

DISCIPLINE.. : Challenges of the Transition to the Circular Economy through Innovation and Entrepreneurship in Brazil

SEMESTER/YEAR : 1st /2025 - 01/13/2025 to 01/17/2025

DEPARTMENT : Administração da Produção e Operações (POI)

COURSE : CGAE

CURRICULUM SEMESTER : from 3rd semester

CREDITS : 4

INSTRUCTOR : Luciana Hashiba and Cristina Sartoretto

COORDINATOR : Renato Guimarães

Hours: 08:00 - 18:00

Lunch interval: 12:00-13:00

The maximum non attendance admitted is 5 hours, or half a day or 20% of total hours.

All participants of the groups must be present at the final presentation.

COURSE OBJECTIVES

Participants should be able to:

- Understand the principles of the Circular Economy (CE) and its role in 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, using the Global Innovation Index as a key tool;
- Analyze the role of organizations and startups in promoting CE through case studies and real-world applications.

CONTENT

1. Introduction to Circular Economy and Innovation
2. Barriers to Innovation and Entrepreneurship
3. Entrepreneurship and Circular Economy
4. Industrial Innovation

OBJECTIVES OF THE SUBJECT

The learning objectives of the subject are presented in the table below, showing how they contribute to the objectives of CGA.

CGA learning goals	Course learning goals	Level of Contribution
Knowledge in Business	The students will be able to connect the concepts and principles of circular economy, innovation and entrepreneurship management	●○○
Problem solving	The student will analyze challenges and propose changes for the transition to the circular economy in the Brazilian context	●●○
Knowledge of the country	The student will be able to evaluate the challenges for the transition to the circular economy in the Brazilian context	●●●
International contexts		○○○



Logical-quantitative reasoning		○○○
Data analysis		○○○
Ethics		○○○
Diversity		○○○
Written communication		○○○
Multimedia communication		○○○
Other course learning goals:		

The full description of CGA learning goals and other information can be found at <https://rebrand.ly/cga-eaesp>.

METHODOLOGY

The course combines lectures, group discussions, case studies, and field visits to companies and cooperatives. Students will work in groups to analyze CE indicators and propose solutions, presenting their findings at the end of the week.

ASSESSMENT CRITERIA

TYPE OF ASSESSMENT	WEIGHTING (%)
Participation	30
Presentations / Activities	30
Final Project	40

BIBLIOGRAPHY

1. **CRANE, A. et al.** Contesting the Value of the Shared Value Concept. *California Management Review*, 2014
2. **EMF, Ellen MacArthur Foundation.** *Towards the circular economy Vol. 1: an economic and business rationale for an accelerated transition*, 2013.
3. **HBR, HARVARD BUSINESS REVIEW.** Is Your Supply Chain Sustainable? *Harvard Business Review*, p.73-77, Out. 2010
4. **OMPI.** Global Innovation Index Reports (Various years)
5. **PORTER, M.; KRAMER, M.** Creating Shared Value. *Harvard Business Review*, p. 1-16, Jan-Feb, 2011.
6. **PRAHALAD, C.K.; NIDUMOLU, R.; RANGASWAMI, M. R.** Why sustainability is now the key driver of innovation. *Harvard Business Review*, p. 56-64, sept. 2009.

WEEK SCHEDULE

NOTE: Changes might occur TILL THE BEGINNING AND DURING THE COURSE)



F U N D A Ç Ã O
GETULIO VARGAS

EAESP

Escola de Administração de
Empresas de São Paulo

Monday: Concepts - Circular Economy, Innovation; Challenges of Innovation and Entrepreneurship in Brazil; Challenge for the week.

Tuesday: Awareness of Social and Environmental Impacts - Visits (FGV transportation): sanitary landfill, waste pickers' cooperative (to be confirmed).

Wednesday: Challenges of Entrepreneurship - Visits (no FGV transportation): Facilitators of the innovation ecosystem (to be confirmed); Lectures: Partners involved in technology development and open innovation

Thursday: Industrial Challenges for Innovation - Visit (FGV transportation): Companies (to be confirmed).

Friday: Week synthesis and group presentations.