

# Circular Economy in Service Design 10cr

Based on Laurea UAS course pilot in 2020  
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Kaupallinen käyttö sallittu vain KiertotalousAMK-hankkeen 2018–2020 (OKM rahoituspäätös OKM/302/523/2017) partnereille.

17.10.2020

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# Introduction to Circular Economy

As a part of Circular Economy in Service Design  
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Laurea University of Applied Sciences



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# Introduction to Circular Economy (2cr)

- Introduction to Circular Economy (2cr) is conducted as individual pre-assignment prior to the project work (7cr).
- This module is an orientation to circular economy. Purpose is that a student becomes familiar with circular economy thinking, main principles and the terminology.
- Module consists of
  - General information about circular economy
  - Circular business models
  - Quiz



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# Main themes & sources of "Introduction to Circular Economy"

## Main themes

- What is circular economy
- Principles of circular economy
- Sustainable development goals
- General concepts connected to sustainable economy
- 5 Circular business models
- Life Cycle Model

## Recommended sources

- [www.sitra.com](http://www.sitra.com)
- "Explaining the Circular Economy and How Society Can Re-think Progress | Animated Video Essay" see video: <https://youtu.be/zCRKvDyyHml>
- <https://www.sitra.fi/en/articles/new-business-models-play-key-role-enterprises-strategies/>  
see 5 circular business models
- <https://sdgs.un.org/goals>  
see sustainable development goals by UN
- Ethica Ecodesign Sprint Guide, incl. Life Cycle Model <https://www.designforum.fi/en/training/ecodesign-sprint/>
- <https://www.ellenmacarthurfoundation.org/circular-economy>  
see chapter "what is circular economy" and "Resources" / circular design guide



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# Introduction to Circular Economy task description

This pre-assignment is an individual assignment and an essential part of your study unit. The objective is to get familiar with circular economy in general and the business models based on it. This information is essential also when working with the project.

## Quiz instructions:

The multiple choice test (quiz) is based on the material listed below:

- text, files and videos in the section/tab Circular Economy & business models
- Ellen Macarthur Foundation. Towards the Circular Economy 2013. (link to the publication is within the text in above mentioned section/tab). The questions from this e-book are based only on the chapters 2. From linear to circular and 3. How it works up close. Figures with numerical data do not belong to the quiz material.

You have 75 minutes to respond to the 15 multiple choice questions. The questions are shuffled in a random order. The first click opens the test and is considered as your only trial. The test cannot be retaken. Therefore, it is important to familiarize yourself with the reading content in advance. There is only one right answer per question. Each right answer gives you 2 points, wrong answer 0 points which means you can get points between 0-30 from this quiz.

*IMPORTANT: Optima closes itself automatically after a long session there. So always before starting a quiz make sure that you have a fresh Optima login. So if you have been logged in for a while it is better to close and re-open before the quiz!*

The quiz opens on January 20th (00.01) and is open until January 30th (23.59.) That means that you should start latest on 30.1. at 22.59 if you want to benefit of the full hour for answering.



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