

1.2 FACTSHEET CIRCULAR CHALLENGE

Educational aims: to develop 21st century skills using Challenge-based learning: critical thinking, collaboration, complex problem-solving, creativity. Sustainable student/business co-creation.

Educational form: international digital challenge game, learning by doing, interactive lecture.

Why participate?

- Invent radical new ideas and reflect upon existing difficulties to implement sustainability. Make current products more sustainable or invent an additional line of more sustainable products. Increase the circularity of existing companies.
- Learn about their circular strategies & business models, innovation.
- Your fresh new ideas combined with the business expertise can contribute to a better world – with less waste. A unique opportunity to experience realistic circular challenges while collaborating with circular companies and like-minded students from different countries.
- You will discuss circular (entrepreneurial) experiences, successes and trials, as well as best practices of several companies. You will develop your own circular solutions and pitch these to an expert jury.

Who participate? Business, technical, and design students from various countries.

Activities:

- Develop new business ideas and be coached together with businesses. You will face key facets of circular innovation and entrepreneurship.
- Examples of past circular challenges: convert waste into valuable products. Co-create to develop new circular business models.

Duration: ½ – 1 day (variable)

Language: English

Number of students: max. 20 per workshop (=5 teams of 4 people).

Practicalities. The event is free of charge. Participant will obtain a certificate of participation afterwards. We use Zoom. Participants should have enough bandwidth connection: a working camera and microphone are essential for participating actively in the brainstorming. We create a virtual community and a way to communicate with team chats or personal messages via social media and interactive tools.

Experts involved: dr. F.G. Stel and R.A. de Jong MBA

More information: stel@createnewbusiness.com