



The New Next Normal Circular Economics

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Abstract:

Given the global Covid-19 pandemic has changed economic history from large gatherings of people at schools, concerts, religious services, conventions and travel, vacations and friends will require the creation of alternative ways to be together. Virtual and digital are not in person meetings so concerts, plays, city councils holding meetings, going to movie theaters as well as swimming in pools and oceans as well as parks and offices need to be at a distance (6 feet or more and masks). As The Economist "Special Report: The world economy" (October 10, 2020: pgs 1-16) notes in its subtitle "The peril and the promise" (pg 1 and 5) such as insurance rates have gone down due to less automobile traffic, the list of the varieties of social change has yet to be written. The Economist notes at the end of the Special Report that "This is not a typical recession" (pg. 13) and then on pg. 14 "This report has argued that the virus will hasten changes in the economy. That presents a risk: that governments will again fail to respond adequately to the depth of the transformation." The Economist does not note that Circular Economics (CE) could be the solution which the world needs now. The world has changed – where will it go next? Circular Economics

A key area of concern is the "working at home" plus not leaving your home mean transportation needs to change. Instead of using roads with traffic as well as transportation must be done in other ways such as walking or riding a bike. The planet is in danger due to the climate changes. Instead of our being "resilient" or "adapting" to climate change, all of us need to stop the global climate changes. Today we have cars and transportation rules that car manufacturers need to comply with and safety especially with our children and now grandchildren. Remember the 1960s (see below) when there were convertible cars for our family with no seat belts etc.? For decades the world has been dependent on fossil fuels (coal, natural gas, oil) but now "green" (wind, solar and water) energy has replaced the demand for fossil fuels.



Biography:

Woodrow W. Clark, is the Founder & Managing Director Clark Communications - Strategic Partners. He has done his PHD. Bonato, Danielo, MBA, Circular Economics, ReMedia Company, Milan, Italy.

Recent Publications:

1. Bonato, Danielo, MBA, Circular Economics, ReMedia Company, Milan, Italy 2017 <http://www.consorzioremedia.it> . Chomsky, Noam. Reflections on Language. Pantheon Books, NY, NY 1975: <https://chomsky.info/>
2. Circular Economics News ~ Starbucks Coffee case in point <https://www.triplepundit.com/2018/11/starbucks-circular-economy-roadmap/> (@)
3. Clark, Woodrow W. "Circular Economics: The Academic Overview", Pepperdine University Graziadio Business School, January 2019. Clark, Woodrow W. II and Bonato, Danielo. Circular Economics. 2015. See HuffPost

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