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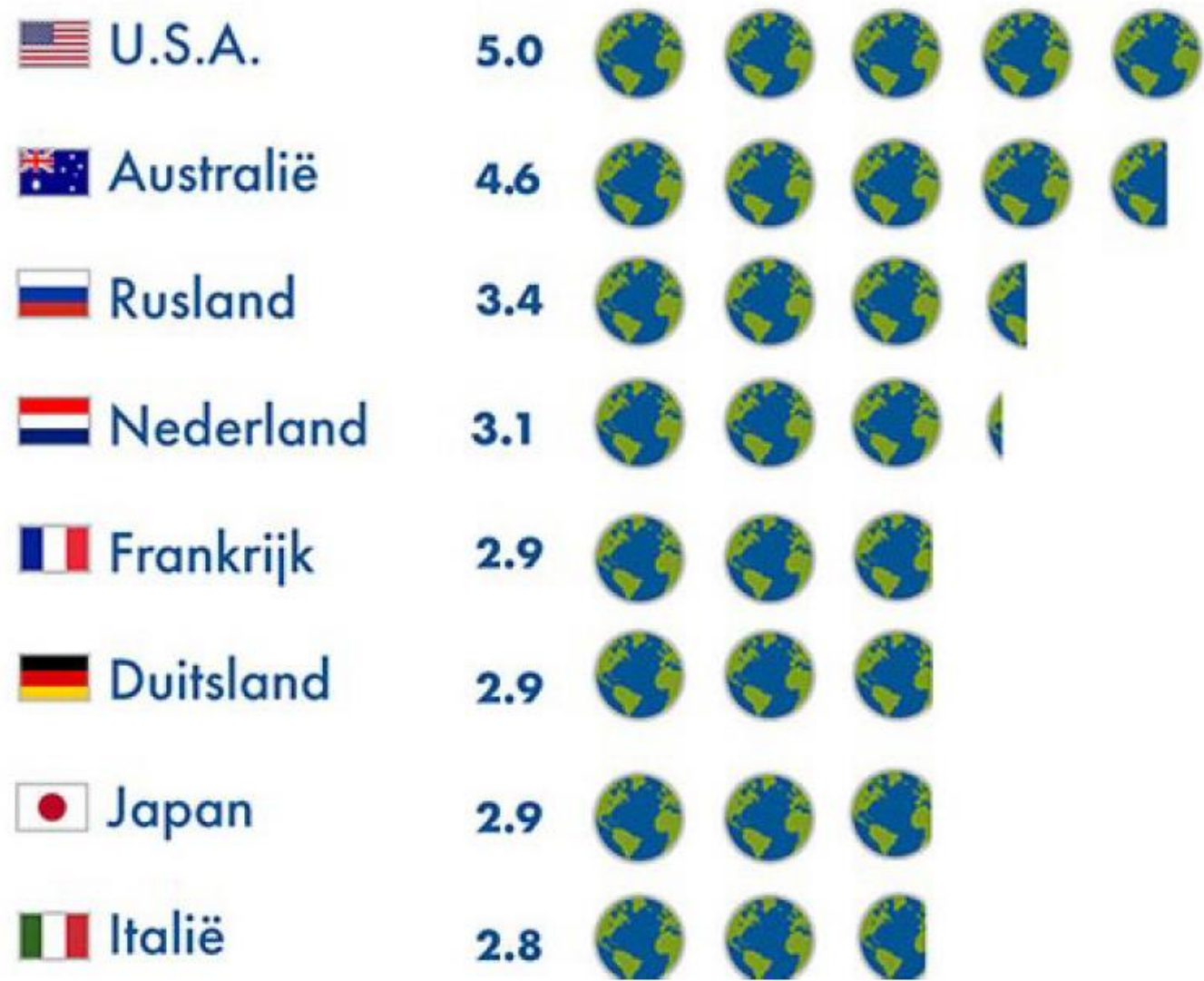
# Academy training platform

Fast and accessible training on circular economy

**Interreg**   
2 Seas Mers Zeeën  
European Regional Development Fund

 **Upcycle  
your waste**

 **GreenBizJmond**



# Goal Academy:

- Entrepreneurs can get started with making their company circular
- Informing and inspiring

# Target groups

- Entrepreneurs (SMEs)
- Knowledge institutes
- Local authorities
- Persons who are in direct contact with the SMEs
- Suppliers
- Interest groups (for example OV IJmond)

# Different messages

What is in it for the different target groups?

- (specific) Knowledge development circular economy (at the desired level + concrete tools);
- Awareness of upcycling;
- Saving money (reduce waste costs);
- Waste reduction (reusing waste by reapplying it in the waste chain);
- Better separation of waste;
- Choosing different materials for better recycling.

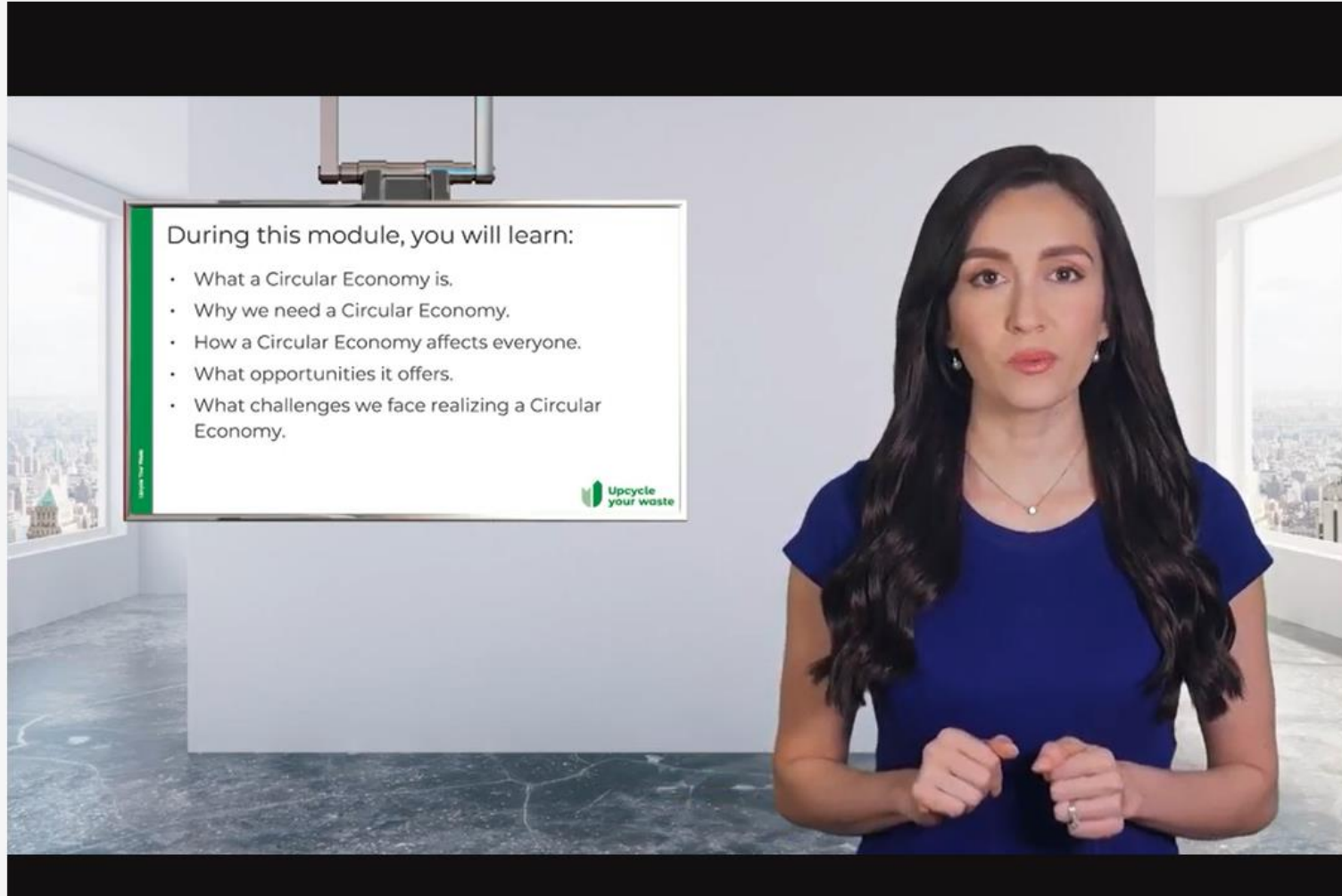
# Content

- 2 Animations
- 4 Modules with different issues
- 3 Languages
- Test
- Certificate

# Modules 1

## What and why circularity

You hear about the “circular economy” more and more often. But do you know what it really means?



You hear about the “circular economy” more and more often. But do you know what it

**really means? During this module, we will tell you more about what a circular economy is,**

why we should be working on it and what it has to offer us as a society

and as entrepreneurs. We will also explain how this comprehensive and abstract concept affects

everyone. And we will explain what opportunities it offers us and what challenges we face.

Let’s start with an explanation of the term circular economy



# Modules 2

## Resource and production

Is the goal of a company only to make money? Or is it also to make the world a better place?

# Modules 3

## Waste in your company

Learn why waste separation is important and how to reduce cost by mapping out your waste.

# Modules 4

## Circular business models

Your company can impact the entire planet. Here you will learn what opportunities you have to mitigate your impact.

# URL and QR-code

**Where can you find the page?**

[www.upcycleyourwaste.com/academy](http://www.upcycleyourwaste.com/academy) or by scanning the QR-code below!





[upcycleyourwaste.com](http://upcycleyourwaste.com)

**Minimise Your Waste. Maximise Your Business.**