



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)



Ireland, Dublin
University College Dublin (UCD) campus



Co-Funded by the
European Union





Thursday 13/07/2023

ON-LINE

09:00 - 09:30

Light Kick-off Speaker

09:45 - 12:30

Urgency and challenges with CRM and waste (WM-CRM mooc edX)

12:30 - 13:30

Lunch

13:30 - 15:30

Recycling (WM-CRM mooc edX)

15:45 - 17:15

Remanufacturing, refurbishing and re- use (WM-CRM mooc edX)

Friday 14/07/2023

ON-LINE

09:00 - 10:30

Life Cycle Assessment, Circular Economy & Water (skills.move)

10:45 - 12:30

LCA, Eco-design and Energy Saving (skills.move)

12:35 - 13:30

Lunch

13:30 - 15:30

Value Propositions (udacity)

15:40 - 17:10

Business Models & Customer Development (udacity)

Monday 17/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:15

Kick-off

10:30 - 12:30

Summer School open Ideation

12:30 - 13:30

Lunch

13:30 - 15:30

Circular Business Model Innovation

15:45 - 17:30

Industrial Innovation Challenge Presentations

Tuesday 18/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30

**Teams Pitch Business Model
Circular Design Thinking**

10:45 - 12:30

Customer Discovery

12:30 - 13:30

Lunch

13:30 - 15:00

Competitor & Stakeholder Analysis through Design Thinking

15:45 - 17:30

Team work & research work (market, target customers competitors, stakeholders)

Wednesday 19/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30

**Teams Iterative short Pitch: Value Proposition & competitors
Unlocking ESG**

10:45 - 12:30

Pitching and storytelling using Lego Serious Play

12:30 - 13:30

Lunch

13:30 - 15:30

Quick-Fire Entrepreneurs talks CE and Digital Manufacturing CE and Consumer goods

15:45 - 17:30

**Team work Research
Customer discovery interviews**

Thursday 20/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30

Teams Iterative short Pitch: Channels Customer Relationships and Applied Ethics

10:45 - 12:30

Artificial Intelligence and IP in the CE

12:30 - 13:30

Lunch

13:30 - 15:00

Sharing Economy and digital technology CE and Electric Vehicles

15:15 - 17:30

Team work - Research - Customer discovery interviews

Friday 21/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30

Revenue Streams, Costs, and Financial Modelling

10:45 - 12:30

Key Partnerships

12:30 - 13:30

Lunch

13:30 - 15:00

Digital circular manufacturing and lifecycles
CE and Industrial Robots

15:45 - 17:30

Team work - Research - Customer discovery interviews

Monday 24/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30 Teams Iterative short Pitch: Lean Leadership

10:45 - 12:30 Building the Lean Team using Lego Serious Play

12:30 - 13:30 Lunch

13:30 - 15:30 Business creation eco- systems in Europe and Ireland

15:30 - 17:30 Team work Research
Customer Interview Process

Tuesday 25/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30 Teams Iterative short Pitch: Competing at Business Model Level

10:45 - 12:30 Business creation eco-systems in France and Spain

12:30 - 13:30 Lunch

13:30 - 15:00 The sustainable challenges for the digital technology

15:15 - 17:30 Team work Research
Customer Interview Process

Wednesday 26/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30 Teams Iterative short Pitch: Competing at Business Model Level

10:45 - 12:30 Quick-Fire Entrepreneurs talks: CE and Process industry

12:30 - 13:30 Lunch

13:30 - 15:00 Quick-Fire Entrepreneurs talks: CE and Microelectronics CE and Medical Device

15:15 - 17:30 Team work Research
Customer Interview Process

Thursday 27/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

Industrial site visit day: Novelplast presenting on Circularising Single-Use Plastic (C-SUP), a circular lab plastics pilot.

Industrial site visit day: CirTex presenting on Upcycled Insulation, a pilot creating new mattress and insulation components.

12:30 - 13:30

Lunch

Industrial site visit day: Offerre presenting on MED Devices a New Life (MEDAL), a B2C medical devices take-back pilot.

Industrial site visit day: FPD Recycling presenting on RoboCRM - advanced robotics to capture critical raw materials in WEEE recycling.

Friday 28/07/2023

📍 University College Dublin - Belfield, Dublin 4, Ireland.

09:00 - 10:30

Team work Pitch coaching

10:45 - 12:30

Practise Pitches Team work

12:30 - 13:30

Lunch

13:30 - 15:30

Elevator Pitches

15:45 - 17:15

Closing ceremony in Dublin



Monday 31/07/2023

ON-LINE

09:00 - 12:30 Serious game on Circular industrial scenarios (Batch 1)

12:30 - 13:30 Lunch

13:30 - 15:30 Meet the Supervisors (online clinic)

15:30 - 17:30 Team work



Tuesday 1/08/2023

ON-LINE

09:00 - 12:30 Serious game on Circular industrial scenarios (Batch 2)

12:30 - 13:30 Lunch

13:30 - 15:30 Meet the Supervisors (online clinic)

15:30 - 17:30 Team work



Wednesday 2/08/2023

ON-LINE

09:00 - 12:30 Serious game on Circular industrial scenarios (Batch 3)

12:30 - 13:30 Lunch

13:30 - 15:30 Meet the Supervisors (online clinic)

15:30 - 17:30 Team work



Thursday 3/08/2023

ON-LINE

09:00 - 12:30 Final Pitch

12:30 - 13:30 Lunch

13:30 - 15:30 Final Pitch

16:30 - 17:30 Final Results and online closing ceremony

Making innovation happen!

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