

Circular Economy & Wellbeing: A Human-Centered Vision

Karolina Bielawska



Purpose & Vision

Beauty With A Purpose Ambassador



The health of our planet is tied directly to the wellbeing of its people.

According to the European Environment Agency, over 90% of biodiversity loss and water stress comes from resource extraction and processing. This means **the way we design, consume, and discard has real human consequences**—from food insecurity to climate displacement.

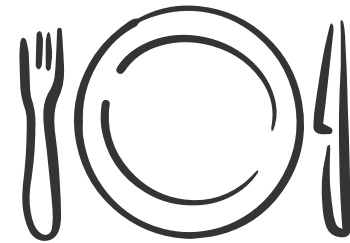
Circular Economy

From Waste to Worth

➔ Reduce ➔ Reuse ➔ Recycle ➔ Regenerate communities



59 million tonnes of food waste annually in EU
[Eurostat, 2024]



42 million people in EU can't afford a quality meal every other day
[Eurostat, 2023]



UN SDG #1:
End Extreme Poverty in All Forms

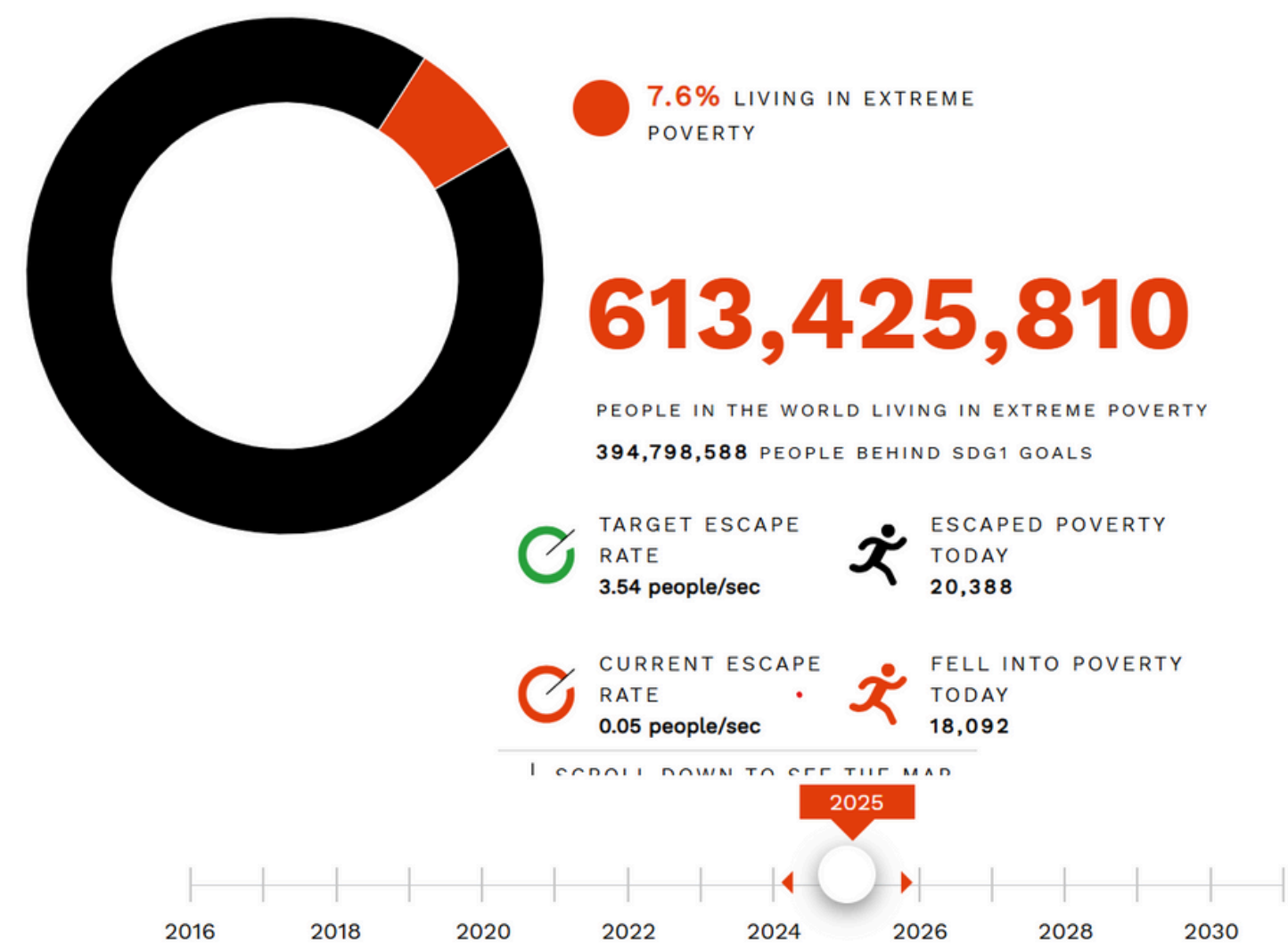


Recent studies show that lower-income households experience the greatest impact from both environmental degradation and resource scarcity.

The European Circular Economy Action Plan explicitly links circularity to social fairness and inclusion.

The Global Cost of Waste and Inequality

Why Circularity Matters: The Global Context



World Poverty Clock



In 2022, a staggering **1.05 billion tons of food were wasted, while 783 million people went hungry** and a third of the global population faced food insecurity.
(UN Climate Change News, 30 September 2024)



Food loss and waste account for 8-10% of annual global greenhouse gas emissions; cost USD 1 trillion annually.
(2024, UNFCCC News Release)

Local Circularity in Action

From Waste to Warmth: How Circularity Builds Community

Zupa na Pietrynie: turning food waste into hundreds of warm meals weekly

Circular support: repurposing clothes, creating social inclusion

First Social Bathroom in Łódź: dignity through access to hygiene

Not just charity—connection, visibility, and second chances



Not just waste reduction—but rebuilding connection.

Youth & NGOs: Catalysts of Circular Change

Empowering Youth, Supporting NGOs

NGOs are at the heart of the movement—championing inclusion, holding systems accountable, and proving that social and environmental solutions are inseparable.

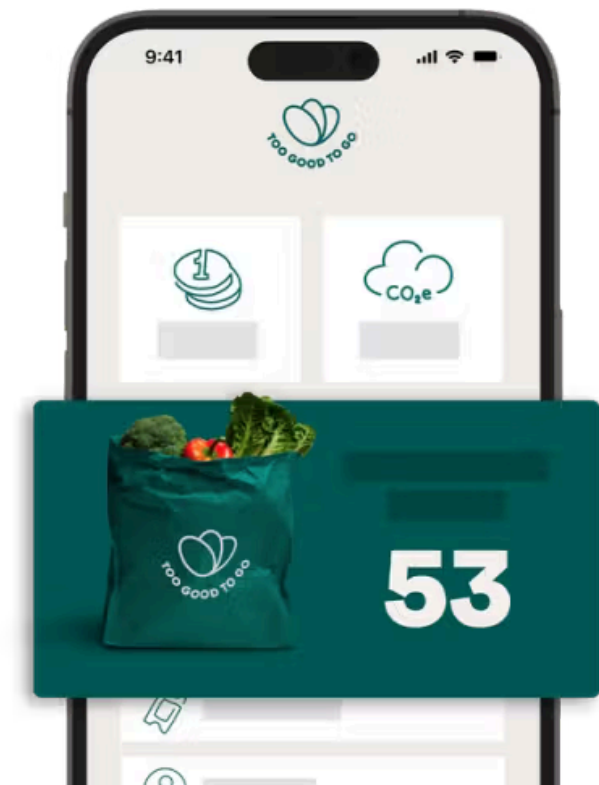
Revolution of values, not just systems.



Tech + Ethics = Sustainable Future

Mobilizing Youth Through Media

- AI can help optimize supply chains, reduce food waste, track materials, and design smarter systems.
- Too Good To Go and OLIO have helped redistribute over 250 million meals
- Efficiency must never come at the cost of empathy
- Use influence to inspire, not just inform
- Campaigns with personal storytelling are 22 times more memorable than those based on facts alone.
- Youth care when they see the impact of their actions
- Volunteering, storytelling, digital activism: all part of circularity
- Social media + campaigns = leverage for local causes



Candle in the dark

Lead with light. Design with dignity

One small act, one bright idea, one person—can illuminate the path for others.

Today, that same light can guide us toward a circular economy.

Thank you

Karolina Bielawska

