

Project title: Circular Economy Program For Youth

Project duration: November, 2022 - July, 2023

Geographic area of the proposed project: Danang, Vietnam

Project idea:

1. Background

Circular Economy Program for Youth is an educational program on plastic waste promoting Circular Economy (CE). This project has 2 phases: Phase 1 - The Summer Bootcamp for Youth on Circular Economy, a playground for teenagers training basic CE knowledge and introducing the tools to build sustainable business models to reduce plastic waste; Phase 2 - The Circular Economy Business Models Exhibition introducing and familiarizing the concept of CE and sustainable models/products that apply. The project also connects sustainable start-ups, brandings, and companies with local people in the city.

2. Objectives and expected results

2.1. Main purpose

- Create an educational playground to educate young people on the Circular Economy; popularize the concept of a circular economy and sustainable products, models and brands, particularly among teenagers; contribute to changing people's awareness and consumption behavior.
- Build innovative initiatives and business models applying a circular economy model; attract more businesses to apply circular economy; exchange, share experiences and learn from each other about operation and product design.

2.2. Specific objectives

- 60 high school and university students will be introduced to common concepts and knowledge related to Circular Economy.

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- More than 10 new initiatives on sustainable products and business models applying circular economy to reduce plastic waste will be produced.
- People know and get acquainted with at least 20 products from sustainable brands in Vietnam.
- More than 1000 people have better knowledge about sustainable products and CE application in products and business models.

**** Phase 1: Summer Camp for Youth on Circular Economy***

- More than 10 business model ideas to reduce plastic waste were born and incubating/supporting 5 test models from 3-4 months after the program.
- Young people have access to and apply the basic knowledge of circular economy and business model toolkits.
- Young people know how to build a sustainable business model with a methodical process and present their ideas to everyone.
- Young people are equipped with soft skills and necessary skills of a global citizen.
- Creating a community of young people who dare to change and who can solve apply circular economy in solving environmental and economic problems.

**** Phase 2: Circular Economy Business Models Exhibition***

- The concepts and principles of the Circular Economy are more widely disseminated in the community.
- Familiarize participants with sustainable products, and sustainable brands/enterprises that apply the circular economy model in Vietnam.
- Sustainable brands and products are developed more widely, offering alternatives to plastic.
- Creating opportunities for sustainable brands, stores, and business models to meet and exchange experiences.

2.3. *Project Beneficiary*

- High school students and university students in Da Nang city
 - + Get access and practice the basic knowledge of circular economy.
 - + Be creative in product design and business model building.
 - + Equipped with environmental and business knowledge, design thinking, systems thinking and necessary tools to apply in daily life.
 - + Work and learn from peers with similar interests, from experts, and experienced consultants.
- Campers/groups with ideas during the camp
 - + Support for resources and operating costs for 2-3 months after the project ends.
- Local people
 - + Have access to and be familiarized with the knowledge and concepts of Circular Economy.
 - + Have access to and be familiarized with sustainable products, through which changing their consumption habits.
- Sustainable brands and stores applying the circular economy model
 - + The brand's products become more popular and known by the public.
 - + Exchange and share experiences in applying the circular economy model.
- Local businesses and companies: Learn and be inspired to apply the circular economy model in their business.

3. **Project implementation plan**

Month	Description of activities	Implementing organization
1	<p>PHASE 1: BOOTCAMP: A Circular Economy Playground for Teens</p> <p><i>* Participants:</i></p> <ul style="list-style-type: none"> - The Organizing Committee (OC) will learn about participants’ needs, desires, interests, qualifications and skills through application process and design a suitable program. <p><i>* Facilitators:</i></p> <ul style="list-style-type: none"> - 4 speakers on 4 respective fields of expertise - 6 mentors, each mentor takes charge and accompanies 2 teams. <p><i>* Program content – Summer Camp’s main theme</i></p> <ul style="list-style-type: none"> - Using the Circular Economy to solve the problem of plastic waste. - Challenges and model building activities about reducing plastic waste. - The teams will come up with their own ideas, design products, build models, and practice solving cases of businesses by applying Circular Economy. <p><i>* Summer camp activities:</i></p> <ul style="list-style-type: none"> - 3 training bootcamp sessions (The content of the bootcamp sessions will be linked together): - <i>Bootcamp 1: Kick-starting with Circular Economy:</i> Training on the basic knowledge of Circular 	Green Hero

	<p>Economy (3 basic principles of the circular economy, introducing models of the circular economy in Vietnam,...).</p> <ul style="list-style-type: none"> - <i>Bootcamp 2: Accelerate with product design:</i> Training, introducing and practicing skills, foundational thinking related to product design (Design thinking, systems thinking, design strategies design a model of the eco-economy) to design sustainable ideas and products or business services that do not use plastic waste. - <i>Bootcamp 3: Introducing a toolkit (Circular Canvas Toolkit):</i> Help teams build a sustainable business model and provide expertise to develop and operate the model. 	
2	<p>PHASE 2: EXHIBITION: Exhibition of circular economy business models</p> <p>* Participants:</p> <ul style="list-style-type: none"> - Exhibitors: <ul style="list-style-type: none"> + Register to join the booth at the exhibition via the form on Fan page. + Green Hero sends a direct invitation. - Free participation for the locals, with small fees for specific interactive activities. <p>* Activities:</p> <ol style="list-style-type: none"> 1. Information Exhibition on Circular Economy 	Green Hero

- Visualization of information and knowledge about Circular Economy to attract visitors and help visitors understand the concepts more easily.

2. Interactive area and experiencing creativity.

- Workshop: Participants have the opportunity to participate in the process of inventing and designing a sustainable product (exhibited products from participated enterprises).
- Workshop: Recycling stall: participants try making recyclables from collected plastic waste.
- Feedback box for exhibited products to collect visitors' opinions and evaluation: experiences, comments, suggestions for improvement and further development.
- Concept area: Design your own ideal sustainable product: visitors write about their desired sustainable products.

3. Sustainable Brands Fair

- Displaying models from the summer camp.
- Activities at the booth recommended for businesses:
 - + Display and Sell products.
 - + Organize games to receive gifts or vouchers.
 - + Pitching activities.
 - + Interact with participants.
- Plastic waste exchange area for gifts: Participants bring recyclable plastic wastes to exchange for gifts

	<p>and items from brands → brands can use collected plastic for manufacturing.</p> <ul style="list-style-type: none"> - Opportunity for businesses and brands to exchange and discuss with each other about sustainable green businesses and the application of the Circular Economy. - Workshop/ Talkshow: <ul style="list-style-type: none"> + 2 Talk Show sessions and sharing from Circular Economy experts or representatives of businesses and brands on green business, waste reduction, circular economy 	
3	<p>PHASE 3: Supporting actual operating models</p> <ul style="list-style-type: none"> - All ideas and models produced from the summer camp will be featured in the exhibition (each team designs their own method to showcase their products), through which teams can collect consumers' feedback to adjust and further develop. - Selecting 1/2 of proposed models to provide support for implementations. <p><i>* During the implementation period</i></p> <ul style="list-style-type: none"> - Green Hero will strictly manage and control the provided funds. Teams will have to design and explain their short-term model development plans and clarify areas of funding in a transparent and cost-effective way. - Teams will sign an agreement with the project to ensure that the provided funds are used reasonably 	Green Hero and experts, advisors

	<p>and transparently in developing and implementing the models.</p> <ul style="list-style-type: none"> - The project will facilitate the connection with experts and regularly organize training workshops. 	
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4. Project Sustainability

4.1. *Project Sustainability*

- Young people acquire the necessary knowledge about circular economy, change their lifestyle and influence their peers to be more environmentally friendly.
- Business models continue to be developed and supported.
- Local people understand more about the circular economy and the environmental benefits of green products, as well as create sustainable consumption habits.
- Businesses and brands receive direct feedback, suggestions and evaluations from consumers to make better developments and adjustments.

4.2. *Risks and Solutions*

*** Objective:**

- Outbreak of disease: uncontrollable.
- Local students are not interested in the topic of Circular Economy and Plastic Waste.
- Many local businesses are not willing to participate in exhibitions and introduce business models to the community.

*** Subjective:**

- Human resources may not meet the required number and expertise to carry out the project.
- Technical and equipment risks of the event.
- The risk of disease spread during the event.

- Food risks during the event.

*** Mitigation measures:**

- Organize training and capacity building sessions for project implementation personnel.
- Recruit more volunteers during the event.
- Promote communication work, especially for pupils, students, and local people.
- Work with businesses, build trust and convince businesses to exhibit models at the show.
- Thoroughly prepare and ensure the origin of the food prepared in the event.
- Ensure medical work, event participants wearing masks and locations being thoroughly disinfected.

5. Relevance to VB4E thematic areas

- The project aligns with VB4E's Plastic waste management focus.

6. Total budget

- VND 122,500,000 (fund already granted)
- VND 300,000,000 (mobilizing additional fund to implement and maintain students' proposed ideas)

7. Partner organization

- Experts from Da Nang Circular Economy Network (DCEH): Content advisor and program design; supporting coordination and facilitating expert network.



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- Lecturers from Universities who have knowledge in Circular Economy: mentors who accompany campers during the summer camp, and support groups to come up with ideas for building business models.
- Experts from the United Nations Development Program (UNDP): Speakers for the training sessions and judges for the summer camp.
- Enterprises: Financial support, products showcase, and experience sharing.
 - + Businesses/brands that apply the Circular Economy model: booths at exhibitions to introduce their products/services to consumers.

Please contact the coordinator at VB4EAlliance@gmail.com for further information if you are interested in the project idea.