



# EIT Manufacturing Master School

## *CircularDev Summer School 2023*

*Cross Sectoral Digital  
Circular Economy Training  
and Business Development  
Programme*

**13 July - 3 August 2023**

*(Hybrid Format)*

*All timings in Ireland Standard Time*



Ireland, Dublin  
University College Dublin (UCD) campus



Co-Funded by the  
European Union





13 July, Thursday

Time Frame	Room	Activity	Details
09:00 - 10:00	online	Summer School kick-off	<p>Please use this link to join this session:  <a href="https://ucd-ie.zoom.us/my/pghadimi">https://ucd-ie.zoom.us/my/pghadimi</a></p> <ol style="list-style-type: none"> <li>1. Urgency and challenges with CRM and waste (WM-CRM mooc edX)</li> <li>2. Recycling (WM-CRM mooc edX)</li> <li>3. Remanufacturing, refurbishing and re-use (WM-CRM mooc edX)</li> </ol>



14 July, Friday

Time Frame	Room	Activity	Details
09:00 - 10:00	online	<p>Day 2 Introduction*</p> <p>*See Introduction Letter with details for participants</p>	<p>Please use this link to join this session:  <a href="https://ucd-ie.zoom.us/my/pghadimi">https://ucd-ie.zoom.us/my/pghadimi</a></p> <p>Pre-class work for participants</p> <ol style="list-style-type: none"> <li>1. Circular Business Model Innovation</li> <li>2. Managing your Customer Discovery</li> <li>3. Circular Design Thinking</li> </ol>



17 July, Monday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Programme Introduction	Lucia Ramundo, Pezhman Ghadimi, Mary Cronin, and Eñaut Muxika. Introduction to EIT Manufacturing, UCD, UpThink and international team
10:30 - 10:45		Coffee break	
10:45 - 12:30		Ideation	Circularity Ideation Session: Exploring, collaborating, and prioritising ideas to address industry challenges, fostering co-creation and team formation.
		Industry Challenges	<ul style="list-style-type: none"> <li>- Andrew Dickson Infraprint</li> <li>- Abhijeet Magar P&amp;G (x 3)</li> <li>- Eñaut Muxika Mondragon (x 2)</li> <li>- Mary Cronin UpThink Innovation Agency</li> </ul>
12:30 - 13:30		Lunch	
13:30 - 14:30		Circular Business Model Innovation	Apply circular principles to creating circular business models focusing on the problem to be solved. Introduction to customer discovery, validation, and hypothesis development to achieve product-market fit.
14:30 - 17:30		The challenge begins! Teamwork	<ul style="list-style-type: none"> <li>- Teams form (Set role and responsibilities)</li> <li>- Create the first iteration of the Circular Business Models</li> </ul>



18 July, Tuesday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Review and Teams Pitch	<ul style="list-style-type: none"> <li>- Teams pitch in 4 minutes each</li> <li>- Introduction to Circular Design Thinking</li> </ul>
		Circular Design Thinking (CDT)	Explore circular design principles and strategies with team applying them using the framework. Examine challenges, opportunities and future trends in Circular Design for the Circular Economy.
10:30 - 10:45		Coffee break	
10:45 - 11:15		Circular Design Thinking (CDT) exercise	
11:15 - 12:30		Eamonn Galvin talk from KnowCarbon	<p>“The carbon impact of key products and services – Opportunities and Challenges for the Circular Economy.”</p> <ul style="list-style-type: none"> <li>- Understand how the carbon impact of everyday products is driving emissions creating opportunities for circular economy disruptors while challenging high-carbon-emitting incumbents</li> </ul>
12:30 - 13:30		Lunch	
13:30 - 14:30		Customer Discovery The Customer Development Journey	Explore Customer Discovery and the Customer Journey, focusing on understanding Jobs-to-be-done, refining problem statements to create the first iterations of the value propositions. Build customer development plans for interviews and craft potential hypotheses.
14:30 - 17:30		Teamwork	



19 July, Wednesday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Engineering Building 321.	Review and Teams Pitch	<ul style="list-style-type: none"> <li>- Teams pitch in 4 minutes each</li> <li>- Introduction to Competitor Analysis</li> </ul>
10:30 - 10:45		Coffee break	
10:45 - 12:30		Competitor Analysis Through Design Thinking	Analyse competitors to gain insights into their strategies, strengths, weaknesses, and market positioning for informed decision-making. Utilise design thinking principles to define the purpose and scope of this competitor analysis. Identify target competitors, gather information, and employ empathy mapping as part of the process.
12:30 - 13:30		Lunch	
13:30 - 14:30		Paul McSweeney talk from ZeroNet	"Unleashing Nature's Circular Economy: Why can't we?"
14:30 - 17:30		Teamwork	



20 July, Thursday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Review and Teams Pitch	<ul style="list-style-type: none"> <li>- Teams x 4 minutes pitch</li> <li>- Introduction to Stakeholder Analysis</li> </ul>
		Applied Ethics	
10:30 - 10:45		Coffee break	
10:45 - 12:30		Stakeholders' analysis through Design Thinking	Stakeholder mapping is a process of identifying, analysing, and categorising stakeholders based on their influence, interest, and involvement to understand their relationships and perspectives. In this session, we will gain insights into stakeholder dynamics by mapping the ecosystem, conduct stakeholder analysis, explore stakeholder engagement strategies, and integrate stakeholder analysis into the design process.
12:30 - 13:30	Lunch		
13:30 - 14:30		Abhijeet Magar talk from P&G	"P&G's environmental strategy"
14:30 - 17:30		Teamwork	



21 July, Friday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Engineering Building 321.	Review and Teams Pitch	<ul style="list-style-type: none"> <li>- Teams x 4 minutes pitch</li> <li>- Introduction to Revenue and Funding Models</li> </ul>
10:30 - 10:45		Coffee break	
10:45 - 12:30		Revenue and Funding Models	Explore revenue and funding models encompassing the strategies and approaches that start-ups utilise to generate income, secure financial resources, and sustain their operations. These models outline how start-ups will generate revenue through sales, services, subscriptions, or other means. Coupled how they secure funding through investments, grants, loans, or partnerships. Effective revenue and funding models are crucial for the financial sustainability and growth of businesses and initiatives.
		Key partnerships (KP)	Explore partnerships in the Circular Economy. Key partnerships refers to strategic collaborations and alliances between organisations that brings mutual benefits, resources, expertise, and opportunities. Partnerships can help achieve shared goals, accelerate innovation, and enhance competitiveness.
12:30 - 13:30		Lunch	
13:30 - 14:30		ESG and the circular economy	Aoife Salizzo talk from UpThink Innovation Agency "What is ESG and why it matters?"
		Environmental, Social, and Governance (ESG).	ESG is a framework that evaluates a company's performance and impact in these areas, considering factors such as climate change, labour practices, diversity, corporate governance, and more. ESG matters because it provides a holistic assessment of a company's sustainability, social responsibility, and long-term value creation, which is increasingly important to investors, stakeholders, and society.
14:30 - 17:30		Teamwork	



24 July, Monday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Review and Teams Pitch Sustainable Leadership / Circular teams	<ul style="list-style-type: none"> <li>- Teams x 4 minutes pitch</li> <li>- Introduction to Sustainable Leadership</li> </ul>
10:30 - 10:45		Coffee break	
10:45 - 12:30		Sustainable Leadership and Team Building in the Circular Economy	Explore sustainable leadership and team building in the circular economy. These refer to the adoption of sustainable practices and principles in leadership approaches and the formation of teams that are aligned with the circular economy's goals of resource efficiency, waste reduction, and sustainable growth. It matters to start-ups now because integrating sustainable leadership and team building can enhance their competitiveness, attract environmentally conscious investors and customers. Coupled with fostering innovation and contributing to their long-term success and positive impact on the planet.
12:30 - 13:30		Lunch	
13:30 - 14:30		Wolfgang Kniejski talk from EIT Manufacturing	"Innovation and Business creation eco-systems in Europe (Start-up supports good practises)"
14:30 - 17:30		Teamwork	



25 July, Tuesday

Time Frame	Room	Activity	Details
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Review and Teams Pitch Navigating the Environment / Competing at Business Model Level	<ul style="list-style-type: none"> <li>- Teams x 4 minutes pitch each</li> <li>- Introduction to Competing at Business Model Level</li> </ul> <p>Explore the importance of competing at the business model level, gain insights on navigating the business environment. Examine the factors that make certain business models more successful than others and learn how to assess and optimise your business model design for success in a dynamic market landscape.</p>
10:30 - 10:45		Coffee break	
10:45 - 11:15		Competing at BM Level Exercise	
11:15 - 12:30		Innovation and Business creation eco-systems in France and Spain	<ul style="list-style-type: none"> <li>- Carole Silvy talk from Linksiem Innovation and Entrepreneurship eco-system in France. (45 mins)</li> <li>- Laida San Sebastian talk from Mondragon University Business creation in Spain. (45 mins)</li> </ul>
12:30 - 13:30		Lunch	
13:30 - 14:30		Wolfgang Kniejski talk from EIT Manufacturing	"How to build IP as assets in start-up companies and to valorise IP (references to CE)"
14:30 - 17:30		Teamwork	



26 July, Wednesday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:00 - 10:30	Science Building East 1.17/1.18 ALE	Review and Teams Pitch	<ul style="list-style-type: none"> <li>- Teams x 4 minutes pitch each</li> <li>- Introduction to Brand and Story telling</li> </ul>
10:30 - 10:45		Coffee break	
10:45 - 12:30		<p>Developing a Visual Brand by Rose Dunne</p> <p>Review the key elements of Pitching</p> <p>Brand and Storytelling thru' Circular Design Thinking</p>	<p>Master the art of a successful pitch: craft a compelling story, convey your message and value proposition effectively, and deliver a persuasive presentation.</p> <p>Explore the power of branding and storytelling using CDT, with a focus on visual branding. Define your brand promise and develop a compelling visual brand aligned with your target audience. Learn effective pitching and communication of your brand story.</p>
12:30 - 13:30		Lunch	
13:30 - 14:30		Arnaud Lagarde talk from SISE France	"Industry 4.0 digitalisation and Plastic industry: Case studies"
14:30 - 17:30		Teamwork	



27 July, Thursday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
10:00 - 14:30		Industrial Site Visit at Novelplast Pioneering Sustainable Plastic Solutions creating a Resilient Future - Neil Skeffington CEO	Transportation to Novelplast in Navan, Co. Meath will be provided
12:30 - 13:30		Lunch	
15:30 - 17:00		Lab visits	<ul style="list-style-type: none"> <li>- Lab visit 1: SFI Centre of Micro/Nano Manufacturing Technology (MNMT-Dublin)</li> <li>- Lab visit 2: SFI Centre for Advanced Manufacturing (I-form) lab</li> </ul>



28 July, Friday

Time Frame	Room	Activity	Details
08:00 - 09:00		Breakfast	
09:30 - 10:30	Science Building 1.17/1.18 ALE	Review and Teams Pitch	Teams practise pitches, questions feedback
		Introduction to Week 3: Helmi Ben Rejeb	
10:30 - 10:45		Coffee break	
10:45 - 12:30		Review the key elements of Pitching	Teams engage in pitch practice, receive feedback, and address questions
12:30 - 13:30		Lunch	
13:30 - 15:30		Demo Pitches	The innovative start-up teams will take the stage to pitch their ideas, captivating the audience with their passion, vision, and potential to make a lasting impact.
15:45 - 17:15		Closing ceremony in Dublin	



31 July, Monday

Time Frame	Room	Activity	Details
08:00 - 11:30	online	Climate Fresk	<a href="https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success">https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success</a>
13:30 - 15:30	online	Meet the Supervisors	online clinic
15:30 - 17:30		Teamwork	



1 August, Tuesday

Time Frame	Room	Activity	Details
08:00 - 11:30	online	Circular Challenge	<a href="https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success">https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success</a>
13:30 - 15:30	online	Meet the Supervisors	online clinic
15:30 - 17:30		Teamwork	



2 August, Wednesday

Time Frame	Room	Activity	Details
08:00 - 11:30	online	2tonnes workshop	<a href="https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success">https://grenoble-inp.zoom.us/j/91096854798?pwd=WHB4ZS9CajM2YVp4U2xRTWNrdCtIQTO9#success</a>
13:30 - 15:30	online	Meet the Supervisors	online clinic
15:30 - 17:30		Teamwork	



3 August, Thursday

Time Frame	Room	Activity	Details
10:30 - 12:30		Final Pitch	(6-7 teams with a 15-minute stretch break at 11h30)
13:30 - 14:15		Judges deliberate	
14:30 - 15:30		Final Results and online closing ceremony.	



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