

## A few words about the Circular Economy

Written by David Brunnen

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Words, our choice of them, the way they are heard and the baggage of perceptions they carry, have massive impact on the effectiveness of communication. In discussion this week with academics exploring the challenges of explaining the Circular Economy to young people, careful word selection illustrated the barriers to understanding that confront communicators.

We are talking here about global responses to higher commodity costs, diminished scarce resources and expanded demand for energy. Noticeable by their absence were 'sustainability', 'low carbon' and 'green' – three determined avoidances that give some idea of potential hazards in the debate around a fairly radical set of propositions.

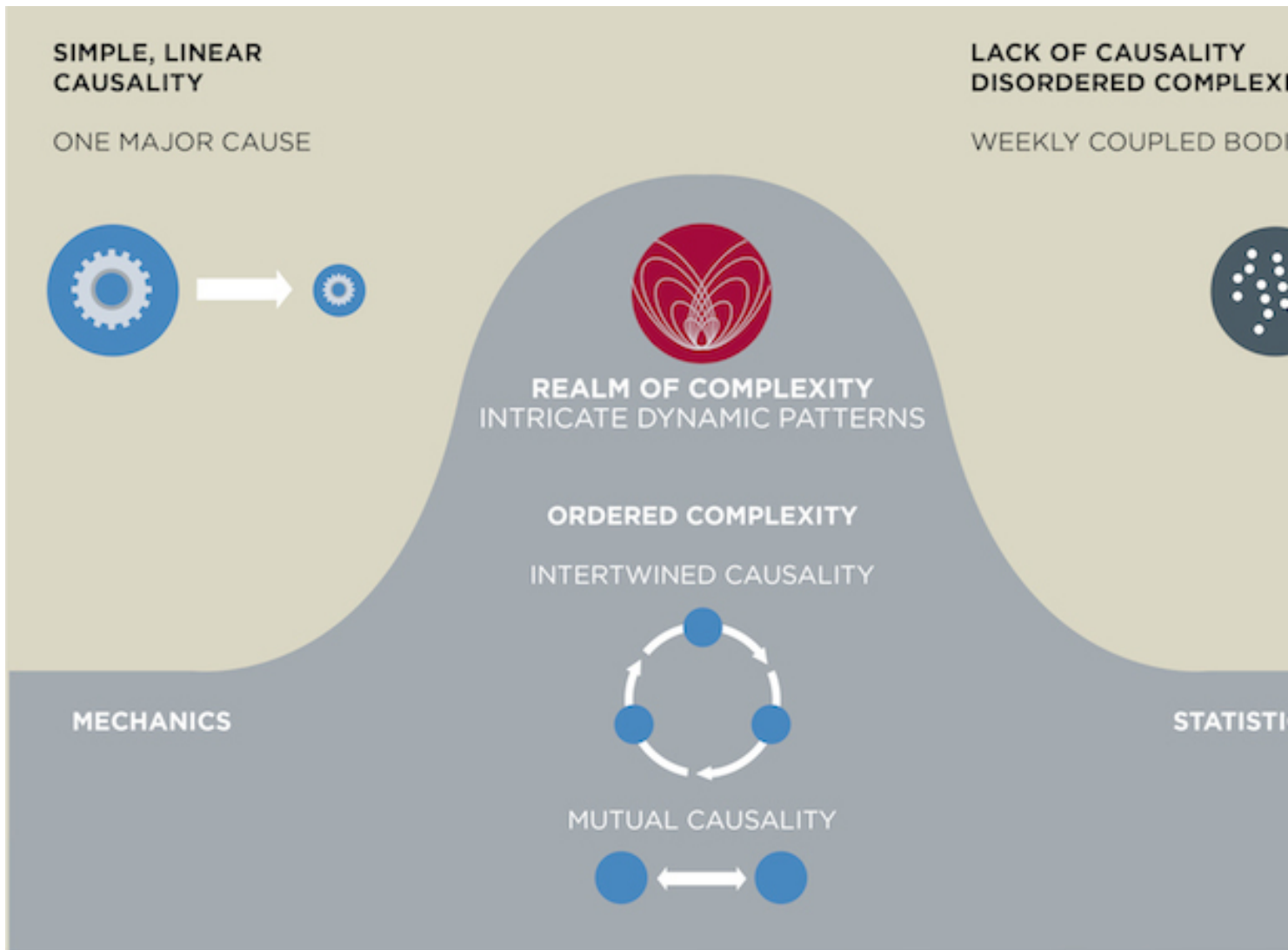
The notions behind a Circular Economy are variously, exciting, scary, unavoidable, and disruptive. To secure a revolutionary rethinking of design and consumer attitudes the world needs major manufacturers onboard, but how do you get corporate buy-in to concepts that might be imagined, at first glance, to threaten their existence?

The classic answer is to reframe the debate. Out goes the gloom and negativity of climate change doomsayers. In comes a celebration of our newfound analytical capabilities that, for the first time, allow an understanding of 'Ordered Complexity'. This is the previously unfathomable holistic ground between mechanistic 'linear' economics and the chaotic hopelessness of feeling that nothing can be done.

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