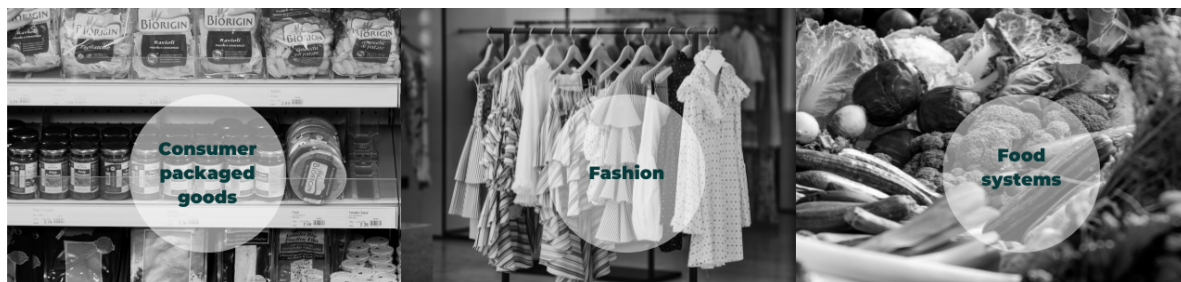


CIRCULAR UNIVERSITY ROADSHOW

Proposal for ASEAN Universities

BACKGROUND

The Ida C. and Morris Falk Foundation (ICM Falk Foundation) is a US-based 501c3 organization with activities in ASEAN to support innovation for waste reduction with a circularity approach in Packaging, Fashion and Food Systems.



The ICM Falk Foundation wishes to engage with young audiences across ASEAN countries in an effort to build consistent and sustained awareness for waste reduction solutions through entrepreneurship and innovation. The Foundation is currently launching its Youth Engagement initiative with the following key activities:

1. Circular Innovation Curriculum
Free, open-source and hybrid teaching/learning materials for university professors and their students on Sustainability and Climate Change, the applications of circularity in innovative enterprises and Design Thinking for a community-based problem
2. Circular Design Workshop Series
Free classroom-based teaching materials with a maker-based approach to developing new materials solving the waste problem within ASEAN
3. Circular University Roadshow
Outreach event to introduce the Circular Economy model and Upstream Innovation concepts to university students to inspire and empower students to become problem solvers and agents of change within a sustainable development context

TARGET AUDIENCE

The ICM Falk Foundation will engage directly with universities' research faculty and student cohort who are...

- Interested in exploring growth paths towards sustainable development and climate change
- Inquiring about ways to become active changemakers in their community
- Interested in developing research around new materials and innovative business models tackling waste pollution issues
- Looking for additional funding resources to prototype and pilot their solutions to ASEAN countries' waste problems



TARGETS AND GOALS

- Increase active participation from students in environmental and innovation activities both within and outside universities' campus
- Raise awareness on the Circular Economy and the need for Upstream Innovation to mitigate Climate change
- Foster better understanding of technological transfer potentials of ASEAN-based innovations
- Funnel new potential projects to receive training and funding from the ICM Falk Foundation's [Circular Innovation Grant](#) (CIG) program and the upcoming [Circular Design Workshops](#)

FORMATS

The roadshow is a **virtual outreach initiative** that starts with a general info session targeting students at large, then followed up with an in-depth workshop session for students with clear interests in taking action for a circular economy.

Universities can choose to host just one or both sessions, depending on their students' needs.

I. General info session

The session will take place as a highly interactive virtual talk where participants are encouraged to share and contribute, with its format as follows:

1. Warm-up activity (Ice breaker) <10 minutes>
Engage students in a brainstorming activity to provoke curiosity around problems with a linear economy
2. Introduction to the Circular Economy & its principles <15 minutes>
Introduce the Circular Economy innovation model in a non-academic and intriguing fashion to resonate with students and spark interest
3. How to become an agent of change for a more Circular ASEAN? <15 minutes>
Different paths for students to explore and take concrete action in a circular economy with clear examples from ASEAN countries
4. Activation mini-challenge for students <10 minutes>
Activity for students to apply what they have just learned
5. Q&A and networking <20 minutes>

II. In-depth workshop session

The session will take place as a more in-depth, technical sharing session where students who show a clear interest in developing a solution for a circular economy and applying to ICM's CIG program can gather, with the following format:

1. Circular Economy and Upstream Innovation <10 minutes>
*Explore the circular economy from the perspective of an Innovator.
> What are the opportunities and challenges?*
2. Innovation journey: How to innovate for a circular economy? <10 minutes>
Guidelines on how to initiate a project and go from prototyping to market launch
3. ICM's Circular Innovation Grant program: How it works <10 minutes>
*Debrief on how the program aims to support young, local innovators;
Application tips and experience sharing from past Grantees*
4. Q&A and networking <30 minutes>
Together with the Speaker, students work to solve a specific problem they are currently having in their university or startup projects. Students are also encouraged to come with prepared questions related to innovation and circular economy.

STUDENT TAKEAWAYS

By the end of this workshop series, students will be able to:

- Understand the basics of a Circular Economy and its importance
- Have a sense of their role in creating systemic change for a Circular ASEAN
- Empowered to take actions to address waste pollution within their university and/or community

TIMELINE (SUGGESTED)

- 5/9 - 25/10: Universities in ASEAN countries

OUR ASKS

- Marketing and communication support from universities before and after the event
- Minimum 100 student participants from all disciplines and academic years for the General info session
- Minimum 25 student participants for the In-depth Workshop session

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