



IN SERVICE ABOVE SELF

Claremont Rotary Year 93 | Week 20 | November 19, 2021

## PROGRAM: The Circular Economy, Michelle Tulac

Submitted by Sean Harrison

This week's presentation was by Michelle Tulac from the Ellen MacArthur Foundation in New York. Michelle brings the Foundation's mission to life in North America, she's a systems thinker with a background in Anthropology, life sciences, and design. She activates and develops meaningful programs that develop worthwhile solutions. She works very closely with the city of New York.



The presentation revolved around the "Circular Economy." She explained what it is and what it's all about, but that's getting ahead of the presentation.

A bit of background: in 2005 Ellen McArthur was the first successful solo long-distance yachtswoman. She set the world record for the fastest solo circumnavigation of the globe. Following that, she met with economic experts so she could better understand the global approach. From

there she created the Ellen MacArthur Foundation with the goal of accelerating the transition towards a circular economy.

The Foundation has expertise and programs on key pressing topics, including plastics. At the heart of the new plastics economy is a vision of a circular economy for plastic in which plastic never becomes waste.



Other key programs and topics include fashion, food, finance, learning, design, data, and policy. They work with and inspire people in business, academia, politics, etc. to push towards a circular economy.

What is a circular economy? Well, if we look at our current economy, we are more a linear economy. We take

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### Watch it!!

You can hear the Program (only)  
by [clicking here](#)

Passcode: MTulac!Nov19

It will be available until 12/30

### Next Meeting

December 17

CHS Choir Director

Joel Wilson!

[ZOOM LINK](#)

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President **Mark Carson** rang the bell to open the third hybrid meeting welcoming the eleven people on Zoom as well as those at the DoubleTree.

**Karen Sapio**, with **Don Gould** on the keyboard, led the group in singing the *Smile* song. Karen immediately followed this by leading the club in singing *America the Beautiful*.



## Welcome Guests and Visiting Rotarian

**Marla Lefler** led the introduction of guests.

**Buff Wright**, Zooming in from South Africa, introduced Rotarian **Biffy Danckwerts** from Claremont, South Africa and **Bill Gershon**.

We have been fortunate to have both as frequent guests in the past.



**Anita Hughes** introduced two guests, former member **Anne Weirick** from Cape Cod and Anita's sister **Anne Dark**, visiting from Savannah, Georgia.

Marla introduced a visiting Rotarian from the Rotary Club of Chicago, **Evan Freund**, now living in Pilgrim Place, who presented a flag from his home club to Mark.

**Karen Sapio** led us in the Welcome song. Everyone at the Doubletree joined in by clanging their water glasses.

## Announcements

**John Howland** (on Zoom), spoke about Adopt a Family. He thanked those who signed up for the families that our club is supporting this year.

**Frank Bedoya** said that our Holiday Party will be held at the Doubletree on December 4, 2021. An invitation with meal choices will be sent out immediately. Please respond! The social hour will start at 5:30 and the party will continue until 9 PM.

**President Mark** reminded everyone that due to Thanksgiving and the holiday party there will be no meetings for several weeks. The next event is the Bike Build at Tom Shelley's house at 8 am on December 4 and the Holiday party that evening. On December 11 at 9:00 am, it's all hands on deck for Bill's Bikes for Kids. Watch your email for details.

## Sergeant Harry Sparrow



Thanksgiving was Harry's theme for the day. However, he first fined everyone who attended via Zoom (especially **John Tulac**), because they

## Inspiration of the Day

**Roger House** shared a few thoughts.

"A champion is defined not by their wins, but by how they can recover when they fall." *Serena Williams*

"Once you realize the future is always uncertain and you can't ever be 100% sure of any decision or have control over the outcome, it is easier to actually go ahead and start." *Annie Duke*. (Your writer looked up Annie Duke and found information that brings more insight to the quote. Annie Duke is an American former professional poker player and author in behavioral decision science and decision education.)

"Eventually all things fall into place. Until then, laugh at the confusion, live for the moments and know everything happens for a reason." *Albert Schweitzer*

"No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite." *Nelson Mandela*

talked the whole time Roger was presenting his inspiration for the day. Zoomer **Buff Wright** jumped in to say that wasn't fair; they were only talking because they were not alerted to the fact that the meeting had started and couldn't hear what was being said. (We'll coordinate the hybrid meetings better in the future.)



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## Sergeants, cont'd

**Greg Mossman**, attending via Zoom, was asked to name the president who first declared Thanksgiving as a national holiday. Greg guessed Woodrow Wilson and was fined since the answer was Abraham Lincoln.

Harry next called on **Nick Quackenbos** to say what important event had taken place on November 17. Nick was clueless and Harry reminded him that it was Nick's 32<sup>nd</sup> club anniversary and fined him accordingly. Making an aside that he hoped **Arman Ariane** was still on zoom (only his name was showing on the screen), Harry complemented the shirt Nick was wearing and wondered if Nick had gotten it the same place Harry had purchased the shirt he was wearing. Nick said he couldn't remember for certain, but it was "either Ross for Less or Xerxes for More." This got a big laugh, but it appeared Arman was still away from his computer, perhaps selling someone a suit.

**Brett O'Connor** was asked if he knew the significance of November 21. Brett said no. It was his own 13<sup>th</sup> club anniversary...FINE! Brett quickly redeemed himself with the correct answer to "What state consumes the most turkey?" California!

Even though **Sean Harrison** was not attending the meeting, Harry remarked that Sean would be watching the recording since he was documenting our program for the Clarifier this week; so he gets a makeup. Harry fined Sean in absentia for his upcoming birthday on November 30.

Next, somewhat apologetically, Harry fined **Lucinda McDade** because she has an upcoming birthday December 3. Though Lucinda is often fined, but how could Harry not fine her for her birthday! (Just say no?)

Harry said the heartless Sergeants led by **John Tulac** feel

**Bridget Healy** should be fined for the pain that the (turkey) USC Trojans were inflicting on her. Bridget noted that she was feeling the pain so much she was not even wearing any USC clothing to our meeting today as she usually does when USC is playing the next day.



Even though **President Mark** was wearing a sports jacket today, the Sergeants had noticed that after his first meeting where he wore a sport coat, Mark had returned to "Zoomwear." Fine!

Harry asked **Don Ralls** whether all turkeys gobble. Don correctly said yes, but it was obvious he was guessing. Harry said that only male turkeys gobble, females "cackle." This got some boos from the crowd, but Harry swore it was the

## CHS Interact Update



**Bridget Healy** introduced the seven Claremont High School Interact officers, who gave a brief update of their activities.

Present were: Isabelle Winnick, President; Mercer Weis, past President; Afiya Imam, Treasurer; Amanda Schultz, Historian; Lyna Bui, Secretary of Hours; Viraj Urkudey, Publicity; and Natalie DeWees, Member at Large. After Natalie introduced herself, CHS principal Brett O'Connor noted that she had a proud dad in the audience, Mike DeWees. All the officers are seniors except for Natalie, who is a sophomore.

The Interactors mentioned multiple programs the group is involved with, including the recent Drive Away Hunger. We will hear more about their activities as the year progresses

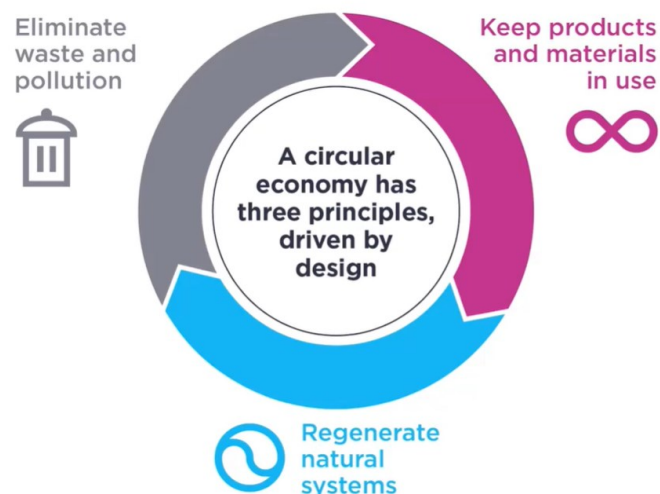


truth, not a bad joke. Don was still fined for his boisterous behavior at the last meeting. At one point our program presenter last week asked the seemingly rhetorical question about who likes paperwork and Don jumped up and shouted "Yeah paperwork!" In addition, when **Bonita Ramos**, last week's Sergeant, noted that it was National Happy Hour Day, Don jumped up and shouted it was also Free Britney Spears day. Remarkable Don!

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resources, make goods, use them up, and move on. However, in a circular economy there is no waste, things aren't thrown away when used, they are reused or repurposed. Concepts like planned obsolescence assume everything is a consumable good that must be replaced. We are good at marketing and selling things, which has led to this excess waste. Our consumerism has provided a higher quality of life and general convenience, but at what cost? Environmental destruction, economic instability, just to name a few. A circular economy would revolutionize how we do things by keeping products and materials in use and allowing natural systems to regenerate. The Foundation wants to push the real-world capabilities of this economic ideology.

To demonstrate it, Michelle, presented us with some real-world examples of circular products, including a plant-derived coating for fruits and vegetables to make them last longer. She gave a few more interesting examples, stressing



designing better solutions for people. It creates growth that benefits not only business, but also society and the environment. A circular economy can help to address important and pressing government priorities on housing, mobility, and economic development. It also aligns with the United Nations Sustainable Development Goals (SDGs), including reducing greenhouse gas emissions and tackling climate change. According to a study done by the Foundation, we must rethink the way we make and use products and food and we need to reimagine the city center. 45% of emissions come from producing goods and foods. Cities are major contributors to climate change.

Michelle gave a positive example from Brazil where they reconditioned computers in Belo Horizonte. The city government of Belo Horizonte, Brazil's third largest city, was challenged by growing electronic waste production, youth unemployment, and digital exclusion which disadvantages low-income communities. As part of the BH Digital program, the government established an electronics remanufacturing facility, the Computer Reconditioning Centre (CRC), where citizens from low income communities receive extensive training to restore IT equipment. The refurbished equipment goes on to support over 300 digital inclusion sites, where locals have free access to computers and the internet, as well as varied training opportunities in basic digital literacy. Belo Horizonte CRC continues to be the backbone to Belo Horizonte's skills development, waste diversion, and digital inclusion efforts, earning the title of Brazil's most digitally advanced city in 2011.

According to the Foundation's research, the circular economy can create over 11,000 jobs in New York City by 2030. Alongside roles created by the transition to

### HOW APEEL WORKS It's A Little Extra Peel

Apeel adds a layer of plant-derived protection to the surface of fresh produce to slow water loss and oxidation – the factors that cause spoilage.



that these circular models are becoming increasingly popular. Hopefully, their implementation can gain more popularity soon, as we need some positive environmental activity fast.

Another example she gave was from Green Wave, which use an ocean farming model that helps restore the ecosystem while growing seafood and shellfish for food. They can also sit vertically in the ocean, which allows them to produce a high yield in a small space. Although Michelle presented smaller local versions of a circular economy, the concept is much bigger.

The goal of the Ellen MacArthur Foundation is to accelerate the transition to a circular economy. The circular economy represents systemic change. It goes beyond fixing current issues and incremental improvements. It's based on three principles: 1) eliminate waste and pollution; 2) Keep products and materials in use; and 3) regenerate natural systems. It tackles the root causes of global challenges like climate change, biodiversity loss, and pollution. It's about

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renewable energy, a New York circular economy could significantly boost the outcomes of the New York Works plan, which aims to create 100,000 good jobs. Michelle provided a few more examples of successful circular economy projects in New York City (clothing), London (support for circular initiatives), Sao Paulo Brazil (coffee), Chicago, and Catalonia, Spain (plastics), which can be viewed in [the recording](#) beginning at about 20 minutes in.

In response to questions, Michelle explained that the Foundation is one part think tank and thought leader, often with major players like Microsoft and Google, and members also are advisors, offering consulting services through a large network. The Foundation is a non-profit. It will always produce content and convene people and groups to discuss solutions.

Regeneration of oyster beds is a current issue. It would fall under regenerating natural systems, biological cycle solutions and biomimicry.

Thank you so much for an informative presentation! The recording is available until December 20.





# the CLARifier

The Clarifier, P.O. Box 357, Claremont, CA 91711



**Mark Carson**

Claremont Rotary  
President  
2021-2022



**SERVE TO CHANGE LIVES**

## UPCOMING PROGRAMS & EVENTS

Nov 26	Dark for Thanksgiving (next Fri. meeting, Dec. 17)
Dec 4	Bikes for Kids bike build 8:00 am Holiday Party 5:30 pm (DoubleTree)
Dec 11	Bikes For Kids Giveaway 9:00 am
Dec 17	Confessions of a HS Choir Director, Joel Wilson



We are so close to  
eradicating Polio!  
Feed the pig at the  
meeting or send fines  
and donations [here](#) or  
mail your check to

PO Box 357

Claremont 91711



**Bacon Bits**

Let's fill up the pig!

Water flowing from borehole drilled  
with support of Pathways Africa has  
transformed life for the residents of a  
village near Victoria Falls, Zimbabwe.  
11-5-21

*Photo of the Week by Buff Wright*

### Website

Information about the club and back editions  
of this newsletter are always available on  
[DACdb](#) and [www.claremontRotary.org](http://www.claremontRotary.org)

### Join us on Facebook:

[www.facebook.com/RotaryofClaremont](https://www.facebook.com/RotaryofClaremont)

Club [Bylaws](#) and [Policies](#) are posted for  
member access on DACdb

### Nov.-Dec. Birthdays

Sean Harrison 11/30  
Lucinda McDade 12/3  
Adnan Aswad & SarahJo Antonucci 12/6  
Perry Hillberg 12/7  
Nick Quackenbos & Lee Goldstein 12/12  
Paul Steffen 12/13  
Ron Coleman 12/14



**Sergeants committee  
gathers before each  
meeting by email.  
Anyone is welcome to  
share information!!**

**Nona Tirre, chair**

### Clarifier Committee

Mike DeWees  
Bill Burrows  
Beatrice Casagran  
Sean Harrison  
Bobby Hyde  
Jim Lehman  
Steve Schenck  
Chris Hayes Shaner  
  
Harry Sparrow

*Notes by Sean Harrison and Harry Sparrow. Photos by Peter Weinberger*

*The Claremont Rotary Club meets on Zoom and the DoubleTree at 12:10 on Friday*