

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Welcome to the BLUEPRINT Circular Economy Roadshow

The session will begin soon

projectblueprint.eu

Interreg 
EUROPEAN UNION

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Embedding the circular economy within education

Tuesday 10 May, 09:00-10:40

Housekeeping



This session will be recorded



Use the chat/Q&A box for your questions



Please leave feedback

Interreg 
EUROPEAN UNION

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Embedding the circular economy within education

Chair's welcome
Carly Leonard, PECT

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Embedding the circular economy within education

1. Claire Potter, University of Sussex
2. Sarah Duffy, Ocean Plastics Academy
3. Bradley Richards, University of Edinburgh

Interreg 
France (Channel) England
European Regional Development Fund

BLUEPRINT 
to a Circular Economy



Embedding the circular economy within education

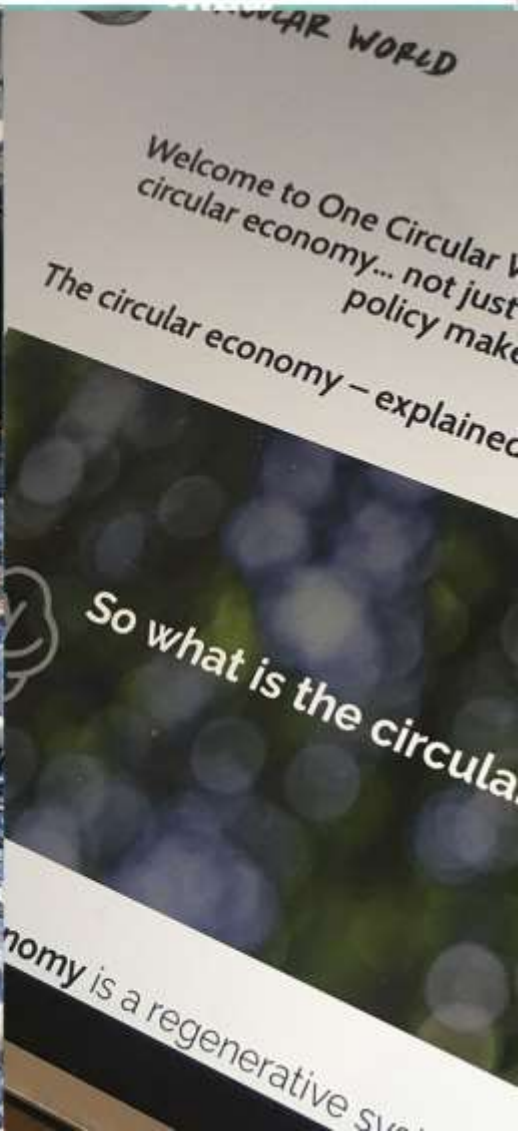
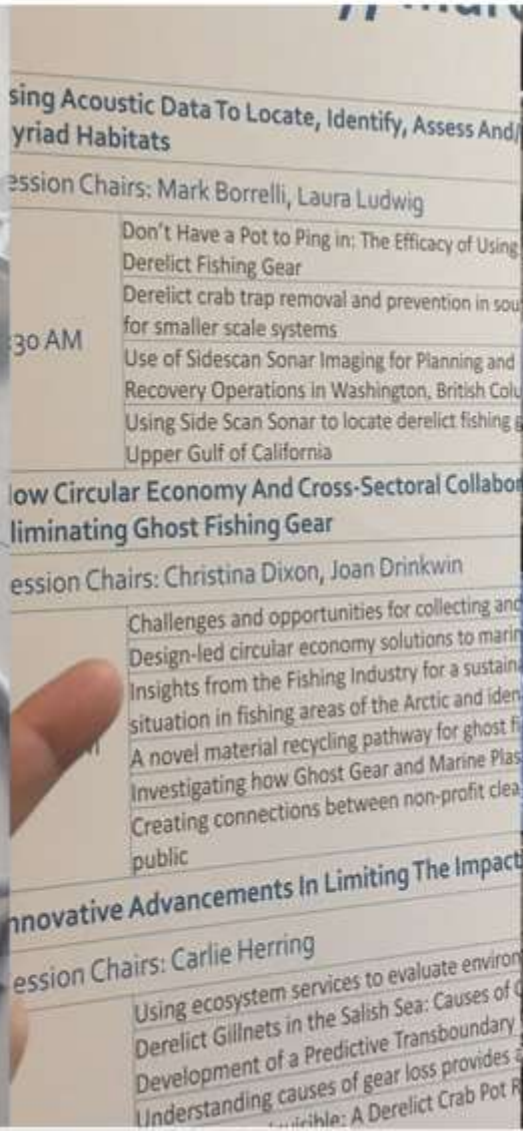
Speaker slides...

Embedding the circular economy within education...

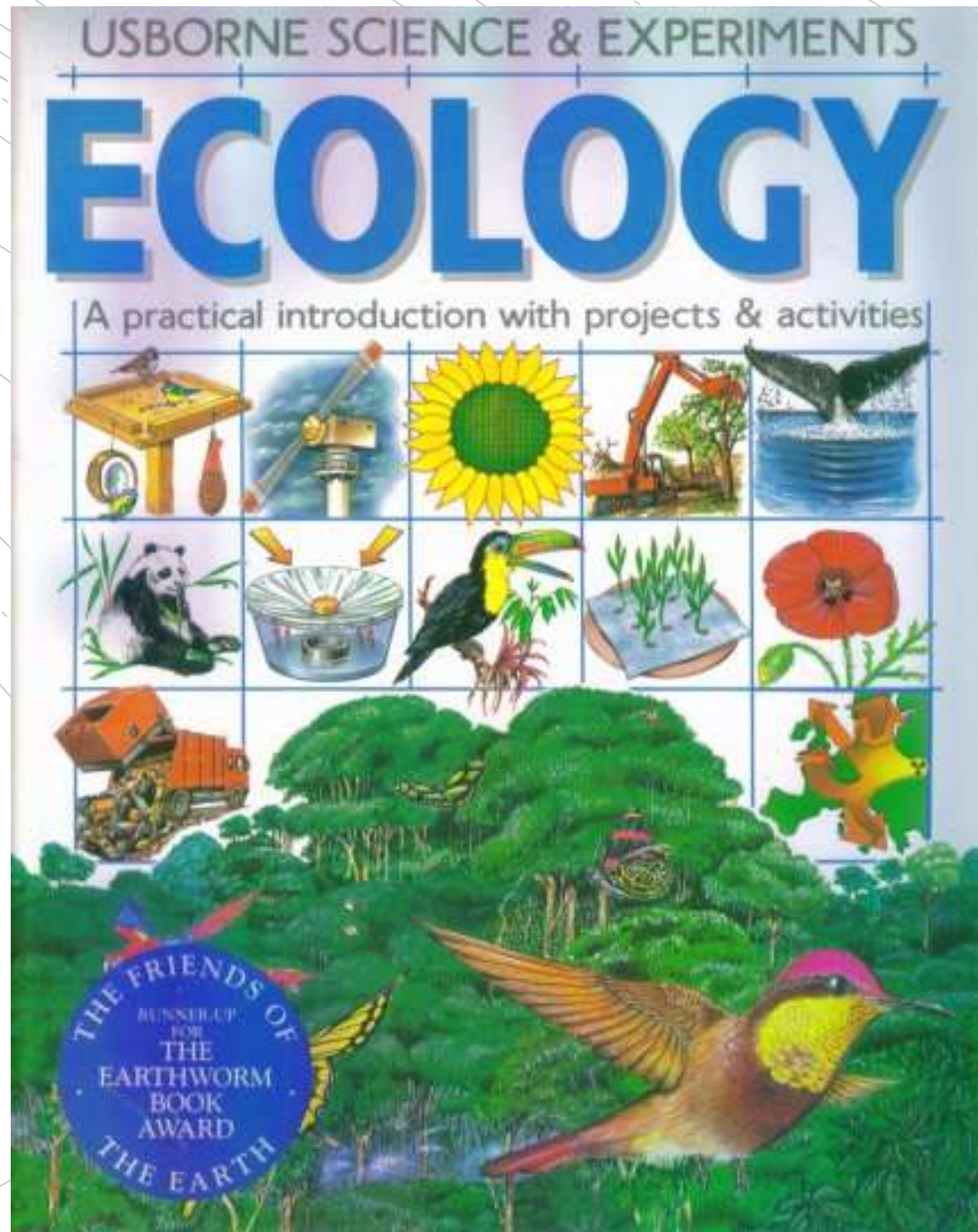
BLUEPRINT ROADSHOW 10th May 2022

Claire Potter – University of Sussex





Back to 1988...









REDUCE! REUSE! RECYCLE!





RECYCLE! RECYCLE! RECYCLE!





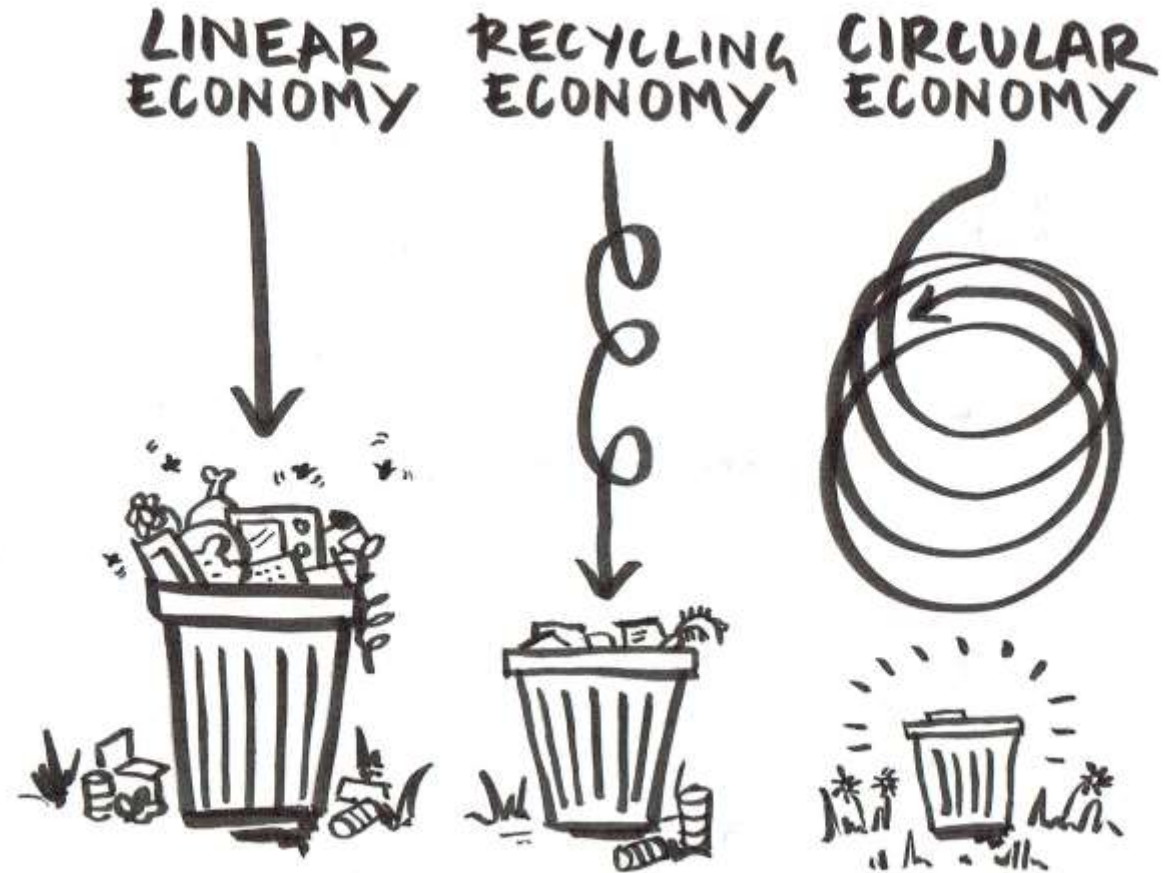
RECYCLE! RECYCLE! RECYCLE!



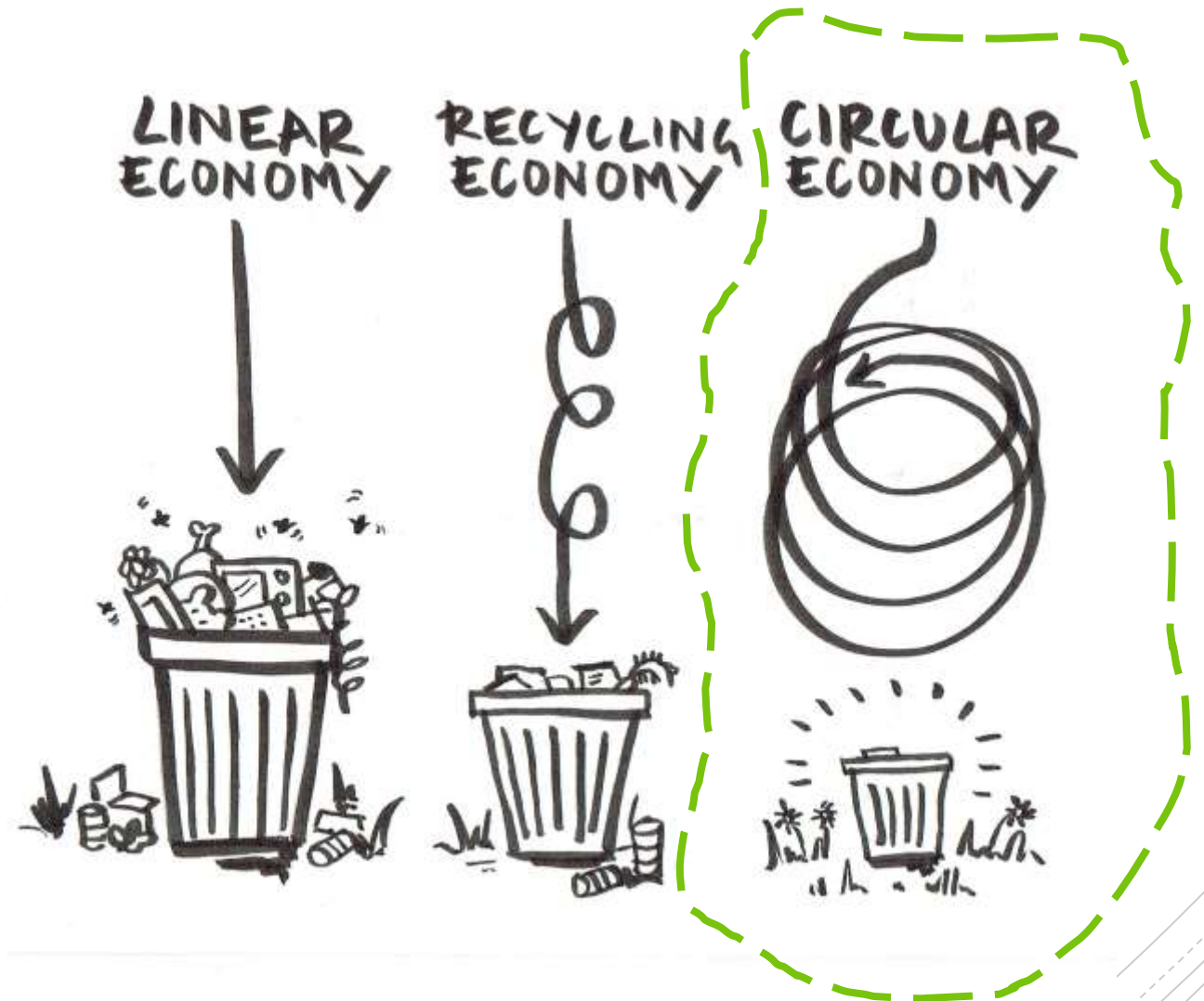
**This is not
'sustainable'**



How our
language
shifted...



How our
language
shifted...





School of Engineering
and Informatics - BSc
Product Design



“80% of a
products
environmental
impact is decided
at design stage”



“The Role of Design
in the Circular
Economy”
BSc Product Design
University of Sussex
(since 2014)



DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take only what nature can replace

REFUSE

REDUCE



COMMON THREADS INITIATIVE

REDUCE
 WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
 WE help you repair your Patagonia gear
YOU pledge to fix what's broken

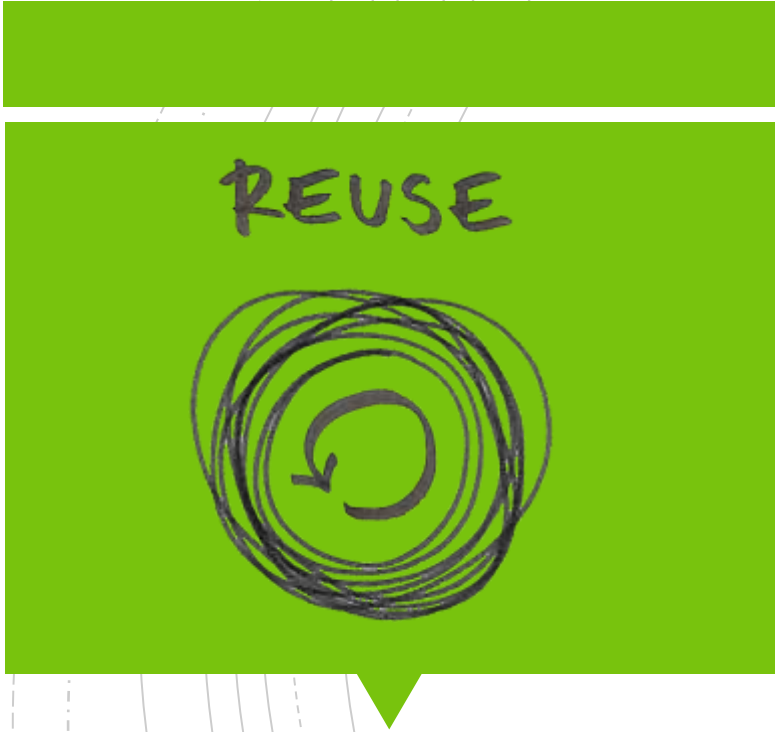
REUSE
 WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE
 WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace

patagonia

*We will take back your gear for recycling, repair, or reuse. We will not take back gear that is not made in the USA or is not made of 100% recycled materials. We will not take back gear that is not made of 100% recycled materials. We will not take back gear that is not made of 100% recycled materials.



Loop

<https://loopstore.co.uk>

REPAIR

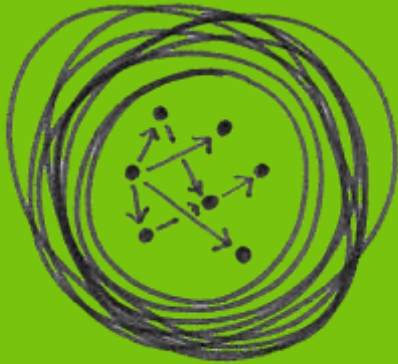


FAIRPHONE



<https://www.fairphone.com/en/>

REDIRECTION



<https://www.standard.co.uk/homesandproperty/interiors/ikea-buy-back-scheme-swap-old-desks-tables-vouchers-b933208.html>

<https://www.ikea.com/gb/en/customer-service/services/buy-back-pubc644de60>

RENTING



MUD JEANS



<https://mudjeans.eu>





They were meeting me further up the mountain to begin with.



Why?

A large crowd of people is gathered for a climate protest. In the foreground, a person holds a large white sign with the text "CLIMATE ACTION NOW" in bold green letters. The background is filled with other protesters, some wearing red hats, and several signs are visible, including one that says "150" and another that says "CLIMATE JUSTICE NOW".

**CLIMATE
ACTION
NOW**

- Social media

A large crowd of people is gathered for a climate protest. In the foreground, a person holds a large white sign with the text "CLIMATE ACTION NOW" in bold green letters. The background is filled with other protesters, some holding signs that say "150" and "CLIMATE JUSTICE NOW". The scene is outdoors, and the atmosphere appears to be one of active participation in a public demonstration.

**CLIMATE
ACTION
NOW**

- Social media
- School strikes



**CLIMATE
ACTION
NOW**

- Social media
- School strikes
- Peer to peer education



**CLIMATE
ACTION
NOW**

- Social media
- School strikes
- Peer to peer education
- Brands becoming more 'eco'



**CLIMATE
ACTION
NOW**

Government of Canada

- Social media
- School strikes
- Peer to peer education
- Brands becoming more 'eco'
- Concern for their future...



**CLIMATE
ACTION
NOW**

- Social media
- School strikes
- Peer to peer education
- Brands becoming more 'eco'
- Concern for their future...
- And from some – a more integrated and holistic, earlier environmental education.



- Talks
- Workshops
- Activities
- Pledges
- Projects
- Beach cleans...

PLASTIC FREE
SCHOOLS
SURFERS AGAINST SEWAGE





WHAT WE GOT UP TO...



WEEK 3

WE HEADED UPSTREAM WITH RE-WILDING LEGEND FRANCES LAW - TOGETHER WE EXPLORED THE CONNECTION BETWEEN HUMAN AND NATURE.

TAKING OUR SHOES OFF AND WALKING ACROSS THE GRASSES AT THE EDGES OF THE RIVER AND INTO THE WATER ITSELF, WE RE-CONNECTED WITH OUR WILD SIDES AND THE NATURE ALL AROUND US.

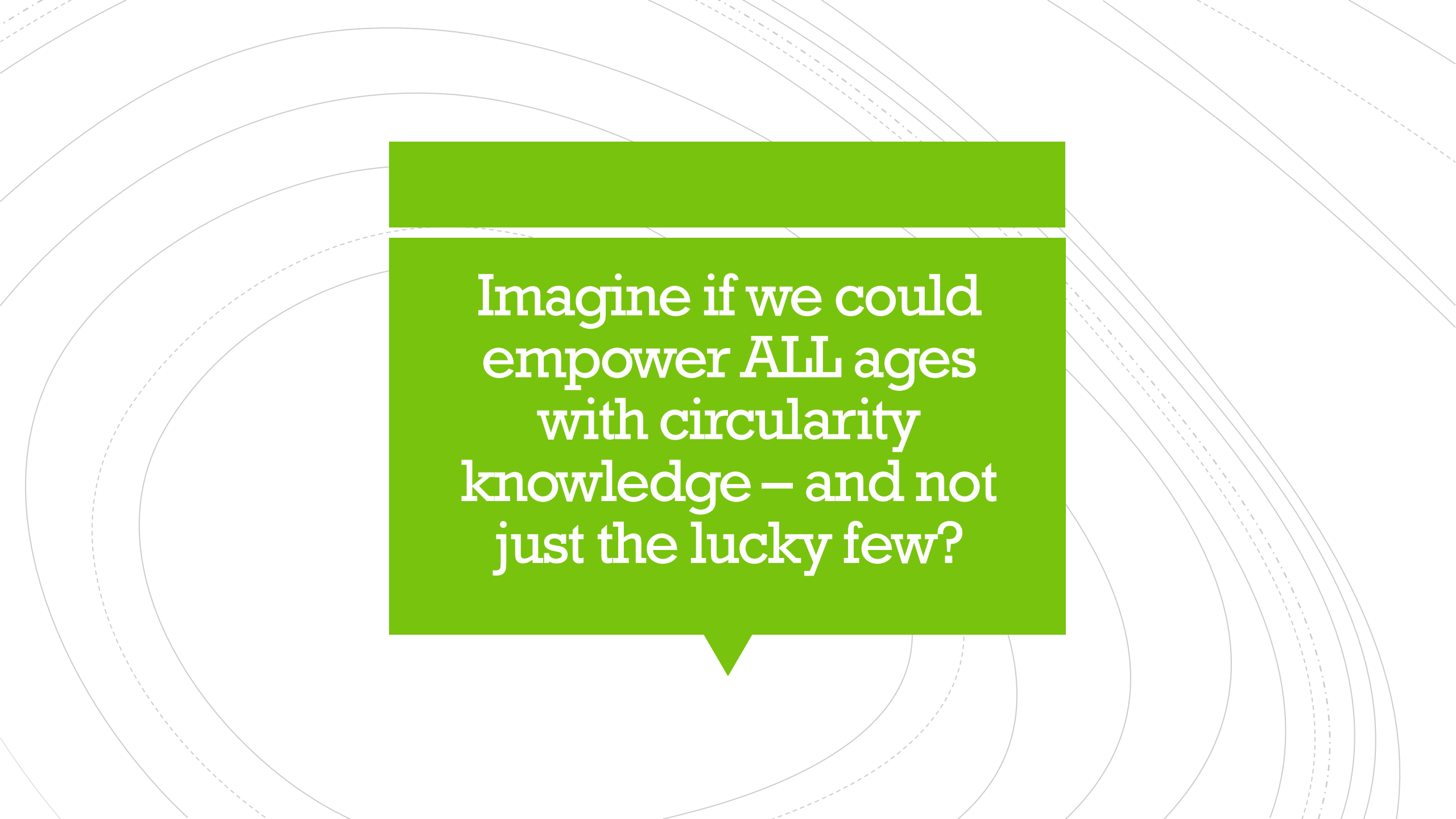
VENTURING DEEPER INTO THE WATER WE WENT 'POND DIPPING', DISCOVERING THE WILDLIFE THAT IS SUPPORTED BY THE WATERS THAT LEAD OUT TO THE OCEANS.

WEEK 4

CLAIRE POTTER, 'SAS' HERO AND SUSTAINABLE DESIGNER LED US ON A SECOND BEACH CLEAN ALONG HOVE SEAFRONT, DISCOVERING HOW THE WASTE ON OUR BEACHES CHANGE AS WE MOVE INTO DIFFERENT ENVIRONMENTS ALONG THE COAST.

WE GOT OUR CREATIVE JUICES AND CURIOS MINDS FLOWING AS WE DISCOVERED HOW THE WASTE WE FIND CAN BE RE-PURPOSED INTO AMAZING NEW PRODUCTS, FROM SKATEBOARDS TO SUNGLASSES, TO CLOTHING.

(images courtesy of homeschool project leader Henry T)



Imagine if we could
empower **ALL** ages
with circularity
knowledge – and not
just the lucky few?

BLUEPRINT Brighton + Hove Pt1

Circular Schools Project -
Five focus areas in 4
Schools, covering:

- Textiles
- Technology
- Food
- Composting
- Plastics

258+ students engaged



TEXTILES...

Textiles sessions with textiles reuse and repair organisation Sew Fabulous with talk delivered by circular textiles business RubyMoon delivered to Year 9 students



PLASTICS...

- where does it come from?
- types of plastic
- hidden plastics
- microplastics
- issues with recycling (like colours)
- different types of reusables



PLASTICS...

- where does it come from?
- types of plastic
- hidden plastics
- microplastics
- issues with recycling (like colours)
- different types of reusables



Hierarchy of actions
as it relates to
plastic (and the
wider circular
economy)

REDUCE
REUSE
REPAIR
RECYCLE
RECOVER
ROT
RUBBISH

Most preferable



Least preferable

The image features a central green speech bubble with a white outline and a small tail pointing downwards. Inside the bubble, the text "What's next?" is written in a white, sans-serif font. The background is white and decorated with several concentric circles of varying radii, some solid and some dashed, creating a subtle pattern.

What's next?



- BLUE PRINT Brighton + Hove Pt2 (schools tba)
- Creation of an online resource for schools (activities, video introductions to subjects, suggested projects)





- BLUE PRINT Brighton + Hove Pt2 (schools tba)
- Creation of an online resource for schools (activities, video introductions to subjects, suggested projects)
- Interactive play to generate data week to week





- BLUE PRINT Brighton + Hove Pt2 (schools tba)
- Creation of an online resource for schools (activities, video introductions to subjects, suggested projects)
- Interactive play to generate data week to week
- Same key areas as Pt1 (tech / textiles / food / plastic - tbc)





- BLUE PRINT Brighton + Hove Pt2 (schools tba)
- Creation of an online resource for schools (activities, video introductions to subjects, suggested projects)
- Interactive play to generate data week to week
- Same key areas as Pt1 (tech / textiles / food / plastic - tbc)
- Multiple levels for activities based on experience, not ages







THERE IS

ALWAYS HOPE

Keep in touch!
And any
questions?



www.clairepotterdesign.com

www.sussex.ac.uk

www.onecircular.world



claire@clairepotterdesign.com / cp303@sussex.ac.uk



[@clairepotterdesign](https://www.instagram.com/clairepotterdesign) / [@onecircularworld](https://www.instagram.com/onecircularworld)



[@clairejpotter](https://www.instagram.com/clairejpotter)



Brighton & Hove
City Council

A group of diverse school children in a schoolyard. In the foreground, a young girl with long brown hair, wearing a dark blue school uniform, smiles broadly while holding a green water bottle. Behind her, a boy in a light blue shirt holds a bright yellow water bottle. Other children in the background are also smiling and looking in various directions. The scene is outdoors with a plain, light-colored wall in the background.

Empowering young people for a
plastic waste free future



Common
Seas

Sarah Duffy, Project Manager

We are 

Common Seeds

A woman with blonde hair, wearing a white face mask and a black and white patterned top, is walking through a large, sprawling pile of plastic waste and debris. The background shows a clear blue sky and some distant structures. The scene is set in a landfill or a large-scale waste disposal site.

Today, our world already creates 220 million tons of plastic waste every year.

- 45% is landfilled or incinerated
- 15% is recycled.
- 40% ends up in our environment.

The good news?

We already have the solutions.

Jo Royle
Managing Director
Common Seas



Plastic Clever Schools

BROUGHT TO YOU BY

KIDS
against
PLASTIC

 **Common
Seas**

Ella & Amy Meek, Kids Against Plastic

1. Inspire

Learn about plastic and engage the whole school community in the Plastic Clever journey.

3. Act

Deliver school-wide campaigns to help the school and local community wave goodbye to single use plastic.



“Just do something to make a difference. Get involved at school or in your community to become plastic clever. Or aim big and take on the polluting businesses. Whatever you do matters and makes a difference.”

Skye



2. Investigate

Complete our Plastic Clever Schools audit to understand the problem and bring the right people together to solve it.



Inspire

- Raise awareness about our mission to become a Plastic Clever School (for example – host an assembly, send out a newsletter, create a plastic clever schools wall.
- Host a litter pick at your school
- Make a video to share why your excited about becoming a Plastic Clever School

Plus! Curriculum linked resources for the classroom.

“A litter pick is the perfect way to get others involved in your Plastic Clever mission. It’s also a brilliant way to find out more about problem plastics in your local area, like the litter hotspots, types of plastic and even where they come from. This information will help you engage your school and wider community with the problem, and inspire them to help you do something about it!”

Amy & Ella



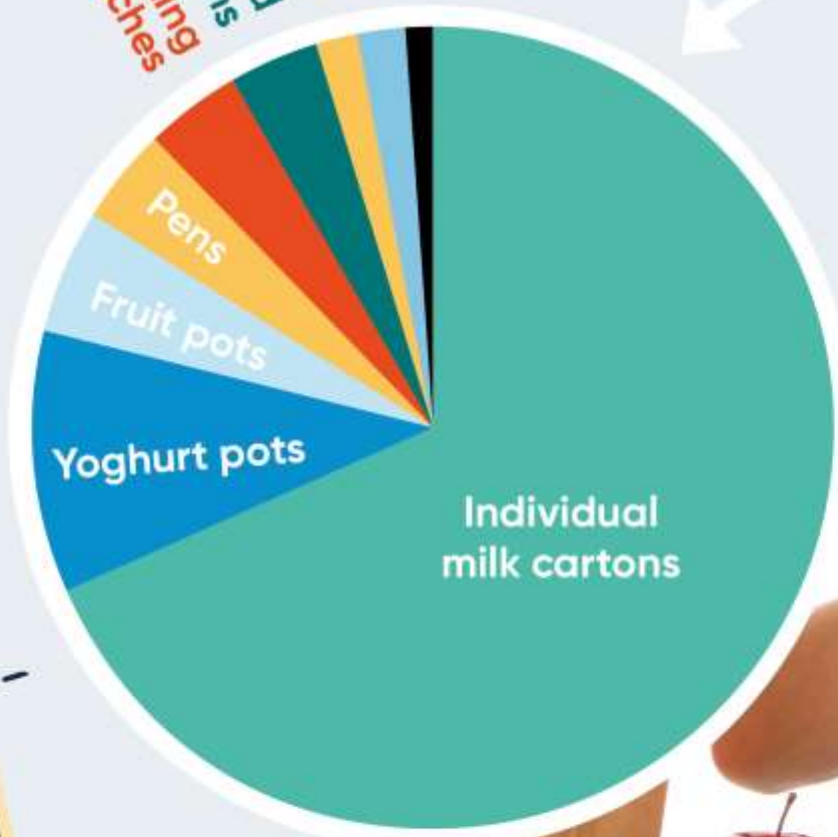
Case Study
Pupils at Featherstone
Primary and Nursery School



Investigate

- Complete our Plastic Clever Schools audit
- Create an action plan

Plastic bags
Glue sticks
Water bottles
Whiteboard pens
Laminating pouches



Case Study
Holy Cross and All
Saints RC Primary School



“Think like a detective! Ask lots of questions and explore all sorts of solutions. There isn’t one ‘perfect’ way to be Plastic Clever.”

Thomas





- Run a campaign to tackle at least 2 problem plastics in your school
- Share photo evidence
- Create a celebration video

“Celebrate what you're doing with your local community! It's a great way to show off your good work, and highlight plastic pollution in a fun way: such as, through an ocean-themed movie night, or a coffee morning for parents and community members.”

Amy



Case Study
Plumcroft Primary School



**There are more than
32,000 schools and over
10 million students across
the UK**

Tell everyone!

Educator or school staff?

Sign up! plasticcleverschools.co.uk

Keen to engage schools in your community?

Download our comms pack here:
[CommonSeas.com/programmes/
ocean-plastics-academy](https://CommonSeas.com/programmes/ocean-plastics-academy)

Everyone!

Share Plastic Clever Schools far and wide!
[@CommonSeas](https://twitter.com/CommonSeas) [#PlasticCleverSchools](https://twitter.com/PlasticCleverSchools)



“My experience of Plastic Clever Schools: it’s something that makes you want to make effective, positive change...”

It’s easy to do, it’s a great challenge and you can get involved right now. Sign up and start to make a difference.”

Tom Randall, MP





Join the Plastic Clever Schools Blueprint Network Event

Sign up via the link in
the chat

Register now




Thank you

Get in touch via sarah@commonseas.com

Follow us on social media

  @CommonSeas

 Plastic Clever Schools





THE UNIVERSITY *of* EDINBURGH Social Responsibility & Sustainability

IT Reuse Project



Overview of IT at Edinburgh University

Academic Staff – 4,832 (FTE 2020)

Administrative staff – 4,247 (FTE 2020)

Students – 35,375 (FTE 2020)

All Desktops and laptops are supported centrally by central IS
4-6 Year cycle policy for security.

Computing labs make up a large number of supported desktops
Average Number of devices in a College 900, including Staff devices.



Why is sustainable IT important ?

Emerging consumption of Devices - With around 900 devices per a college this scales up rather quickly.

With the 4-6 year replacement cycle of devices, this adds a substantial amount to the waste stream.

Conflict minerals within Devices.

Social divide to access to IT services.

Carbon footprint of purchasing new equipment and packaging .



Current initiatives

Founding member of Electronics watch

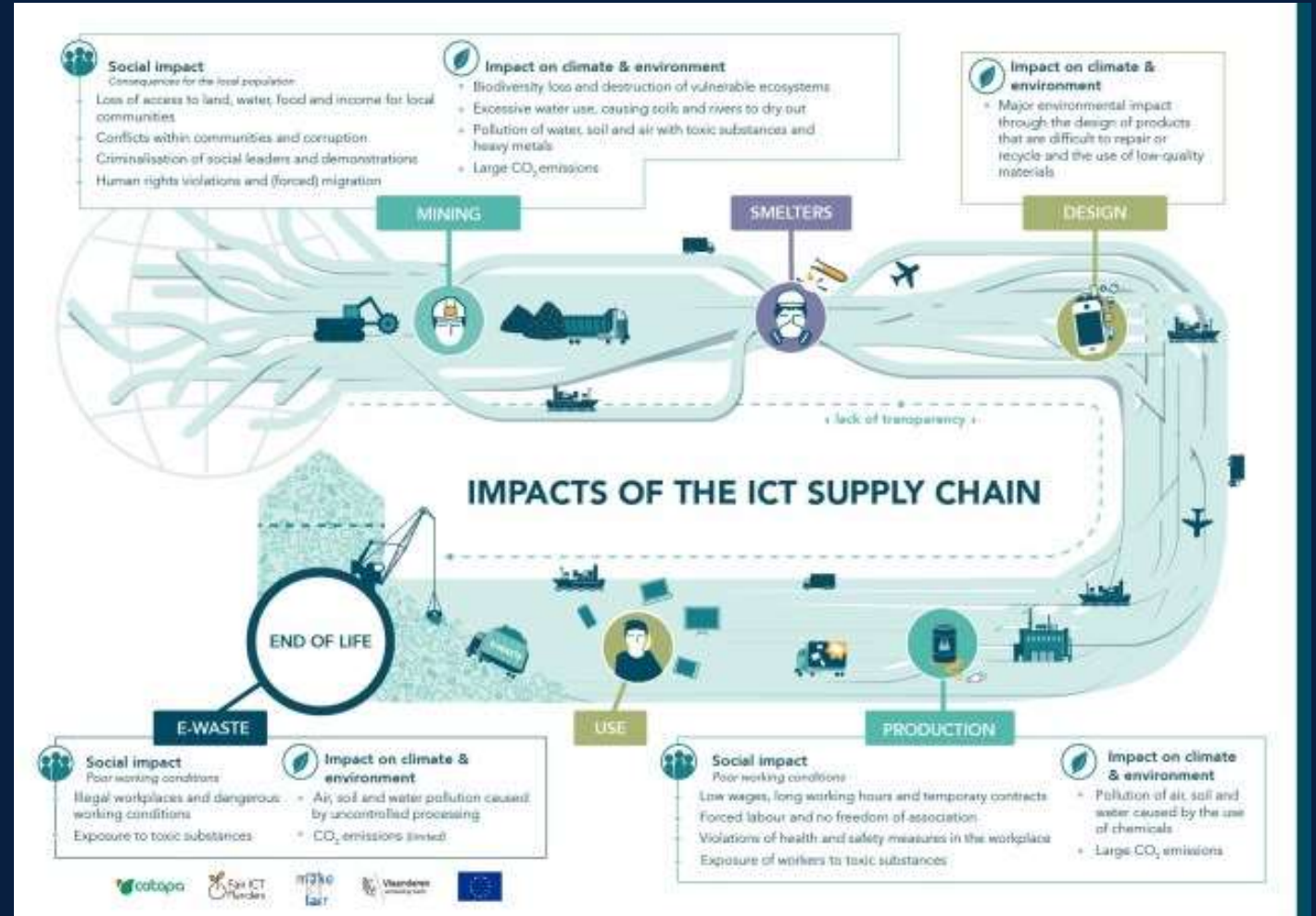
Make ICT Fair Project

One Device Policy

Sustainable IT Policy

IT Reuse Project

Community engagement



IT Reuse Project

Reuse of Devices that are cycled out of the supported devices list

Provide data destruction services

Provide Upgrade services

All systems that can not be reused internally are donated to Community partners

Total Reused Desktops/Laptops – 4518

Cash Saving £533,429

Schools and lower income families.

Reuse Portal - Warp It

CO2e – 1210637 (KG)

Waste Avoided – 82629 (KG)

Total Cash Savings – 1109114 (£)



Questions?

Bradley.Richards@ed.ac.uk



EdSust



EdinburghSustainability



UoE_Sustainability

www.ed.ac.uk/sustainability



THE UNIVERSITY of EDINBURGH
Social Responsibility & Sustainability



edinburghsustainability



uoe_sustainability



edsust

Interreg 
France (Channel) England
European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Q&A

projectblueprint.eu/roadshow

Thank you for attending!

Please complete our quick feedback survey



 projectblueprint.eu/roadshow

 blueprint.project@essex.gov.uk