

**Training Material**

**Digitalization and Data management**

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Project number: 2022-1-DK01-KA220-YOU-000089260

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# ANNEX IV

## General Plan of the Module - Template

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| --- | --- | --- | --- | --- | --- |
| **Module** | | **Digitalization and Data Management** | | | |
| **Short rationale** | | In today's rapidly evolving business landscape, the effective utilization of digitalization and data management has become paramount. This module is designed to equip participants with the knowledge and skills required to harness the power of digital technologies and data analytics for driving sustainability in entrepreneurship.  The rationale for this module stems from the recognition that digitalization and data management are transformative forces that can enable businesses to make informed, sustainable decisions. Whether it's optimizing resource use, reducing environmental impacts, or enhancing overall operational efficiency, the integration of digital tools and effective data management practices has the potential to revolutionize sustainability efforts. Participants will explore various aspects of digitalization, including the Internet of Things (IoT), artificial intelligence (AI), big data analytics, and more. They will also delve into data collection, analysis, and interpretation techniques, learning how to leverage data-driven insights to enhance their environmental and social responsibility.  By the end of this module, participants will be well-equipped to integrate digitalization and data management into their entrepreneurial ventures, fostering innovation, competitiveness, and sustainability in an increasingly digitized world. This module is relevant for individuals of varying educational backgrounds, experience levels, and ages, offering a versatile platform for enhancing digital literacy and leveraging data for sustainable business practices. | | | |
| **EQF level** | | 3 | | | |
| **Sub - Modules** | | 5.1: Introduction to Digitalization and Data Management  5.2: Leveraging Digital Tools for Circular Business Models  5.3: Leveraging Digital Tools for Circular Business Models (part 2)  5.4: Data-Driven Circular Decision Making  5.5: Social media and Circular Economy Advocacy  5.6: Building a Digital Circular Economy Strategy | | | |
| **Training hours** | | 7.5 hr | | | |
| **Learning aims** | | This training aims to:  O1 O1 Understanding Digitalization in Business: Participants will gain a comprehensive understanding of the concept of digitalization and its relevance to modern business operations. They will explore how digital technologies are transforming various aspects of industries and organizations.  02 Data Management Strategies: Participants will learn effective data management strategies, including data collection, storage, analysis, and utilization. They will understand the importance of data governance and privacy in the digital age.  O3 Digital Transformation Planning: This module aims to equip participants with the knowledge and skills needed to plan and implement digital transformation initiatives within organizations. They will explore strategies for integrating digital technologies into existing business models.  O4 Data-Driven Decision-Making: Participants will discover the power of data-driven decision-making and how to leverage data analytics to make informed business decisions. They will also learn about data visualization techniques for communicating insights effectively. | | | |
| **Learning outcomes** | | By the end of the module, a student will be able to:  LO1 Digitalization Awareness: After completing this module, participants will be able to demonstrate an awareness of the significance of digitalization in contemporary business environments, recognizing how it impacts industries and organizations.  LO2 Effective Data Management: Participants will acquire the knowledge and skills required to effectively manage data, including data collection, storage, retrieval, and utilization. They will understand the principles of data governance and privacy.  LO3 Digital Transformation Planning: Upon completion of the module, participants will be able to develop digital transformation plans tailored to specific business needs. They will understand how to integrate digital technologies into existing business models and processes.  LO4 Data-Driven Decision-Making: Participants will demonstrate the ability to make informed, data-driven decisions. They will be proficient in using data analytics tools and techniques to extract insights and support decision-making processes.  LO5 Data Visualization and Communication: After this module, participants will be capable of visualizing and presenting data effectively. They will know how to create data visualizations that communicate insights clearly to diverse stakeholders. | | Link to aims  LO1 -> O1  LO2-> O2  LO3 -> O3  LO4 -> O4  LO5 -> O4 | |
| **Knowledge** | | **Skills** | | **Competences** | |
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| **ANALYSE OF TRAINING** | | | | | |
|  | **Topic** | **Short Description** | **Duration** | | **Materials** |
| 1 | Resource Efficiency | Activity 1: Exploring Digital Transformation | 60 | | Videos  Template activity 1 |
| 2 | 5.2 Leveraging Digital Tools for Circular Business Models | Activity 2: - Digital tools for Circular Business | 50 | | Videos |
| 3 | 5.3 Leveraging Digital Tools for Circular Business Models(Part 2) | Activity 3 Leveraging Digital Tools for Circular Business Models | 60 | | Study cases |
| 4 | 5. 4.Data-Driven Circular Decision Making | Activity 4: Exploring Data-Driven Circular Decision Making | 60 | | Slides ANNEX II |
| 5 | 5.5 Social media and Circular Economy Advocacy | Activity 5- Social Media Campaign Simulation | 80 | | Template activity 5 |
| 6 | 5.6 Building a Digital Circular Economy Strategy | Activity 6- Digital Circular Innovation Workshop | 90 | | Post-it  A3 sheets |
| 7 | 5.7 Embracing the Digital Circular Future | Activity 7 – Conclusion and Reflection on Digitalization and Data management | 60 | | Template Activity 7 |
| **Assessment Methods** | | Brainstorm sessions, group discussion, cases studies. | | | |
| **List of References / Additional Recommended Reading** | |  | | | |

# ANNEX V

## Plan of each Sub-Module

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| **Module** | | Digitalization and Data Management | | | | | | |
| **Title of Sub-Module** | |  | | | | | | |
| **Basic Concepts** | | 1. **Digitalization** is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities. 2. **Data Management** is the practice of collecting, organizing, protecting, and storing an organization's data so it can be analyzed for business decisions. 3. **Business Transformation** is an umbrella term for making fundamental changes in how a business or organization runs. This includes personnel, processes, and technology. These transformations help organizations compete more effectively, become more efficient, or make a wholesale strategic pivot. 4. **Blockchain** is a decentralized, distributed and public digital ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network. 5. **Internet of things** is the interconnection via the internet of computing devices embedded in everyday objects, enabling them to send and receive data. 6. **Artificial Intelligence** is the simulation of human intelligence processes by machines, especially computer systems. 7. **Data Management System** are platforms that include a range of components and processes working together to help extract value from data. These can include database management systems, data warehouses and lakes, data integration tools, analytics, and more. 8. **Intellectual Property** refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. 9. **Data privacy** means the ability of a person to determine for themselves when, how, and to what extent personal information about them is shared with or communicated to others. | | | | | | |
| **EQF Level** | | 3 | | | | | | |
| **Sub - Modules** | | 1. Introduction to Digitalization and Data Management 2. Leveraging Digital Tools for Circular Business Models 3. Leveraging Digital Tools for Circular Business Models (part 2) 4. Data-Driven Circular Decision Making 5. Social media and Circular Economy Advocacy 6. Building a Digital Circular Economy Strategy 7. Embracing the Digital Circular Future | | | | | | |
| **Training Hours** | | 7 | | | | | | |
| **Learning Aims** | | O1 Understanding Digitalization in Business: Participants will gain a comprehensive understanding of the concept of digitalization and its relevance to modern business operations. They will explore how digital technologies are transforming various aspects of industries and organizations.  02 Data Management Strategies: Participants will learn effective data management strategies, including data collection, storage, analysis, and utilization. They will understand the importance of data governance and privacy in the digital age.  O3 Digital Transformation Planning: This module aims to equip participants with the knowledge and skills needed to plan and implement digital transformation initiatives within organizations. They will explore strategies for integrating digital technologies into existing business models.  O4 Data-Driven Decision-Making: Participants will discover the power of data-driven decision-making and how to leverage data analytics to make informed business decisions. They will also learn about data visualization techniques for communicating insights effectively. | | | | | | |
| **Learning Outcomes** | | By the end of the module, a student will be able to:  LO1 Digitalization Awareness: After completing this module, participants will be able to demonstrate an awareness of the significance of digitalization in contemporary business environments, recognizing how it impacts industries and organizations.  LO2 Effective Data Management: Participants will acquire the knowledge and skills required to effectively manage data, including data collection, storage, retrieval, and utilization. They will understand the principles of data governance and privacy.  LO3 Digital Transformation Planning: Upon completion of the module, participants will be able to develop digital transformation plans tailored to specific business needs. They will understand how to integrate digital technologies into existing business models and processes.  LO4 Data-Driven Decision-Making: Participants will demonstrate the ability to make informed, data-driven decisions. They will be proficient in using data analytics tools and techniques to extract insights and support decision-making processes.  LO5 Data Visualization and Communication: After this module, participants will be capable of visualizing and presenting data effectively. They will know how to create data visualizations that communicate insights clearly to diverse stakeholders. | | | | | Link to aims:  LO1 -> O1  LO2-> O2  LO3 -> O3  LO4 -> O4  LO5 -> O4 | |
| **Knowledge** | | **Skills** | | | | | **Competences** | |
| Digitalization Fundamentals | | Data Management | | | | | Digital Leadership | |
| Data Management Principles | | Digital Strategy Development | | | | | Data-Driven Decision-Making | |
| Digital Transformation Strategies | | Data Analysis | | | | | Adaptability | |
| Data Analytics | | Data Visualization | | | | | Problem Solving | |
| Data Visualization | | Digital Communication | | | | | Strategic Thinking | |
| Cybersecurity Awareness | | Cybersecurity Awareness | | | | |  | |
| Emerging Technologies | |  | | | | |  | |
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| **Prerequisites** | | Educational Level: None specifically required, but participants should have a basic understanding of digitalization, data management, business concepts, and environmental issues.  Age: No age restrictions, but participants should have a minimum age of 18 years.  Experience: None required, but participants with prior experience in digital technologies, entrepreneurship, business management, or environmental sustainability may benefit more.  Knowledge: A basic knowledge of digitalization, data management, business principles, and environmental sustainability concepts is helpful but not mandatory. | | | | | | |
| **Supported material** | | Youtube Videos, Websites, Tools and other resources | | | | | | |
| **Activities/Actions** | | Group Discussions, Interactice quizzes(Kahoot), Role play, Simulation Experiences | | | | | | |
| **Analyse of Sub-Module** | | | | | | | | |
| **Title of Sub-Module** | | | | 5.1 Introduction to Digitalization and Data Management | | | | |
| **Name of the Activity** | | | | Activity 1: Exploring Digital Transformation | | | | |
| **Number of People Required** | | | | 10 | | | | |
| **Total duration of the Activity** | | | | 60 min | | | | |
|  | **Step** | **Description of each step** | | | | **Duration**  **(min)** | | **Materials** |
| 1 | Welcome and Introduction | Begin the session by welcoming the participants and introducing yourself as the facilitator.  Provide a brief overview of the lesson's objectives and the significance of digitalization and data management in the context of entrepreneurship. | | | | 5 | |  |
| 2 | Icebreaker Activity | To engage participants and set the stage for the lesson, conduct an icebreaker activity related to digitalization. For instance, ask participants to share a brief anecdote about how digital technology has transformed their daily lives or businesses. | | | | 10 | | Free of choice |
| 3 | Presentation/Handout on on Digitalization and Data Management | Share a presentation or distribute a handout covering essential topics:   * What is digitalization and its relevance in modern entrepreneurship? * Key concepts related to digital transformation and data management. * The benefits of embracing digitalization for sustainability and innovation. | | | | 10 | | Video 1: [Link](https://www.youtube.com/watch?v=nO__Hsgc5qE)  Video 2: [Link](https://www.youtube.com/watch?v=bOMOHXs2ToI)  Video 3: [Link](https://www.youtube.com/watch?v=hqJ-HlUq-hs) |
| 4 | Group Discussion: Digitalization Impact | Divide the participants into small groups (3-5 members per group).  Provide each group with a discussion template or worksheet containing the following questions:   * How has digitalization transformed traditional business models and practices? * What are the potential sustainability benefits of digitalization in entrepreneurship? * Can you identify examples of businesses that have leveraged digitalization for environmental or social impact? | | | | 25 min | | Template Activity 1 |
| 5 | Group Presentations | After the group discussion, ask each group to choose a spokesperson.  Allocate 2-3 minutes for each group's spokesperson to summarize the key insights and observations from their group discussion.  Encourage participants to actively listen to other groups' presentations. | | | | 10 | |  |
| 6 | Conclusion | Summarize the main takeaways from the group discussions. | | | |  | |  |
| **Title of Sub-Module** | | | | 5.2 Leveraging Digital Tools for Circular Business Models | | | | |
| **Name of the Activity** | | | | Activity 2: - Digital tools for Circular Business | | | | |
| **Number of People Required** | | | | 10 | | | | |
| **Total duration of the Activity** | | | | 50 | | | | |
|  | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | Introduction | * Begin by introducing the activity's objective: to explore and discuss the use of digital tools in advancing circular business models.   Emphasize the relevance of digitalization in promoting sustainability and circularity in entrepreneurship. | | | | 5 | |  |
| 2 | Show Video about Digital Circular Solutions | Share a video showcasing digital tools and technologies that facilitate circular practices in businesses. Highlight their potential benefits and real-world applications. | | | |  | | [Artificial intelligence](https://www.youtube.com/watch?v=RzkD_rTEBYs)  [Blockchain](https://www.youtube.com/watch?v=URi-_mlSuis)  [Virtual Reality](https://www.youtube.com/watch?v=eb3Waj7T694) |
| 3 | Form Groups | Divide the participants into small groups, with each group consisting of 3 to 4 members. | | | |  | |  |
| 4 | Group Analysis | Instruct each group to analyze the case studies they've received.  Encourage participants to identify and discuss the digital tools or technologies highlighted in the cases, their role in circularity, and the outcomes achieved.  Participants should also assess the scalability and replicability of these circular digital solutions. | | | | 20 | |  |
| 5 | Group Presentation | Ask each group to present their analysis of one of the case studies to the entire class.  Allow for a brief discussion after each presentation, where participants can ask questions, share insights, or provide feedback. | | | | 5 min per group  15-20 min | |  |
| 7 | Conslusion | Summarize the key takeaways from each group's analysis of the case studies, highlighting the diverse applications of digital tools in circular business models.  Conclude the activity by underlining the potential of digitalization to drive sustainability and circularity, and its relevance in modern entrepreneurship. | | | | 10 | |  |
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| **Title of Sub-Module** | | | | | 5.3 Leveraging Digital Tools for Circular Business Models(Part 2) | | | | |
| **Name of the Activity** | | | | | Activity 3 Leveraging Digital Tools for Circular Business Models | | | | |
| **Number of People Required** | | | | | 10 | | | | |
| **Total duration of the Activity** | | | | | 60 | | | | |
|  | | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | | Introduction | * Begin by introducing the activity's objective: to explore and discuss the use of digital tools in advancing circular business models. * Emphasize the relevance of digitalization in promoting sustainability and circularity in entrepreneurship. | | | | 5 | |  |
| 2 | | Form Groups | Divide the participants into small groups, with each group consisting of 3 to 4 members. | | | |  | |  |
| 3 | | Distribute Study Cases | Provide each group with a set of case studies that illustrate the integration of digital tools in circular business models. | | | | 5 | | [Study case 1](https://sonnengroup.com/sonnencommunity/)  [Study case 2](https://ellenmacarthurfoundation.org/circular-examples/depop)  [Study case 3](https://algramo.com/) |
| 4 | | Group Analysis | Instruct each group to analyze the case studies they've received.  Encourage participants to identify and discuss the digital tools or technologies highlighted in the cases, their role in circularity, and the outcomes achieved.  Participants should also assess the scalability and replicability of these circular digital solutions. | | | | 20 | |  |
| 5 | | Group Presentation | Ask each group to present their analysis of one of the case studies to the entire class.  Allow for a brief discussion after each presentation, where participants can ask questions, share insights, or provide feedback.  Allow for a brief discussion after each presentation, where participants can ask questions or provide feedback. | | | | 5 min per group  15-20 min | |  |
| 6 | | Conslusion | Summarize the key takeaways from each group's analysis of the case studies, highlighting the diverse applications of digital tools in circular business models.  Conclude the activity by underlining the potential of digitalization to drive sustainability and circularity, and its relevance in modern entrepreneurship. | | | | 10 | |  |
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| **Title of Sub-Module** | | | | | 5. 4.Data-Driven Circular Decision Making | | | | |
| **Name of the Activity** | | | | | Activity 4: Exploring Data-Driven Circular Decision Making | | | | |
| **Number of People Required** | | | | | 10 | | | | |
| **Total duration of the Activity** | | | | | 70 | | | | |
|  | | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | | Introduction | Begin by introducing the activity and its purpose: to delve into data-driven decision-making within the context of circular business practices.  Emphasize the critical role of data in guiding sustainable and circular decisions for businesses.  Highlight how leveraging data can enhance resource efficiency and minimize environmental impact. | | | |  | |  |
| 2 | | Formation of Groups | Divide the participants into small groups of 3-4 individuals. | | | | 5 | |  |
| 3 | | Review Key Concepts | Provide a brief overview of key concepts related to data-driven circular decision making.  Highlight the principles of data collection, analysis, and interpretation in the context of circular economy strategies.  Explain how data-driven insights can inform choices related to material selection, resource optimization, and sustainable production. | | | | 10 | | ANNEX II |
| 4 | | Assign Workshop Tasks | Assign each group a specific task related to data-driven circular decision making:  Group 1: Research and present a case study of a company that uses data-driven approaches to enhance resource efficiency and circularity.  Group 2: Analyze a hypothetical product's life cycle and identify data-driven opportunities for material improvements.  Group 3: Discuss the role of data analytics in evaluating the environmental impact of material sourcing decisions and supply chain practices. | | | | 5 | |  |
| 5 | | Group Work | Allow the groups to work collaboratively on their assigned tasks.  Encourage participants to conduct research, analyze data, and engage in discussions within their respective groups.  Remind participants to consider circular economy principles and data-driven insights in their analyses. | | | | 20 min | |  |
| 6 | | Group Presentations | Invite each group to present their findings, insights, and recommendations based on their assigned tasks.  Allocate approximately 5 minutes for each group's presentation.  Encourage participants to engage in a brief Q&A session after each presentation. | | | | 15 | |  |
| 7 | | Reflection and Takeaways | Conclude the workshop by asking participants to reflect on the key takeaways from the activity. | | | | 15 | |  |
| **Title of Sub-Module** | | | | | 5.5 Social media and Circular Economy Advocacy | | | | |
| **Name of the Activity** | | | | | Activity 5- Social Media Campaign Simulation | | | | |
| **Number of People Required** | | | | | 10 | | | | |
| **Total duration of the Activity** | | | | | 80 min | | | | |
|  | | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | | Introduction | Start by introducing the activity's objective: to simulate a social media campaign for circular economy advocacy.  Emphasize the importance of social media as a powerful tool for raising awareness and mobilizing support for sustainable practices. | | | |  | | Access to computers or smartphones with internet connectivity |
|  | | Group formation | Divide the participants into small groups of 3-4 individuals. | | | | 5 | |  |
| 2 | | Brief participants | Provide each group with a campaign briefing document.  The briefing should include:  A clear campaign goal (e.g., raising awareness about circular economy benefits).  Target audience demographics.  Key circular economy messages to convey.  Sample circular economy content (articles, videos, infographics). | | | | 10 | | Template Activity 5 |
| 3 | | Campaign Strategy | Instruct each group to develop a social media campaign strategy based on the provided briefing.  Encourage them to decide on the social media platforms to use (e.g., Facebook, Twitter, Instagram) and the type of content to create.  Participants should outline a posting schedule, including the frequency and timing of posts. | | | | 15 | |  |
| 4 | | Campaign Simulation | Let the groups simulate their social media campaign by posting their sample content on real or simulated social media platforms (e.g., a closed online group). | | | | 7 | |  |
| 5 | | Group Presentations | Ask each group to present their campaign strategy and sample content to the entire class.  Allow for a brief Q&A session after each presentation. | | | | 10 | |  |
| 6 | | Feedback and Discussion | After each presentation, facilitate a brief discussion.  Encourage participants to provide constructive feedback and suggestions for improvement. | | | | 5 | |  |
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| **Title of Sub-Module** | | | | | 5.6 Building a Digital Circular Economy Strategy | | | | |
| **Name of the Activity** | | | | | Activity 6- Digital Circular Innovation Workshop | | | | |
| **Number of People Required** | | | | | 10 | | | | |
| **Total duration of the Activity** | | | | | 90 min | | | | |
|  | | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | | Introduction | Begin by introducing the activity's objective: to explore digital innovations in the context of the circular economy.  Emphasize the role of technology in driving circularity and sustainability. | | | |  | |  |
|  | | Group formation | Divide the participants into small groups of 3-4 individuals. | | | | 5 | |  |
| 2 | | Problem Identification | Each team selects a specific challenge or problem related to sustainability and circular economy.  They should identify a problem that can be addressed or improved through digital innovations. | | | | 15 | |  |
| 3 | | Brainstorming | Instruct teams to brainstorm digital solutions for the identified problem.  Encourage participants to think creatively and explore various technological possibilities.  Teams should use sticky notes to jot down their ideas. | | | | 20 | | Post-its,  A3 Sheets |
| 4 | | Concept Development | Each team selects one digital solution concept from their brainstorming session.  Teams should develop a detailed concept, including the purpose, features, and potential impact of the digital solution. | | | | 20 | |  |
| 5 | | Group Presentations | Ask each team to prepare a brief presentation (5-7 minutes) to share their digital solution concept with the entire group.  Teams should create slides or visuals to support their presentations.  Invite each team to present their digital solution concept to the class.  Allow for a brief Q&A session after each presentation. | | | | 35 | |  |
| 6 | | Conclusion | Summarize the main points discussed during the workshop.  Encourage participants to share their observations, ask questions, and provide feedback on the presented waste management systems. | | | | 10 | |  |
| **Title of Sub-Module** | | | | | 5.7 Embracing the Digital Circular Future | | | | |
| **Name of the Activity** | | | | | Activity 7 – Conclusion and Reflection on Digitalization and Data management | | | | |
| **Number of People Required** | | | | | 10 | | | | |
| **Total duration of the Activity** | | | | | 60 min | | | | |
|  | | **Step** | **Description of each step** | | | | **Duration** | | **Materials** |
| 1 | | Recap of Key Learnings | Begin by summarizing the key learnings and concepts covered in Module 5: Digitalization and Data management  Emphasize the significance of digitalization and data management in the context of circular economy practices. | | | | 5 | |  |
| 2 | | Group Reflection | Divide participants into small groups.  Instruct each group to discuss and reflect on the following questions:   * What are the most important takeaways from Module 5 for you in the context of the digital circular future? * How can you apply the principles of digitalization and data management in promoting circular economy practices? * What challenges or opportunities do you foresee in implementing digital solutions for circularity? | | | | 15 | | Template activity 7 |
| 3 | | Group Sharing | Invite each group to share their reflections with the larger group.  Encourage participants to share insights, ideas, and potential solutions based on their discussions. | | | | 15 | |  |
| 4 | | Feedback and Evaluation | Ask participants to provide feedback on Module 5, including what they found valuable and any areas for improvement.  Provide information on how they can access additional resources or support for implementing digital circular strategies in their roles. | | | | 10 | |  |
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| **ANNEXES** | | | | [Green entrepreneurs:](https://www.youtube.com/watch?v=_XTYv-AP4Jk)  [Green entrepreneurs 2](https://www.youtube.com/watch?v=Y5CGcPzZ6LA)  [green washing:](https://www.youtube.com/watch?v=2NsBcVrPQok) | | | | |
| **Assessment Methods** | | Group Discussion, study cases, Simulation Excersises | | | | | | |
| **List of References / Additional Recommended Reading** | | 1. | | | | | | |
| **Differentiation** | | | Depending on the requirements of each individual student | | | | | | |
| **What is the worst that could happen with this training?** | | | | **What will you do to correct it?** | | | | | |
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