

Dame Ellen MacArthur:
“The surprising thing I learned
sailing solo around the world”

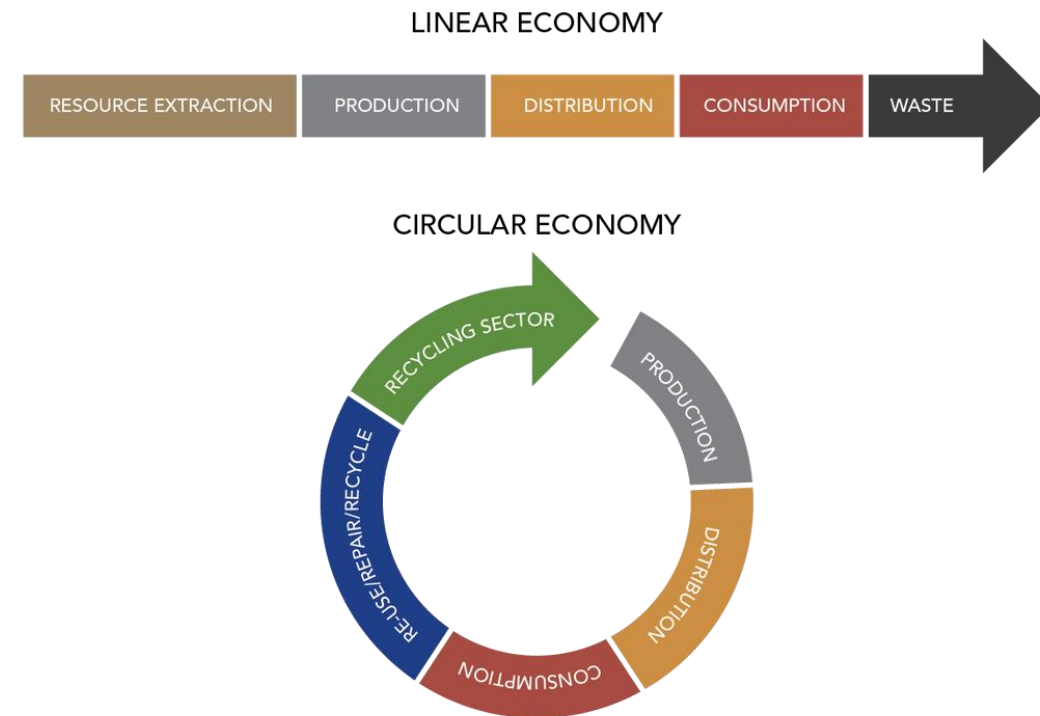
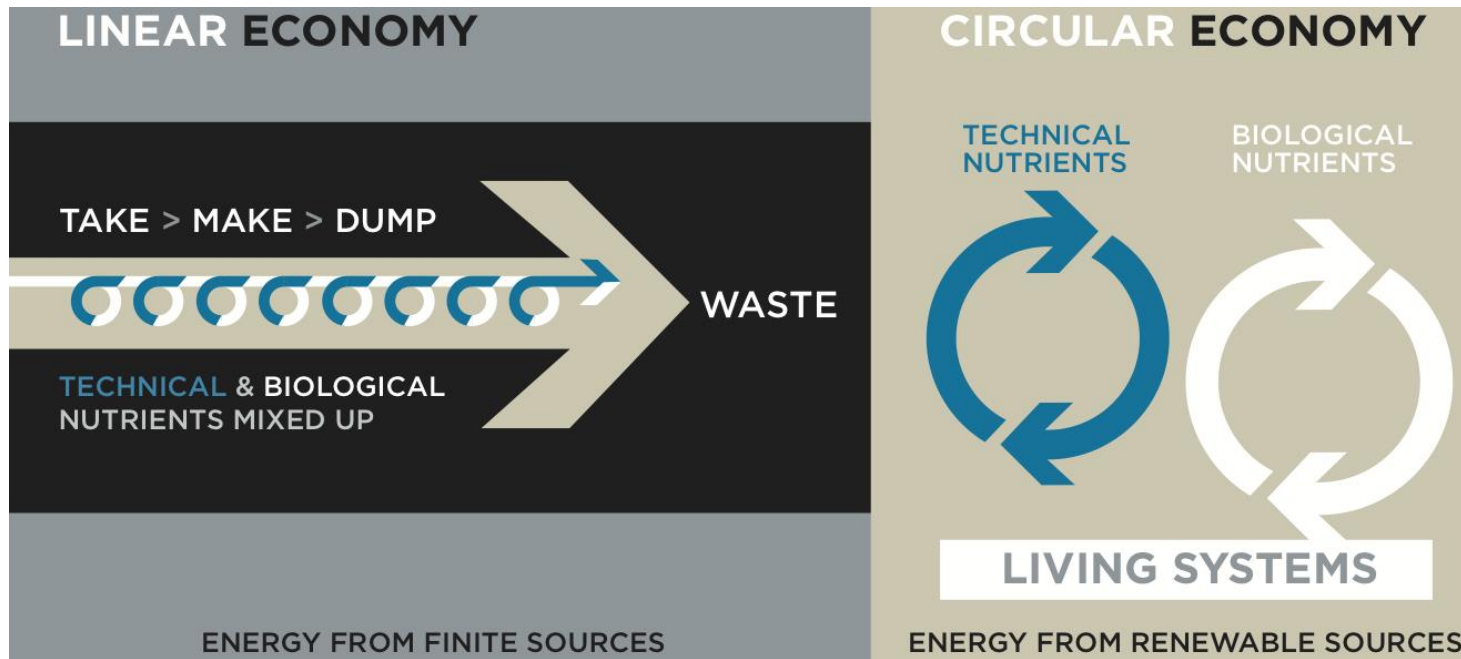
https://www.ted.com/talks/dame_ellen_macarthur_the_surprising_thing_i_learned_sailing_solo_around_the_world

Dame Ellen MacArthur: *“The surprising thing I learned sailing solo around the world”*

- *“It's a tradition among British citizens: If you circumnavigate the globe by sail, you'll earn royal honors. Ellen MacArthur was made a Dame [Commander of the Order of the British Empire] in 2005 after the fastest solo sail around the world. But when you sail alone around the world, things come into focus...”*
- Questions to think about while watching:
 - Why did she quit sailing? What did she realize after sailing solo around the world?
 - What concept does her foundation promote? Describe this concept.
 - How can this concept contribute to achieving sustainable communities?

Dame Ellen MacArthur: *“The surprising thing I learned sailing solo around the world”*

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Dame Ellen MacArthur and circular economy

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For an example, watch: <https://www.thinkdif.co/open-mic/developing-a-regional-circular-value-ecosystem-based-on-residues-and-wastes-the-case-of-higueras-village-mexico>

Benefits of the Circularity

1) Economic Axis

- a. Reduce the household's food expenditures
- b. Inclusive job creation (women and elders)
- c. Increase of revenue for local firms
- d. Foster local tourism
- e. New business ventures

2) Environmental Axis

- a. Soil recovery
- b. Cultivable areas
- c. Preserve regional flora and fauna

3) Social Axis

- a. Access to low cost nutraceutic (isotonic beverages)
- b. Health improvement
- c. Creation of a strong social network capable to fight against external agents.