

Vojtech Vosecky, The Circular Economist: How to win colleagues for the circular economy

Key Learnings



The Power of Storytelling in Advocacy

Vojtech emphasises **storytelling as a cornerstone** for engaging audiences in the circular economy. He notes that facts and charts alone often fail to inspire action, while **transformation stories, strong visuals, and relatable narratives** resonate deeply with diverse audiences.

Effective Communication Strategies

Success in circular economy advocacy requires concise, engaging communication. Vojtech's **"4 Principles of Content"** — **inspire, educate, agitate, and engage** — are designed to create impactful messages. He also advises **tailoring communication styles for different audiences**, whether a LinkedIn post, a keynote, or a boardroom presentation.

Framework for Driving Circular Change

Transitioning to a circular economy involves a systematic approach: **setting a strong vision, mapping material flows, identifying hotspots, and selecting key strategies**. Vojtech highlights the importance of **actionable KPIs and stakeholder engagement** to ensure progress and scalability.

Essential Skills for Circular Economists

Vojtech stresses that **change management, sales, and public speaking are more critical than technical expertise**. Navigating organizational dynamics, building partnerships, and securing buy-in from stakeholders are key to effectively implementing circular initiatives.

Listen to the full episode here:

<https://circularity.fm/how-to-win-colleagues-for-the-circular-economy-with-vojtech-vosecky-the-circular-economist/>