



Circular Economy Adult Training ToolBox- Knowledge ReUse

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## **TRAINING CURRICULUM**

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## Table of content

<b>Overview</b> .....	<b>3</b>
<b>European Qualifications Framework</b> .....	<b>4</b>
<b>Structure of the course</b> .....	<b>5</b>
<b>Content of each module and unit</b> .....	<b>7</b>
Introduction .....	7
Module 1 .....	8
Module 2.....	10
Module 3.....	12
Module 4.....	17
<b>Summary table</b> .....	<b>19</b>



## **Curriculum for a Modular Trainer's Course on the Circular Economy Servitisation**

### **Target group:**

**Primary:** Adult trainers

**Secondary:** SMEs, seniors and learners

**Final:** those stakeholders interested in exploiting the servitisation concept as a basis for setting up their own business or improving their current business model

**EQF level:** Levels 4 to 6 from the The European Qualifications Framework (EQF). The EQF is a European- wide qualifications framework which joins the qualifications of different EU members together and enables learners, learning providers and employers to compare qualifications between different national systems. It serves to bring together different national qualifications in a way which makes the relationship between qualifications in different EU countries easier to understand.

**Methodology:** Open digital e-learning package

### **Learning objectives of the course:**

- to raise awareness about the importance of Circular Economy for organizations, consumers and the whole society
- to understand and implement the Servitisation Business Model
- to raise awareness about the possibilities Servitisation opens
- to make companies aware about the importance of involving the consumer in the service provision
- to conceive the Circular Economy as a business value
- to understand how valuable Circular Economy could be for business
- to interiorize the importance of ISO 14001 about environmental responsibility management for companies
- to discover the practical tools and means for environmental management

**Format:** Power Point with comments/description with instructions or guidelines for the trainer

**Language:** English & all partner languages



## EUROPEAN QUALIFICATION FRAMEWORK

The EQF is a European- wide qualifications framework which joins the qualifications of different EU members together and enables learners, learning providers and employers to compare qualifications between different national systems. It serves to bring together different national qualifications in a way which makes the relationship between qualifications in different EU countries easier to understand.

Here above the knowledge, skills and competences expected for the levels 4 to 6 of the European Qualifications Framework.

LEVEL	KNOWLEDGE	SKILLS	COMPETENCES
<b>Level 4</b>	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Take Responsibility for completion of tasks in work or study  Adapt the behaviour to solving problems
<b>Level 5</b>	Comprehensive, specialised, factual and theoretical knowledge within a field of work or study and an awareness of the boundaries of that knowledge. 1, 2, 3 and 4 plus 5 or 6	Develop creative solutions to abstract problems	Exercise management and supervision in contexts of work or study activities  Review and develop performance of self and others
<b>Level 6</b>	Advanced knowledge of a field of work or study, involving a critical understanding of theories and principles	Advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialised field of work or study	Manage complex technical or professional activities or projects, taking responsibility for decision-making  Take responsibility for managing professional development of individuals and groups



## STRUCTURE OF THE COURSE

As stated in the proposal, the course will be divided into modules which will enable the trainee to select training modules and units according to his/her interests and needs.

Topics to be included:

- Introduction to Circular Economy
- Introduction to servitisation Business Model
- Shift towards services
- Service chain and Involvement of consumers
- Business value in Circular Economy
- Quality system ISO 14001

Module	Unit	Subunit/Topics	Responsible partner:
<b>M0:</b> Circular Economy as an attitude	Unit 1: Circular Economy as an attitude	General background Reasons Social justice Transversal skills & competences	UJI
<b>M1:</b> Introduction to Circular Economy	Unit 1: What is Circular Economy?	Definition General framework Benefits Trends	Drosostalida
	Unit 2: Circular Economy principles in business	Principles Possibilities Examples EU guidelines	KORYDALLOS
<b>M2:</b> Servitisation Business Model	Unit 1: Shift towards services, what is servitisation?	Definition Characteristics Benefits Risks	MECB
	Unit 2: Main characteristics of Servitisation Business Model	Main characteristics Benefits How it works Examples	MECB
<b>M3:</b> Circular Economy & servitisation	Unit 1: Circular Economy & servitisation	Relation between both concepts	UJI
	Unit 2: The concept of service chain	Definition Characteristics	SPI



	Unit 3: The customers' role	<p>Target group</p> <p>How to involve the consumer throughout the whole process</p> <p>Examples</p> <p>Involvement of seniors DU</p>	MC
	Unit 4: Green entrepreneurship	<p>How to address the target group</p> <p>Adult led Eco-Design</p> <p>Examples of servitisation &amp; Circular Economy</p>	SPI
<b>M4:</b> Business value in Circular Economy and servitisation	Unit 1: What is understood as business value?	<p>How could Circular Economy affect to business value?</p> <p>Benefits</p> <p>Enhancement of the business value through the implementation of Circular Economy principles</p> <p>Examples</p>	GIJON
	Unit 2: Introduction to environmental management systems	<p>The importance of applying a quality framework</p> <p>ISO 14000 family</p> <p>ISO 14001 and EMAS</p> <p>ISO 14001 in depth</p>	MC



## **CONTENT OF EACH MODULE & UNIT:**

### **MODULE 0: Circular Economy as an attitude**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- Understand the attitude of Circular Economy.
- Be aware of the importance of Circular Economy as motivation.
- Know the attitude that the population need to have.
- Create and promote the attitude and social benefit.

**Skills:**

- To be able to know the attitude of Circular Economy.
- To be able to identify the motivation in Circular Economy promoting dissemination of knowledge.
- To be able to understand its importance and be able in a good attitude.

**Competences:**

- The ability to understand the attitude in the citizens.
- The ability to implement education in real world examples.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 1: Introduction to Circular Economy**

### **Unit 1: What is Circular Economy?**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 4.

**Learning objectives:** By completing this unit, you will be able to:

- Understand the concept of Circular Economy.
- Be aware of the importance of Circular Economy and its benefits for the whole society.
- Get to know the principles of Circular Economy applied to business.

**Skills:**

- To be able to understand the Circular Economy and its importance.
- To be able to identify Circular Economy processes in business.
- To be able to define the characteristics of Circular Economy.

**Competences:**

- The ability to understand the whole concept of Circular Economy, its effects, and principles.
- Implement the Circular Economy principles to real business.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 1: Introduction to Circular Economy**

### **Unit 2: Circular Economy principles in business**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- To understand the concept of Circular Economy in Business in all its levels.
- To be aware of the trends with regards to Circular Economy for business.

**Skills:**

- To be able to list the benefits of Circular Economy in business.
- To be able to identify the collaborative processes that contribute to Circular Economy.

**Competences:**

- To behave according to Circular Economy principles.
- To develop a critical thinking attitude towards Circular Economy in business.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 2: Servitisation**

### **Unit 1: Shift Towards Services: What is Servitisation?**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary:** SMEs, seniors, training organisations and learners or any people/businesses wishing to start using Circular Economy or experimenting with the notion or idea to move towards CE.

**EQF level:** level 4.

**Learning objectives:** By completing this unit, you will be able to:

- Understand what Servitisation is.
- Be aware of the characteristics of Servitisation.
- Understand the Advantages of Servitisation.
- Be able to identify the Difficulties of Servitisation.

**Skills:**

- To be able to describe the concept of Servitisation.
- To be able to identify some of the characteristics of Servitisation.
- To be able to describe the advantages and difficulties of the Servitisation process

**Competences:**

- The ability to understand the whole concept of Servitisation, its characteristics and its effects
- The ability to identify examples of Servitisation and think of ways how servitisation can be incorporated in place of work.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, related to the learning objectives.



## **MODULE 2: Servitisation**

### **Unit 2: Main characteristics of Servitisation Business Model**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary:** SMEs, seniors, training organisations and learners or any people/businesses wishing to start using Circular Economy or experimenting with the notion or idea to move towards CE.

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- Understand the Main Characteristics of the Servitisation Business Model.
- Understand the Benefits of the Servitisation Business Model from the point of view of the clients/customers.
- Explain how the Servitisation Business Model Works.
- Give examples of the Servitisation Business Model.

**Skills:**

- To be able to understand the Characteristics of the Servitisation Business Model and explain how the Servitisation Business Model works.
- To be able to identify benefits of the Servitisation Business Model.
- To be able to give examples of the Servitisation Business Model.

**Competences:**

- The ability to understand the whole concept of the Servitisation Business Model, its characteristics and its benefits.
- The ability to identify examples of the Servitisation Business Model and think of ways how this model can be incorporated in place of work.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, related to the learning objectives.



## **MODULE 3: Circular Economy & Servitisation**

### **Unit 1: Circular Economy and servitisation**

**Methodology/training method:** On-line

**Length:** 20 slides excluding intro, exercises, learning objectives...

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5. (Level 6 activity is included)

**Learning objectives:** By completing this unit, you will be able to:

- Understanding the relation of both concepts: Circular Economy and servitisation.
- Combination of products and the added value provided by the services.
- Benefits of manufacturing servitisation.

**Skills:**

- To be able to understand the relation between Circular Economy and servitisation.
- To be able to identify Circular Economy principles.
- To be able to understand the importance of it.

**Competences:**

- The ability to understanding the concepts.
- The ability to implementation the concepts in real world examples.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 3: Circular Economy & Servitisation**

### **Unit 2: The concept of service chain**

**Methodology/training method:** On-line

**Length:** +/- 20 slides

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- Understand the concept of value chain.
- Recognise Porte's Value chain.
- Understand the concept of value stream map.
- Recognise the main difference between product and service value chain.

**Skills:**

- To be able to think critically.
- To be able to solve problems.

**Competences:**

- Understand basic concepts of value chain.
- Identify the Porte's Value chain.
- Understand the concept of value stream map.
- Identify the main difference between product and service value chain.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 3: Circular Economy & Servitisation**

### **Unit 3: Customer´s role**

**Methodology/training method:** On-line

**Length:** +/- 20 slides

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5 (Level 6 activity is included).

**Learning objectives:** By completing this unit, you will be able to:

- Understand the importance of customer involvement.
- Identify different techniques to involve the customer in the process.
- List the benefits of engaging the customer.
- Identify the best technique to be used to engage customer involvement.

**Skills:**

- To be able to think critically.
- To be able to develop creativity.
- To be able to solve problems.

**Competences:**

- Be aware of the benefits of engaging the customer.
- Acknowledge the importance of making the customer aware of the green policies and strategies put in place.
- Mention diverse manners for the customer to contribute to the green economy.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 3: Circular Economy & Servitisation**

### **Unit 4: Green entrepreneurship**

**Methodology/training method:** On-line

**Length:** +/- 20 slides

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- Understand basic concepts of Green Entrepreneurship.
- Recognise the importance of the development of new services (DNS) in Green Entrepreneurship.
- Identify the success determinants of and main stages of DNS.
- Identify the importance of Business Plan (BP), different types of BP, and BP content.
- Recognise examples of Green Entrepreneurship.

**Skills:**

- To be able to think critically towards the requirements of business for Circular Economy.
- To be able to list the different steps for implementing a green strategy in business.

**Competences:**

- Understand basic concepts of Green Entrepreneurship and Green Economy.
- Identify the success determinants of and main stages of DNS and the importance of the development of new services (DNS) in Green Entrepreneurship.
- Identify the importance of Business Plan (BP), different types of BP, and BP content.



**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 4: Circular Economy & Servitisation**

### **Unit 1: What is understood as business value?**

**Methodology/training method:** On-line

**Length:** +/- 20 slides

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5.

**Learning objectives:** By completing this unit, you will be able to:

- To understand the concept of business value.
- To know how different aspects and components generate business value.

**Skills:**

- To be able to list the different components of the business value.
- To be able to increase the business value through Circular Economy techniques.

**Competences:**

- Identify the benefits for applying Circular Economy principles at different levels.
- Generate business value with already existing stakeholders of business.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.



## **MODULE 4: Circular Economy & Servitisation**

**Unit 2:** Introduction to environmental management systems

**Methodology/training method:** On-line

**Length:** +/- 20 slides

**Target groups:**

**Primary:** Adult trainers

**Secondary** SMEs, seniors and learners or any other interested stakeholder

**EQF level:** level 5. (Level 6 activity is included.)

**Learning objectives:** By completing this unit, you will be able to:

- Understand the importance of applying an environmental management systems in business.
- Differentiate between EMAS and ISO rules.
- List the benefits of implementing an environmental management system.
- Identify the procedure to obtain such certificates.

**Skills:**

- To be able to explain the different EMS and ISO rules.
- To be able to choose the best EMS system.

**Competences:**

- Be aware of the different EMS and its implementation in different kind of companies.
- Understand the usability of EMAS and ISO rules of business.
- Describe how EMAS and ISO rules work, its objectives, applicability and rules.

**The training content includes examples and case studies.**

**Assessment:** A multiple choice quiz with 5 questions.

**Summary:** A brief summary about the objectives and content of the module, always related to the learning objectives.

## SUMMARY TABLE

Module	Unit	EFQ	Learning Outcomes	Skills	Competences
<b>M0:</b> Circular Economy as an attitude	Unit 1: Circular Economy as an attitude	Level 5	<p>Understand the attitude of Circular Economy.</p> <p>Be aware of the importance of Circular Economy as motivation.</p> <p>Know the attitude that the population need to have.</p> <p>Create and promote the attitude and social benefit</p>	<p>To be able to know the attitude of Circular Economy.</p> <p>To be able to identify the motivation in Circular Economy promoting dissemination of knowledge.</p> <p>To be able to understand its importance and be able in a good attitude.</p>	<p>The ability to understanding the attitude in the citizens.</p> <p>The ability to implementation of education in real world examples.</p>



<b>M1:</b> Introduction to Circular Economy	Unit 1: What is Circular Economy?	Level 5	<p>Understand the concept of Circular Economy</p> <p>Be aware of the importance of Circular Economy and its benefits for the whole society</p> <p>Get to know the benefits of Circular Economy</p>	<p>To be able to understand the Circular Economy and its importance</p> <p>To be able to identify Circular Economy processes</p> <p>To be able to define the characteristic of Circular Economy</p>	Identify and implement the Circular Economy principles to real business
	Unit 2: Circular Economy principles in business	Level 5	<p>To understand the concept of Circular Economy in Business in all its levels</p> <p>To be aware of the trends with regards to Circular Economy for business</p>	<p>To be able to list the benefits of Circular Economy in business</p> <p>To be able to identify the collaborative processes that contribute to Circular Economy</p>	<p>To behave according to Circular Economy principles</p> <p>To develop a critical thinking attitude towards Circular Economy in business</p>
<b>M2:</b> Servitisation Business Model	Unit 1: Shift towards services, what is servitisation?	Level 4	Understand what Servitisation is.	To be able to describe the concept of Servitisation.	The ability to understand the whole concept of Servitisation, its

			<p>Be aware of the characteristics of Servitisation.</p> <p>Understand the Advantages of Servitisation.</p> <p>Be able to identify the Difficulties of Servitisation.</p>	<p>To be able to identify some of the characteristics of Servitisation.</p> <p>To able to describe the advantages and difficulties of the Servitisation process</p>	<p>characteristics and its effects</p> <p>The ability to identify examples of Servitisation and think of ways how servitization can be incorporated in place of work.</p>
	<p>Unit 2: Main characteristics of Servitisation Business Model</p>	<p>Level 5.</p>	<p>Understand the Main Characteristics of the Servitisation Business Model.</p> <p>Understand the Benefits of the Servitisation Business Model from the point of view of the clients/customers.</p> <p>Explain how the Servitisation Business Model Works.</p> <p>Give examples of the Servitisation Business Model</p>	<p>To be able to understand the Characteristics of the Servitisation Business Model and explain how the Servitisation Business Model works.</p> <p>To be able to identify benefits of the Servitisation Business Model</p>	<p>The ability to understand the whole concept of the Servitisation Business Model, its characteristics and its benefits</p> <p>The ability to identify examples of the Servitisation Business Model and think of ways how this model can be incorporated in place of work.</p>



				To be able to give examples of the Servitisation Business Model	
<b>M3:</b> Circular Economy & Servitisation	Unit 1: Circular Economy & servitisation	Level 5. (Level 6 activity included)	<p>Understand the concept of value chain</p> <p>Recognise Porte's Value chain</p> <p>Understand the concept of value stream map</p> <p>Recognise the main difference between product and service value chain</p>	<p>To be able to understand the relation between Circular Economy and servitisation.</p> <p>To be able to identify Circular Economy principles.</p> <p>To be able to understand the importance of it.</p>	<p>The ability to understand the concepts.</p> <p>The ability to implement the concepts in real world examples.</p>
	Unit 2: The concept of service chain	Level 5.	<p>Understand the concept of value chain</p> <p>Recognise Porte's Value chain</p> <p>Understand the concept of value stream map</p>	<p>To be able to list different aspects of the value chain</p> <p>To be able to develop a critical attitude towards the value chain</p>	Identify and implement concept of value chain



			Recognise the main difference between product and service value chain		
	Unit 3: The customers' role	Level 5. (Level 6 activity included)	<p>Understand the importance of customer involvement</p> <p>Identify different techniques to involve the customer in the process</p> <p>List the benefits of engaging the customer</p>	<p>To be able to choose the best technique to involve the customer in business</p> <p>To be able to design an appropriate communication strategy to reach the customer</p>	<p>Mention diverse manners for the customer to contribute to the green economy</p> <p>Be aware of the benefits of engaging the customer</p> <p>Acknowledge the importance of making the customer aware of the green policies and strategies put in place</p>
	Unit 4: Green entrepreneurship	Level 5.	<p>Understand basic concepts of Green Entrepreneurship</p> <p>Recognise the importance of the development of new services (DNS) in Green Entrepreneurship</p>	<p>To be able to think critically towards the requirements of business for Circular Economy</p>	<p>Understand basic concepts of Green Entrepreneurship and Green Economy</p> <p>Identify the success determinants of and main stages of DNS and the importance of the development of new</p>



			<p>Identify the success determinants of and main stages of DNS</p> <p>Identify the importance of Business Plan (BP), different types of BP, and BP content</p> <p>Recognise examples of Green Entrepreneurship</p>	<p>To be able to list the different steps for implementing a green strategy in business</p>	<p>services (DNS) in Green Entrepreneurship</p> <p>Identify the importance of Business Plan (BP), different types of BP, and BP content</p>
<p><b>M4:</b> Business value in Circular Economy and servitisation</p>	<p>Unit 1: What is understood as business value?</p>	<p>Level 5</p>	<p>To understand the concept of business value</p> <p>To know how different aspects and components generate business value</p>	<p>To be able to list the different components of the business value</p> <p>To be able to increase the business value through Circular Economy techniques</p>	<p>Identify the benefits for applying Circular Economy principles at different levels</p> <p>Generate business value with already existing stakeholders of business</p>
	<p>Unit 2: Introduction to environmental management systems</p>	<p>Level 5. (Level 6 activity included)</p>	<p>Understand the importance of applying an environmental management systems in business</p>	<p>To be able to explain the different EMS and ISO rules</p>	<p>Be aware of the different EMS and its implementation in different kind of companies</p>



			Differentiate between EMAS and ISO rules  List the benefits of having an environmental management system	To be able to choose the best EMS system	Understand the usability of EMAS and ISO rules of business  Describe how EMAS and ISO rules work, its objectives, applicability and rules
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