



Circular Economy: *A Sustainable* *Business Model*

The circular economy is a system aimed at minimizing waste and maximizing resource efficiency. Businesses are shifting toward this model to stay sustainable.

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New Vocabulary Practice

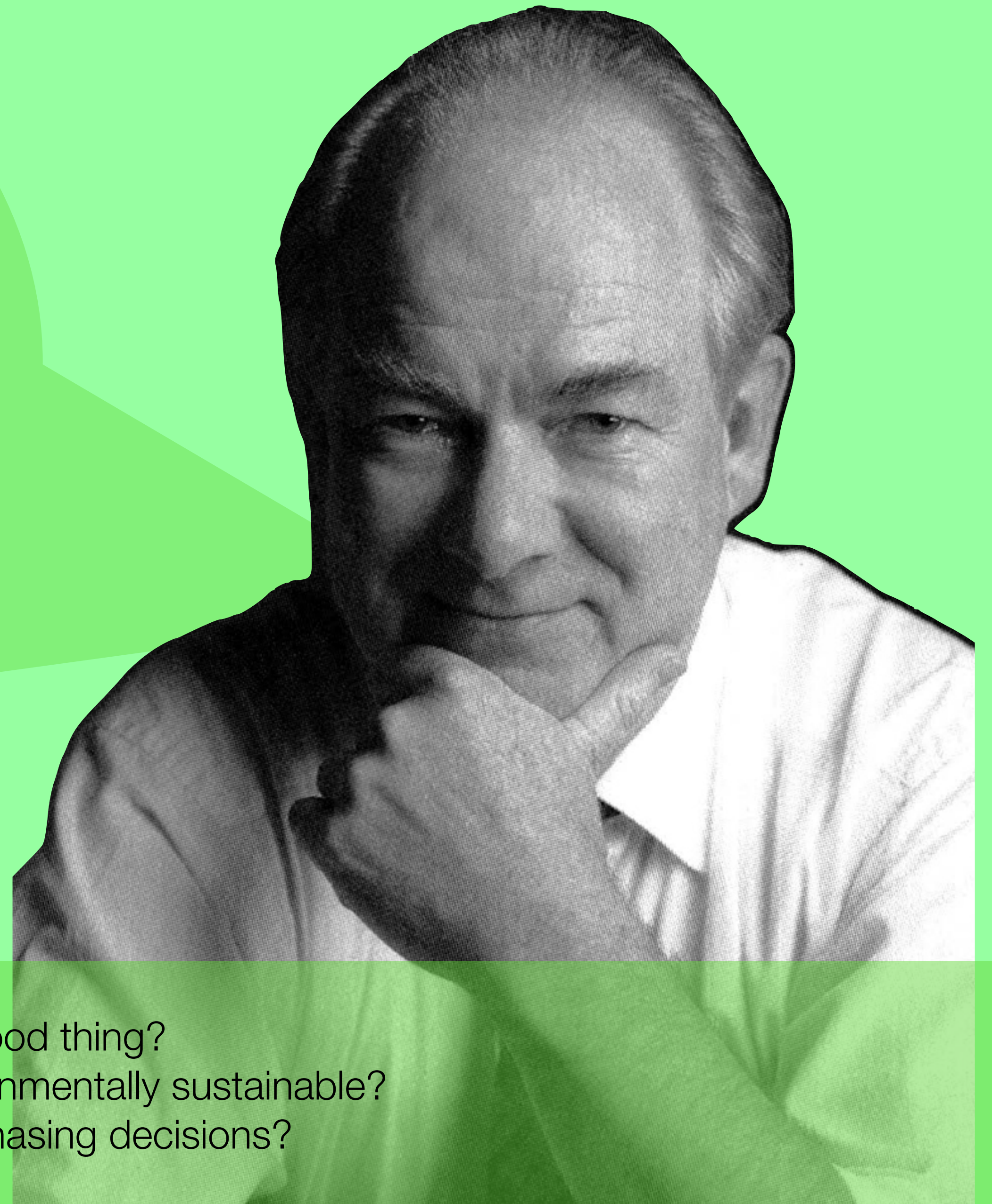
Speaking Practice: Pitching a Proposal

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Business English Lessons

“In the global marketplace of the future, the price of every product will tell the ecological truth.”

Kalle Lasn, Canadian-Estonian film maker



- How can the price of a product reflect its environmental impact? Is this a good thing?
- Do you think consumers are willing to pay more for products that are environmentally sustainable?
- How would seeing the ecological impact of a product affect your own purchasing decisions?

LET'S DISCUSS

- What are some things you own that have lasted a long time?
- What are some household objects that need to be replaced fairly often?
- What are the reasons you decide to buy something new?
- What do you do with electrical products that no longer work?
- What is the oldest gadget you own?

Key Vocabulary

Describe the connections between the pictures and the phrases below.



Recycling
Upcycling
Waste management
Sustainability
Resource efficiency

Before you watch the videos...



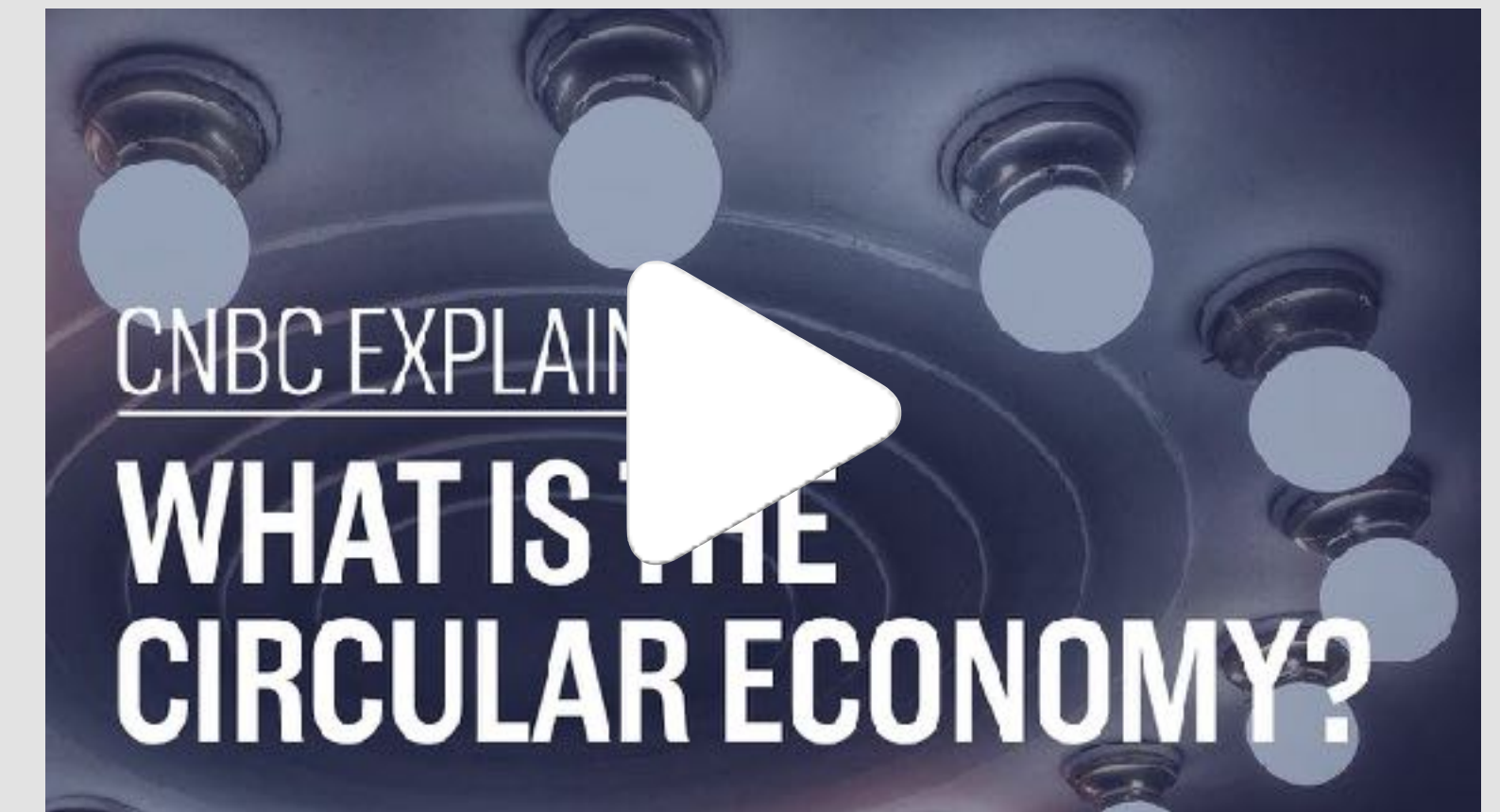
Linear



Circular

- What do you think the circular economy is?
 - a. an economy which produces more and more advanced products
 - b. an economy which allows materials and products to feed back into the system
 - c. an economy which drives innovation
- What do you think the linear economy is?

Pick a video based on its difficulty. Take notes of any *new vocabulary* as you watch.



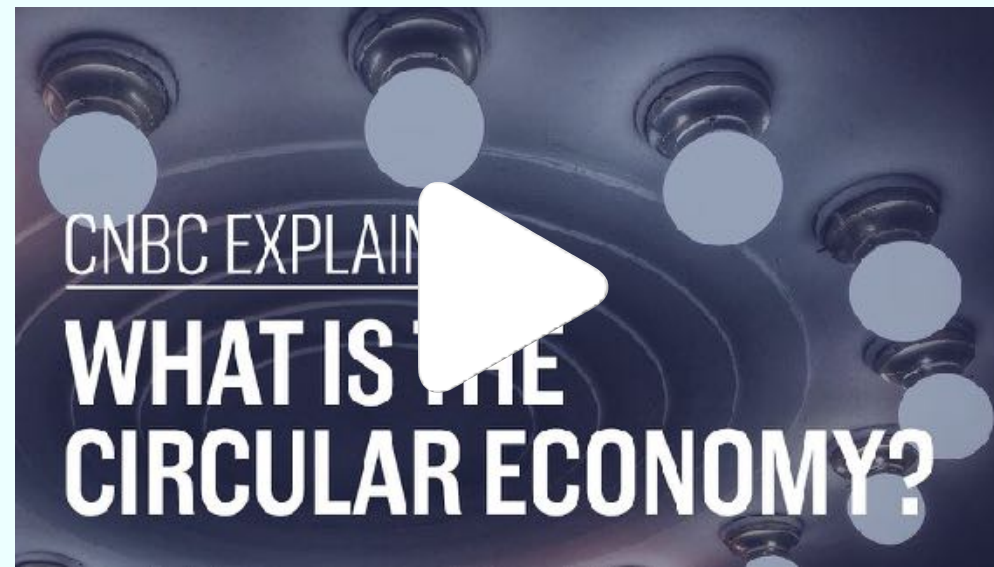
Video 1. Upper-Intermediate (B2)



Video 2. Advanced (C1)

Video 1

Vocabulary



Video 1. Upper-Intermediate (B2)

Fixed cost - set/specified/unchangeable

Antonym: flexible

Pieces of clothing

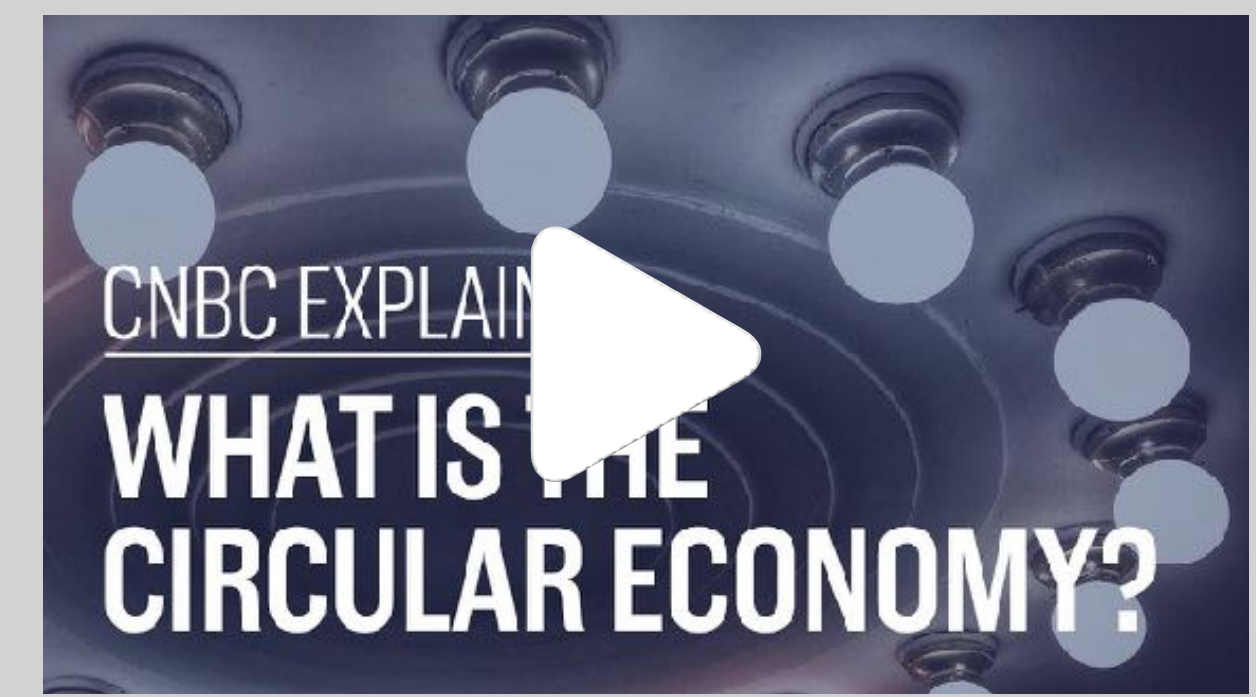
- To lease a car/apartment
Is it better to buy or lease a car? rent
- To manufacture - produce to throw away/discard
- To dispose of the lightbulb deals with
- Circular economy treats materials like they're finite. - limited unlimited ↓
Unfortunately, our planet does not have infinite resources for us to use. Eventually, we will run out!
- This model gives the incentive to produce energy-efficient lightbulbs
The government is offering a cash incentive for people to use renewable energy in their homes.
Motivation, something that encourages one to do something

- In fast fashion, billions of garments are made cheaply and then thrown away every year.
- To save the office money with fixed lighting costs
- Service provider Vs. Seller of products
- Governments are getting on board with the circular economy too ↩ Agreeing with/supporting
- The EU adopted an action plan aiming to make supply chains more circular ↓ Took on/accepted Working to
- To redesign supply chains ↓ overwhelmed, loaded
- manufacturers might be burdened when it comes to the actual logistics of disposing ↑ planning, arrangement, organization

Supply chain - The process of producing and delivering a product, from raw materials to the customer.

Vocabulary Focus

Watch the video again and complete the sentences.



Video 1. Upper-Intermediate (B2)

- a. The linear economy is based on a ‘take, make and’ model.
- b. In the linear economy, companies buy materials at the cost possible.
- c. The circular economy is based on a ‘make, use and’ model.
- d. This radical model turns companies into rather than sellers of a physical product.
- e. H&M collects old garments and them.
- f. The circular economy can produce environmental and benefits.
- g. Companies would have to their products and supply chains in order to become more circular.

Vocabulary Focus

Match the collocations.

Collocations are a pair or group of words that are often used together.

a) sign

b) pay

c) lease

d) manufacture

e) give

f) change

g) work

h) get

1) someone's mindset

2) a product

3) on board with

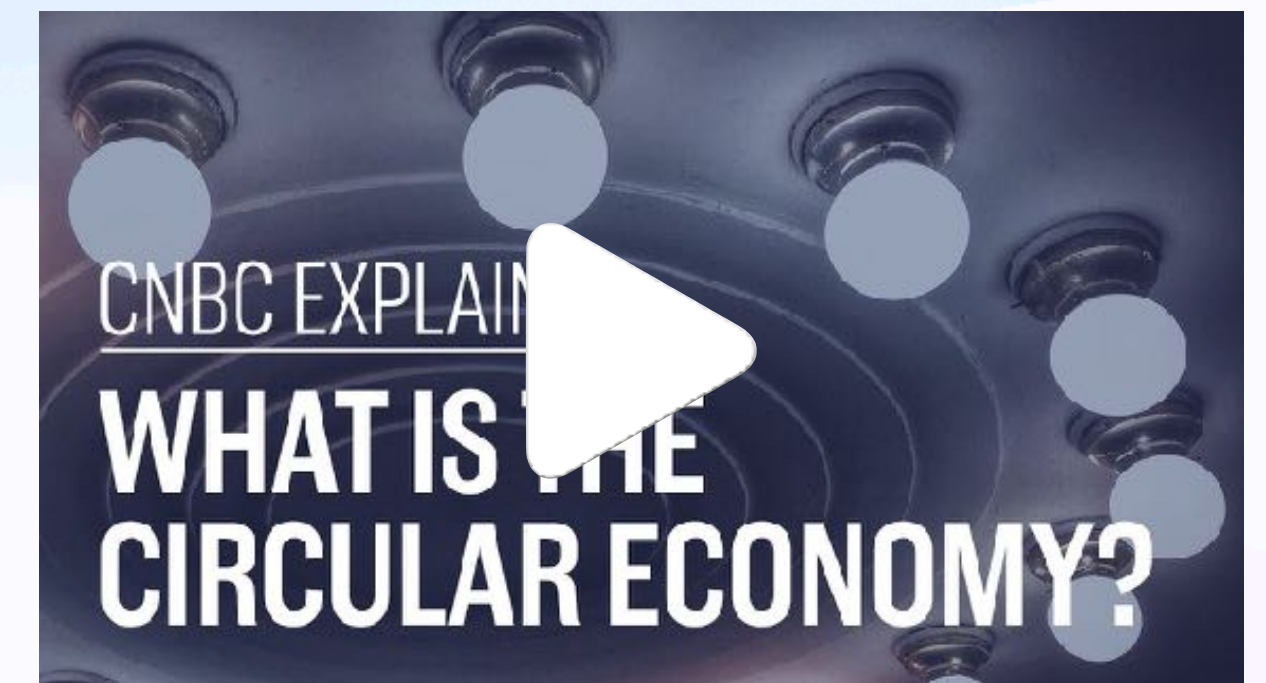
4) a lease

5) a fee

6) on a strategy

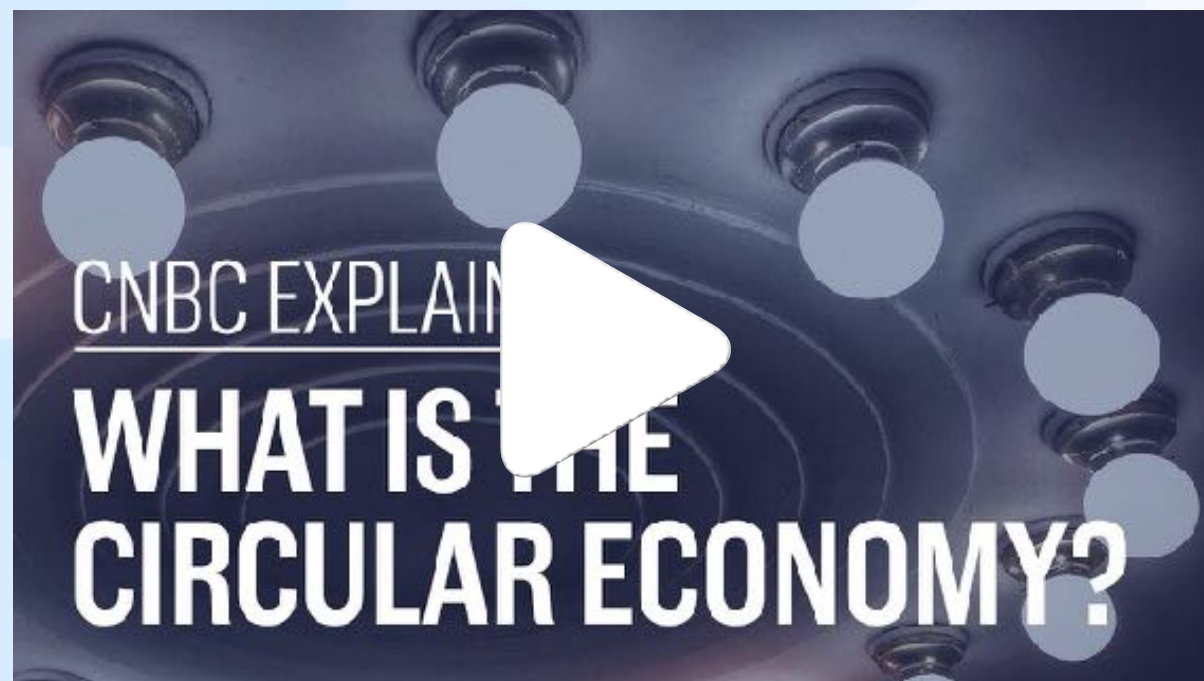
7) an incentive

8) a car



Video 1. Upper-Intermediate (B2)

LET'S DISCUSS



Video 1. Upper-Intermediate (B2)

- How circular are your consumption habits? What could you do to make them more so?
- Would you lease your lighting? What are the things that you would never decide to lease and prefer to own?
- How easy do you think it is to change people's mindsets towards ownership?
- Does your government give any incentives to people to encourage them to reduce waste?
- Why do you think companies would move from the linear to the circular economy?

Video 2

Vocabulary



Video 2. Advanced (C1)

- Chuck it = bin it
- Our throwaway culture is bad for the environment.
- It drives innovation
- The answer lies in a circular economy
- We design the economy from the outset for the materials, components and products to flow within a system.
- You take, make and those products feed back into the economy.

societal trend of overconsumption and disposable products

the start or beginning of something

Cycle back into

Progressive, innovative

- Some forward-thinking designers are already embracing circular economy ideas.
- New LED lightbulbs are long-lasting and energy-efficient unlike the old incandescent bulbs.
- Commodity prices are now rising quite fast - more volatile than ever before.
- The precious contents of these old gadgets are salvaged.

Adopting, using

Glowing, Radiant

Unpredictable, unstable

Rescued, retained, recovered

LET'S DISCUSS



Video 2. Advanced (C1)

- What happens to electronics in the UK when they are no longer needed by consumers?
- What are mentioned as the pros and cons of our throwaway culture?
- How is the linear economy described?
- What happens in a circular economy?
- How do most manufacturers make a profit?
- What has changed regarding the prices of resources since 2000?
- What do recycling centres like the one in Kent do?
- What suggestion is made to help create a circular economy?

Vocabulary Focus

Match the vocabulary with definitions.



Video 2. Advanced (C1)

- | | |
|---------------------|--|
| 1. upgrade | A. supply or put something back into a process or situation where it was used before |
| 2. modular | B. the flow of waste materials from use by consumers or industry to their final disposal |
| 3. forward-thinking | C. planning for and thinking about the future in a positive way, especially by being willing to use modern methods or ideas |
| 4. from the outset | D. consisting of separate parts or units which can be put together to form something, often in different combinations |
| 5. salvage | E. make a computer, machine or piece of software better and able to do more things, or to replace it with a newer model |
| 6. commodity | F. a product that can be sold to make a profit, especially one in its basic form before it has been used or changed in an industrial process |
| 7. feed back into | G. save goods from a situation in which they have already been damaged or partially destroyed |
| 8. waste stream | H. at or from the beginning of an event or process |

Vocabulary Focus

Fill in the gaps. Some words in the box are not used.



Video 2. Advanced (C1)

commodities	forward-thinking	modular	outset	precious metals
recycling plants	salvage	throwaway	upgrade	waste stream

When we begin to move away from a linear economy, we can begin to address the problem of the (1) of goods causing our landfills to overflow. If we rethink business models, we could create items which will be recycled from the (2) and then fed back into the system. Taking ideas such as LED light bulbs and (3) smartphones means increasing the life of our everyday products. The (4) used in many electronic goods can be recycled rather than be lost forever. Although it is more profitable to continuously produce new goods, the increasing costs of (5) may convince companies to reconsider the desire to drive innovation and to instead look into ways to help customers (6) their gadgets rather than buy new ones. It will certainly help our planet if we can (7) as much as possible from goods that have been produced. A circular economy can help the environment by making (8) an integral part of the life cycle of products.

Speaking Practice: Pitching a Proposal

Read the description of a company that follows the linear model.

ClearTech Electronics is a company that designs and manufactures high-quality consumer electronics, including smartphones, laptops, and accessories. The components are sourced from global suppliers and assembled in factories overseas. The products are shipped worldwide, packaged in single-use plastic and foam to ensure safe delivery. ClearTech offers a one-year warranty, after which many customers discard broken or outdated devices. The company does not currently provide options for product repair or recycling.



Speaking Practice: Pitching a Proposal



Now complete the tasks:

1. Make a list of strategies ClearTech Electronics could adopt to transition to a more circular economy model.
2. You can think about the following areas:
 - sourcing materials
 - product design
 - manufacturing and production processes
 - distribution and packaging
 - customer engagement and end-of-life options (e.g., repair, recycling, or refurbishing)
3. Prepare a **two-minute presentation** with your ideas.

Debate Topic

Is the circular economy practical for small businesses?

Wrap-Up

Write down one thing you've learned today and as many new words and phrases as you can. Do you have favorite ones?

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