



Circular Learning Hub Public Workshop

Project outcomes and knowledge sharing

18th December 2020, 11.00 – 13.30 CET

[ATHENA Research and Innovation Centre](#), [Università Politecnica Delle Marche](#) (Italy, project coordinator), [Cleantech Bulgaria](#) (Bulgaria), [Agenzia Nazionale per le Nuove Tecnologie](#) (Italy), [Energia e lo Sviluppo Economico Sostenibile](#) (Italy) and [Modena Energy and Sustainable Development Agency](#) (Italy) worked together on an awareness-intention-action path fostering problem-owners in the ecosystem to a deeper understanding of circular thinking. Circular Learning Hubs is a learning hub for the engagement and ecosystem transition towards circular thinking.

Based on empirical behavioural economics, firstly we tested on a defined group of investors and entrepreneurs some de-biasing videos on climate change using virtual reality equipment. The information collected during the experiment allowed for the co-creation of innovative learning training on circular thinking. In contrast to the climate change, the implementation of circular thinking in the industry production seeks the reduction of waste and gas emissions coming from the materials' processes and the re-orientation of capitals towards circular models.

Our final workshop aims at gathering trainers, teachers, chambers, associations, public authorities and associations and **presenting them the findings of our virtual reality experiment and the innovative learning and nudging initiatives on circular thinking and investing.**

If you are interested to attend the workshop, fill in this [form](#).