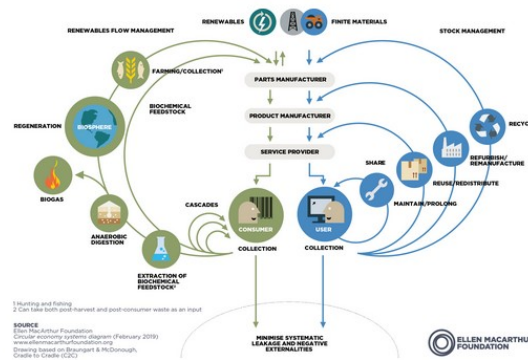




Bootcamp in Circular Economy 2026

An STARS EU Blenden Intensive Programme (BIP) organized by



The CIB26 bootcamp builds on earlier experiences and is co-organized with Humboldt Cosmos Multiversity (HCM), with its President Prof. Hon. Mr. Günter Koch, member of the International Advisory Board of STARS EU as highly active collaborator. This 2026 edition celebrates the 10th Anniversary and special activities will run in in-person week.

Circular Innovation

Our current economic model is largely linear: we take resources from the planet, make products, use them, and then discard them as waste. This "take-make-waste" system is unsustainable, generating environmental degradation, economic inefficiency, and supply chain vulnerabilities. The [Circular Economy \(CE\)](#) offers a powerful, regenerative alternative. It is a systems-thinking framework designed to decouple economic growth from the consumption of finite resources. Inspired by natural cycles, it aims to eliminate waste and pollution, keep products and materials in use for as long as possible, and regenerate natural systems.



The European Commission adopted the [Circular Economy Action Plan \(CEAP\)](#) in March 2020. It is one of the main building blocks of the [European Green Deal](#), Europe's agenda for sustainable growth. The EU's transition to a circular

economy will reduce pressure on natural resources, create sustainable growth and jobs. The action plan includes initiatives addressing the entire life cycle of products, including how products are designed, as well as ensuring that waste is prevented and that used resources are kept in the EU economy for as long as possible. It introduces legislative and non-legislative measures targeting areas where action at the EU level brings real added value.

For future innovators and business leaders like you, this is not just an environmental concept but a profound business opportunity. It challenges us to rethink how we design products, deliver services, and create value. Core to this are strategies like the 9-R

framework (short (refuse, reduce, resell/re-use, repair), medium (refurbish, remanufacture, re-purpose), long loops (recycle, recover, re-mine)), which provide a pathway for businesses to innovate towards greater sustainability, resilience, and profitability.

In the light of this growing sustainability and circularity moves, we offer a programme to introduce circular thinking in combination with business model innovation and ecodesign (Osterwalder /Pigneur 2010, Bocken 2015, Fraunhofer IZM 2022).

This bootcamp will equip you to be at the forefront of this transition. You will learn to analyze and formulate business ideas that are not only desirable and viable but also circular by design, turning today's global challenges into tomorrow's innovative ventures.

Blended Intensive Programme (BIP)

The programme will be offered in the form of an Erasmus+ mobility activity called BIP, which is meant to promote innovative teaching and learning methods. The programme combines 5 weeks online plus 1 week in-presence, which complies with the BIP requirements of programme length to be between 5 and 30 days “in class”, complemented by online material. Students should receive 5 ECTS credits to be accounted by their own university credits recognition procedures.

Following the agenda of earlier workshops, the **in-presence part of the bootcamp** would fit into one week, such that participants would arrive one weekend and leave the following weekend. The Work Groups will have assigned a firm where develop the Sustainability/Circular Economy proposal which will be the core of the Final Report of each group.

Learning Targets

At the end of the course, students have gained skills in four targeted fields, they are able to

Circularity: understand the concepts of sustainability (profit, people, planet) and circularity (e.g. 9-R's), apply circularity to the analysis and formulation of a business idea

Innovation: understand the difference of ideation and innovation, apply it to generate a (desirable, viable, feasible) business model, develop questions to validate the model, integrate feedback to improve their approaches

Teamwork: work in an international team (online and on-site), reflect about their role in the team, articulate their strengths for the team, lead the team to deliverable results

Business practice: identify the client's root problem, build a reliable communication, discuss and prioritise solutions with the client, pitch a proposal

Target Group

The BIP addresses PhD/Master's students and senior Bachelor's students (3rd /4th

year of studies) with a solid interest in sustainability and business.

We welcome a variety of studies, as the bootcamp itself will benefit from the diversity of ideas and approaches. Typically, this BIP would see students in Business, Engineering, Design, Environmental Sc., IT or alike with a spike in innovation.

Language

The BIP “Circular Innovation Bootcamp” will be performed in English language.

Requirements

All applicants are at least in their 3rd year of studies. They have proven their interest in sustainability, and have articulated one skill which they can offer to their future team.

Selected participants are required to undertake the following mandatory activities:

- Attend at least 85% of online sessions
- Attend all activities in the presence phase
- Author a chapter (or equivalent) in the documentation

Structure

The bootcamp combines practical challenges with theoretical knowledge to build skills in circularity and sustainable business modeling. It has three phases:

1. The initial phase (online sessions) is to understand the practical challenges, to build teams, and to equip all participants with fundamentals of sustainability, circularity, business modeling, innovation. Participants work in online teams and deliver a first draft of their approach towards the end of this preparatory phase. (Oct 6-Nov 5)

2. The mobility phase (in-presence) brings all participants together with the challenge owners, where the teams do field studies and expert interviews with relevant partners: firms in Tenerife where all theoretical concepts can be translated to practical business activities.

The mobility phase also includes cultural visits and culture building activities to understand the environment for future business solutions. At the end of the mobility phase, teams pitch their further developed ideas to an audience of challenge owners, practitioners and researchers and discuss their options. (Nov 9-13)

3. The documentation phase targets to capture the gained insights from both, concept as well as validation, and to produce a common document by all participants. The deliverables are a written and oral (or video) documentation. (Nov 15-30)

Syllabus

Name of the course:	Circular Innovation Bootcamp 2026
Credits:	5 ECTS (125-150 hours workload) 40h online + 30h group work (online) + 40h presence + 30h prep/reinforcing
Key words:	Circularity, Sustainability, Business Model, Innovation, Ecodesign
Universities:	• <i>Universidad de La Laguna, Spain (ULL) (Coordinator) (STARS EU)</i> • <i>Hochschule Kempten, Germany (HKE)</i> • <i>Silesian University at Opava, Czech Republic (SUO) (STARS EU)</i> • <i>Instituto Politécnico de Braganza, Portugal (IPB) (STARS EU)</i> • <i>Aleksandër Moisiu University of Durrës, Albania (UAMD) (STARS EU)</i>
Subjects / Topics	Description
<u><i>On-line sessions</i></u>	
Topic 1: Introduction	<i>Welcome, Introduction of Main Concepts, Presentation of Challenges, Team Building</i>
Topic 2: Know Your Customer	<i>Value Proposition, Desirability, Persona, Evaluation of Ideas</i>
Topic 3: Business Modeling	<i>Feasibility, Viability, Asking Questions to the Market</i>
Topic 4: Circular Business Models	<i>Circular Business Modeling, Loops</i>
Topic 5: Professional behavior & Writing	<i>To become a Professional Consultant. How make Professional writing. Final documentation: introduction, island economics, single ideas, summary</i>
<u><i>Tenerife sessions</i></u>	
Topic 6: Pretotyping	<i>Prototype vs Pretotype</i>
Topic 7: Pitch Presentations	<i>Target Group, Emotional Link</i>
Work plan	Description

- Synchronous activities (dates/time/durations)	<u>Online sessions:</u> <u>October:</u> 6, 8, 13, 15, 20, 22, 27, 29 <u>November:</u> 3, 5 <u>Hours:</u> 6-8 pm (Germany, Albania, Czech Republic)/5-7 pm (Portugal, Canary Islands) <u>In-presence:</u> Nov 8-13 (8:30-17:00) full days in teams
- Asynchronous activities	Online team work in October. Final paper delivery in November (until Nov 30)
- Homework / Team Assignments	<u>Online:</u> Oct 8: Team decision. Video on persona "This is me" Oct 15: TBA Oct 22: business model & open questions Nov 3: visualized circular business model <u>In-presence:</u> Nov 13: pitch presentation Nov 30: team paper
- Group work	<i>Each group will be composed by students from all the universities participants, searching combination of knowledge and background, and promoting cultural diversity and international atmosphere.</i>
- Assessment	- Online active participation: attendance at least 80% of sessions. Weight: 40% - In presence active participation, working group, pitch presentation, final paper. Weight: 60% - Grading: in Spanish scale over 10/100%
Learning Platform	This BIP Bootcamp 2026 will use the STARS EU LMS platform (<u>Moodle</u>): https://campus.starseu.org At this time, all STARS EU students and professors (IPB, UAMD, SUO and ULL) could access with their regular own university login. External STARS EU users (HKE) will have access after to be registered as External People. This is the most used LMS and the resources provided are highly functional: forum, multimedia, on-line questionnaires, homework upload and grading, document repository, organization by chapters, ...