

# INTERNATIONAL WEEK >

## TRANSFORMATION FROM LINEAR TO CIRCULAR ECONOMY

### Who are we?

Fontys University of Applied Sciences is a wellknown name in education, not only in the Netherlands, but also in many other parts of the world. Fontys is the second largest institute of higher education in the Netherlands.

### Where are we located?

Fontys University of Applied Sciences is located in the technology city of the Netherlands – Eindhoven, absolutely one of the most inventive cities in the world.

### How to reach us?

You can reach us by car, train or plane. Eindhoven City Airport offers many low cost flights.

### Goals of the international week

- > International cooperation and awareness
- > Demonstrating entrepreneurial behavior
- > Interdisciplinary teamwork
- > Have fun!

### Description of the project

The educational content of the week will be a combination of theory about circular economy and an innovative web-based business simulation game. The game engages students in the transformation from a linear to a circular value chain by implementing a circular strategy for a virtual e-bike manufacturer. Each team runs the business for several (virtual) years. The students must manage and may automate their processes to run the company efficiently.

### Included

- > Participation in all programme activities
- > Lunch 5 days
- > Dinner 2 days

### Excluded

- > Travel
- > Accommodation & breakfast (we will share recommended accommodation)

### Provisional programme

#### Online

- > Introduction to each other
- > Introduction to circular economy

#### Physical

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|------|--|
| 23-3 | Arrival  |
| 24-3 | Kick-off and start project work<br>Cultural tasting    |
| 25-3 | Workshop pitching<br>Cultural exploration of Eindhoven |
| 26-3 | Project work<br>Company visit                          |
| 27-3 | Project work<br>Pitch competition                      |
| 28-3 | Project work<br>Departure                              |