



Circular Economy

“In our current economy, we take materials from the Earth, make products from them, and eventually throw them away as waste – the process is linear. In a circular economy, by contrast, we stop waste being produced in the first place”
(MacArthur, 2022).

Minor Circular Start-Up

2022 - 2023

The course material of this minor has partly been developed through financing of the Topsector Logistiek

Topics

- Goal of the minor Circular Start-Up
- Overview of the courses and project
- Practical information
- Considerations for the minor Circular Start-Up
- Questions

The goal of the minor

- To develop a prototype or a first series of a new circular product which provides more value for the customer, less environmental impact and/or more positive societal impact.
- Ultimately you need to sell your prototype or first series to the customer. Also, you need to develop your business which is described in a business plan.



Overview of the project and courses

Courses

- Circular Supply Chains
- Circular Finance
- Sustainable Marketing
- Circular economy, product and business development

Project Circular Start-up

- Develop a prototype or a first series of a new circular product which provides more value for the customer, less environmental impact and/or more positive societal impact.
- By the end of the minor, you need to sell your prototype or first series to the customer.
- In parallel, you need to develop your business which is described in a business plan.

Project Circular Start-up

- Examples of circular products
 - Mud Jeans
 - Jeans or lease a jeans
 - Ecovative design
 - Compostable packaging from mushroom roots
 - Signify
 - LaaS (Light as a Service)



Overview of the Courses

Description	EC	Assessment
Circular Economy, product and business development	6	Individual Assignment
Circular Finance	6	Individual Assignment
Circular Supply Chains	6	Individual Assignment
Sustainable marketing	6	Individual Assignment
Project Circular Start-up	6	Individual Assignment



Practical Information

Nitty-gritty

- 30 ECTS
- Starts February 2023
- In Emmen
- English thought programme
- A group of diverse and international students
 - E.g., France, Italy, Slovakia, South Korea, the Netherlands
- Enrolment via Progress

At the end of the minor

- Advise on the optimal design of information provision and business processes, aimed at the effectiveness and efficiency of an organization
- Be a professional partner for companies in the design of (logistics) processes that contribute to the achievement of circular objectives
- Increase your capabilities of reflection, which is expressed in the awareness of cultural aspects, being respectful towards others and acting on the basis of professional codes and ethical principles for professional behavior.



Why the minor Circular Start-Up?

- Contribute to a future that is good for business, people and the environment
- Change your perspective on consumption
- Create your own business

Questions?

Coordinator Minor Circular Start-Up

Esther van der Maten

esther.van.der.maten@nhlstenden.com

