



## Cross-Border Summer School

# Sustainability Management and Circular Economy

Strategies, tools and  
practical applications

20<sup>th</sup> – 24<sup>th</sup> September 2021

Online via [ZOOM](#)<sup>1</sup>



Are you currently in the final stage of your Bachelor degree or at the beginning of your Master degree and interested in

- the design and implementation of sustainable and circular economy strategies with regard to real existing challenges of businesses?
- collaborating with students from other scientific areas and so working in an interdisciplinary team?
- cooperating with students from other nations and so discussing in international groups?
- getting in touch with businesses of the euregio rhine-meuse-north?
- learning a bit more about culture and people of that German-Dutch cross-border region?

If you want to learn more about our International Summer School,  
**Join our digital information event on 8th July 2021!**

Please register by clicking the following link:

> 10:00 – 11:00 am

After registration, you will receive a confirmation email with information about participating in the event.<sup>2</sup>

Participation in the **Information event** is free of charge.

## Background

As sustainable development is considered to be one of the most important global challenges for societies this century, the emphasis of this concept in businesses is growing due to increasing public interest, regulatory pressure, or corporate social responsibility (CSR). For a long time, the steadily increasing market pressure from globalized competition, sustainability challenges and the resulting demands on businesses has furthered the ideas of **sustainable management** and the **circular economy**. This has also been accompanied by the development of **recycling** and **cradle-to-cradle methods**.

These methods generate value by improving process flows and product characteristics, e.g. by identifying and reducing waste and thus costs. **Sustainable management approaches** generally apply a much broader approach, covering the economic as well as the societal and the ecological sphere and aiming at balancing out those elements.

**As the ecological environment meanwhile seems to be the most endangered pillar of the “Pantheon of Sustainability”,** we can state an intense relationship between sustainable management and circular economy by fostering the sustainability strategies “efficiency” (better), “consistency” (different) and “sufficiency” (less).

## Aim

**Firstly**, the workshop will introduce the core ideas of sustainable management concepts and will give an overview of related techniques and tools, e.g. Life Cycle Assessments, Ecological Footprint, Sustainable Balanced Scorecard.

**Secondly**, the workshop will examine the successful implementation in business practice of the concepts, techniques and tools mentioned above.

**Thirdly**, participants will work on a practical task of developing sustainable product/process solutions in collaboration with companies in the euregio rhine-meuse-north.

## Learning Outcomes

Participants will learn and experience:

- what is sustainability and sustainable management with the focus on the environmental/ecological dimension;
- how circular economy concepts can contribute to more corporate sustainability and the targeted specific Sustainable Development Goals (SDGs);
- how companies have applied sustainability and circular economy concepts to their organizations and what the related challenges, obstacles and outcomes were.

## General Structure

**20<sup>th</sup> – 24<sup>th</sup> September 2021**

**09:00 am – 12:00 am & 02:00 pm – 05:00 pm**

### Monday, 20<sup>th</sup> September 2021: Welcome and Introduction

Main focus on

- Corporate Sustainability: Materiality, Corporate Strategy and Impact Assessment
- Sustainable Management and Circular Economy, an overview of concepts

### Tuesday, 21<sup>st</sup> September 2021: The Cross Border Region Euregio Rhine-Meuse-North

Main focus on

- City of Venlo – A Circular Economy City Business Case Model
- City of Mönchengladbach – NEW Energy Efficiency
- City of Krefeld – Regional Sustainable Transformation and Industry 5.0
- euregio rhine-meuse-north

### Wednesday, 22<sup>nd</sup> September 2021: Corporate Practices and Cases

Main focus on company presentation & SD practices – participant’s task intro

- Canon Production Printing Netherlands B.V., Venlo
- AGMI Traffic & Lighting, Venlo
- Amazon Mönchengladbach
- HSNR GEMIT Research Institute on Sustainable Supply Chains, Mönchengladbach

### Thursday, 23<sup>rd</sup> September 2021: Working day

- Working in groups on real business cases

### Friday, 24<sup>th</sup> September 2021: Finalization

- Pitch your solutions to Academics and Professionals from both countries



## Info Overview

Dates	20th – 24th September 2021
Location	Interactive Online Seminar
Target group	higher BA/ lower MA students (both part/full time)
Number of participants	max. 30
Application	Mail to <a href="mailto:susanne.kranzusch@hs-niederrhein.de">susanne.kranzusch@hs-niederrhein.de</a>
Application prerequisite	Appropriate English language skills (first come, first served!)
Application deadlines	Application by <b>15th August 2021</b>  No program fees
Program fee includes	<ul style="list-style-type: none"> <li>• 1 week online classes</li> <li>• Input by excellent academics</li> <li>• Best Practices and discussions of sustainable projects in the “euregio rhine-meuse-north”</li> <li>• Case studies and group work</li> <li>• Certificate from HSNR/Fontys</li> </ul>
Credits	Workload covers 2 ECTS (responsibility of crediting HEIs)
Certificate	Certificate from HSNR/Fontys (content, workload)  Prerequisite: full attendance
Examination	Oral group presentation

## Academic Lead

**Prof. Dr. Martin Wenke**  
Hochschule Niederrhein –  
University of Applied Sciences  
Economics, Ecology and Ethics

**Assoc. Prof. Dr. Patrick Szillat**  
Fontys Venlo –  
University of Applied Sciences  
Cross-Border Business Development

## Contact

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[www.euregiocampus.eu](http://www.euregiocampus.eu)

[www.hs-niederrhein.de/euregiocampus](http://www.hs-niederrhein.de/euregiocampus)



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Ministerium für Wirtschaft, Innovation,  
Digitalisierung und Energie  
des Landes Nordrhein-Westfalen



<sup>1</sup> <https://www.hs-niederrhein.de/fileadmin/dateien/it-support/datenschutzhinweise/zoom.pdf>

<sup>2</sup> [https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme\\_Webmeeting-HN.pdf](https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme_Webmeeting-HN.pdf)