

Session Cross-cutting: April 11th 13.45 hrs

5s1: Visions for circularity: critical exploration of the implementation of the concept of a circular society

COMMUNICATING CIRCULARITY IN WAYS THAT IGNITE IMAGINATION AND ACTION - a Paper presentation

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Climate change constitutes a major threat to global food security and sustainability. Rising temperatures are damaging the natural environments and destabilizing resources needed for sustainable food production. To increase global food security and sustainability interdisciplinary approaches and creative communication strategies are needed to prevent the rate and magnitude of food loss and waste by revalorizing of food.

Igniting imagination for innovating around circularity require compelling language and inspiring engagement. Michael Pollan uses flowery language speaking of flowers and food. This befitting style is enticing and captivating. Arousing action around circular economy necessitates formation of alluring approaches that can connect to values and launch actions by policy officials, producers, and consumers.

Insufficient knowledge has been gathered on successful approaches and communication strategies for translating theory into practice and igniting broader adoption of circular concepts, preventing waste, and reducing consumption. We discuss the importance of graphic tools, and creative techniques for communicating the potential of the circular economy. More analysis is needed on the social dimensions and their catalytic effects in activating social change within a circular economy. Some university investigators found that students benefitted from having knowledge about the circular economy, as they valued its relevance in design and product development and even more profoundly in their identity, as they integrated circularity into their professional practice (González-Domínguez et al., 2020). Other research teams identified the need to emphasize education, engaged learning, policy tools, and legislative support to transform theory into systems of sustainable circular economy (Mies & Gold, 2021).

This paper builds on the work of colleagues from across disciplines seeking to increase personal connections with circular strategies. We highlight research that draws attention to enticing language around circularity. What roles might language like social sustainability, earth advocates, or food champions play in extending learner's identity

and propelling actions towards circularity and sustainability? We inquire into how the discourse and social identities are helping to stimulate circular economy practices and drive sustainable outcomes, particularly in food systems.

Keywords: revalorising food, preventing waste, reducing consumption, igniting imagination, communication strategies