



Unia Europejska  
Europejski Fundusz Społeczny



PROGRAM SPINAKEK

# Business strategies in circular economy Online course

**11 March – 15 April 2023 only Saturdays and Sundays**

**Courses are free of charge**

Vacation learning at AGH for Sustainable Industry 4.0 Education

This is a project financed by NAWA (Polish Agency) aimed at creating a new educational program for future managers, in the fields of circular economy management, sustainable development, efficient use of resources.



## Welcome

### **foreign bachelor, master and ph.D students on on-line course**

Organised by Faculty of Management AGH

11 March till 15 April from 10.00am -14.00 CET

Lectures will be delivered by the best academic teacher from Faculty of Management AGH and industry.

Duration of the course is **45 hours**.

**The number of participants is limited.**

Application form is available at <http://goz.agh.edu.pl/enrolment/>

**Certificate**

**3 ECTS**

## Goal

The main objective of the course is to provide theoretical and practical knowledge for the transition from a linear to a circular economy model.

Lectures about CE will be focused both on increasing theoretical knowledge i.e. EU and global policy, megatrends, building strategies, using models supporting CE, CE promotions, searching for win-win solutions, and practical application in enterprises (small, medium and large).

## Examples of proposed subject

Marketing and eco-labelling for circular economy solutions

Industrial symbiosis

Skill for circular economy

Identification of risk management, including mitigation measures of a food project

Realisation of Sustainable Development Goals by food and packing companies - barriers and profit

Innovation in food and packing - IT and other tools application

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## Rules:

Participation in lectures and seminars is **obligatory (min. 65%)**, as well as preparation and presentation of a case study in a group of 1-3 students.

Each group of 1-3 members will work on a specific sustainable business challenge - developing options and recommendations for a more sustainable model.

You will be asked to prepare a case study on the topic related to the best practices in circular economy in food, packing, renewable energy including technical, economical, environmental and social aspects

Your team will take a presentation during a class after consultation with experts. This takes about **10-15 minutes** including questions and discussion. The team is expected to utilize multimedia tools in the presentation, including PowerPoint, videos, and so on.

# The presentation's structure

You should prepare 10-15 slides, which should include the following:

## **Introduction:**

- » Determine the overall issue with CE implementation in the described topic.
- » Describe how your solution contributes to the CE transition.

## **The transition to a circular economy (CE):**

- » Choose one tool you learned in another class (i.e ReSolve Model, Value Proposition Canvas, SWOT Analysis). In the next step, make use of the tool shown in your example.

## **Conclusion:**

- » Create a suggestion that will aid in the transition to CE and will increase the capability to develop sustainable solutions in the described topic.

# Evaluation

Construction of the presentation	10
Clarity of the presentation	20
Content of the presentation	40
Manner of presentation	10