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# TICHE ACADEMY

Training Offer

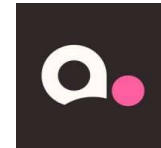


## ABSTRACT

**TICHE - Training Innovation for Circularity and Holistic economies** - is an Erasmus project aims at establishing a **European VET Academy on Circular Economy**, based on a transnational cooperation of a very experienced and complementary partnership, (including associated partners), joining Research centers, Vet centres, University, SMEs, clusters, Umbrella organizations and international networks, public administrations, that will work together as an ecosystem to increase capacity building and responsiveness of the VET systems, according to an “European Education Area”.



Università  
degli Studi  
di Ferrara



**LEARN MORE ABOUT THE PROJECT**



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## TICHE Academy training offer's detailed description

### General Description of the training initiative

<b>Training initiative (title)</b> <i>(ex. Expert in an eco-design for circular economy in the textile and fashion industries)</i>	Circular System Design for Resources and Products
<b>EQF Level (if applicable)</b>	None
<b>Proficiency level</b> <i>(foundation/basic, intermediate, advanced, high specialized level)</i>	Foundational to Intermediate
<b>Expected learning outcomes</b> <i>(By the end of this course, the learners will acquire .....)</i>	Participants will be introduced to key aspects of circular system design and will gain insights and practical guidance on how to holistically and strategically align Branding, Value Chains, Product Designs and Business Models in a circular manner. The program will enable participants to lay the foundations for future proofing any company by gaining insights into trends, opportunities, risks and policy as well as developing the required skills to kickstart their circular transition.
<b>Methodologies</b>	<p>A series of 6 modules will initially be developed and delivered through lectures and interactive engagements. Real world case studies will be used to demonstrate the different aspects of Circular System Design. Participants will have full flexibility to attend individual modules in isolation or attend all 6 modules to gain complete Circular Systems Design training.</p> <p>Throughout delivery of the 6 modules, anois will conduct surveys to determine future interest and training needs for more in-depth modules covering individual content subjects as listed in each module below. These additional subjects can potentially be developed into future course modules if required. Thus, co-creating future course developments directly with participants. These new modules could also focus on specific sectors (e.g. furniture, electronics, textiles, constructions etc.).</p> <p>The course will be delivered over a 3-week period with each course delivered on a Tuesday or Thursday morning.</p>
<b>Mode of Learning</b> <i>(Blended, online, onsite)</i>	Online
<b>Assessment</b> <i>(ex. test)</i>	None
<b>Certification and recognition</b>	Certification of Attendance for full attendance at all 6 lessons
<b>Targets</b>	The course will be open to all interested in understanding how a transition to a Circular Economy and sustainability issues related to resource use in products. It will be aimed at entrepreneurs, professionals, and students. Those specifically involved in product related companies or material/product value chains (e.g. material production, manufacturing, design, repair, reuse and recycling etc.) will be targeted through social media and the wider TICHE Academy network.

<b>Delivery Language/s</b>	English
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### Modules of the training initiative

<b>Module N.</b>	<b>Title of the Module/s</b>	<b>Learning/training hours (total)</b>
<b>MODULE 1</b>	Circular Product Design	1 Hour
<b>MODULE 2</b>	Circular Business Models	1 Hour
<b>MODULE 3</b>	Circular Branding & Communication	1 Hour
<b>MODULE 4</b>	Circular Lifecycles	1 Hour
<b>MODULE 5</b>	Circular Materials	1 Hour
<b>MODULE 6</b>	Circular Design Policy	1 Hour

### Module's detailed description

<b>MODULE 1</b>	
<b>Title of the module:</b> Circular Product Design	
<i>Main objectives of the module</i>	
80% of environmental impacts are determined at the design stage, however, designers are not designing circular products to sufficient levels. The key objective of this module is to enable participants to understand the vital importance of selecting the right design strategies to ensure products are truly circular, taking into consideration global standards.	
<i>Contents/subjects of the module</i>	
<ul style="list-style-type: none"> <li>• Transition from Linear to Circular Design</li> <li>• Design for Durability</li> <li>• Design for Repair</li> <li>• Design for Disassembly</li> <li>• Design for Resource Recovery</li> </ul>	
<b>Learning Outcomes</b> <b>The Learner will</b> <i>(ex. Have a clear understanding of the concept of CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)</i>	<b>Assessment criteria:</b> <b>The learner can</b> <i>(ex. Define the concept of CE and provide relevant examples. Identify relevant supporting concepts related to CE.)</i>
Participants will have a basic understanding of different circular design strategies definitions, how these design strategies overlap and integrate to create circular systems.	Participants will be able to describe appropriate circular design strategies.

<b>MODULE 2</b>
<b>Title of the module:</b> Circular Business Model

<i>Main objectives of the module</i>	
Circular company transitions often fail as companies do not efficiently develop appropriate Circular Business Models to ensure they can financially and operational deliver on their circular transition plans. The key objective of this module is to enable participants to understand the vital importance of selecting the right business model(s) to ensure products are truly circular.	
<i>Contents/subjects of the module</i>	
<ul style="list-style-type: none"> <li>• Remanufacturing</li> <li>• Incentives Return</li> <li>• Facilitated Reuse</li> <li>• On Demand Production</li> <li>• Product Service Systems</li> <li>• Sharing Economy</li> </ul>	
<b>Learning Outcomes</b> <b>The Learner will</b> <i>(ex. Have a clear understanding of the concept of CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)</i>	<b>Assessment criteria:</b> <b>The learner can</b> <i>(ex. Define the concept of CE and provide relevant examples. Identify relevant supporting concepts related to CE.)</i>
Participants will have a basic understanding of each Circular Business Model definition, how these Business Modes overlap and integrate to create circular systems.	Participants will be able to describe appropriate circular business model(s) for a product(s).

<b>MODULE 3</b>	
<b>Title of the module:</b> Circular Branding & Communication	
<i>Main objectives of the module</i>	
Many companies are afraid of greenwashing or circular washing and do not adequately communicate their circular activities. With the European Commission's and Denmark's emerging anti-greenwashing policies and regulations its important companies are ready. The key objective of this module is to enable participants to understand the key aspects of developing a coherent, consistent and accessible circular brand identity as well ensuring the brand clearly and accurately communicates the circular features (design strategy and business models) of the product.	
<i>Contents/subjects of the module</i>	
<ul style="list-style-type: none"> <li>• Brand Values</li> <li>• Brand Personality</li> <li>• Brand Purpose</li> <li>• Brand Position</li> <li>• Avoiding Greenwashing</li> <li>• Circular Communication</li> </ul>	
<b>Learning Outcomes</b> <b>The Learner will</b> <i>(ex. Have a clear understanding of the concept of CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)</i>	<b>Assessment criteria:</b> <b>The learner can</b> <i>(ex. Define the concept of CE and provide relevant examples. Identify relevant supporting concepts related to CE.)</i>

Participants will have a basic understanding of what greenwashing is and how to avoid it. They will gain insight into the importance of aligning their brand with the appropriate circular design strategy and circular business models that target their unique market.	Participants will be able to describe their circular brand strategy.
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#### MODULE 4

**Title of the module:** Circular Resources

#### *Main objectives of the module*

The module objective is to enable participants to understand why circular materials are key to their circular design strategy, business models, branding and value chain.

#### *Contents/subjects of the module*

- Design for Resource Recovery
- Upcycle, Recycle & Downcycle
- Biological Material Innovations
- Industrial Symbiosis

#### **Learning Outcomes**

##### **The Learner will**

*(ex. Have a clear understanding of the concept of CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)*

#### **Assessment criteria:**

##### **The learner can**

*(ex. Define the concept of CE and provide relevant examples. Identify relevant supporting concepts related to CE.)*

Participants will have a basic understanding of the distinction between biological and technical materials. They will also have a basic understanding of the difference between upcycling, downcycling and recycling materials and will gain insight into emerging biological material innovations.

The participants will be able to identify sustainable materials that could potentially align with their circular design strategy and circular business model.

#### MODULE 5

**Title of the module:** Circular Product Policy

#### *Main objectives of the module*

The Circular Economy will enable the EU to meet 50% of its Net Zero targets, with ambitions to double the EU average circular rates from its existing 12% to 24%. In addition, many countries are going beyond the EUs Circular Economy Action Plan 2 to develop tailored or stricter circular regulations.

The objective of this module is to introduce participants to the variety of Circular Policies that can be used to promote, support, mandate and enable circular design and business models, ensuring we all transition to a Circular Economy.

#### *Contents/subjects of the module*

- Circular Product Policies Typology
- Current & Emerging Circular Policy in EU
- Designing new National & Regional Circular Policy

#### **Learning Outcomes**

##### **The Learner will**

*(ex. Have a clear understanding of the concept of*

#### **Assessment criteria:**

##### **The learner can**

*(ex. Define the concept of CE and provide*

<i>CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)</i>	<i>relevant examples. Identify relevant supporting concepts related to CE.)</i>
The participants will have a basic understanding of the different types of Circular Product Policies.	Participants will be able to outline the key emerging EU Circular Policies.

## MODULE 6

**Title of the module:** Circular Lifecycles

### *Main objectives of the module*

Understanding the full lifecycle of a product and its resources is critical to understanding where appropriate circular interventions can be made. The objective of this module is for participants to understand the importance of mapping a product's full lifecycle to identify appropriate circular interventions that successfully combine Circular Product Design Strategies, Circular Business Models, Circular Materials, Branding and emerging Circular Policies.

### *Contents/subjects of the module*

- Lifecycle Thinking
- Lifecycle Mapping
- Lifecycle Assessment
- Circular Traceability (Product & Material Passports)

#### **Learning Outcomes**

##### **The Learner will**

*(ex. Have a clear understanding of the concept of CE, its historic development, its definitions, its principles. Know key examples of CE in practice.)*

#### **Assessment criteria:**

##### **The learner can**

*(ex. Define the concept of CE and provide relevant examples. Identify relevant supporting concepts related to CE.)*

Participants will have a basic understanding of what lifecycle thinking is, how Lifecycle Assessments are conducted and what key steps are important for mapping a product's lifecycles.

Participants will be able to draft a basic life cycle for a circular product.