



**International Summer School: Towards a circular economy**  
at Windesheim University of Applied Sciences,  
[www.windesheim.com](http://www.windesheim.com), Zwolle, the Netherlands  
July 3-9, 2019

**Academic Credit:**

- ✓ Participants will receive 3 ECTS (1,5 US credits) for the academic content

**Program Fee:**

- ✓ 600 Euro, covering tuition for workshops, excursions, housing (from July 1-11, 2019)

**Check-in and check-out times at Sportcampus Pelikaan:**

- ✓ Check-in: Saturday, July 1, 2019, 14:00 onwards
- ✓ Check-out: Saturday, July 11, 2019, 10:00

**Towards a circular economy- Workshop Contents:**

- ✓ The world is inhabited by more people, of which a higher share lives in cities and is older. Wealth has increased globally, creating a larger middle class, which uses far more raw materials, causing increasing CO2 footprints and waste production. As a result, global consumption currently goes beyond the earth's regenerative capacity. The linear "Take – Make – Dispose" system which depletes natural resources and generates waste is deeply flawed and can be productively replaced by a restorative, circular, model in which waste does not exist as such but is only food for the next cycle. Besides that, there are some clear business opportunities arising from the circular economy. It is predicted that circular strategies which entail maintenance & repair, reuse, remanufacturing, refurbishment and recycling can contribute to 1 – 4% of economic growth. However, there are some challenges which are faced by companies using circular business models, for example the necessary changes in the construction of and the collaboration in the supply chain and the financial and legal challenges coming from new business models.
- ✓ In this course these challenges will be addressed, and participants can experience what it takes for companies to move towards a circular business model. Theory will be introduced via lectures, and applied via a business simulation game. There will also be a visit to a company with a strong circular profile.



### Preliminary Schedule

| Time                      | Wednesday<br>July 3, 2019   | Thursday<br>July 4, 2019  | Friday,<br>July 5, 2019   | Monday,<br>July 8, 2019                                      | Tuesday,<br>July 9   |
|---------------------------|---|---|---|--|--|
| 09:00 –<br>10:00          | Welcome to<br>Windesheim  | Understanding<br>current trends in<br>supply chain:<br>shared economy               | Understanding<br>financial and<br>supply chain<br>implications for<br>organizations | Interactive<br>Business case –<br><br>The Blue<br>connection | Interactive<br>Business case –<br><br>The Blue<br>connection |
| 10:00 –<br>13:00          | <b>Workshop</b><br>Introduction<br>transition to<br>circular supply<br>chains |   |   |  |  |
| 13:30 –<br>14:30          | Lunch   | Lunch   | Lunch   | Lunch  | Lunch  |
| 14:30–<br>17:30           | Guided city tour<br>Zwolle  | Understanding<br>current trends in<br>supply chain:<br>shared economy<br>blockchain | Understanding<br>financial and<br>supply chain<br>implications for<br>organizations | Interactive<br>Business case –<br><br>The Blue<br>connection | Interactive<br>Business case –<br><br>The Blue<br>connection |
| <b>Social<br/>Program</b> | <b>Multicultural<br/>food night</b>   | Individual Study  | <b>Movie night</b>  | Individual Study   | Goodbye dinner   |



## Trip to Amsterdam: Canal boat tour, Heineken experience and sightseeing Amsterdam

**Social Program on Saturday July 6 and Sunday July 7, 2019**

On Saturday, we will travel to region Amsterdam to visit several Dutch companies that are leading in applying circular economy strategies.

On Sunday, you will have the opportunity to explore our capital city of Amsterdam. We will organise a canal tour including the Heineken experience for you, and you will have plenty of time to explore the city yourself.

Visit Rembrandt's world famous painting 'the Night Watch', amongst numerous other classics. Stand in line to visit the Anne Frank house, wander in the 'Vondelpark' or go shopping in the '9 streets district' and enjoy the very multicultural community in Amsterdam. Liberty is what we are famous for, so go and enjoy!

