

Ellen MacArthur on the basics of the circular economy



The link:

<https://www.youtube.com/watch?v=NBEvJwTxs4w&t=9s>

SHORT DESCRIPTION

This YouTube video explores green entrepreneurship and how eco-friendly business strategies can tackle environmental issues while boosting growth. It highlights trends, success stories, and practical steps for adopting sustainable models.



SUGGESTIONS

Workshop Catalyst: Use the content as a springboard for group activities where participants design sustainable business models.

Intended to inspire students, professionals, and policymakers, the video promotes sustainability as a key part of modern entrepreneurship.

KEY WORDS

- Green Business
- Eco-friendly
- Green Economy
- Eco Innovation
- Sustainability

LANGUAGES

English.

PRICING

The video is free.