

Findings for educators and companies: Minor Circular Economy in the Cloud

Cor van Leeuwen & Rink Weijts, Rotterdam Business School

KEYWORDS

Circular Economy – Education – Business case – Applied research – MOOCS - Netherlands – Europe and beyond

INTRO

The Europe 2020 agenda aims at stabilizing the European economy after the global economic crisis and at setting out a vision for Europe's social market economy in the 21st century.

The Europe 2020 agenda puts forward three mutually reinforcing priorities:

Smart growth, Sustainable growth and Inclusive growth

The international mission, network and student population base of many HEI's make these institutions perfectly suitable for helping European companies to run their (future) business (more) efficiently and sustainably. Sustainable growth and innovation must have a circular economy focus and include product innovation and organizational/ business model innovation.

In collaboration with two other Dutch Applied Universities the Rotterdam Business School designed a minor with a focus on the circular economy concept. As to Dutch Applied Universities, this minor contained three innovative features: content (Circular Economy), the MOOC-inspired format and the collaboration between three institutions in designing an accredited educational program.

In this minor the business case (i.e. the transition of one or more value chain related activities from linear to circular) of the participating companies was leading for the educational program.

OBJECTIVE

To present the findings of this novel part of an Applied University study program to representatives of companies and Higher Educational Institutions in order to stimulate participation.

OVERVIEW OF TYPES OF FINDINGS

An overview will be given to summarize the drivers, barriers and enablers for organizing, implementing and using the minor.

The following topics will be addressed:

- Acquisition (strategy) of the companies.
- Contents of the minor
- Key features of the Moodle platform.
- Evaluation data from three stakeholders: students, lecturers and companies.

Key points will be listed and discussed to improve the quality of the minor with respect to the above mentioned topics.

Finally, based on our experience some thoughts are expressed to make this practical minor available on the European (and later even global) 'market'.