



— Redesign —

RE DESIGN



Loop project - National research
INTERVIEWS: Entry # 63



INTERVIEWS: Entry # 63

BY:

Ioannis Stylianou (editor)
Prodromos Charalampous
Anastasia Korotka
Stiliana Katsoulaki

IOANNA PANAYIOTOU

Executive Director Cyprus International
institute of Management (CIIM)



Authorized by Ioanna Panayiotou,
Executive Director Cyprus International
institute of Management (CIIM)

Executive Director – CIIM

2/2020- to date

Commissioner for the Environment of the Republic of Cyprus (Nicosia)

3/2013 – 12 /2019

Basic Duties:

- Making suggestions to Government Ministries in relation to environmental issues.
- Providing advice to the Council of Ministers or/and to any Minister on issues of their responsibility and to the competent House Committee or the Plenary Session of the House of Representatives, when called upon to do so at the absolute discretion of the Committee or the House.
- Submitting an Annual Report to the Council of Ministers containing the Commissioner's remarks and recommendations on the environmental policy of the state.

Director of I.P. GAIA OINOTECHNIKI LTD (Agios Amvrosios, Limassol) 12/1987 – 2/2013

PUBLICATIONS/PRESS & MEDIA PRESENTATIONS

- Publications in daily and weekly newspapers and magazines, both on current affairs and scientific topics. 1987 – to date
- Participation in many television and radio broadcasts on current affairs, environmental and social issues 1996- to date

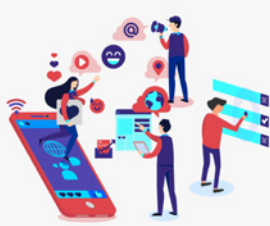
PARTICIPATION IN NETWORKS, COUNCILS, MOVEMENTS AND ORGANIZATIONS

- Participation in the network SDSN (UN Sustainable Development Solutions Networks) which functions under the auspices of the UN Secretary General. The coordinator for Cyprus is the Cyprus Institute.
- Founding member of the Cyprus Green Party Member of the Central Committee 1996-to date.
- Founding member of the Cyprus Association for Organic Agriculture
- Member of the Association of Environmental Scientists and Engineers of Cyprus – Pasmep
- Honorary Member of the Biological Society of Cyprus

TELL US a little about your business and how the idea of changing the approach for a greater circularity of design was born.

CIIM - Cyprus International Institute of Management is a non-for-profit postgraduate educational institution established in 1990 by a group of business leaders and a team of prominent academics representing some of the world's top business schools. Our aim has been to draw on the best teachers in graduate management education irrespective of location and make their talent and experience available in Cyprus. CIIM does more than develop managers, business professionals and entrepreneurs with practical hard and soft skills and a can-do attitude; it is a set of life-changing and opportunity-creating experiences and connections.



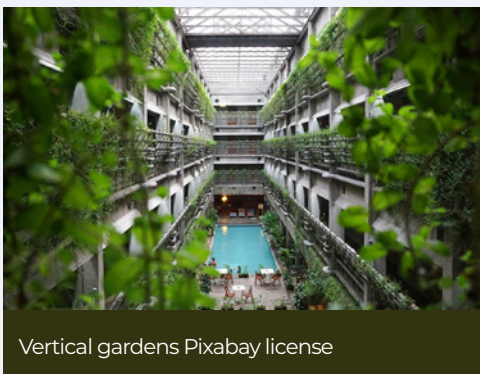


https://www.ciim.ac.cy/wp-content/uploads/2021/10/ciim_logo_tr-a365-wht.png

Innovation and sustainability are core components that consist of Institute culture, in order to be able to offer unique, innovative, global by design and world-class in quality experience and qualifications to its students. In the light of the above CIIM gave significant attention to the early scientific voices raising the need for change in order to avoid global warming.

As the years passed by, and the results of human activities didn't moderate the global warming, the pollution of air - water, and the mitigate disposal of waste; the global scientific community raise the need for a new economy model.

Nowadays it's clear that just recycling is not enough. We are in a need to transform our way of living into a new economic system, and this is how the circular economy comes; in response to the ambition for sustainable development, given the growing concern about the depletion of natural resources and the environmental degradation.



Vertical gardens Pixabay license

The Cyprus International Institute of Management circular economy policy is supported by three pillars. The first pillar is how the institute operates, the machinery it uses the philosophy of the buildings, and finally the culture of employees. The second pillar was the culture institute promotes to the students. And the third pillar with the most significant outcome, was the culture institute promotes to society.

Under the third pillar were launched the CIIM Bioeconomia Centre and the Centre for ESG (Environmental, Social and Governance). These two centres focus on how to raise environmental awareness in the local businesses, governance and society.



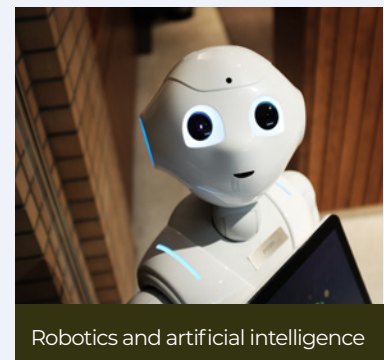
WHAT WERE THE MAIN

difficulties you encountered in dealing with processes of change in product (or service) design?

Despite its growing popularity amongst politicians, businesses and academics, the concept of circular economy and its underlying principles are not without critics and challenges.

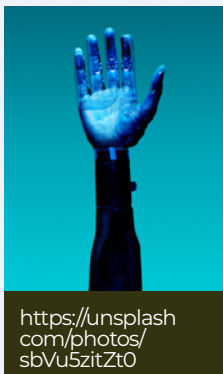
When thoughts of change appear they are always followed by opposing opinions with valid arguments about the effectiveness that any innovation can have against something that works or that appears to be working over a long period of time. It is well documented that inertia is everywhere!

Moreover, change is difficult; it requires a great amount of effort, much resilience, endless and detailed planning, and support from all the corresponding parties involved in that endeavor.



Robotics and artificial intelligence

And it includes a variety of reasons making the wiliness for change hard to be achieved. For instance, try to change too many things at once and you'll end up with a chaotic mess, uncontrollable and impossible to predict the many outcomes you will face down the road.

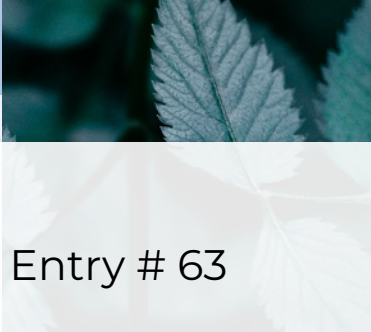


<https://unsplash.com/photos/sbVu5zitZt0>

Another example is when one change involves other changes! You will have to battle against a chain reaction with unforeseen consequences. We cannot overlook the power of habit and the fact that when the status quo is comfortable it is difficult even to consider other options. Finally, when the benefits of change are not clear or when the big picture of what the management wants to achieve is not clear to the whole team of the organization either, the employees resist changing their habits.



Furthermore, it's struggling for the management team to keep about the big picture, about what is needed to be changed when they are always working on a lot of small things that seem to take up all of their time and consume the will and energy of all the participants. Nevertheless, change is something we also desire and strive for, and you have to empower yourself to step back and look at the big picture so you can lead your team more effectively.



INTERVIEWS: Entry # 63

SPEAKING OF DESIGN: what shape do you think the future of your business could have in terms of circularity and sustainability?

In the unprecedented response to the Covid-19, millions in economic stimulus have been offered around the world. The pandemic and its economic fallout have caused governments, businesses and households to focus on short-term crisis management and pause or even cancel long-term planning.



<https://pixabay.com/el/photos/3935928/>

The difficulties economies face have to not spell the end of efforts to develop a circular economy. Despite the economic fallout this is likely to be a rare opportunity, to build a resilient and low carbon economic-based in the circular economy. Studies conclude that a turnaround towards circular economy would benefit the economy and would create business opportunities for many people.

COVID-19 crisis has forced us all to rethink how we conduct business, how we create value for stakeholders, our values and our purpose. The world as we know it so far is changing and we now have a monumental opportunity to create a better, fairer, just world for us and the generations to come. The pandemic has forced companies to re-evaluate their priorities, and ultimately create factors for sustainability.



<https://pixabay.com/el/illustrations/1020194/>

Circular economies aim to reduce environmental impact by minimizing waste and increasing re-use of resources, reducing greenhouse gas emissions, while at the same time stimulating economic activity. There may be upfront costs involved in rolling out new business models and services, but the transition to a circular economy is a huge opportunity to create competitive advantage, savings for businesses and resilience to future crises, which could result in considerable gains over the longer term.



<https://unsplash.com/photos/pSaWOYGv-Tk>

The application of the principles of the circular economy in all industries pushed the European Commission to publish a reflection paper, "Towards a sustainable Europe by 2030", in January 2019; Europe has the potential to generate a net economic benefit of 1.8 trillion by 2030 and create more than 1 million new jobs in the EU. Relying on its help and circular economy coaching program Cyprus Employers & Industrialists Federation is about to ran with our help, I strongly believe that we as organization and many other companies in Cyprus we will be able to apply more redesigning and circular practices in the future.

RE DESIGN

QUESTIONNAIRE

1. What is the so-called “circular economy”?

| A | B | C |
|-----|----|-----|
| 15% | 5% | 80% |

2. Do you believe that a more sustainable economic system can be equally productive than the current one?

| A | B | C |
|-----|-----|-----|
| 40% | 15% | 45% |

3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

| A | B | C |
|-----|-----|-----|
| 13% | 35% | 52% |

4. How will the so-called “circular economy” affect the job market?

| A | B | C |
|-----|-----|-----|
| 25% | 45% | 30% |

5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

| A | B | C |
|-----|-----|-----|
| 13% | 50% | 37% |

6. Which of these 4 “Rs” is more important to ensure a better future for humanity?

| A | B | C | D |
|-----|-----|-----|-----|
| 13% | 32% | 43% | 12% |

7. Which of these 4 “Rs” is most present in your family’s daily life?

| A | B | C | D |
|-----|-----|-----|-----|
| 10% | 15% | 33% | 42% |

8. In your opinion, what link is there between technology and the “circular economy”?

| A | B | C |
|-----|-----|-----|
| 28% | 30% | 42% |

9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?

| A | B | C |
|-----|-----|-----|
| 25% | 45% | 30% |

10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?

| A | B | C |
|-----|-----|-----|
| 33% | 35% | 32% |

QUESTIONNAIRE



QUESTIONNAIRE

11. Do you think that the economy in the past was more sustainable than it is today?

| A | B | C |
|-----|-----|-----|
| 25% | 28% | 47% |

12. Which of these 3 statements do you consider the most true and important?

| A | B | C |
|-----|-----|-----|
| 47% | 25% | 28% |

Loop project - National research
INTERVIEWS: Entry # 63