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**Waste not, want not**  
**Circular economy**



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# Warm-up

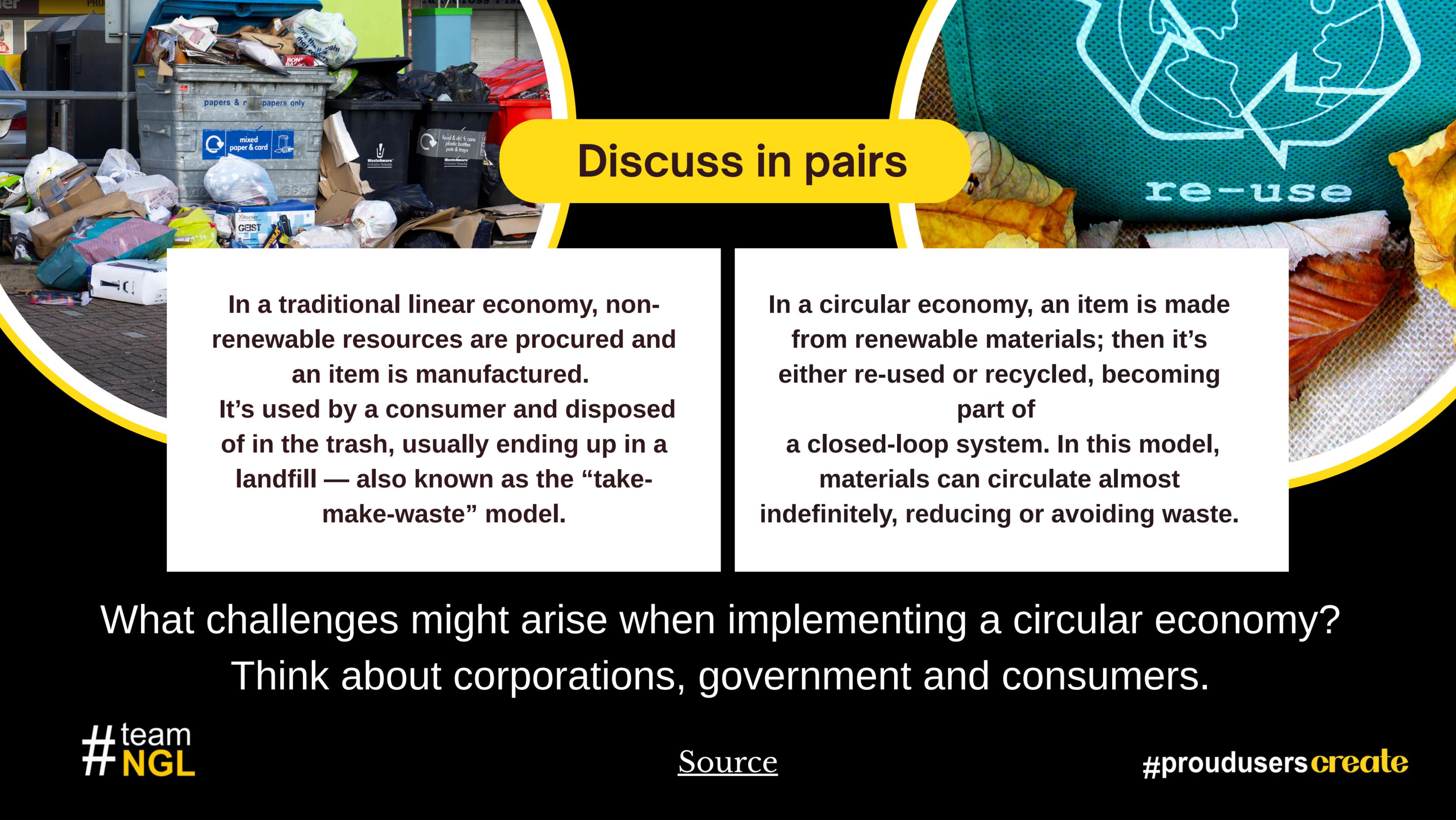
## Linear vs. circular economy

### LINEAR ECONOMY



### CIRCULAR ECONOMY





## Discuss in pairs

**In a traditional linear economy, non-renewable resources are procured and an item is manufactured. It's used by a consumer and disposed of in the trash, usually ending up in a landfill — also known as the “take-make-waste” model.**

**In a circular economy, an item is made from renewable materials; then it's either re-used or recycled, becoming part of a closed-loop system. In this model, materials can circulate almost indefinitely, reducing or avoiding waste.**

**What challenges might arise when implementing a circular economy?  
Think about corporations, government and consumers.**

# Vocabulary practice: linear and circular economy

1.sustainability

2.raw material

3.plastic footprint

4.planned obsolescence

5.product lifecycle

6.landfill

7.waste management

8.recycling plant

9.renewable materials

10.finite materials

a. a place where rubbish is buried in the ground

b. making products that break or become outdated so people have to buy new ones

c. a factory where old materials are processed and made into new products

d. how rubbish and waste are collected, treated and disposed of

e. resources that can run out

f. the amount of plastic a person or business uses and throws away

g. resources that can be replaced naturally

h. using resources in a way that doesn't harm the environment

i. the stages a product goes through, from making it to using and finally disposing of it

j. natural resources used to make products, like wood, metal or oil

# Vocabulary practice: fill in the gaps

- 1.Brands are being pressured to reduce their \_\_\_\_\_ by switching to biodegradable packaging.
- 2.Businesses should now be designing products with a longer \_\_\_\_\_ to minimise waste and improve recyclability.
- 3.The town opened a new \_\_\_\_\_ that can process glass, metal, and even textiles.
- 4.Many companies are adopting \_\_\_\_\_ strategies to reduce their environmental impact and ensure long-term growth.
- 5.The popularity of \_\_\_\_\_ is growing in the food packaging industry as a solution to plastic waste.
- 6.\_\_\_\_\_ such as wood and clay are used to create construction materials.
- 7.Many businesses now have zero-waste policies to prevent their products from ending up in a(n) \_\_\_\_\_ after use.
- 8.Many modern electronics, like smartphones and household appliances, are designed with \_\_\_\_\_, making them less durable over time.
- 9.A lot of businesses are focusing on waste reduction by improving their \_\_\_\_\_ systems and finding ways to repurpose materials.
10. There are concerns about the over-reliance on \_\_\_\_\_ in the production of batteries for electric vehicles.

# Discuss

- What do you think businesses can do to balance sustainability with profitability?
- What are some creative ways businesses could reduce their plastic footprint without compromising the functionality of their products?
- Can you think of any advantages of planned obsolescence?
- If you were to buy a product made from renewable materials, how would you feel about paying a premium for it? Would you choose a product made from renewable materials over one made from finite materials?
- How can a business extend the lifecycle of a product?

# Pre-reading: discuss and speculate

## Four key ideas to building a circular economy for plastics

Experts across sectors agree that we can create a more efficient system where materials are repeatedly reused.

- Do you think that it's important for our planet to turn to circular economy?
- Who is responsible for driving circular economy, in your opinion?
- What ways to build a circular economy for plastics might the article mention?

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# Read the text

Four key ideas to building  
a circular economy for plastics



# Post-reading: Mark the sentences True or False and correct the false ones

1. American beverage companies have completely eliminated plastic from their packaging.
2. AI-driven systems in recycling help recognise various materials and improve the sorting process by collecting data.
3. Consumers are an important part of building a circular economy.
4. The more people choose products made from recycled materials, the less likely companies are to incorporate recycled content into their products.
5. Extended producer responsibility is a policy that forces consumers to manage the recycling of waste they produce.
6. The Break Free From Plastic Pollution Act of 2021 aims to eliminate the amount of plastic used in beverage containers.
7. Chris Adamo believes that market leaders alone can create a circular economy without any policy changes.
8. The Every Bottle Back initiative aims to recover fully recyclable plastic bottles and remanufacture them into new ones.
9. As part of ReSource: Plastic initiative companies measure how much plastic they use.
10. Lugar is convinced that a universal approach will solve the challenges of building a circular economy for plastics.

# Quiz time!



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# Collaborative task

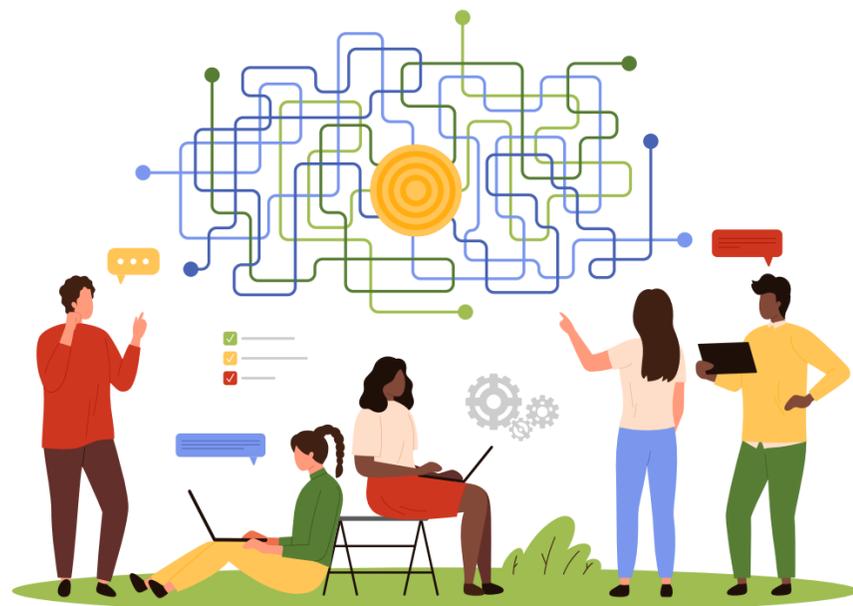


- a government representative
- a business leader
- a consumer
- an NGO representative

# Summary

- What key actions did each role suggest to promote the circular economy?
- Which ideas do you think are easy to implement, and which might be harder?
- Which role can have the greatest impact on driving the circular economy, and why?
- Is achieving the circular economy possible, in your opinion? Why/ Why not?

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# Quizlet



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# THANK YOU

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