

# Ecosystem at upscaling upcycling

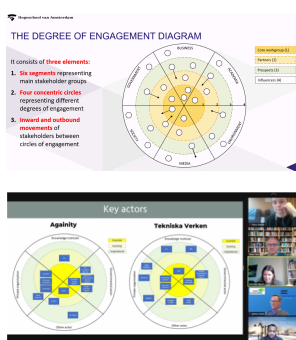


## Facts & Main Elements

- 40 - 840 hours workload (0-30 ECTS)
- curricular / extracurricular
- 6 Master students (3 teams of 2 st.)
- 4 academic partners (6 staff)
- 6 business partners (20 staff)



- **Main elements**
- 3 teams of students (Netherlands & Sweden) conducted case studies, presented their findings and exchanged knowledge
- cross-country student / business research & workshops
- research manual
- discussion of tools



## Main outcomes

- refinement of the engagement diagram
- upscaling is firm specific
- support from external actors sometimes crucial for upscaling e.g. trade organizations, academic institutions
- upscaling depends upon entrepreneurs' vision on circularity
- general growth strategies are rare, organic growth is the norm



## What's new? / Assessment

- local cases studies, international discussion
- cross-country & cross-case analysis

### Assessment

- very satisfied and motivated students
- self-starting student teams
- grades "excellent" (Sweden); 8 - 8.5 of Master theses (NL)

### Discussion

- Degrees of Engagement Diagram useful for mapping key actors in ecosystem of both companies
- Two crucial categories for upscaling
  - Prototyping and piloting
  - Fostering networks and partnerships
  - Twence less active in those area → Already established company
- Media can help with creating more awareness for company
- Academic institutions may help to quicker innovations
- Different type of key actors in Twence versus Swedish case
- Amount of support differs in Twence case versus Swedish case



## Lessons learned & Future Plans

- collaboration concept appreciated
- drive is important to organize this educational concept
- mainly suitable at Master level?
- sometimes limited upscaling is desired
- optimal scale varies – big is not always beautiful
- entrepreneurs create like-minded partners in their eco systems. This partner selection limits upscaling.
- awareness purpose driven vs scale driven business
- 1 scientific paper

