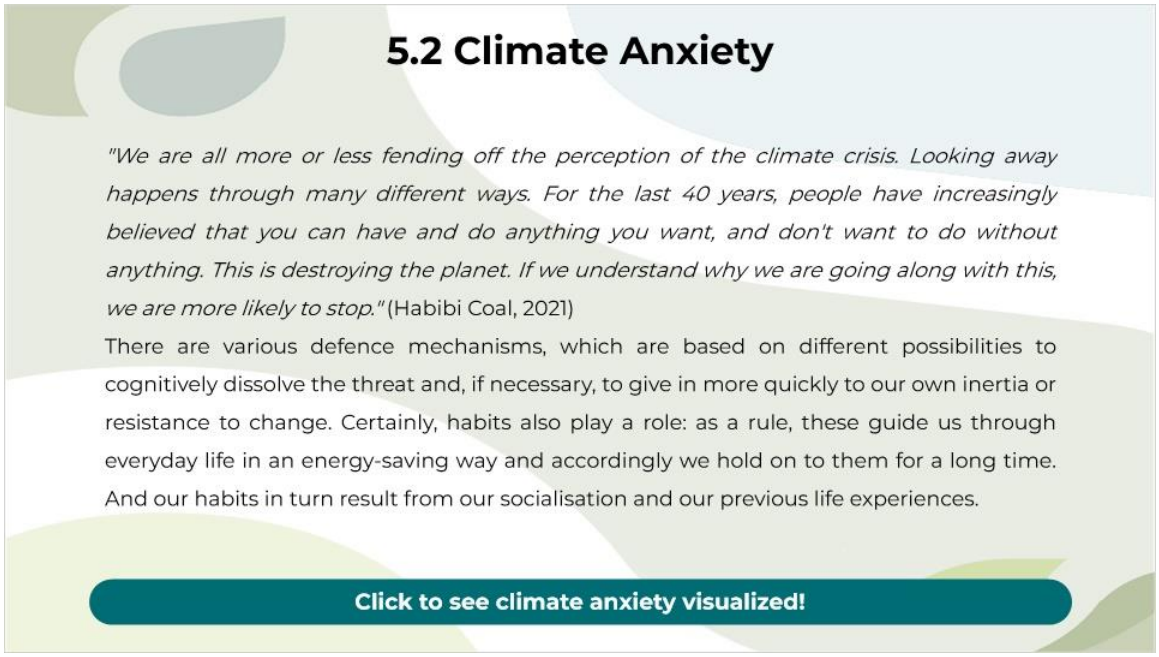
4.8 Summary (2)



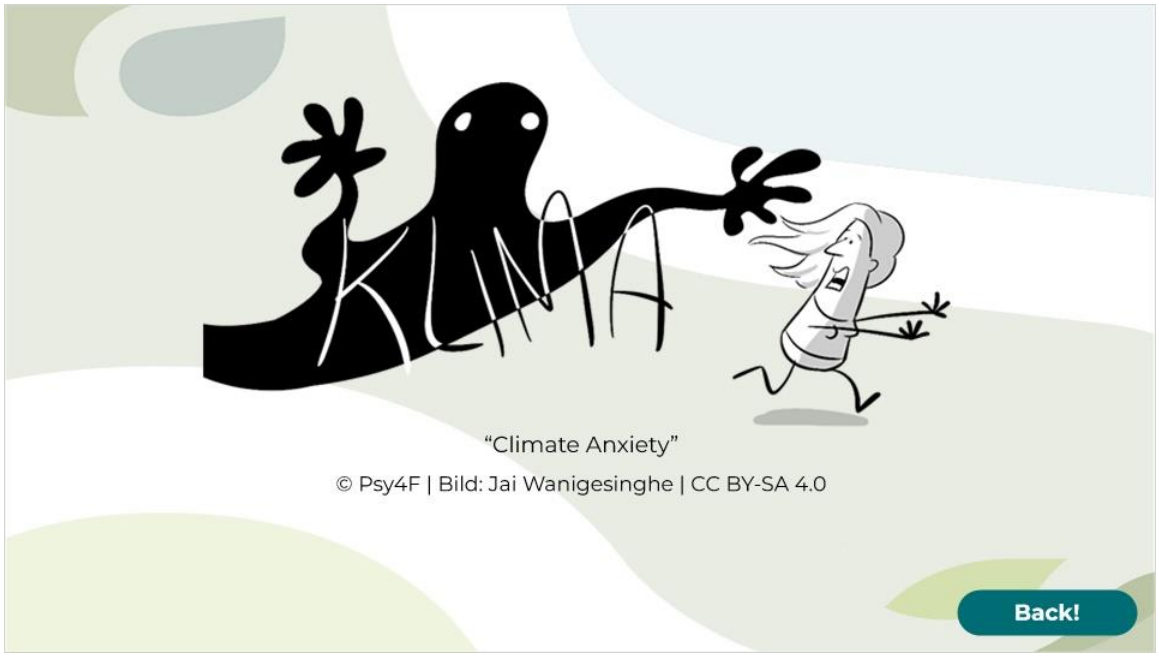
5. Lesson 5– How to deal with resentment

5.1 Lesson 5 - Learning objectives

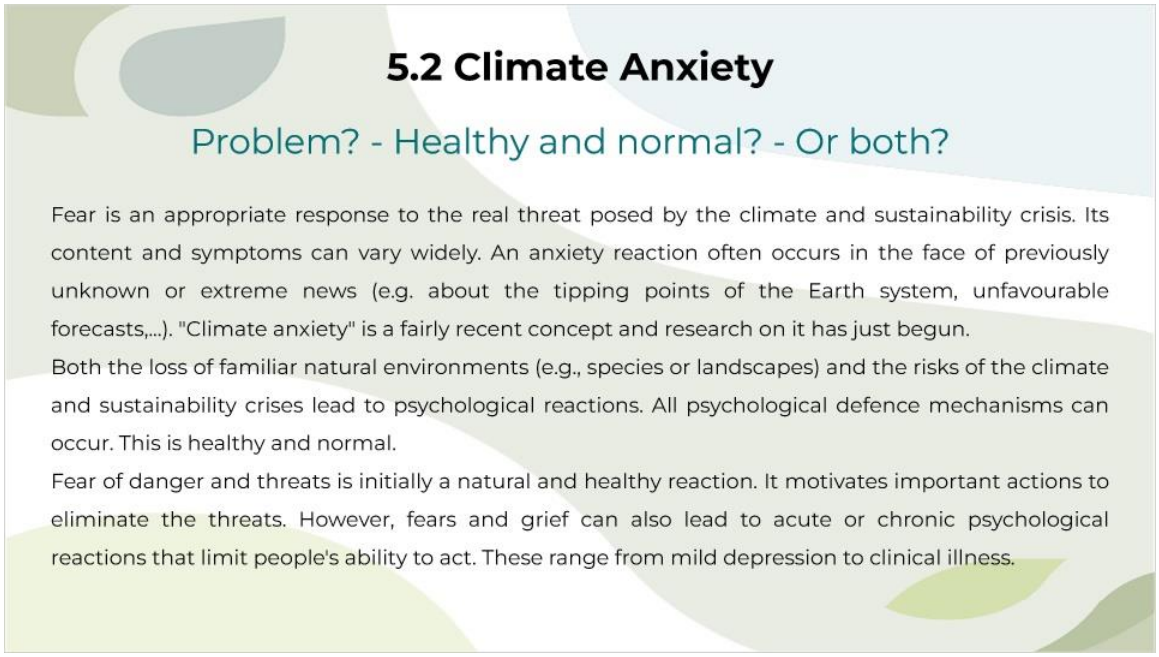
5.2 Climate anxiety (1)



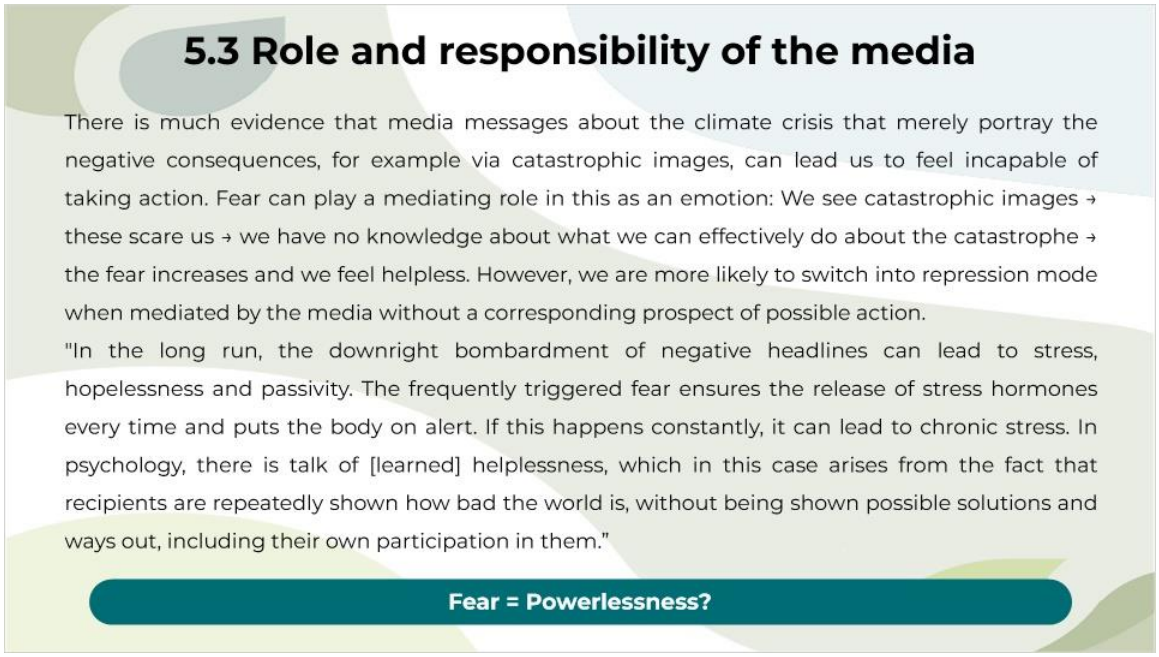
Climate anxiety (Slide layer)



5.3 Climate anxiety (2)

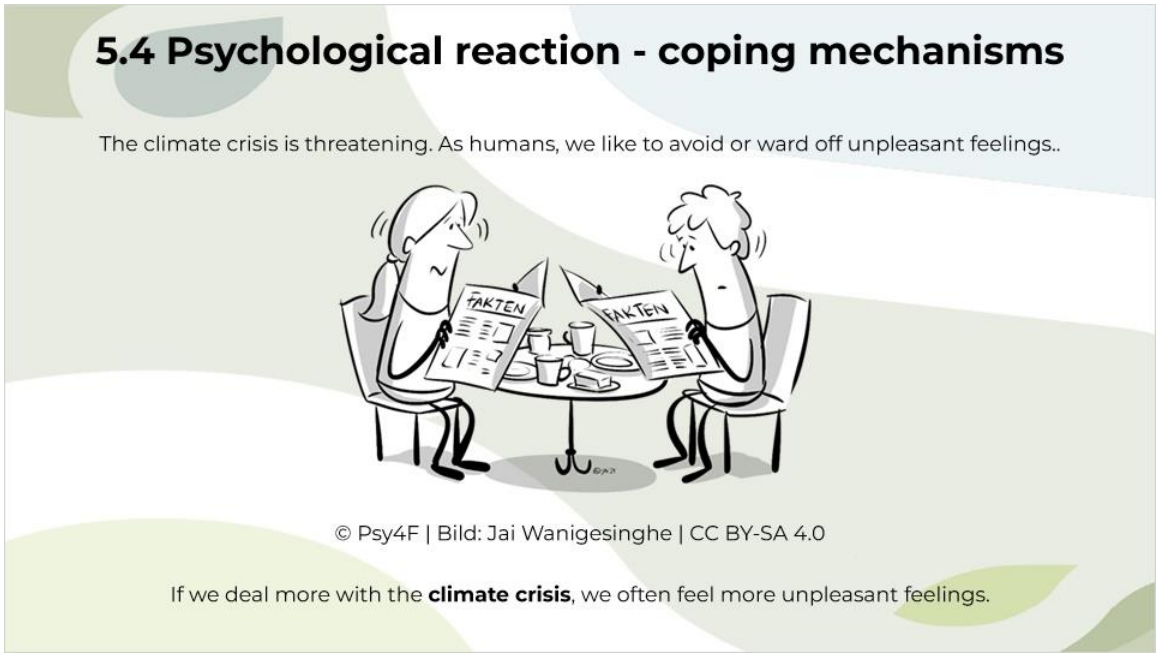


5.4 Role and responsibility of the media

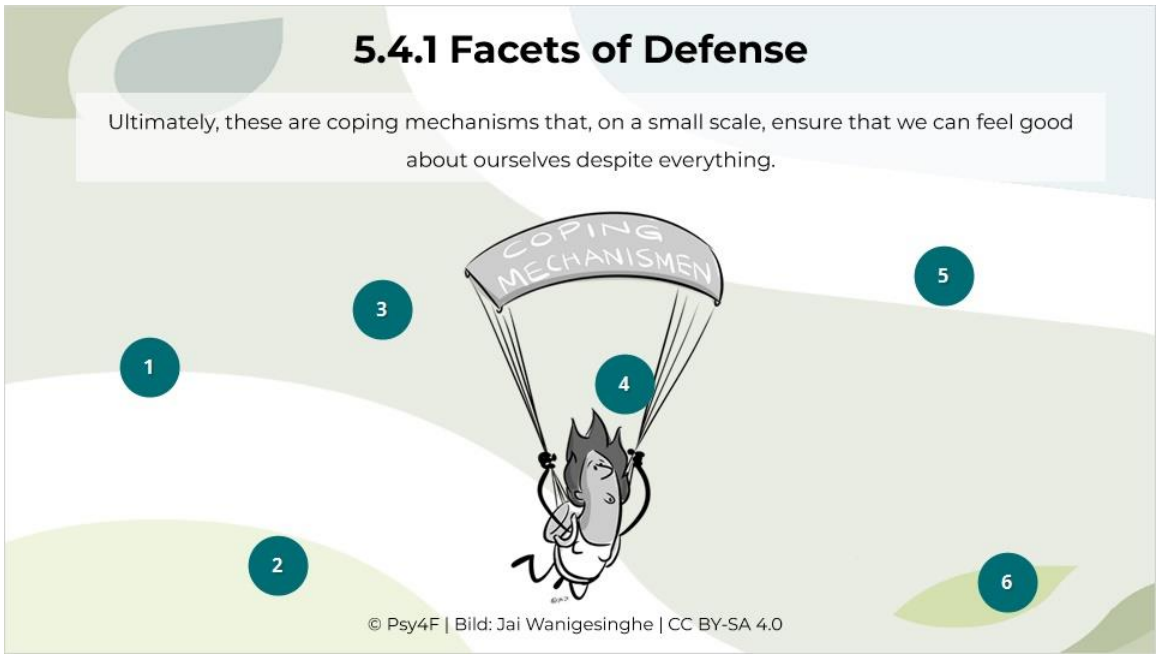


Role and responsibility of the media (Slide layer)

5.5 Psychological reaction - coping mechanisms



5.6 Facets of Defense (1)



5.7 Facets of Defense (2)

5.4.1 Facets of Defense

Our psychological defence mechanisms are not inherently bad. They protect us from being overwhelmed (like a computer that has too many programs running at the same time and therefore crashes - our defence mechanisms or filters stop or close certain programs, so to speak). But in larger and long-term crises, which seem very complex and very demanding on the imagination, such mechanisms can ensure that in the long term vital programs are closed, so the PC may not crash at the moment, but will soon break down completely.

Our psychological defences are shaped by the spirit of the times. Capitalism, neoliberalism, higher-faster-further, competition, self-optimization, ...

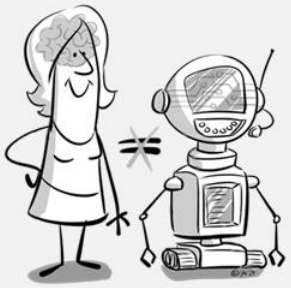
5.8 Facets of Defense (3)

"The way our human world works makes us grow up believing that we have the right to "take" everything, and to brand limits, restriction, and renunciation as, for example, job-threatening. The belief in limitless growth shapes our defences: thinking and acting in solidarity has become rather foreign to us.' (Habibi-Kohlen, 2021)

5.9 Cognitive Distortions

5.4.2 Cognitive Distortions

Our brain does not work like a computer. This is necessary and good. We should be clear what the consequences of this are.. **Cognitive distortions change our perception.** It is good to be aware of them and learn to deal with them.



1 2 3 4 5 6

What is a cognitive bias? (1) (Slide layer)

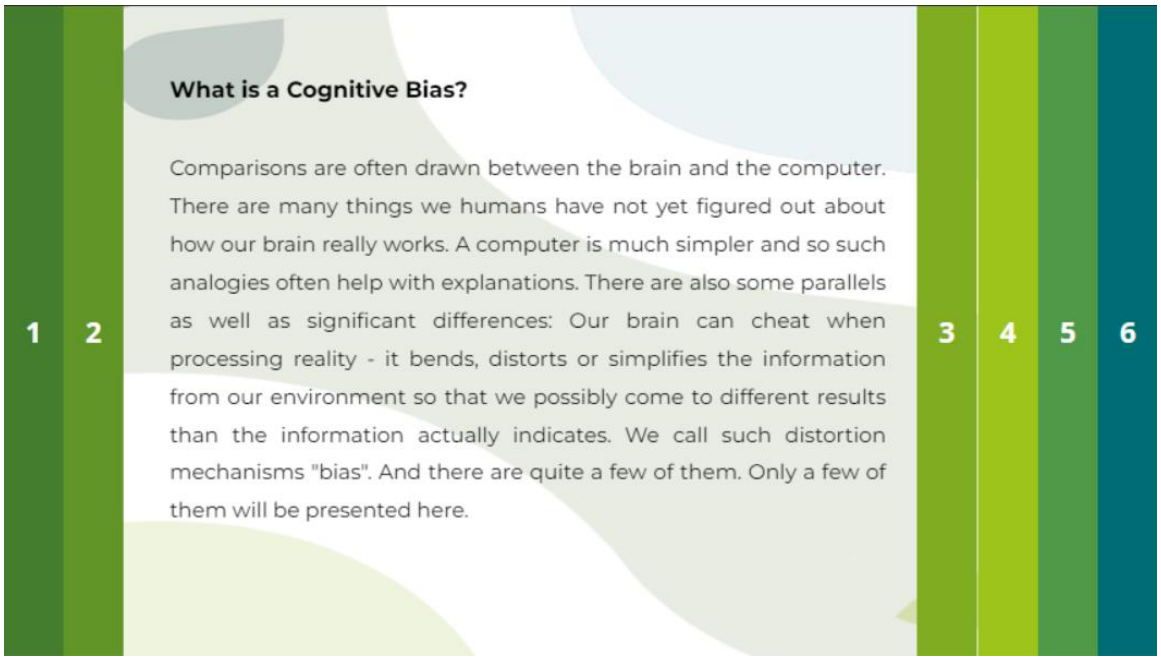
1

What is a Cognitive Bias?

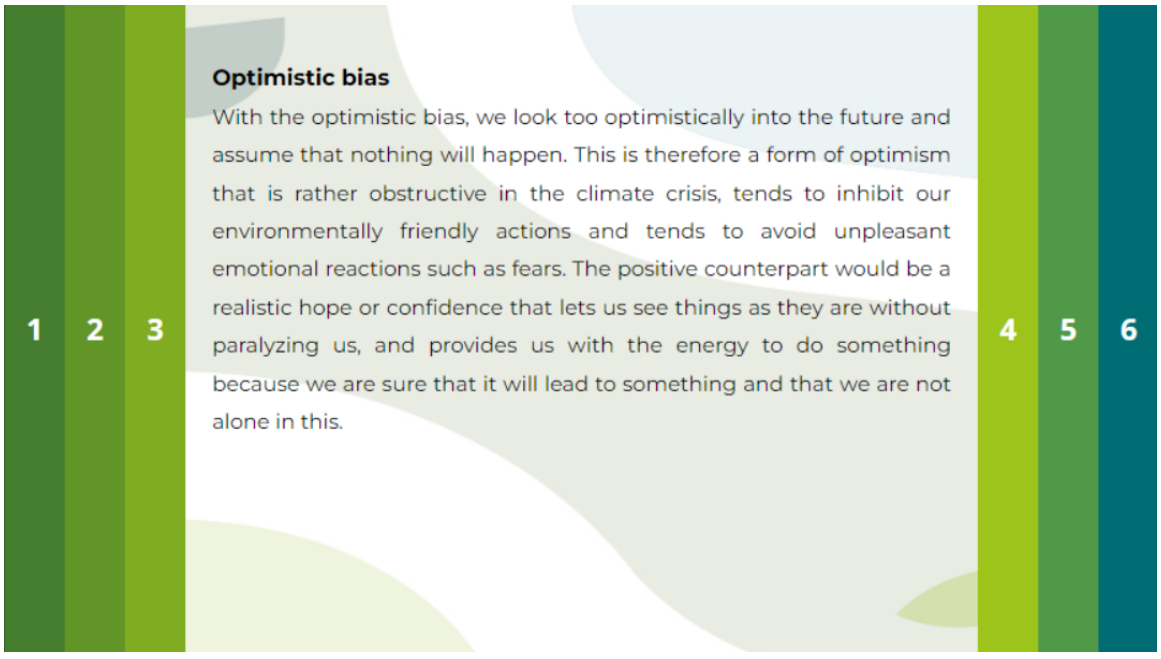
The brain's distinct functioning, unlike a computer, is essential and beneficial. In order to be able to better structure and process our complex reality, our brain almost intentionally builds simplifications into our experience. These relieve us individually and prevent us from being overwhelmed.

2 3 4 5 6

What is a cognitive bias? (2) (Slide layer)



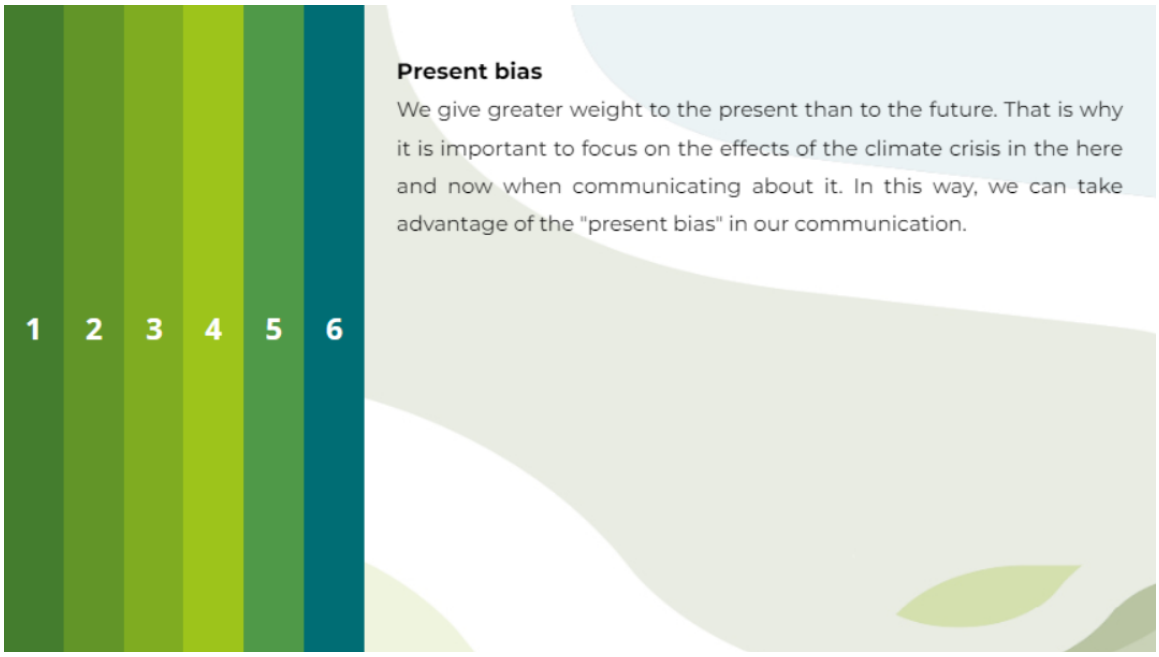
Optimistic bias (Slide layer)



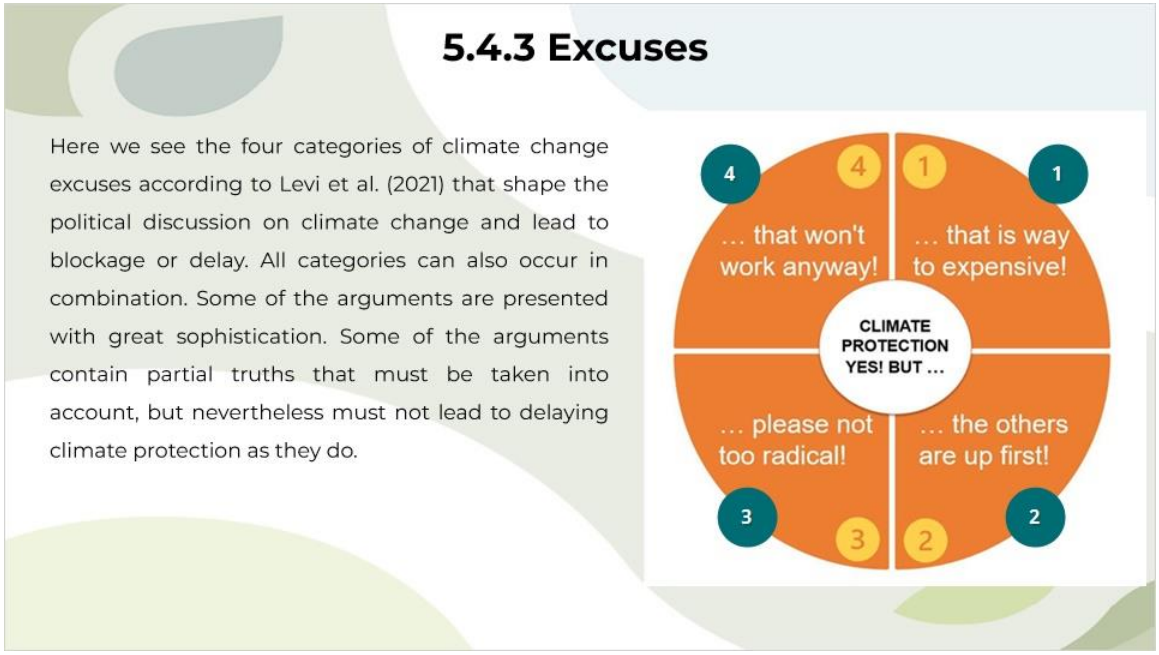
Confirmation bias (Slide layer)

Single action bias (Slide layer)

Present bias (Slide layer)



5.10 Excuses



5.11 Awareness and involvement (1)

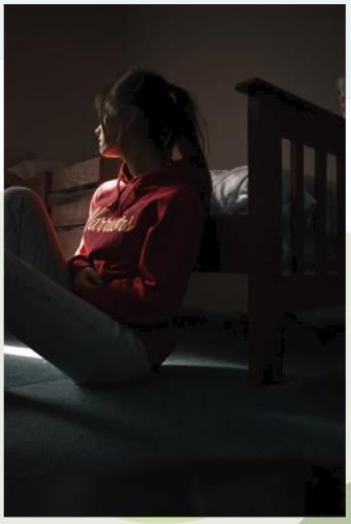
5.4.4 Awareness and involvement

A fundamental rational awareness of the problem is now present in the vast majority of the population. However, we as people are motivated to act above all when we can also establish a personal emotional connection to the climate crisis. And it is precisely when we realize that other people are already affected, and that this moves us emotionally, that the motivation to take action for sustainability already increases. On the other hand, a complete shutting out of emotions leads to denial, while an unregulated emotional involvement can lead to burnout and withdrawal. These two extremes should be avoided at all costs, because they lead to inaction or the inability to act.

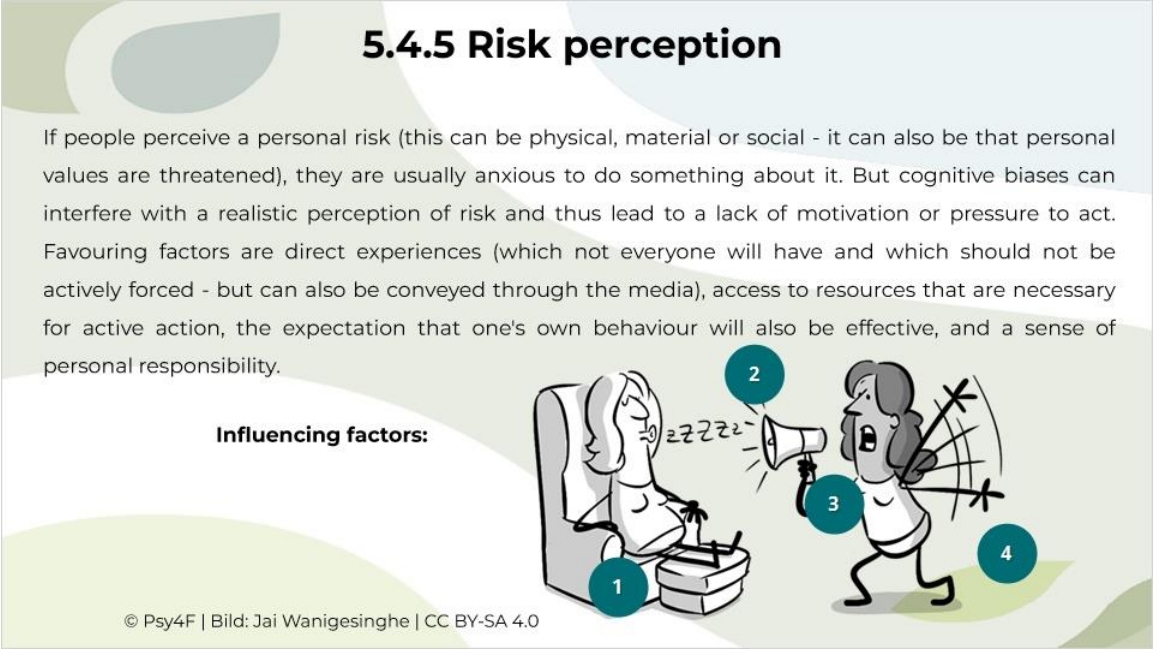
5.12 Awareness and involvement (2)

5.4.4 Awareness and involvement

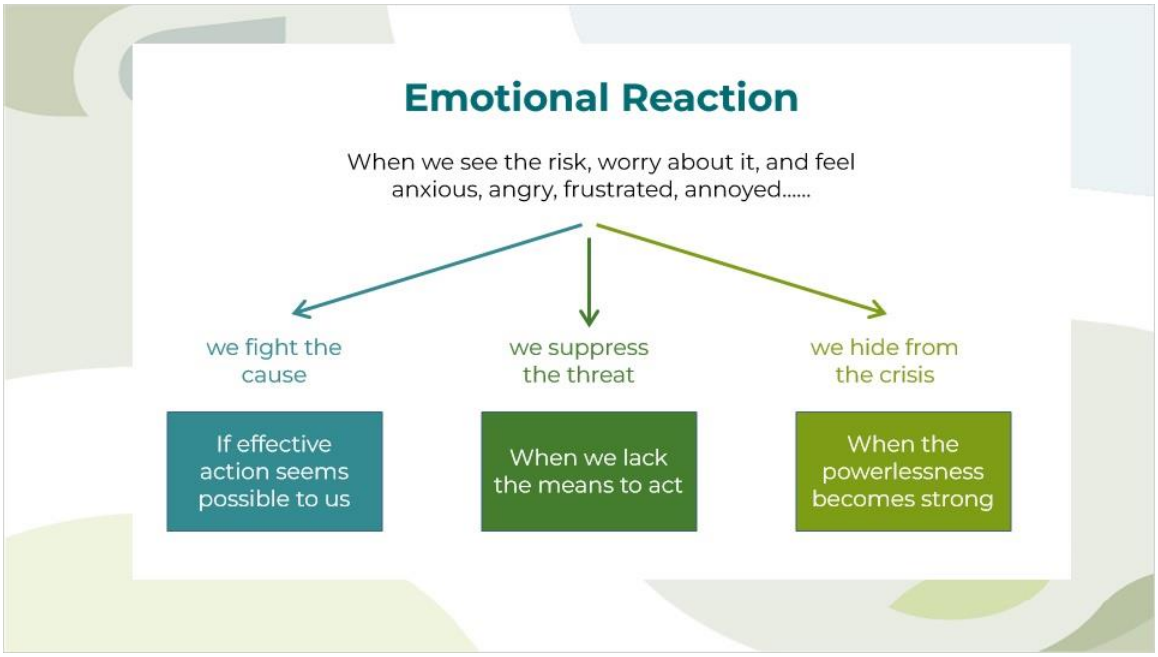
Unpleasant feelings often signal an existing threat to us, and we want to get rid of these unpleasant feelings as quickly as possible. At best, by ending the threat. Feelings such as fear can thus motivate people to adequately prepare for an approaching threat or to end it by actively intervening (problem-centred coping). However, this requires (a) that we also recognize our feelings as such and have learned to deal with them in a reflective way, (b) that we know of concrete and effective possibilities for action, and (c) at best, we know that we are not alone but can act together with others. If, on the other hand, we seem to lack the means and possibilities, then we tend to repress the threat through mental defence mechanisms in order to get rid of the feelings (emotion-centered coping). If even that no longer works and the threat overwhelms us emotionally, then we may withdraw, become passive or even feel powerless.



5.13 Risk perception (1)



5.14 Risk perception (2)



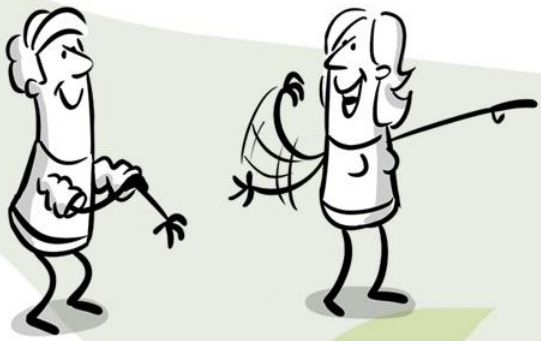
5.15 How to motivate people to action (1)

5.5 How to motivate people to action

Values are a basis for the fact that we can be activated emotionally at all. Without a corresponding value system, the environment may not be important enough for us to want to protect it!

Examples of social values

- Good life for ourselves
- Good life for our children (and the following generations)
- Do not live at the expense of children
- Living beings have their own rights



5.16 How to motivate people to action (2)

5.5 How to motivate people to action

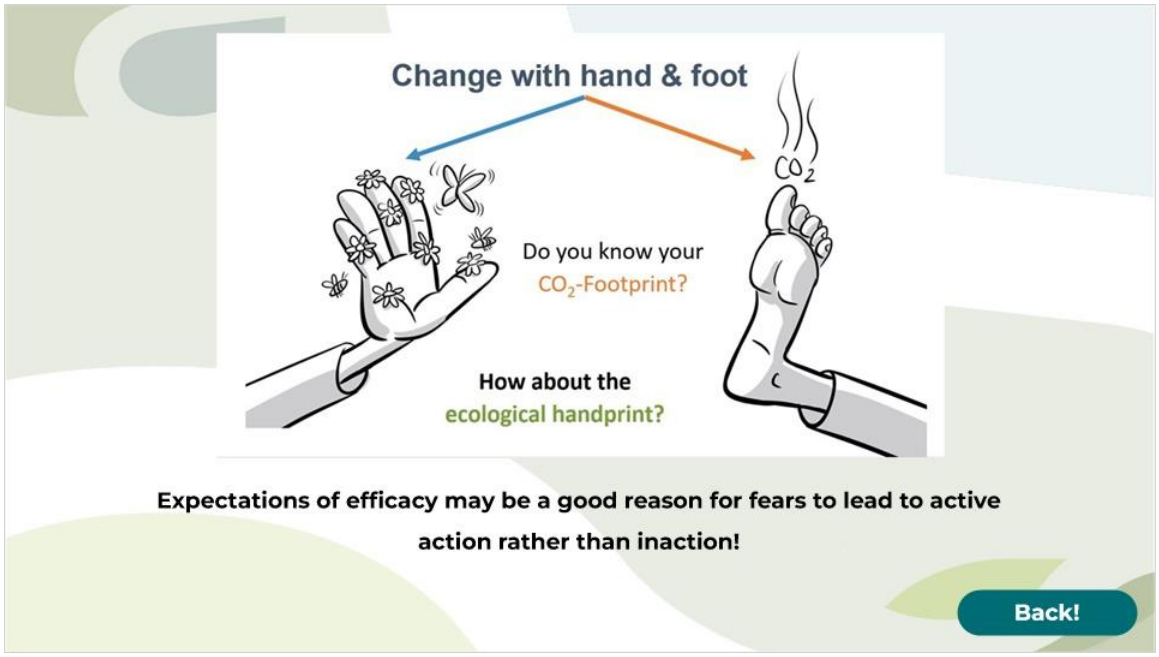
"There are many current crises in our world that are interconnected. In the foreground right now is the climate and sustainability crisis. For us, our fellow human beings and the people of the future, it is very important that these crises are solved. For that, we humans need to do many things differently:

- We can think about what is really important to us in life and what we want to protect.
- We can help others understand these crises and protect our environment better.
- We should do the tasks and set the priorities in such a way that we become really effective.
- The tasks need to be addressed quickly and extensively.
- We need to reliably and equitably share the work at hand to do this.
- Everyone should contribute so that in the end we succeed together."

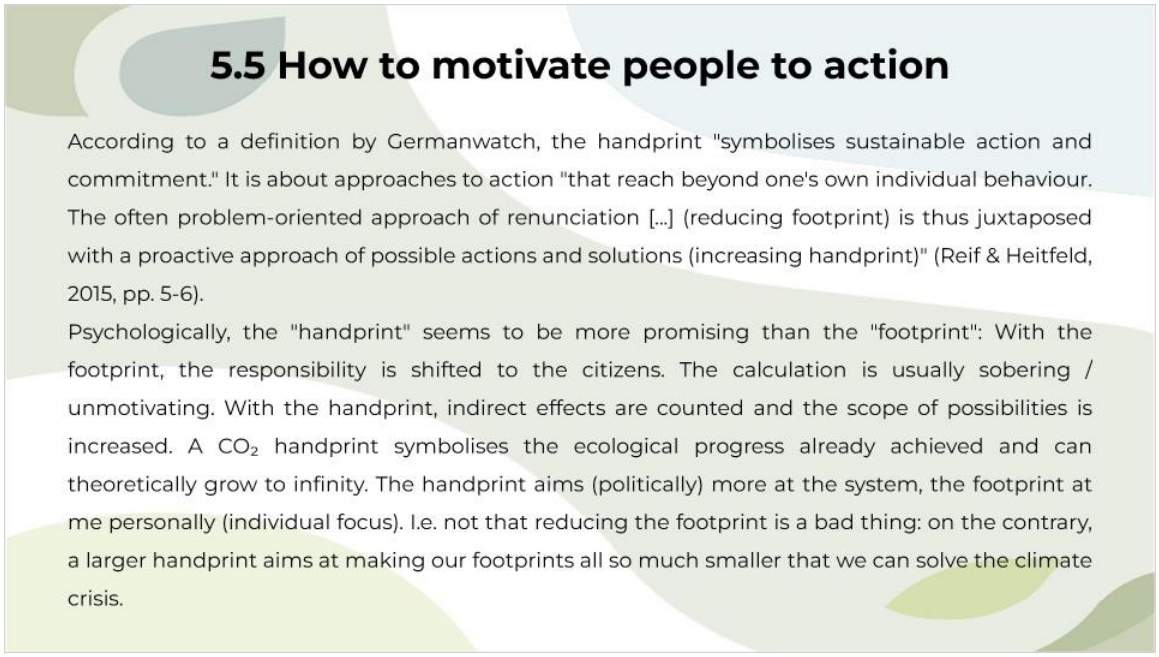
(Hagedorn & Peter, 2021)

Click to find out more about another way to motivate people!

How to motivate people to action (Slide layer)



5.17 How to motivate people to action (3)

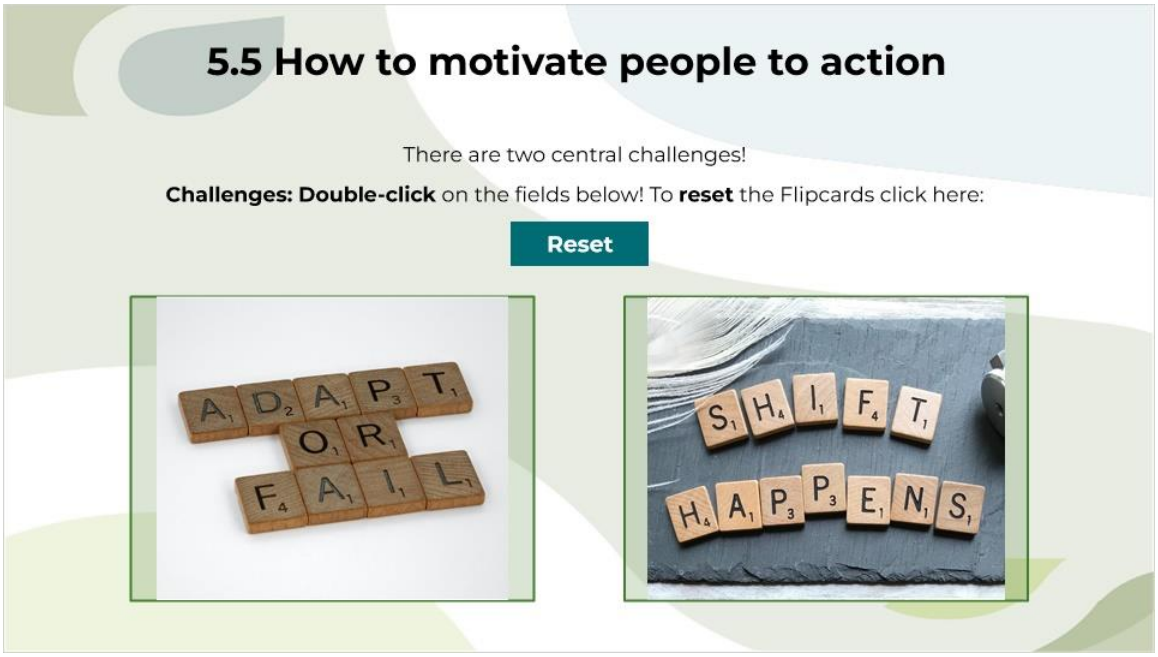


5.5 How to motivate people to action

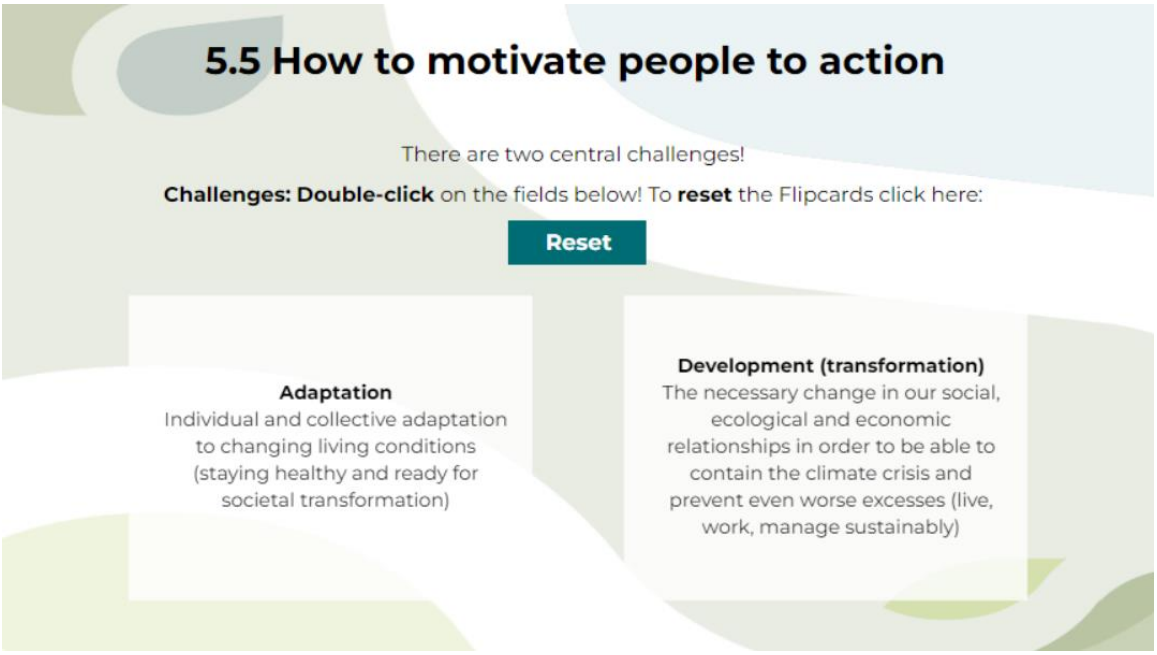
According to a definition by Germanwatch, the handprint "symbolises sustainable action and commitment." It is about approaches to action "that reach beyond one's own individual behaviour. The often problem-oriented approach of renunciation [...] (reducing footprint) is thus juxtaposed with a proactive approach of possible actions and solutions (increasing handprint)" (Reif & Heitfeld, 2015, pp. 5-6).

Psychologically, the "handprint" seems to be more promising than the "footprint": With the footprint, the responsibility is shifted to the citizens. The calculation is usually sobering / unmotivating. With the handprint, indirect effects are counted and the scope of possibilities is increased. A CO_2 handprint symbolises the ecological progress already achieved and can theoretically grow to infinity. The handprint aims (politically) more at the system, the footprint at me personally (individual focus). I.e. not that reducing the footprint is a bad thing: on the contrary, a larger handprint aims at making our footprints all so much smaller that we can solve the climate crisis.

5.18 How to motivate people to action (3)



How to motivate people to action (Slide layer)



5.19 How to motivate people to action (4)

5.5 How to motivate people to action

We face two major challenges in addressing the climate crisis: Adaptation, in the sense of individual and collective adjustment to changing living conditions. And transformation, meaning changing our social and economic conditions to mitigate further severe climate change. But we must accept that adaptation alone is not enough. It is important to stay healthy and be ready for transformation, but in the long run it would be fatal to pursue only this strategy, because global warming and the climate crisis will increase in magnitude if we do not evolve as humans.

The climate and sustainability crisis is a complex issue. It requires a complex response from people. This does not mean that every single person has to perform complex actions. That would overwhelm us all. No, it means that people should participate together in their networks to make complex collective changes, and this participation can also be very simple. (Dohm et al., 2021)

5.20 Communication (1)

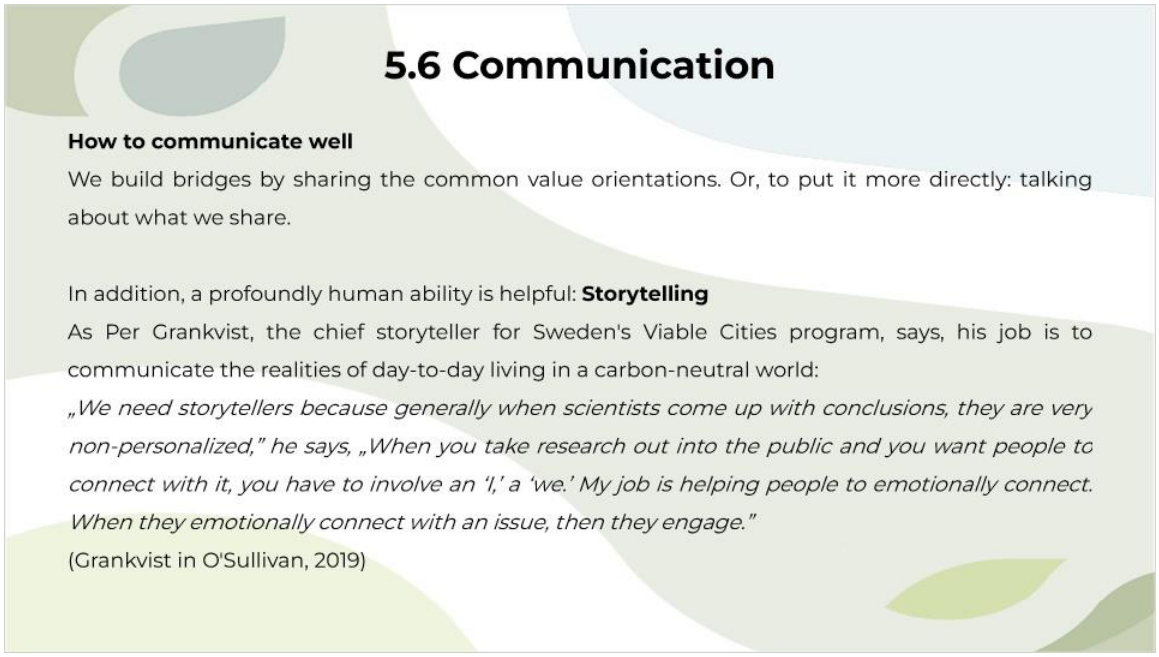
5.6 Communication

When confronted with any of the above mentioned feelings of resentment, denial or fear, we have to keep in mind that in order to engage people effectively, who might still be in doubt, we have to build bridges, instead of putting blame on anyone. And thus get people on board.

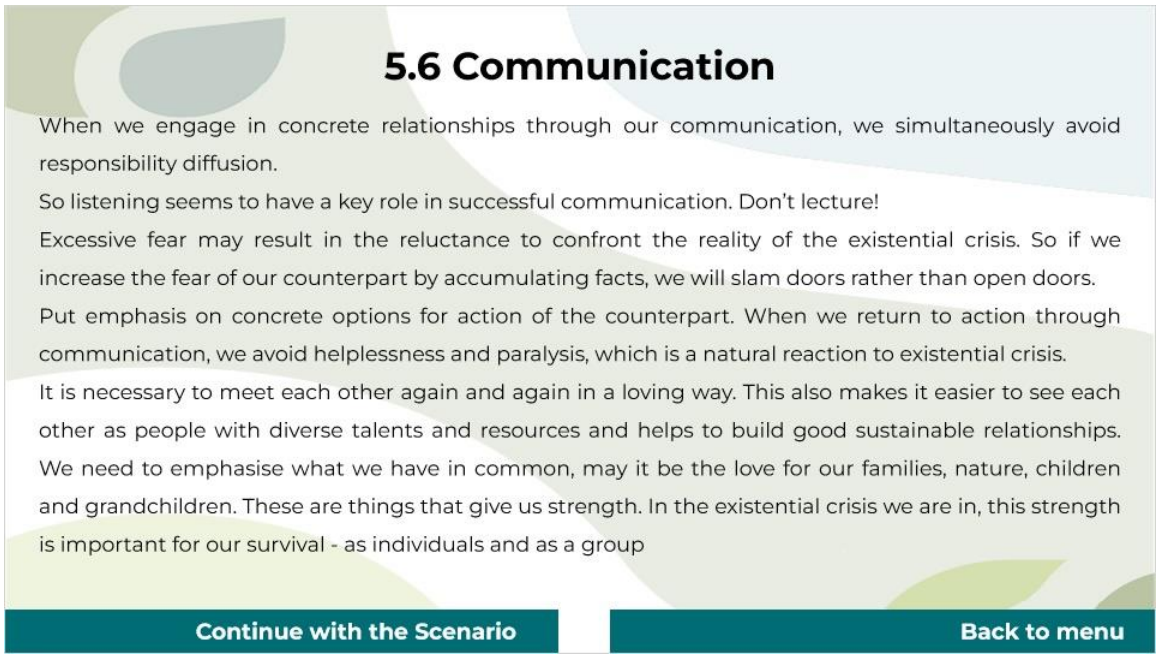
it is about avoiding frustration experiences, shame experiences, and other negative communication elements as best we can in order to love ourselves and each other.

It is about building bridges and not deepening trenches, some of which have a long history of slights.

5.21 Communication (2)

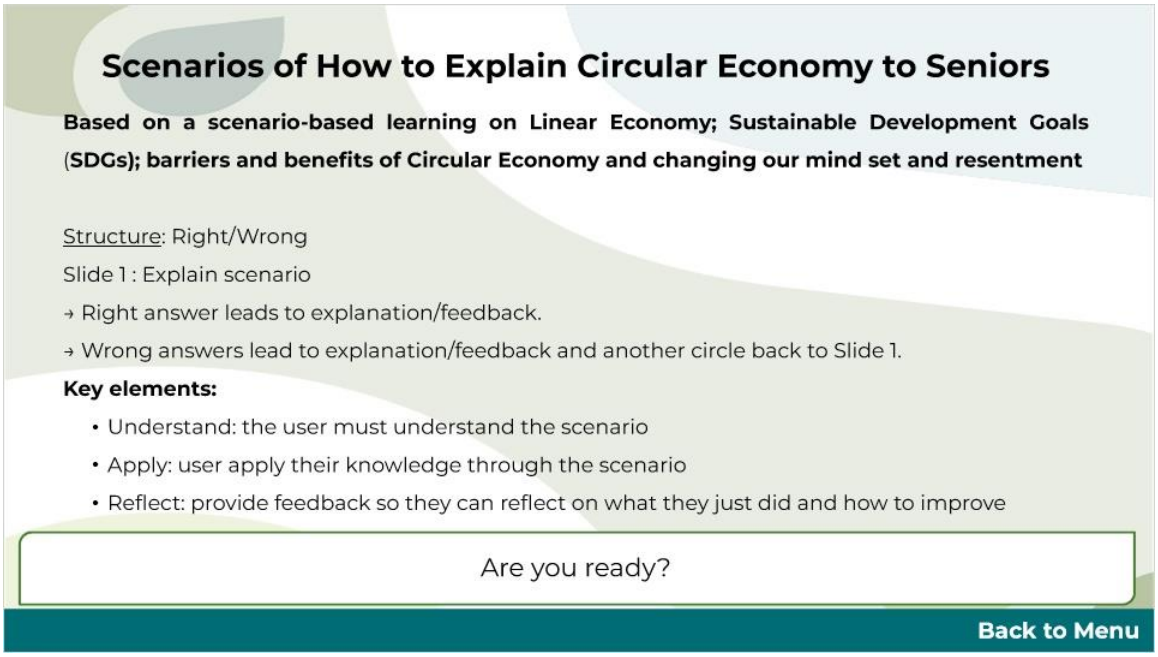


5.22 Communication (3)

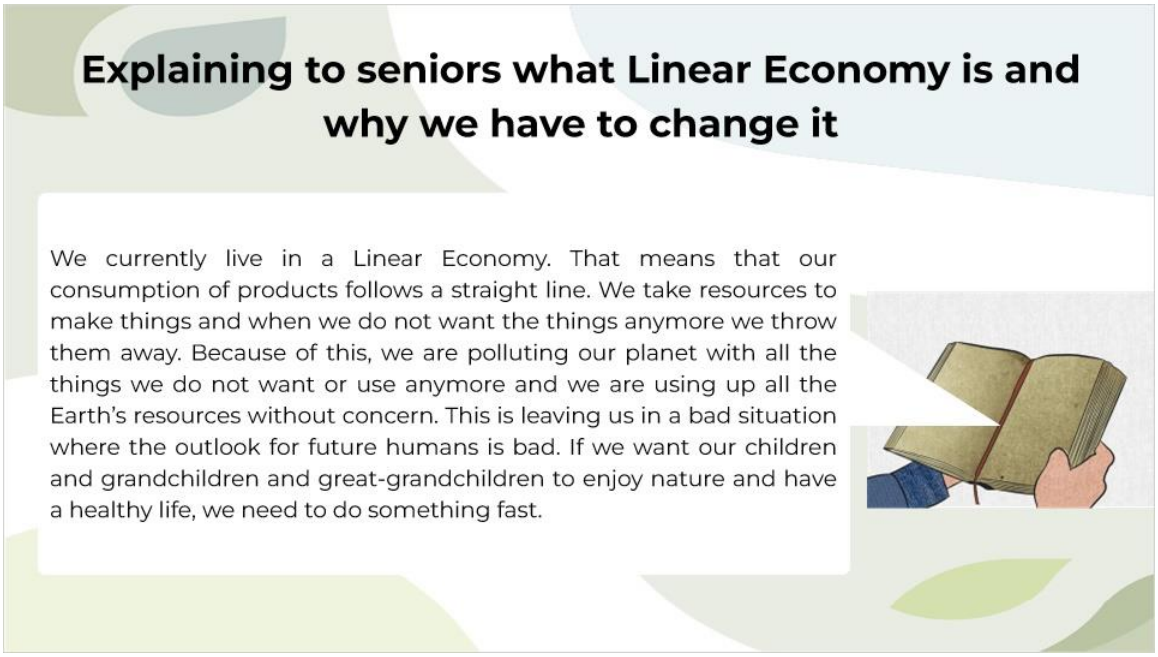


6. Scenarios of How to Explain Circular Economy to Seniors

6.1 Scenarios of How to Explain Circular Economy to Seniors

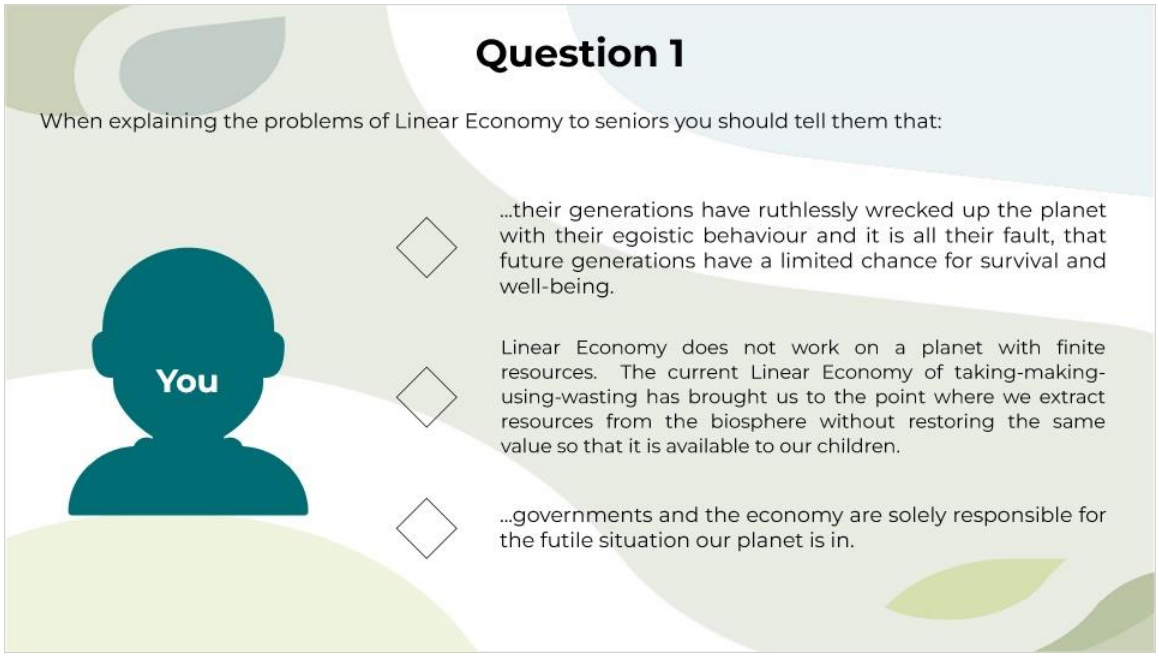


6.2 Scenario Setting 1



6.3 Scenario Question 1

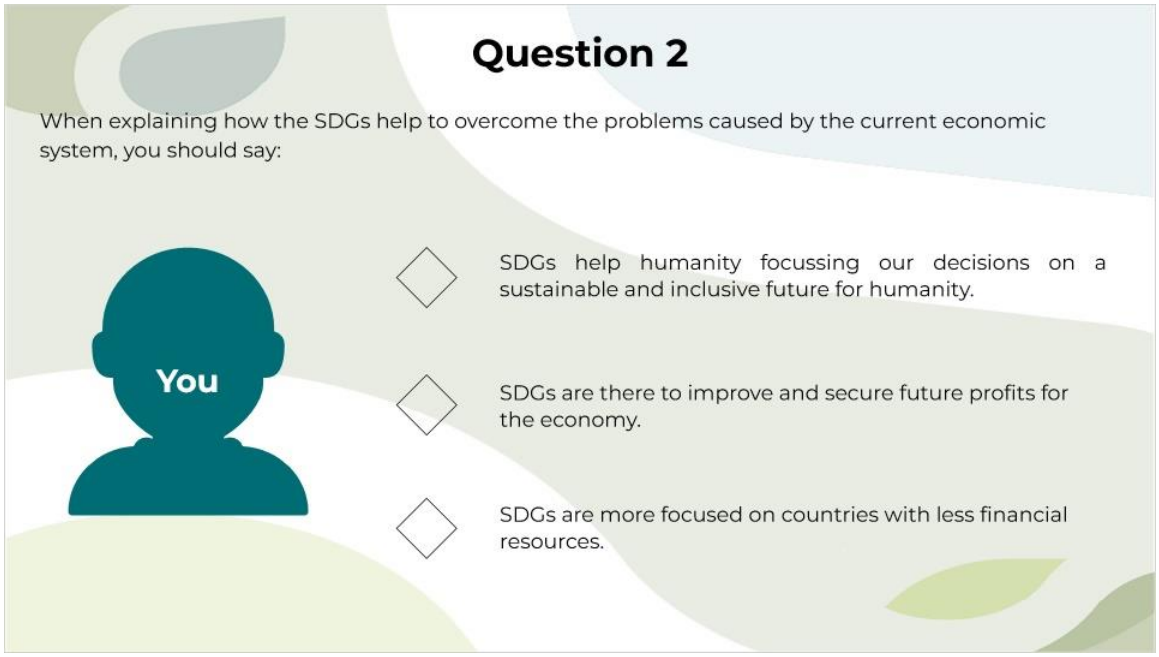
(Pick One, 10 points, 1 attempt permitted)



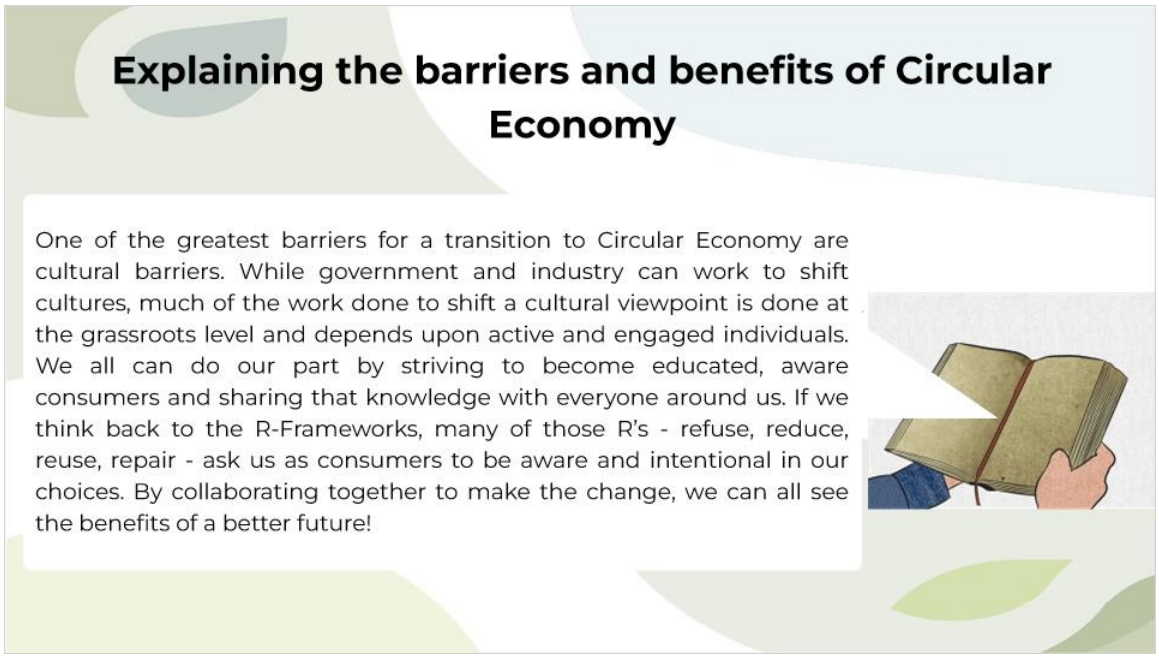
6.4 Scenario Setting 2

6.5 Scenario Question 2

(Pick One, 10 points, 1 attempt permitted)

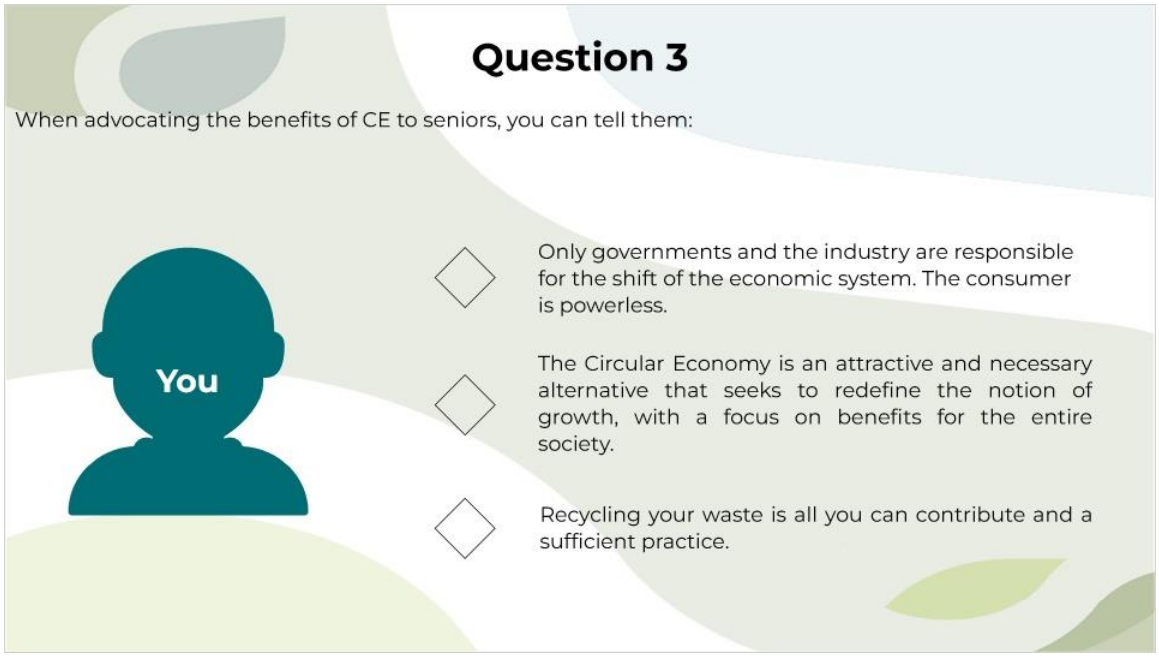


6.6 Scenario Setting 3



6.7 Scenario Question 3

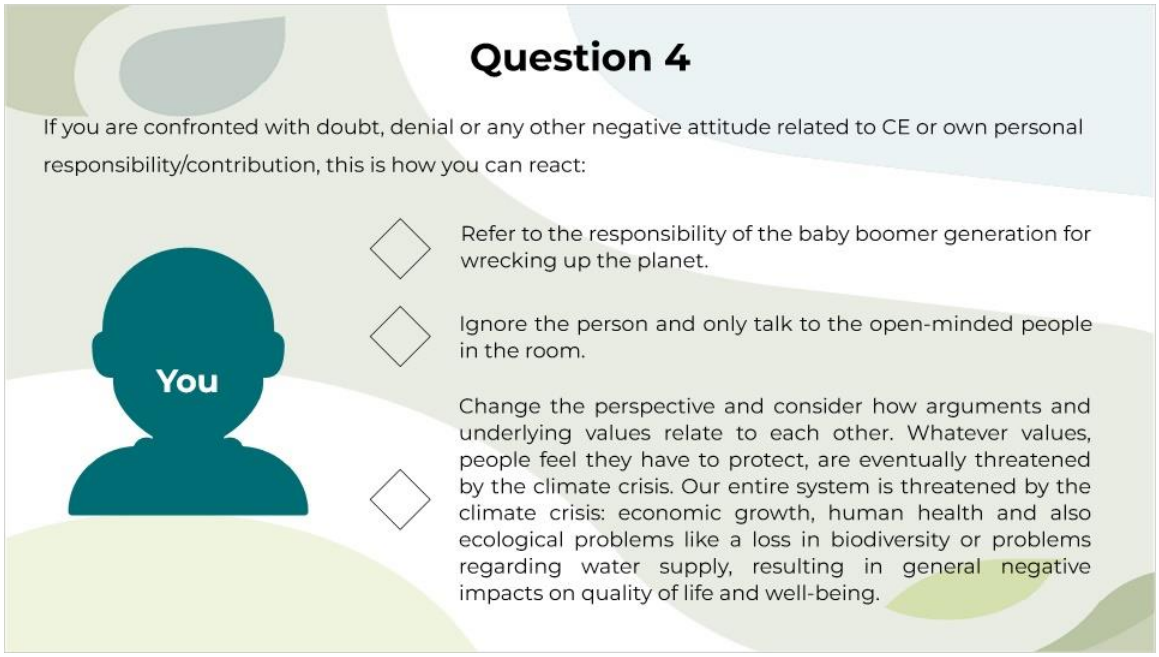
(Pick One, 10 points, 1 attempt permitted)



6.8 Scenario Setting 4

6.9 Scenario Question 4

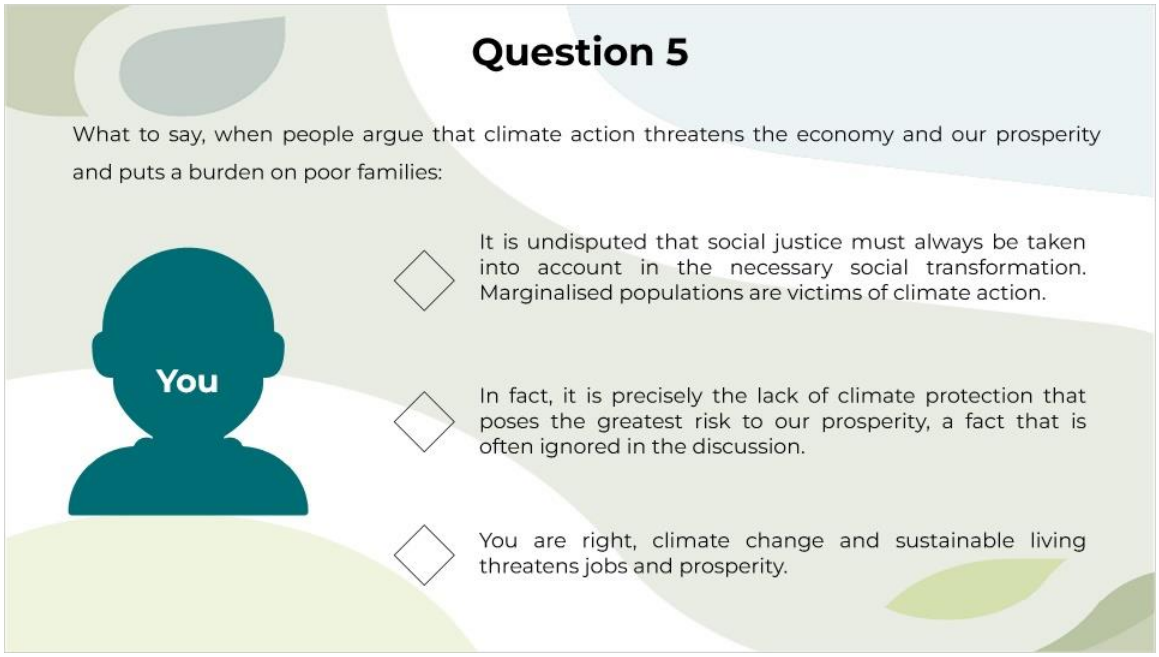
(Pick One, 10 points, 1 attempt permitted)



6.10 Scenario Setting 5

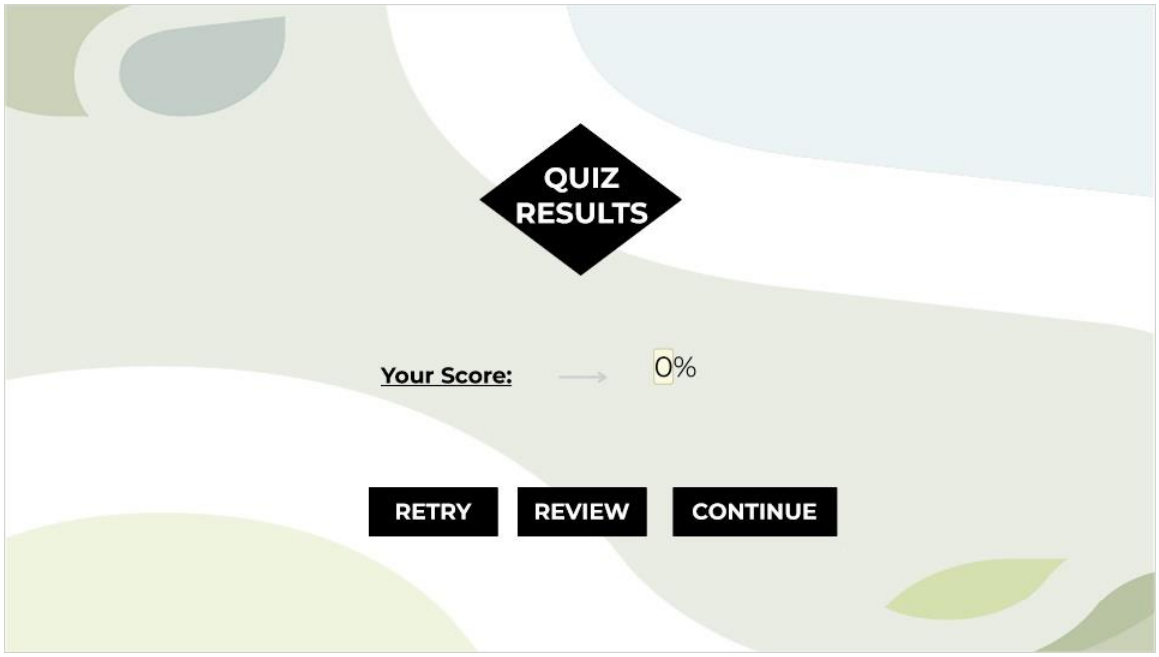
6.11 Scenario Question 5

(Pick One, 10 points, 1 attempt permitted)



6.12 Scenario (Quiz results)

(Results Slide, 0 points, 1 attempt permitted)



6.13 Scenario (SEN4CE Tree)