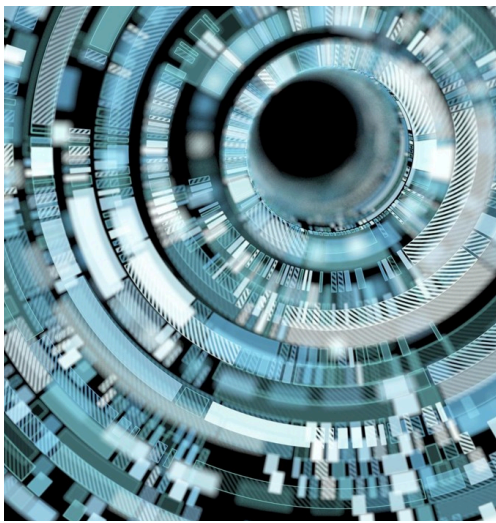




# MINOR CIRCULAR ECONOMY TRANSITION



The transition to a Circular Economy requires an acceleration as global challenges evolve. The traditional take-make-use-dispose understanding has been triggering these challenges which cause pressure on local and global supply chains. Companies, consumers, and governments need to cooperatively take action to be successful. In our minor module you will recognize potential for our common future in a cross-disciplinary education environment.

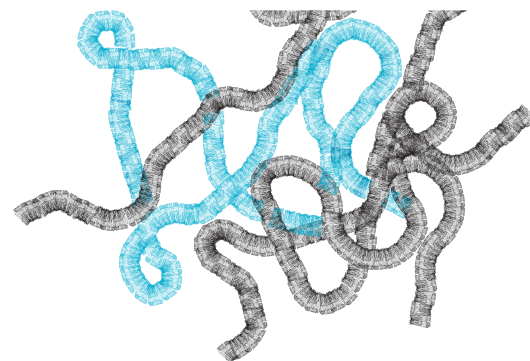
Although the **Sustainable Development Goals** of the United Nations develop clear targets and a Circular Economy transition is recommended as a global priority, a large variety of barriers slow down this transition. These are associated with non-circular product-development, operational problems through supply chains having an impact on resource use, unsustainable consumer behavior, and governments' considerations in trade-offs among regulation scenarios.

Unsustainable development continues to endanger and threaten our future, while resource, water, and energy scarcity give a red alarm for the linear economy. One third of the entire food produced in the world is wasted. 90% of the electronic and electric equipment waste are dumped in landfills. Greenhouse gas emissions and energy requirements increase the pressure on businesses and society. Companies, consumers, and governments need to cooperatively take action for successful Circular Economy transition, which requires a **multiple- and integrated-stakeholder understanding**. The only solution lays in **our common future**: establishing a

truly sustainable Circular Economy.

From the educational perspective, the future Circular Economy **awaits its implementers** who speak different languages to achieve a common goal for all. Our **common mission** in this minor module is to have a direct impact on the development of the Circular Economy by implementing real-life problems, getting professionals involved, and strengthen relationships between business, government, and research organizations. To succeed it, we offer this **minor module** of **Circular Economy Transition** that takes companies, society, and governments in its core to achieve a ground-breaking impact for our common future in a cross-disciplinary education environment.

The minor module Circular Economy Transition awaits you with a **15 EC package** with a content divided into four areas in a **cross-disciplinary education environment**. We address the transition towards the Circular Economy from a multiple stakeholder perspective, each related to one stakeholder: companies, society, and governments.



## *The future Circular Economy awaits you to commonly achieve a truly sustainable development.*

### **Circularity Management & Technology** (4 EC)

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Within the **company perspective**, you will address the main circular strategies that companies can adopt to support the transition towards the Circular Economy, such as waste prevention, waste management, urban industrial symbiosis, sustainable services, end-of-life product management, and technological innovations.

**Psychology and Communication for Sustainable Change** (4 EC) Contact: Peter de Vries (p.w.devries@utwente.nl),  
Letizia Alvino (l.alvino@utwente.nl)

Within the **society perspective**, you will address the role that citizens, as (potential) consumers of goods and services produced by companies, can play to foster the Circular Economy transition. The society perspective is approached from two sides: consumer psychology and responsible citizenship. This component focuses on the perceptions and behavior of consumers as stakeholders and actors in a sustainable circular society.

Within the **communication perspective** you will focus on how strategic communication with and between stakeholders can contribute to sustainable change. You will learn how different communication strategies can foster the Circular Economy transition.

### **Elements of Environmental Economics** (3 EC)

Contact: Luca Fraccascia (l.fraccascia@utwente.nl),  
Veronica Junjan (v.junjan@utwente.nl)

Within the **government perspective**, you will address the main policy actions that policymakers, at national and global level, can design to foster the Circular Economy transition. This component aims to shed light on the relationship between environment and economics. Moreover, the interplay between the three different

stakeholders, i.e. companies, governments, and society, are addressed.

To practice the contents of the module, you will be playing a 4 EC **online challenge-based serious game**, newly designed and tailored to fit in the heart of this module. You will, in a cooperative way, experience the role of a citizen, a company, and a policy-maker in a virtual game setup. It is designed as a **trans-disciplinary edutainment** environment where technological innovations and energy transition challenges are embedded.

After completing the **Circular Economy Transition minor module**, you develop into globally responsible citizens who can link and convert theory-based learnings in Circular Economy practices. You will be able to match individual and collective sustainability needs and develop managerial and technical skills to implement circular economy networks.

The minor team is looking forward to welcoming you to our **Circular Economy Transition minor**!

### **MORE INFORMATION**

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For more information about this minor and for general information about minors:  
[www.utwente.nl/minor](http://www.utwente.nl/minor)