



Circular Challenges



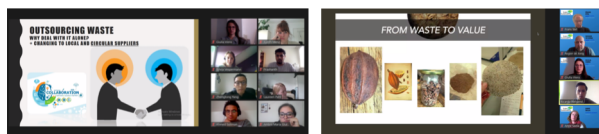
Facts & Main Elements

- 1 or 2 day (8-16 hours workload)
- extracurricular
- 56 Master students
- 4 academic partners (10 staff)
- 5 business partners (10 staff)



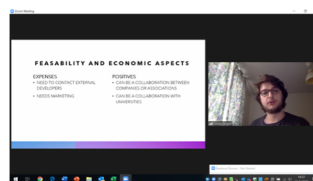
Main elements

- student teams developed **innovative & feasible** ideas and presented these to expert juries
- sustainable innovation process instead of supplying content
- different backgrounds (acad. / national) **interdisciplinary** teams
- companies & **coaches** assisted the teams on demand
- discussion of results with jury of circular experts
- use of Mentimeter (barriers, drivers)
- certificates of participation / winning



Main outcomes

- 7 new business ideas
- students with high entrepreneurial attitude
- *"Learning how to work with people from different backgrounds and solving real case studies is **fun**"*
- *"Useful, enjoyable, helps you gain lots of experience and a deeper understanding of circular business"*
- *"Circular challenges can be solved with out-of-the-box creativity"*
- *"In a short time creating innovative and real solutions is possible"*

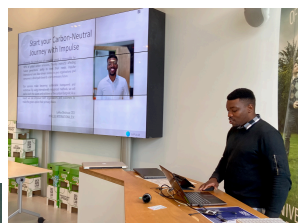


What's new? / Assessment

- new educational format of Student / business collaboration in green venturing
- digital or on campus
- students organize, S4S-facilitate
- businesses provided coaching during the sessions
- *"The counselors where helpful"*

Assessment

- overall rating 8.9
- commitment 8.7
- enough time 6.6



What are the most important barriers to adopting a circular business approach?



Lessons learned & Future plans

- *"Well-established companies struggle with implementing circularity"*
- although time pressure is part of the challenge, more time is appreciated - > more attention towards time management is needed
- supply more content: add toolkit to structure ideas,
- add more aspects: detailed company information, consumer viewpoint, possibility to network with companies
- Challenge-for-Impact short-term programs (2022 – 2024)

