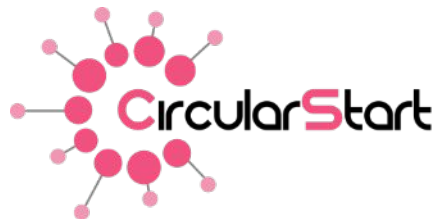


# CircularStart into Business

DI Maria Kalleitner-Huber Österreichisches Ökologie-Institut

<https://www.circularstart.eu/>



Co-funded by the  
Erasmus+ Programme  
of the European Union



Unterstützung von Start-ups zur Integration von Nachhaltigkeit und Kreislaufwirtschaft in ihre Geschäftsmodellentwicklung

Entwicklung von **eLearning Materialien** für Inkubatoren

Start-ups sollen Aspekte der Nachhaltigkeit & Kreislaufwirtschaft

- verstehen,
- bewerten und
- in Bezug auf das eigene Business Modell verbessern können.

## eLearning resources on integrating sustainability and circularity aspects into business models

### Results

- Thinkific Lernplattform, 4 inhaltliche Module
- Assessment Tool for Circularity Performance

### Status


- Einarbeitung Feedback nach Testanwendung mit Inkubatoren und Start-ups – Finalversion Oktober `21
- Verbreitung & Kooperationen

E-learning Module und Inhalte - <https://learn.circularstart.eu/>  
Kostenfreie Nutzung nach Registrierung



All Courses  
Module 1: Ideation

97 Lessons | Free




All Courses  
Module 2: Integration

93 Lessons | Free

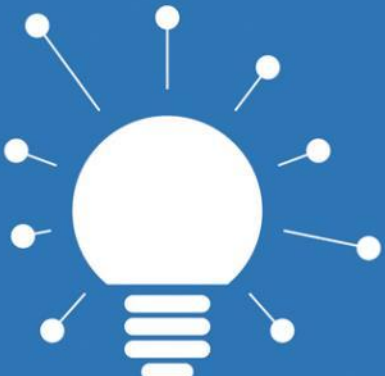


All Courses  
Module 3: Validation

24 Lessons | Free








Ideation



Integration

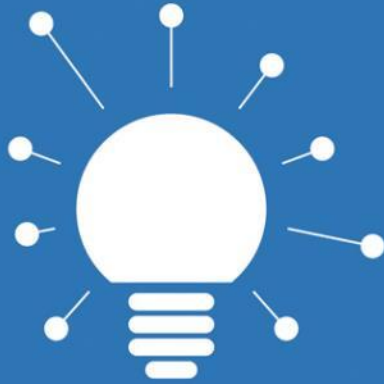


Validation



Implementation

## Modul Ideation



9 training units

32 presentations

266 slides

18 supporting videos

15 reflections exercises

## Welcome to CircularStart - Ideation!

**Unit 1** - Sustainable Development

**Unit 2** - The Circular Economy

**Unit 3** - Value Creation

**Unit 4** - Circular Business Models and Strategies

**Unit 5** - Economic opportunities and Financial implications

**Unit 6** - Analysis of circular and sustainable Business Models

**Unit 7** - The Circularity Performance

**Unit 8** - Circular Business Model Canvas

**Unit 9** - Circular Business Model and Value Proposition

Final Quiz

## Welcome to CircularStart - Integration!

**Unit 1** - What is a circular value chain?

**Unit 2** - Analysing the circularity of your value chain

**Unit 3** - Circular value strategies

**Unit 4** - Which are the key activities that make your value chain circular?

**Unit 5** - Reverse logistics as a key element for circular value chains

**Unit 6** - Mapping and involving stakeholders in your circular value chain

**Unit 7** - Defining Circular Business Model Canvas elements

Final Quiz



7 training units

33 presentations

190 slides

17 supporting videos

9 reflections exercises

8 case studies

1 tool

3 training units

11 presentations

90 slides

1 supporting tool

5 reflections exercises

## Welcome to CircularStart – Validation!

**Unit 1** - Identifying relevant circularity & sustainability indicators

**Unit 2** - Assessing the circularity & sustainability performance of your Business Model

**Unit 3** - Improving and validating the circularity & sustainability performance



## Modul Validation

- Indikatoren zu Kreislauffähigkeit & Nachhaltigkeit
- Excel Tool zur Analyse der Kreislauffähigkeit
- Mehrmalige Anwendung empfohlen
- Identifizierung von Hot Spots



## Welcome to CircularStart - Implementation!

**Unit 1** - Introduction to  
communicating circularity

**Unit 2** - Defining a communication  
strategy for circular economy

**Unit 3** - Tools to communicate  
circularity

**Unit 4** - Monitoring your circular  
business model and your  
organization

Final Quiz

4 training units

14 presentations

104 slides

3 supporting videos

10 reflections exercises

12 websites and tools

Implementation





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# Österreichisches Projektteam

## Österreichisches Ökologie-Institut

Entwicklung der Lehrinhalte

Entwicklung Indikatoren und Assessment Tool

Maria Kalleitner-Huber [kalleitner-huber@ecology.at](mailto:kalleitner-huber@ecology.at)

## TU Wien, Forschungsbereich Ecodesign

Aufbau und Umsetzung der Lernplattform

Umsetzung Assessment Tool

## INiTS

## Universitäres Gründerservice Wien GmbH

Advice und Test der Materialien