Challenges of the Transition to the Circular Economy through Innovation in Brazil

January 13<sup>th</sup> to 17<sup>th</sup>

CIRCULAR ECONOMY INNOVATION ENTREPRENEURSHIP

**Brazil 2025** 



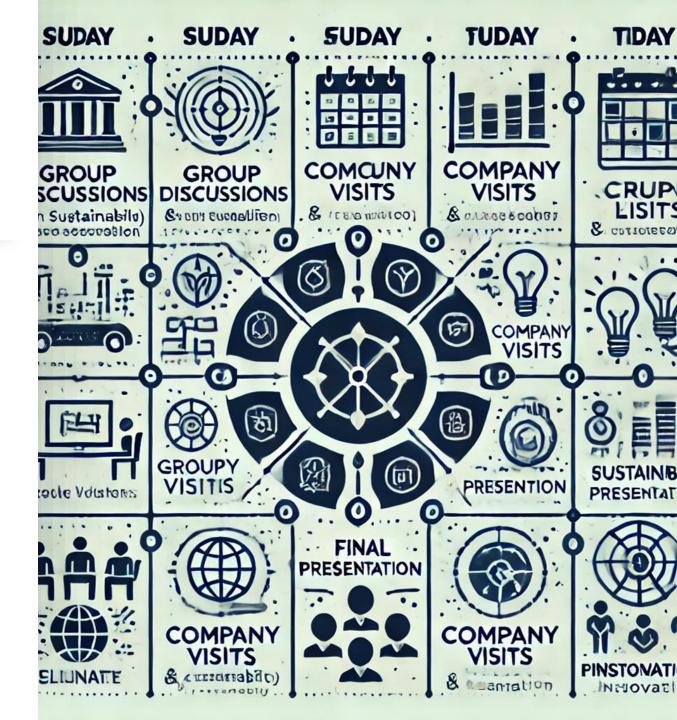


## **Course Objectives**

- Understand the principles of the Circular Economy (CE) and its impact on business and societal transformation.
- Identify barriers to innovation and entrepreneurship in CE within the Brazilian context.
- Explore strategies to foster innovation and entrepreneurship in transitioning to CE.
- Analyze the role of organizations and startups in promoting CE.

## Methodology

- Lectures and group discussions.
- Case studies and field visits to companies and cooperatives.
- Group analysis of circular economy indicators with practical solutions presented at the end of the course.
- Suggested image: Photos of student groups collaborating or visiting companies.





## Weekly Schedule

- Monday: Concepts of Circular Economy and Innovation; Challenges of Innovation in Brazil.
- <u>Tuesday:</u> Visits to understand social and environmental impacts (e.g., landfill, waste pickers' cooperative).
- Wednesday: Challenges of Entrepreneurship; Visits to innovation ecosystem facilitators.
- Thursday: Industrial Challenges for Innovation; Visits to companies.
- Friday: Week synthesis and group presentations.

## Why Participate?

- <u>Practical Experience:</u> Immersion in the Brazilian context of CE.
- <u>Networking:</u> Connect with experts, entrepreneurs, and local institutions.
- Applied Knowledge: Address realworld challenges of the Circular Economy.



For more information, please contact globalaffairs@fgv.br

To sign up, please click <u>here</u>

