

This document outlines the programme strands the Foundation employs to support higher education institutions (including private research organisations) that look to develop circular economy teaching and learning capacity. Focus areas include:

Teaching and learning

Evolve a multi-disciplinary framework for how teaching and learning can most effectively engage with a generation to build a circular economy and share best teaching practices with institutions globally.

Research

Identify relevant bodies of research and address key research gaps (including barriers, enablers and priority areas), which are critical in facilitating the transition to a circular economy.

Capacity building and knowledge exchange

Develop networks and build capacity across supporting sectors such as business, education and regions, which are practically applying the ideas of the circular economy model.

To enhance development in these focus areas, the Ellen MacArthur Foundation has set up a number of interlinked programmes, outlined below. The accompanying table follows the programme summaries and provides an overview of the key benefits provided through these collaborations.

Map of the Ellen MacArthur Foundation's Pioneer and Partner Universities (Spring 2015)



PIONEER UNIVERSITIES

Higher education institutions entering the CE100 membership group with a formal agreement to further the collective understanding of the circular economy model through pioneering research and/or teaching programmes.

Pioneer Universities access the CE100 on a non-fee paying basis by setting out their commitments to drive pioneering programmes that support relevant knowledge exchange between business and HE. Many of these research and/or teaching programmes will be focused on our target disciplines of business education, design and engineering. The Ellen MacArthur Foundation will work with a maximum of 10 Pioneer Universities globally in the period from 2013 to 2016. Collaboration is developed on a case by case basis, offering bespoke input from the Ellen MacArthur Foundation's team, and facilitated links with our business and regional networks. The full list of benefits is displayed in the table on page 6.

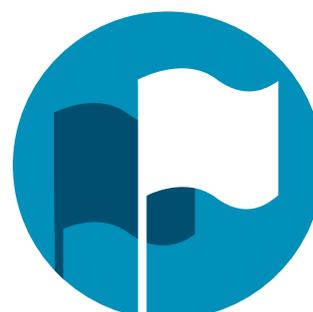
- **Phase one (2013-2014) five Pioneer Universities have been confirmed: Cranfield University, Bradford University, Rochester Institute of Technology, Delft University of Technology and University College London.**
- **Phase two (2014-15) will focus on expanding geographically to include a range of cultural perspectives from Pioneer Universities in US, South America, India and Asia.**
- **Phase three (2015-16) will focus on strengthening the programmes set out by Pioneers and reviewing their impact on the global transition to a circular economy.**

Pioneer University partnership selection criteria:

- 1. Pioneering programmes** are defined by leading research or teaching and learning programmes in a new, currently unchartered, area of the circular economy.
- 2. Reach and scale:** Pioneer universities are leaders in field and/ or display capabilities to find trigger points that enable a multiplier effect. Pioneering programmes will significantly accelerate the circular economy at scale.
- 3. Access and range:** The group will be selected to develop a wide geographical and language spread.
- 4. Shared values:** A successful partnership will involve shared values - a central theme in the Ellen MacArthur Foundation's work in education is, for example, to foster systems thinking through interdisciplinary approaches to learning, or by reinforcing enablers for system level change.
- 5. Shared approach:** We believe our role is to provide a coherent framework for change rather than to campaign for change - as such we are rigorously non-partisan. We work with organisations that share this approach - and in particular those which focus on innovation, critical thinking and creative problem solving.
- 6. Impartiality:** Partnerships will under no circumstances affect the Ellen MacArthur Foundation's independence and ability to challenge the status quo.
- 7. Capacity and motivation:** Pioneer Universities will be selected on the basis of their internal motivation and resource drive behind their pioneering programmes. Collaborations will be driven forward by them and supported by the Ellen MacArthur Foundation's team. When assessing potential partnerships, considerations will be made on funding, resource and potential impact.

Pioneer University sign up process:

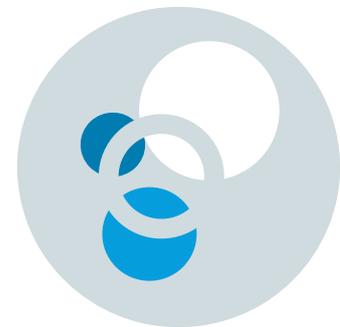
1. Pioneer Universities will be primarily identified by invitation yet institutions can apply online to the programme in the same way emerging innovators do for the CE100 programme. The Ellen MacArthur Foundation will assess applications against the above selection criteria and compare these with the existing target group.
2. Pioneer University agreements have been drawn up in a similar way to those existing for CE100 membership, and will be processed in the same manner.
3. The Higher Education team at the Foundation will manage pioneering teaching and research programmes whilst all other CE100 membership processes will continue to be resourced from within the CE100 team.
4. On a quarterly basis, the HE team will manage progress reports and two-way feedback with each Pioneer University member.
5. Assessment of all partnerships with the Pioneer members will occur annually to reflect on initiating, continuing or terminating partnerships.



The Schmidt-MacArthur Fellowship is an international programme for postgraduate students and their university tutors with the aim of developing the skills and innovative thinking required to transition to a circular economy.

Jointly funded by the Ellen MacArthur Foundation and the US-based Schmidt Family Foundation, the Fellowship Programme takes a multi-disciplinary approach with input across design, engineering and business. The Fellowship programme is developed and delivered by the Ellen MacArthur Foundation with expert input from Cranfield University, Imperial College London and London Business School. Now in its third year, the programme works with 14 Partner Universities across the USA (University of California Berkeley, Massachusetts Institute of Technology, Stanford University and Yale University), Europe (Cranfield University, Imperial College London, Kedge Business School, London Business School, Politécnico di Milano, Royal College of Art and TU Delft) Asia (National Institute of Design India and Tongji University China) and Latin America (Tecnologico de Monterrey).

A key element of the programme is an initial intensive week-long summer school in the UK. During the week students and their mentors explore the circular economy as an innovation framework, placing particular emphasis on developing a systems thinking perspective, through hands on workshop and discussions. The programme is also designed to provide opportunities to align and share knowledge with the Foundation’s business networks through their involvement in the summer school as well as access to events such as the CE100 Annual Summit. During the Fellowship year students and tutors work together to develop a circular economy innovation project, which focuses on innovative concepts, tools and models to help accelerate the transition to a circular economy.



For further details on the programme please visit the Schmidt-MacArthur Fellowship section of the website.

NETWORK UNIVERSITIES

Enabling collaborative circular economy ventures and knowledge exchange across policy makers, business and academia outside of the Foundation's formal programmes.

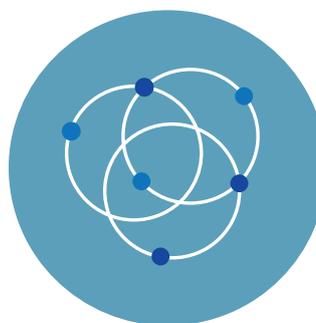
Network Universities will be represented on a global map and directory alongside all other higher education institutions that are engaging in key circular economy teaching and research programmes. The map will signpost viewers to where circular economy educational activities are taking place, and provide contact points for the businesses and HE institutions in the CE100 network. The Ellen MacArthur Foundation may not directly work with these universities on projects but aims to support knowledge exchange and visibility by representing them as an open source network. This aims to facilitate the periodic exchange of materials, initiation of research programmes in key 'gap areas' and share learning resources and content without direct development time from the Foundation. This exchange is supported by offering Network Universities and CE100 members the opportunity to participate in selected events run by the Ellen MacArthur Foundation, such as our online learning courses and the CE100 Annual Summit. Network Universities can apply to the group or are selected by recommendation. An online profile will outline key projects and contact information. As well as focusing on business education, design and engineering, Network Universities draw from economics, science, humanities and other relevant disciplines.

Network University partnership selection criteria:

- 1. Reach and scale:** Network universities have compelling teaching or research programmes which the Ellen MacArthur Foundation's policy, business and education networks will find insightful and enabling in the acceleration to a circular economy.
- 2. Access and range:** The group will be selected to develop a wide geographical and language spread.
- 3. Impartiality:** Partnerships will under no circumstances affect the Ellen MacArthur Foundation's independence and ability to challenge the status quo.
- 4. Shared values:** A successful partnership will involve shared values - a central theme in the Ellen MacArthur Foundation's work in education is, for example, to foster systems thinking through interdisciplinary approaches to learning, for example, or by reinforcing enablers for system level change.
- 5. Shared approach:** We believe our role is to provide a coherent framework for change rather than to campaign for change - as such we are rigorously non-partisan. We work with organisations that share this approach - and in particular those which focus on innovation, critical thinking and creative problem solving.
- 6. Network Universities:** are driven to develop further compelling programmes and connect up with policy, business and educational networks to share insight and enable collaborative problem solving.

Network University sign up process:

- 1.** Institutions can apply to join the programme via the website application form. The Ellen MacArthur Foundation will assess applications against the criteria outlined above.
- 2.** The Ellen MacArthur Foundation and Network Universities will sign a document of intent (not legally binding) outlining the nature of this non-formal agreement.
- 3.** Jules Hayward, Education Lead and Seb Egerton-Read, Content Coordinator, will review Network Universities and their profiles.
- 4.** Assessment of all Network Universities and their profiles will be carried out annually by the Senior Management Team to reflect on initiating, continuing or terminating profiles.



DISRUPTIVE INNOVATION FESTIVAL (DIF) & BIG TOP TENTS

The DIF is a three week online event that brings together entrepreneurs, designers, industry, makers, learners and doers to explore and respond to the changing economy.

The challenge to participants in DIF 2014 was “The economy is changing. What do I need to know, experience and do?” The DIF uses a festival analogy, lasts for a defined period and is layered from the top down. It has Headliners, ‘Big Top (University) Tents’, Curated Stages, Open Mic sessions and impromptu Café/Forum sessions to describe its various layers. Organisational control of content and activity becomes reduced at each step down. The primary reason for this is to allow participation and scale. It is user experience orientated and flexible.

Universities can become contributors in the DIF by becoming a Big Top Tent, this is a university-led online learning programme based on the shift to a regenerative circular economy. Big Top Tents define their own engagement based on a wide range of collaboration opportunities, such as TU Delft in the Netherlands who ran a two day circular economy conference for DIF 2014 which had over 300 face to face participants and hundreds more accessing it through Livestream. For DIF 2015 TU Delft will be running the first Circular Economy MOOC run on the edX platform. Other universities contributed pre-recorded videos, podcasts, live sessions online or invitations for participants to sign up to physical events they ran. Recruitment has started for DIF 2015, please contact the team for further details and access to the contributors handbook.



WEBSITE LIBRARY FOR HIGHER EDUCATION

The Ellen MacArthur Foundation’s website provides access to a resources bank, a detailed programme area covering all HE initiatives and relevant links.

By providing visibility of programmes to all our audience groups, our aim is to enable cross-fertilisation of ideas and perspectives between higher education and the Ellen MacArthur Foundation’s Global Partners and CE100 membership group. The resource library will also feature the Ellen MacArthur Foundation’s HE resources with films, graphics, books, articles, webinars, reading lists and a regular e-newsletter. The website also provides access to: available courses, the Circular Economy Map, business case studies and key documents such as the Academic Profile, CE100 Research Hotlist and the Foundation’s Priority Research Agenda.

BENEFITS	PIONEER UNIVERSITY	PARTNER UNIVERSITIES SMF	NETWORK UNIVERSITY	BIG TOP TENTS DIF
Collaboration on Teaching and Research Programmes	Deeper level support from the Foundation's team to collaborate on pioneering circular economy programmes in research and/or teaching.	Access to CE100 members at Annual Summit and through facilitated collaboration by Ellen MacArthur Foundation team	Via the global map, with programme and contact profiles, collaborations between networks will be encouraged	Open access resources, online course access and programme details aim to initiate and inform collaborative opportunities
CE100 - Library	CE100 members have privileged access to a library gathering circular economy best practices, benchmarks, case studies, frameworks and tools. All IP and confidentiality criteria is specified within letter of agreement	No access is provided	No access is provided	No links are made with restricted CE 100 library access
Foundation website	Access provided - to videos, books, reading lists, graphics	Access provided - to videos, books, reading lists, graphics, e-newsletter	Access provided - to videos, books, reading lists, graphics, e-newsletter	Access provided for website visitors/users
Executive Education Introductory Module	Limited access to a 6-week online distance learning course developed in partnership with the University of Bradford School of Management - three places per year per member, designed to build capacity on circular economy thinking	Access is provided to selected Exec-education courses	Limited annual allocation of no cost bursary places to key/strategic Network University partners	Limited annual allocation of no cost bursary places to key/strategic education partners
Disruptive Innovation Festival - MOOCs	Pioneers have the opportunity to play a major role in the Foundation's online Disruptive Innovation Festival through the Big Top Tent initiative	Fellows and Mentors as possible session leads - full access provided	Participation in themed session and full access provided	Co-creation of learning programmes for DIF
Innovation, Enterprise and Circular Economy MBA and PGCert	Access provided to these distance learning fee-based courses - 20% discount provided under conditions in University of Bradford's agreement	Access provided to these distance learning fee-based courses	Access provided to these distance learning fee-based courses	Access provided to these distance learning fee-based courses for website visitors/users
Re-thinking Progress Open-house event	Preferential places and speaking opportunities offered at open house event run annually in the UK. Exploring how circular economy can be integrated into teaching and learning programmes. Access to sessions is free of charge (but please note travel and accommodation are NOT included in offer).	Places offered at educators training event run in the UK. Exploring how circular economy can be integrated into teaching and learning programmes. Access to sessions is free of charge (but please note travel and accommodation are NOT included in offer).	Places offered at educators training event run in the UK. Exploring how circular economy can be integrated into teaching and learning programmes. Access to sessions is free of charge (but please note travel and accommodation are NOT included in offer).	Places offered at educators training event run in the UK. Exploring how circular economy can be integrated into teaching and learning programmes. Access to sessions is free of charge (but please note travel and accommodation are NOT included in offer).
CE100 Annual Summit	Two places per member are provided for the Summit. This includes keynote presentations from business and circular economy thought-leaders. The Annual Summit exposes members to the latest thinking, offers the opportunity to showcase success stories and network with other CE100 members and Ellen MacArthur Foundation academic partners. Selected members will have the opportunity to speak at these events.	Access for current students, mentors and alumni on invitation	By invitation only	TED style talks from Annual Summit profiled with open access via website

BENEFITS	PIONEER UNIVERSITY	PARTNER UNIVERSITIES SMF	NETWORK UNIVERSITY	BIG TOP TENTS DIF
CE100 LinkedIn Group	Access provided to closed CE100 forum group. Additionally, the CE100 website provides a forum to showcase success stories and to exchange ideas. IP and confidentiality criteria are specified within the letter of agreement	No access provided	No access provided	No access provided
Profile on website	Pioneer universities have dedicated profiles on the Ellen MacArthur Foundation website outlining ambitions for teaching and research programmes and existing programmes or bodies of research. Any contributions to the Disruptive Innovation Festival are profiled on the website.	Partner and Hub universities and selected fellows are profiled on the website	Global map on the website provides an interface for a directory of data that outlines HE programmes and provides contact points for the CE100 network	No website profiles for website visitors/users.
Bi-annual CE 100 Acceleration Workshops	Two places per member for access to two-day CE100 workshop held every six months that include core circular economy topics and elective sessions focused on common challenges, best practices, emerging trends and key learnings for circular economy innovation.	No access is provided	No access is provided	No access is provided
Global map of teaching and research programmes with universities	Access provided and regular updates available	Access provided	Access provided	Access via site
Wider Partnerships	Opportunities to form partnerships through CE100 members (corporations, emerging innovators and regions); informal facilitation of these partnerships occurs across CE100 communications platforms	The opportunity to form partnerships by connecting with Ellen MacArthur Foundation networks	The opportunity to form partnerships by connecting with Ellen MacArthur Foundation networks	Through the open source communication across HE programmes, online formal and informal partnerships are enabled

CONNECT WITH THE TEAM



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DIF 2015

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