

How to coach
young people
in circular
economy?



REWI VISIONS

ENRD Rural Inspiration Award winner 2021



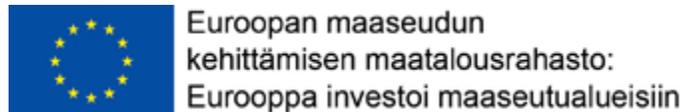
The ReWi Visions Manual for professional educators and those working with young people for promoting circular economy.



PUBLICATION INFO

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Jyväskylä region 4H organization & JAPA ry
Nina Maarit Partanen
Graphic design and layout:
Family Creatives Oy



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The ReWi Visions Manual enables meaningful dialogue for the future, with special focus on climate and work life considerations. Its purpose is to provide guidance for training and courses on circular economy. The coaching model presented here can be applied to e.g. various fields of education and organizations.

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INTRODUCTION

INTRODUCTION

Moving toward a more sustainable time period will require a shift away from the linear “take-make-waste” type of production and consumption towards renewable, waste-free economy. The ReWi Visions manual offers inspiration and tools for coaching young people into experts in circular economy. Circular economy is a way of thinking that creates a new, more sustainable basis for economy. It is a concrete way to combat the global challenge of climate change.

” This manual is aimed at those who wish be changemakers and build a sustainable future together with the youth.”

You do not need prior expertise in circular economy, coaching or entrepreneurship in order to utilize this manual. It is meant for all who wish to promote sustainable development and to explore the benefits of thinking in terms of circular economy. This manual teaches you new things about the subject and introduces you to ideas for solving the problems of the future together with young people.

The ReWi Visions manual was produced as a part of the ReWi Visions project, which set out to create ten new businesses. Expectations were exceeded, and a total of 45 new businesses were started, all of which utilize the principles of circular economy. This impres-



THE REWI VISIONS MANUAL CONTAINS:

- » proven methods for promoting sustainable development and entrepreneurship
- » tools for planning and managing trainings
- » priming for circular economy and its importance in the educational sector and youth work
- » inspiration from businesses started by young people

sive result shows young people's desire to affect change and to live and work according to the principles of circular economy.

Adults working with young people now have a unique opportunity to support their growth towards a more sustainable way of life.

Field-specific descriptions of competencies in education will in the nearby future shift towards skillsets that almost always include know-how in sustainability and circular economy. We have been testing various coaching methods for 18 months.

The best of these have been compiled into this manual. The ReWi coaching model, developed during the project, is one way to model circular economy. With this manual, education experts and those working with young people can easily make use of this model as a method of teaching circular economy.



ARE YOU A
CHANGEMAKER?

BACKGROUND

The ReWi Visions project

The ReWi Visions manual was produced as a part of the ReWi Visions initiative organized by JAPA ry and the Jyväskylä region 4H club between 2019–2021. The project was granted funding from the EU’s agricultural fund through the organization Leader Jyväskylä. “ReWi” itself is short for Resource Wisdom.

The project relies on themes that young people find interesting. These include sustainable development, circular economy, well-being and employment. The main goal of the project has been to strengthen young people's entrepreneurship and work life skills from the viewpoint of sustainable ways of life, circular economy and their local communities. The infographic on the right showcases the project’s structure based on themes that young people find worrisome about the future.

Circular economy -themed 4H club nights, entrepreneurship courses, coaching, visits to schools and companies and youth exchanges were organized as a part of the project. The goal was to increase young people's ability to utilize circular economic thinking in their daily lives. Young people have a desire to participate in building a more sustainable world that is based on circular economy.

Young 4H entrepreneurs gathered in the ReWi entrepreneur courses and workshops, in which 4H business activities were developed using the principles of circular economy. 4H entrepreneurs received personalized training, as well as mentoring from an experienced circular economic entrepreneur. During the ReWi youth exchange, participants explored companies in Central Finland that utilize circular economy and came up with their own ideas based on the visits.



AUTHORS

This manual was co-developed between over sixty participating youths, two upper secondary schools, several experts in the environmental and educational fields, as well as multiple organizations. The target audience for the ReWi Visions project were young people between the ages of 12–18 living in Jyväskylä and the neighboring municipality of Muurame.

“I was delighted to find out how much young people already knew about the topic and how interested they were. We have an opportunity to work together to create new businesses that benefit all through the principles of sustainable development.”
Pia Kautto, 4H business coach



JAPA is an association in the Finnish city of Jyväskylä, founded in 2001. It promotes sustainable development and aims to make it a part of local residents' everyday lives. The basis of the organisation's operation is the United Nations' Agenda 2030 goals at a local and individual level. Our operations revolve around making sustainable lifestyles commonplace. To achieve this goal, the organization takes concrete action and acts as a link between residents, city officials, elected officials and relevant interest groups.

4H Jyvässeutu

The Jyväskylä region 4H club (4H) allows children and young people to find their own strengths by learning through work. 4H is an opportunity for many young people to experiment with entrepreneurship safely, under guidance and at their own pace. 4H is not a livelihood, but a hobby. Through it, young people can employ themselves for the summer or alongside studies, for instance. 4H businesses can be started at 4H business courses organized by the club. Businesses can be started alone or as a group.

The Jyväskylä region 4H club offers young people with different types of business training for developing their ideas. 4H's operations are based on responsibility, which is why 4H business training emphasizes themes of sustainable development.

RESOURCE WISDOM – A MUTUAL CHALLENGE

Global warming is a challenge facing the entire world. Solving it requires new innovations to come in at an accelerated pace. Circular economic thinking utilizes all opportunities that can be developed for countering climate change. Instead of solving an individual problem, circular economy looks for comprehensive benefits by developing resource-wise solutions. In early 2020, The Finnish Innovation Fund Sitra published its Megatrends 2020 report, which challenges our ability to train and support young people for the upcoming world.

” The most important factor affecting the future is the urgency of ecological reconstruction: how to counter climate change, the diminishing of biodiversity, the variable availability of resources and the waste problem.”

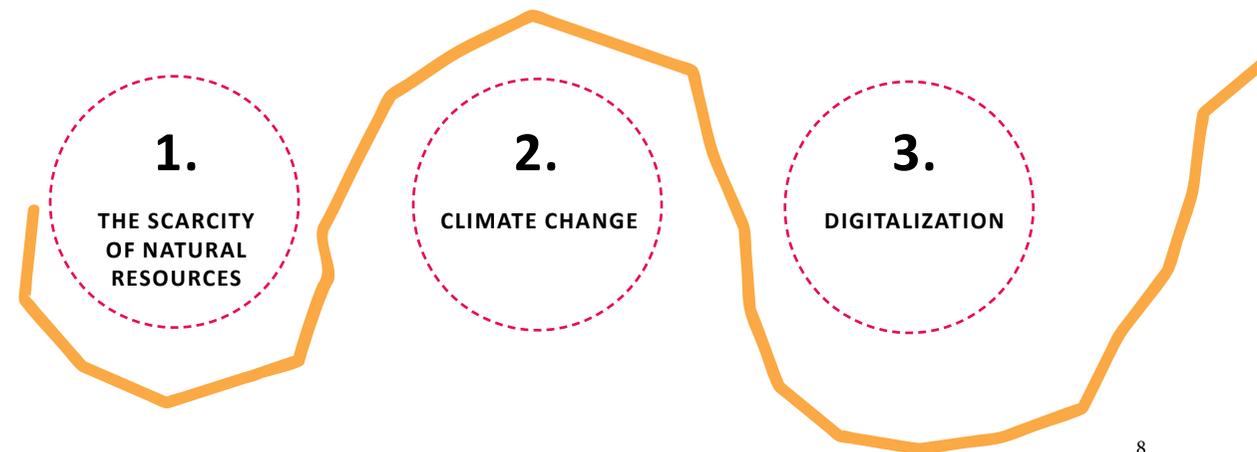
- Sitra megatrends report 2020

Did you know?

Finland has pledged to become carbon neutral by 2035. This means that the country's emissions should be equal to its carbon sink. Emissions mean greenhouse gas emissions that are created as a result of using fossil fuels, industrial processes and biological processes altered by human activities. Carbon sink, on the other hand, refers to actions that bind greenhouse gas emissions away from the atmosphere, increasing carbon storages in the process.

Source: hiilineutraalisuomi.fi

CIRCULAR ECONOMY IS GOVERNED BY THREE STRONG MEGATRENDS:



3 REASONS TO SHIFT TO CIRCULAR ECONOMY TRAINING IN ENTREPRENEURSHIP

Finland's government programme for 2019 states that Finland should be a socially, economically and ecologically sustainable society by 2030. Likewise, according to the Finnish National Agency for Education's forecast forum in 2019, sustainable development will determine new changes in the structure of know-how. Circular economic thinking responds to know-how needs of the future by directing creative problem solving into scenarios where both economic and environmental benefit is desired. Because of this, the societal benefits of circular economic thinking combined with training young people in the work life skills needed in the future are key to achieving the governmental programme's goals.

The ReWi Visions manual guides young people towards entrepreneurial activities and creates a basis for lifelong learning. The model presented in this manual provides young people with abilities that will support them in facing a changing world. The following list features three core reasons for why now is the time to move from business upbringing to the entrepreneurial upbringing of circular economy.



1. Answering the challenges of climate change

The challenges of climate change have become part of modern life, changing work life as well. According to the Finnish National Agency for Education's 2019 forecast forum, the work life skills of the future require circular economic and systemic thinking, as well as creative problem solving skills.

Through circular economy, young people will learn to develop solutions to the challenges of climate change.

2. Solving societal problems

Climate change is a prominent worry among young people, who are now keener to react to it politically. According to the 2019 youth barometer, young people's interest toward entrepreneurship has increased, which shows that young people are ready to back up their words with actions. Circular economic thinking enables new companies to be founded based on business ideas that promote sustainable development.

3. Facing the turning point in work life

Work life is in a turning point, in which entrepreneurship is becoming more common than before. Sitra's megatrends 2020 report challenges educational developers to improve their ability to train young people to face this change. The training should focus on strengthening so-called generic skills which help young people operate in work life in an entrepreneurial way.

EDUCATION IS A KEY RESOURCE

Entrepreneurial business is predicted to increase in the future. A significant portion of people are expected to employ themselves as entrepreneurs by 2030. This accelerating change of work life challenges educational organizers to pay more attention to learning the work life skills of the future and entrepreneurship as a form of employment. These so-called generic skills are necessary for finding employment in all fields in the future. The effectiveness of education is evaluated by how well a school can prepare a student for work life, finding their place in it and from there on into further education as well as operating according to the principles of sustainable development and entrepreneurship.

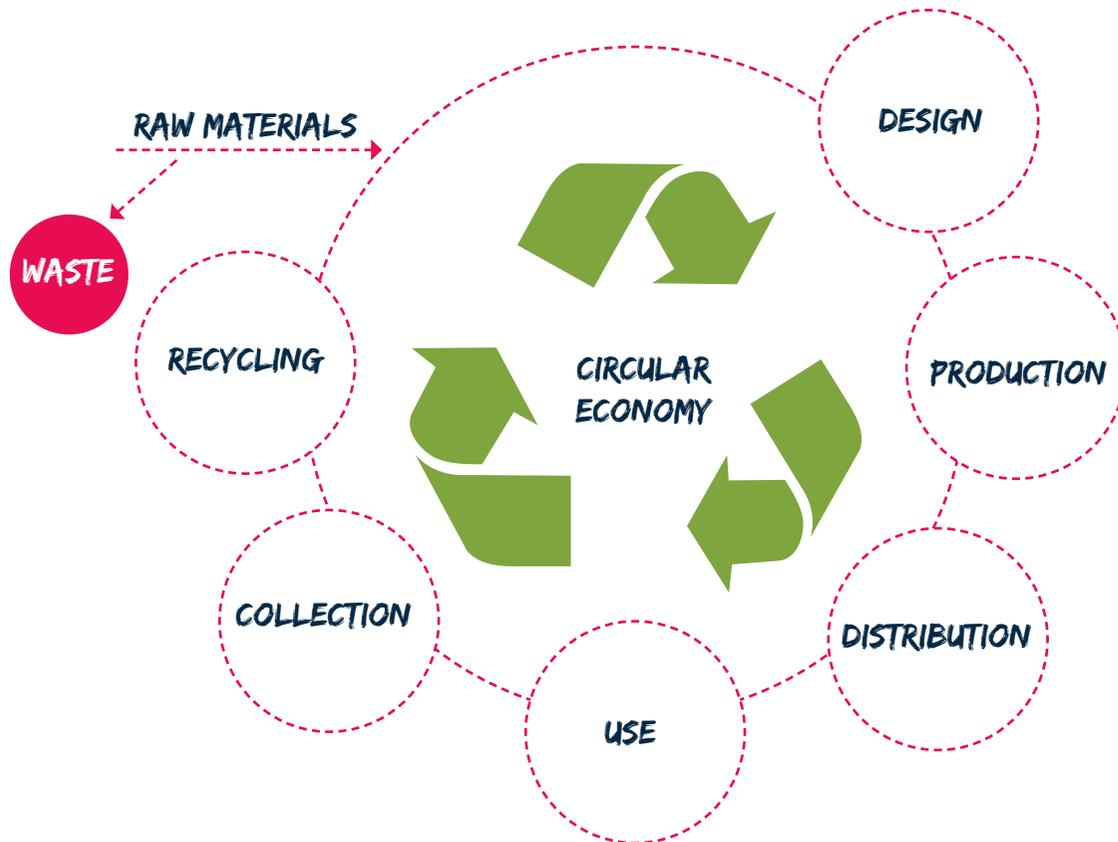
- Guidelines of sustainable development for the administrative field of the Finnish Ministry of Education and Culture: <https://julkaisut.valtioneuvosto.fi/handle/10024/162183>
- Read the know-how forecast forum publication here: <https://www.oph.fi/fi/tilastot-ja-julkaisut/julkaisut/osaaminen-2035>



WHAT IS CIRCULAR ECONOMY?

Circular economic thinking engages young people into participating in the most challenging and complicated questions of global economy: **how to shift from linear “take-make-waste” form of production and consumption toward waste-free economy?** Circular economy attempts to maximize the value of products and materials tied to them within economy for as long as possible. In circular economy, production and consumption create as little waste as possible.

” It means not just recycling, but an operating model for all activities.”



CIRCULAR ECONOMY IS A RENEWABLE SYSTEM IN WHICH

- The use of resources and energy is maximized to **minimize waste**. New, more efficient ways to use resources are discovered.
- Circular economy attempts to maximize the value of products, components, materials and **the value bound to them** within economy for as long as possible.
- In circular economy, **consumption is based on the usage of services: sharing, renting and recycling** new items instead of production and ownership.

Circular economy is about more than just recycling. It includes the entire production process from raw materials, processing, manufacturing, distribution and sales. These are all realized in a way that minimizes the waste from the product's life cycle and allows its materials to be reused in new products.

Did you know that Sitra has published a roadmap for circular economy in Finland in 2019? The roadmap allows different operators to strive for the goals of sustainable development together. Link: <https://www.sitra.fi/hankkeet/kriittinen-siirto-kiertotalouden-tiekartta-2/>

THE BUSINESS MODELS OF CIRCULAR ECONOMY

Circular economy is the business of the future

Circular economic entrepreneurship creates modes of action in which the materials used and the value bound to them remain in circulation for as long as possible. The designs of products and services is based on life cycle thinking, in which waste and loss is either eliminated or minimized.

In the future, earning models in business are predicted to be based more and more on circular economy and dematerialization. Future trends include moving from products to services, utilizing technology in optimization, as well as distribution economy.* The businesses in question are not a marginal segment. According to Sitra's estimate, carbon neutrality will create a market worth 6,000 billion euros for green solutions by 2050.

Source: <https://media.sitra.fi/2016/05/19132907/2018-01-12-sitra-hiili-neutraalissa-bisneksessa-on-tulevaisuus.pdf>

BUSINESS OPERATING MODELS OF CIRCULAR ECONOMY

Sitra has sorted the business operating models of circular economy thusly:

- Product as a service
- Renewability
- Extending a product's life cycle
- Distribution platforms
- Recycling and resource efficiency



PRODUCT AS A SERVICE

Develop a product into a service

Companies can develop their product into a service. **With a service, the customer pays for the benefits of a product, not its ownership.** When buying a service, the customer does not pay a purchase price for a product, but for the desired continuous benefit. Products are usually offered with rental or leasing agreements. A company makes a promise to ensure a service's functionality as best they can.

This is often supported with digital applications and platforms. A digital solution may be attached to a product. This gathers data on how the customer uses the product. With this information, the company can further develop its products.

This business model encourages service providers to design and manufacture their products to be as sustainable and long-lasting as possible, as well as reusable and repairable.



4H BUSINESS CASE

APUA ARKEEN HILMA JA SARA (HOME HELPERS)

Child care and cleaning services.

Sara Murtonen & Hilma Wood

www.picuki.com/profile/apuaarkeen.hilmajasara

Sara Murtonen: "Our business offers cleaning services, child care and general help in everyday tasks. Circular economy is an essential part of our work. We pay attention to things such as the cleaning chemicals we use."

” Circular economy is an opportunity! An opportunity to take something old, turn it into something new, save money and create innovations!"

Examples from Finland:

Reima
Lindström
Valtavallo
Tamturbo
Innoent
Repack
Naava
Martela
Rental Network

RENEWABILITY AND SUSTAINABLE MATERIALS

Replace your current non-renewable materials with renewable ones.

A company can offer clean alternatives for toxic, polluting and non-recyclable products.

Methods:

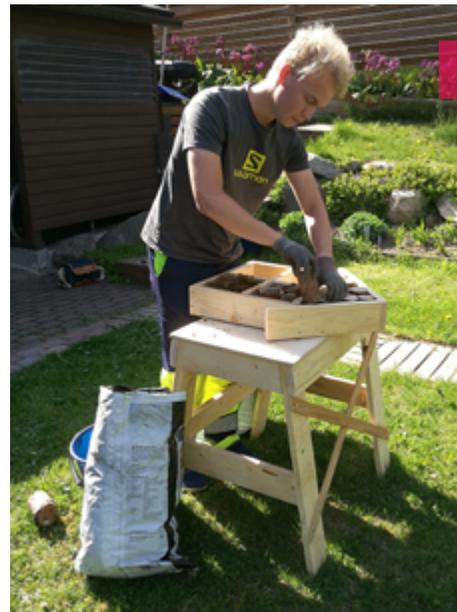
- Production based on favoring renewable, recyclable and biodegradable products.
- Designing products that are modular and can be disassembled, reused and upgraded.
- Using renewable energy instead of fossil fuels.
- Returning biological resources back into nature.



HEVIKS, HELJÄ ILMONIEMI

4H entrepreneur Heljä Ilmoniemi makes hemp protein products and creates new innovations out of hemp.

“Hemp is a climate-friendly plant. The entire plant can be used. It has good nutritional values and is domestic and locally produced. I like coming up with new types of hemp products.”



LAURIN KOTIAPU, LAURI PULKKINEN (HOME HELPER)

Lauri Pulkkinen's 4H company offers help with yard work, chores and manufacturing of insect hotels. Lauri builds these by collecting pine cones and others materials from local forests. During the coronavirus pandemic, he also developed a food delivery service. Lauri communicates with customers using social media and word of mouth. He wishes to promote the importance of insects through his work.

Example businesses from Finland

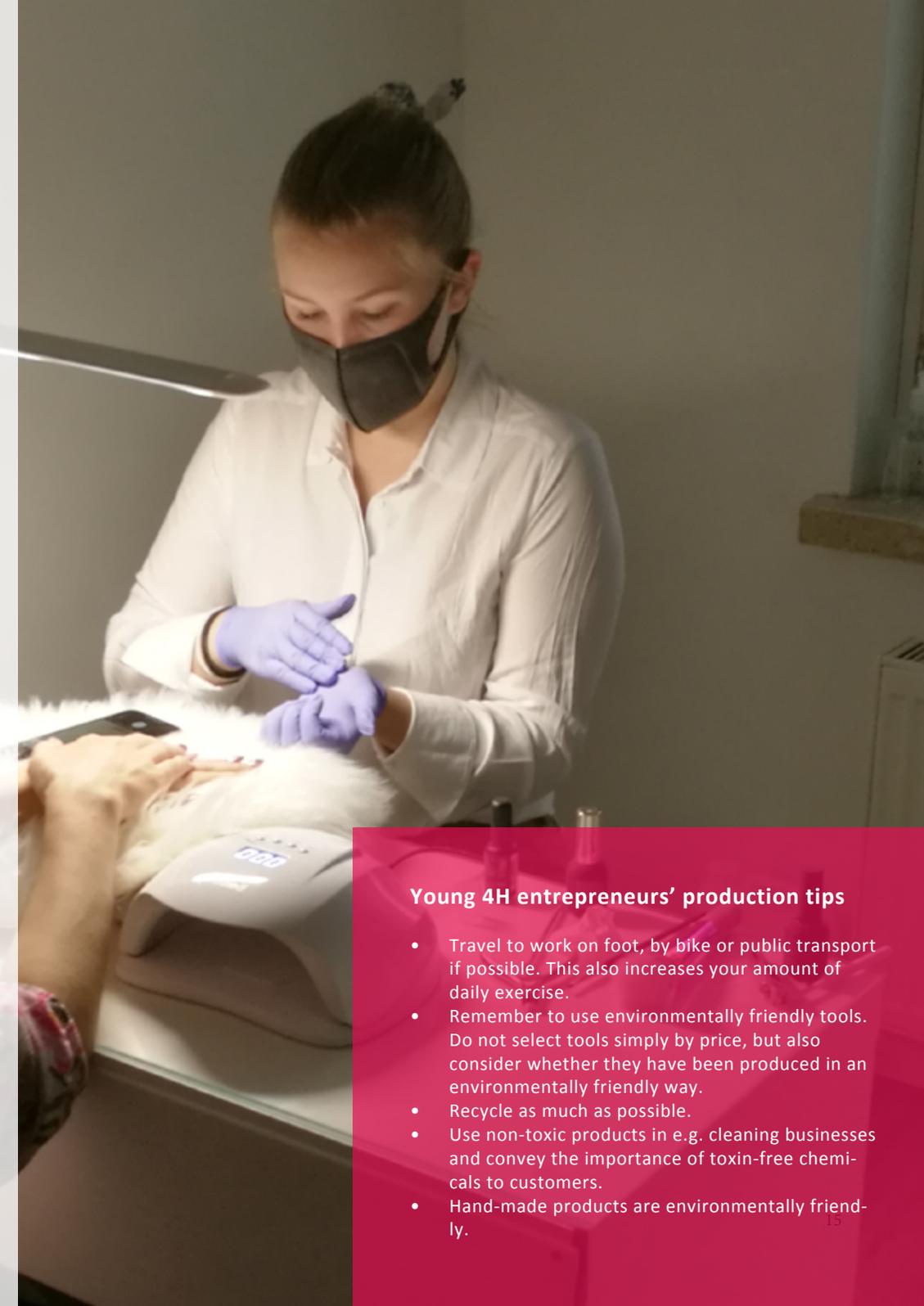
- Paptic Oy, which makes plastic packages out of renewable materials to replace traditional plastics.
- The Finnish fibre technology company Spinnova Oy is a great example of a transformative business idea.
- Spinnova's fibre textile may even replace cotton.
- Dolea Oy from Helsinki makes biodegradable drinking straws. In 2019, the company won a sparring contest for growth companies.

4H BUSINESS CASE: STUDIOVALKYRIA

SUSTAINABLE MATERIALS:

Pinja Hämäläinen founded Studio Valkyria in 2019. She started from making gel nails for herself and her friends and quickly noticed how the hobby allowed her to use her imagination and creativity. Disposable supplies are commonly used in her industry. Pinja challenged the prevailing culture and began looking for sustainable solutions. She replaced disposable nail files with a metal one and disposable masks with sustainable and washable ones. She also replaced disposable drill bits with durable ones. All of Studio Valkyria's products are vegan-friendly and not tested on animals.

Customers have been delighted to learn about Pinja's environmental approach. She answers questions about entrepreneurship on her social media channel. She says that she does not intend to work at her job indefinitely, but rather for as long as her interest lasts. Besides entrepreneurship, Pinja answers other young people's questions and gives them advice. In 2020, Pinja bought a biogas car to visit customers with. She also registered a business name for Studio Valkyria.



Young 4H entrepreneurs' production tips

- Travel to work on foot, by bike or public transport if possible. This also increases your amount of daily exercise.
- Remember to use environmentally friendly tools. Do not select tools simply by price, but also consider whether they have been produced in an environmentally friendly way.
- Recycle as much as possible.
- Use non-toxic products in e.g. cleaning businesses and convey the importance of toxin-free chemicals to customers.
- Hand-made products are environmentally friendly.

EXTENDING A PRODUCT'S LIFE CYCLE

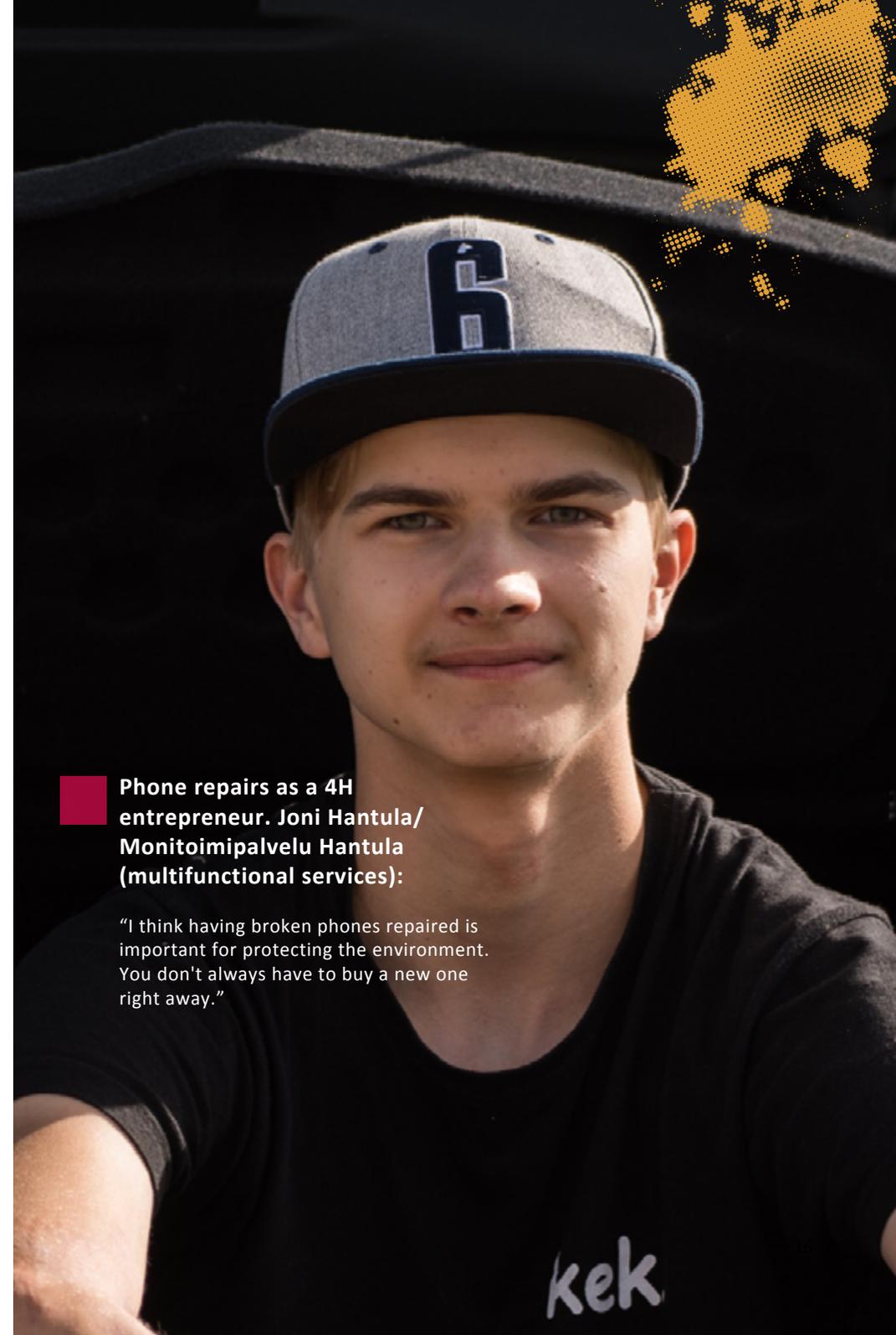
This business model refers to means with which products can be kept in their original purpose for as long as possible. Products can also be used multiple times by maintaining, repairing and refurbishing them.

When a product's life cycle is long, customers do not need to buy new products as often and companies can save on e.g. material costs. This also means that fewer products are made, which saves on natural resources and energy, and lowers the environmental stress of production.

” Sustainable design and service design creates a basis for successful circular economy.”

TIPS

- Improve the upkeep, maintenance and repair of products.
- Offer technical support, diagnostics and upgrades.
- Minimize waste and ensure efficient circular costs.
- Emphasize product design.
- Refurbish worn or broken products or parts and sell them forward.
- If a product is no longer useful, sell it on.



Phone repairs as a 4H entrepreneur. Joni Hantula/
Monitoimipalvelu Hantula
(multifunctional services):

“I think having broken phones repaired is important for protecting the environment. You don't always have to buy a new one right away.”

RECYCLING AND RESOURCE WISDOM

Utilizing waste flows

Utilizing decommissioned products and materials as well as the secondary flows of industry in making new products is a part of resource wisdom. The remaining materials are transformed into energy.

With recycling, companies can reduce their raw material costs, discover new revenue models and thus strengthen their self-sufficiency.

Circular economy emphasizes cross-industry cooperation, which has popularized the term industrial symbioses. It refers to cooperation between multiple businesses in utilizing materials, energy, water and secondary flows in a way that benefits all involved. Examples of this are ecosystems of biological materials and the Telaketju ecosystem in the textile industry.

Read more: <https://telaketju.turkuamk.fi/>



Can everything be recycled?

Watch the Gumdrop:

<https://youtu.be/2rJl3gwKK9Y>



A 4H business making handbags out of recycled materials

The 4H company Luontokädessä makes handbags out of recycled materials. Entrepreneur Nenna Kuivalainen says: "I want to make handbags out of recycled materials, because nature is important to me and I wish to promote its well-being. I also want to make sure that I am not contributing to climate change too much."

Recyclable raw materials can be found from

- consumers
- industries
- construction
- the food industry
- agriculture and forestry

DISTRIBUTION PLATFORMS

Not everything needs to be privately owned!

Many consumers and companies have plenty of materials or possessions that are rarely used. For instance, an average electronic drill is used in a household for only eight minutes during its entire life cycle! Cars are used for fifteen days per year. At all other times they are stood parked.

Distribution platforms are digital services that allow people to rent and borrow one's less-used things to others. Existing items are thus used more efficiently than normally; they will be in use for more time and serve more people.

Distribution platforms can be established for e.g. second hand trade; renting, borrowing or exchanging goods between users. A company can specialize in offering a platform through which others can distribute their products. This way a company does not need to produce anything themselves. It collects various service payments for use of its platform or sells advertising space. Services such as the online marketplace Tori.fi or Airbnb work this way.



4H business case Vauhtimopo

Alisa Anttila is an excellent example of adaptability. Before the coronavirus pandemic, she offered dog training services.

During the pandemic, she altered her business and began making products for dogs and dog owners out of recyclable materials. In autumn of 2020, she took the new direction even further. Anttila began renting dog supplies for a monthly fee. These included bands, harnesses, canvas cages and puppy fences. Puppies grow fast and not everything needs to be bought.

Distribution platforms can be found on many fields of business

- Home accommodation
- Exercise
- Tools
- Clothes and accessories
- Food

Sharing economy is closely related to circular economy, but the two do not always intersect.



4H COMPANIES FOUNDED DURING THE REWI VISIONS PROJECT:

Studio Valkyria

Ilohella

Pelkosen Palvelut

Apupalvelu Siiri

Apua arkeen

Laitisen Palvelut

Aadan arkiapu

Eläinpalvelu Taikaturrit

Kotijelppi

BasicPanda

JPalvelu

Aapon Apu ja Papu

Koirakoulu Vauhtimopo

Mintun apupalvelu

Koivukujantalli

Juntusen palvelut

Heviks

Monitoimipalvelu Hantula

Kauneuspalatsi

Luontokädessä

Comfee Coffee

Ukkos Communications

Sinerrys

Mikaelin Helppi

Helianthus Cosmetics

4H-yritys Ainon apu

Heinin help

Emman kuva

Monipalvelu M&M

Apua Arkeen Hilma ja Sara

HT apu

Ton-Ton- Kakut

4H-yritys Saara S.

” I had had this idea in mind for a long time and I have always been interested in entrepreneurship. I didn't know you could start a business this young, but it sounded like a great opportunity.”

- Iina Skogberg

” I wanted to start renting dog supplies, so that fewer people have to buy their own. Puppies grow up really fast, which makes renting a better idea than always buying new.”

- Alisa Anttila

” It also seemed interesting to “create” a summer job for myself. Last summer I offered help around the house, and this year I have been planning on opening a summer café”

- Maaria Korhonen



THE REWI COACHING MODEL



THE REWI COACHING MODEL

The ReWi coaching model is a toolkit for designing training and coaching that centers around sustainable development. Its training concept is based on experiences learned during the ReWi Visions project. The coaching model consists of methods that can be applied in organizational operations and schools.

The purpose of the coaching model is to develop young people's circular economy skills on a multitude of areas, as well as teamwork, innovation and product development skills related to entrepreneurship. In a team training format, it supports process learning and communality, while also strengthening interaction and teamwork skills required in work life. Promoting these skills supports young people's entrepreneurial skills and successful development of their business activities in a sustainable way. The training increases young people's connections and networks in working life in a natural way.

The ReWi coaching model consists of three key areas, that follow 4H's Three Steps to Employment model. Each of these three areas function as independent training activities that together create a path toward circular economic entrepreneurship. The three steps of 4H's principles are club activities, courses and trainings, and work life.

The ReWi coaching model is built on these steps, which aim to support young people to become responsible and entrepreneurial. The process is open and training can be started at any point.



REWI TRAININGS INCLUDE

- ReWi workshops
- ReWi business courses
- Mentoring
- Individual coaching

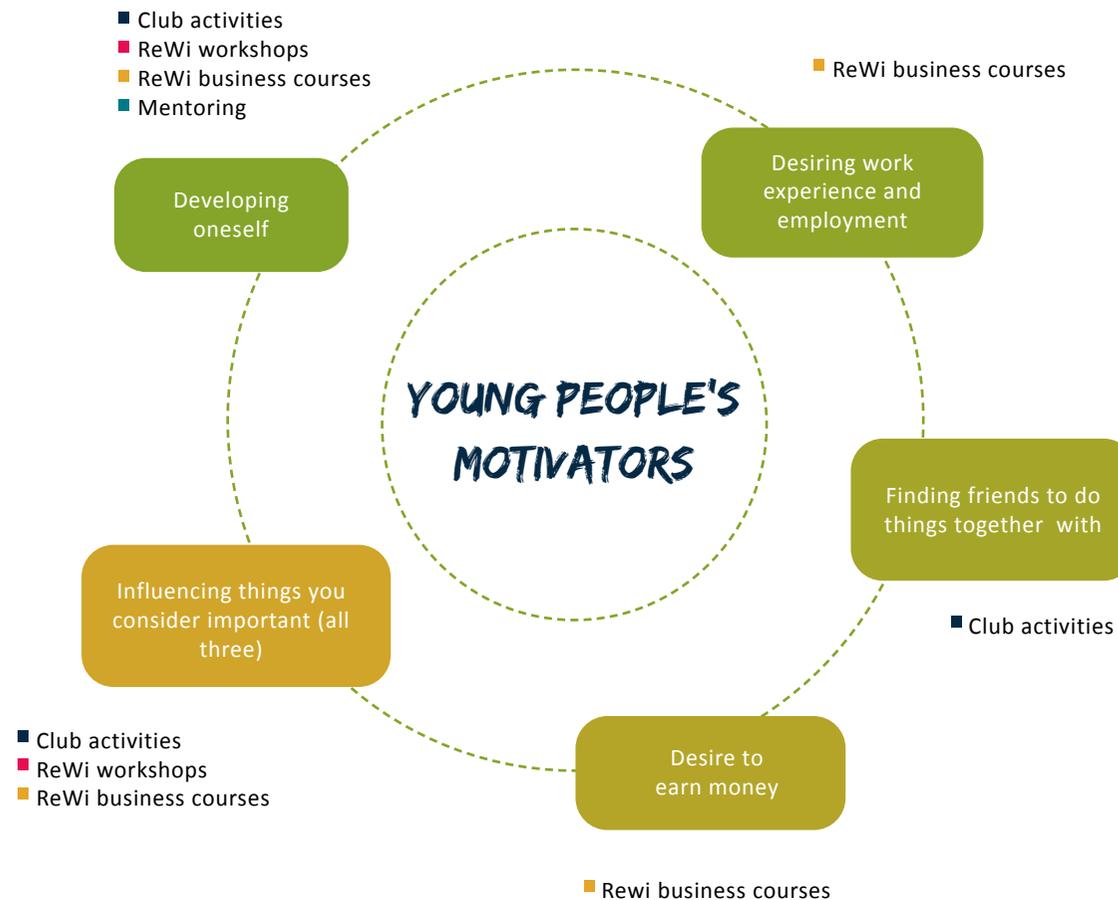
ReWi workshops are open to anyone interested in circular economy. ReWi business courses are aimed at people who already have a business idea or an existing business. The activities are tailored to each group's needs.

BENEFITS OF THE REWI COACHING MODEL

» Creating new ideas regarding circular economy that can be turned into a successful full-time job or a hobby.

» Improving the sustainability and influence of existing businesses to strengthen operations and lay the foundations for starting successful business operations.

» Team training creates opportunities for cross-industry team entrepreneurship rooted in circular economy.



CONCEPT OF LEARNING AND PRINCIPLES

The training process is based on a coaching-oriented approach to work, meaning that the coaches do not always give ready answers. A coach's job is to lay the foundations, prime students into themes and challenge them to participate in the process, bringing their own experience and know-how to promote shared learning and development.

Learning is achieved by doing, thinking and reflecting together. Equality and learning by doing are cast into focus. Trainings are a part of both personal learning and a group process.

A coach makes use of various functional methods that build trust and team spirit. A safe environment allows young people to share their thoughts, come up with ideas together and to encourage others.

Trust is built over time, but the process can be sped along. For a group to commit themselves requires an atmosphere of trust, inspiration and significance. Achieving this requires genuine interest in people. Everyone should get to feel themselves valued and be heard. Trust and openness go hand in hand. One cannot exist without the other. The group coach should lead by example in terms of openness. Applying ideas in practice is a requirement for making the ReWi coaching model work.

Principles

- Communal learning and dialogue
- Trust; confidentiality regarding discussion in the group
- Openness and equality; allowing everyone to be heard
- Focus; discussing what is important and useful
- The future; orientation and focus on problem solving
- Mental encouraging

Premises

The premises where training takes place makes a difference. It affects the atmosphere and functionality, which a coach should plan for in advance. **The premises must enable coming together, creating dialogue** and designing activities for e.g. group work. Arranging chairs in a circle for priming and discussion is a good idea.



COACHING METHODS

METHOD	TARGET GROUP	WHERE AND HOW	ESSENTIAL METHODS	THE COACH'S ROLE
Club activity				
Project Events	Approx. ten participants per group that commit to one school year at a time.	Weekly meetings and a dedicated WhatsApp group. Open operating mode.	Meetings, teaming up, brainstorming sessions, learning from others, learning by doing and teamwork.	Enabling teaming up and giving space. Supporting personal growth, recognizing and developing young people's own skills and strengths.
Trainings				
ReWi entrepreneur course	3–10 young 4H entrepreneurs or those interested in starting a business.	Two nights, three hours per night. A longer course can also be organized.	Stages of the business plan are reviewed with actionable means. Benchmarking, videos, groups work, 4H idea cards and case projects.	Introducing topics, priming themes and activating discussion using actionable methods. Dialogue and reflection are important!
ReWi workshops	5–15 young people. Open to all interested, no 4H entrepreneurship required.	Condensed two-hour package (training framework included in the tools)	Exploring various themes of circular economy, inviting guests and brainstorming ideas together. Emphasis on dialogue!	Hosting, creating a nice, respectful and confidential atmosphere. Guiding the process along.
Entrepreneurship and working life				
Individual coaching Company visits	One company/entrepreneur	Agreed according to the entrepreneur's needs. (Online communications, meetings on WhatsApp and in person)	Discussion with focus on problem solving, clear problems/needs to solve. Guiding along with questions. Encouragement and planning.	The young person's needs come first. Guide the youth along to find answers for themselves, support them comprehensively.
Mentoring	One company/entrepreneur	Can be agreed according to the entrepreneur's needs. (Online communications, meetings on WhatsApp and live)	Openness, mutual trust and equality.	Be a listener, encourager, provide ideas and the right questions. Create contacts.

CLUB ACTIVITIES

Clubs are regularly scheduled activities where young people meet each other, plan and realize various projects with the instructor's help.

” Club activities emphasize young people coming together and cooperating.”

The instructor's role is to help in teaming up and to encourage youths to find and recognize their skills. Teamwork and learning from one another emphasizes friendships, making the learning non-formal.

Working on a project enables and promotes learning.

CASE Tourujoen yö (Tourujoki Night Event in Jyväskylä)

During the Tourujoen yö event, young people at the 4H booth organized a flea market, showcased the club's operations and told participants about circular economy and the ongoing project. They participated in setting up and decorating the booth, organizing and acquiring tables, chairs and lights, as well as cleaning up the booth afterwards. Before the event, young people participating in the Luotsaamo project's event organization training, organized by the Jyväskylä region 4H club, had made plans and listed all sorts of things to account for and keep in mind. This cooperation model worked especially well. The Tourujoen yö event is organized by the civic activity center Matara in Jyväskylä and dozens of other parties.

CASE Christmas market at Hippos

4H entrepreneurs and club members took part in the Christmas market at Hippos, organized by the Nuorten Suomi youth organization, where they talked about the project and circular economy. Their own ecological products were also for sale. A club group for young adults had applied for and received Itse Tehty project funds, using which they had manufactured ecological soaps and candles. These were sold at Hippos, with the proceedings going to charity. Participants also discussed the project and how the projects were made.

CASE Vaikuta! @ Matara

A group of lower secondary school students in the Jyväskylä region 4H organization's club activities applied for and received Mahis funding for their own project. The group consisted of ten youths. The club meets 2-4 times per month. A central theme in the meetings is increasing knowledge of the environment. During the project, the young people modified their own old clothes and new ones bought at a flea market. The products were showcased along with spreading information during the event Vaikuta! @Matara, among others. Other young people and participants were also told about the downsides of fast fashion. The participants moved around various booth at Matara using the game Seppo.io. The event was organized by multiple parties.

REWI WORKSHOPS

ReWi workshops are organized as one or two separate group coaching sessions. The coaching consists of contact teaching nights (workshops) that may include visits to schools and/or companies, as well as individual work. At the core of the workshop process is learning by doing and improving entrepreneurial teamwork skills.

Coachings feature discussion about what circular economy and sustainable development are all about. They provide the basic information needed to utilize circular economic thinking on all facets of life. Workshops feature primers on the topic, teamwork, and brainstorming sessions on how to utilize the principles of circular economy. Young people have e.g. listed things that 4H companies can take in to account regarding the theme. Participants can utilize local byproducts and waste flows of circular economy in their own business operations.

” When I was 13, my friends and I thought about how we could make money and work together. I had participated in 4H clubs in the past, which gave me the idea. At first, we opened up a summer café with friends.”

- Ruusu Itäniemi

TIP:

The Circular economy and entrepreneur game CIRCULA can be utilized in planning and realizing a project. <https://circula.fi/opettajalle/>

CASE Project working at ReWi workshops

The mutual project was an important part of both teaming up and developing know-how in circular economic entrepreneurship. Three groups were formed, each of them tasked with coming up with a business idea that was based on genuine need, made use of circular economic thinking and was profitable in agricultural areas. Visits to companies and tasks were used to support the project. At the end of the week, the project work was showcased to the entire group and a panel of judges that evaluated its validity as a business. The youths could choose how to present their work. Groups made use of technology in different ways in their presentations. One group prepared a PowerPoint slideshow, another one uploaded their diagrams on Instagram and a third one shot a video. According to feedback from young people, summarizing a task regarding a difficult topic was a significant learning experience.

REWI ENTREPRENEUR COURSE

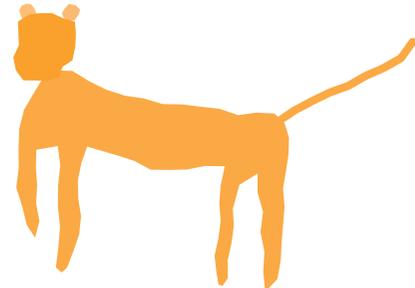
The ReWi entrepreneur course is aimed at entrepreneurs and those wishing to become one. Prerequisites are an interest in circular economy and developing a business idea based on it. The training is built around young people's needs. The ReWi business course consists of two nightly meetings (2 x 3h), during which business plans are reviewed from the viewpoint of circular economy. The course can also be integrated as a part of business courses organized by schools.

The process is split into themes that strengthen problem solving skills, innovation and product development skills and encourage youths to trust their own ideas and to engage in dialogue with others. This creates excitement and an atmosphere of creating new things.

A business plan is a tool that turns an idea into business. It facilitates the viability of business. The course engages participants to think how circular economy can be accounted for in different parts of business. The ReWi business courses have made use of 4H company cards and videos shot by young people. The "case" method of working has been successful with young people. In it, an idea is selected for development into a business. This way, everyone gets to introduce ideas, ask questions and give answers, which benefits all participants.

The components of business operations are:

- Business idea
- Products/services
- Customers
- Marketing
- Economy



REWI MENTORING

ReWi mentoring is a form of coaching in which young people can spar their companies' principles of sustainable development with an experienced circular economic entrepreneur. Mentoring provides opportunities for both parties to develop and grow. The purpose of mentoring is to transfer experience-based knowledge and know-how from experienced experts onto younger ones. This is done on the young person's terms, while supporting them fully.

Principles of mentoring

- The aim is to **encourage, support and develop** young people's companies and their know-how.
- **The principle of reciprocity:** all parties benefit; new perspectives, inspiring discussions and enriching new interpersonal relationships. Even experienced entrepreneurs can learn from young people.
- **Young entrepreneurs are in focus.** The goal is to incite learning. Mentoring focuses on one's strengths and opportunities.
- Selected mentors need to have experience in making use of circular economic thinking in business operations, as well as understanding of how mentoring works.

” The mentoring relationship is based on openness, mutual trust and equality.”



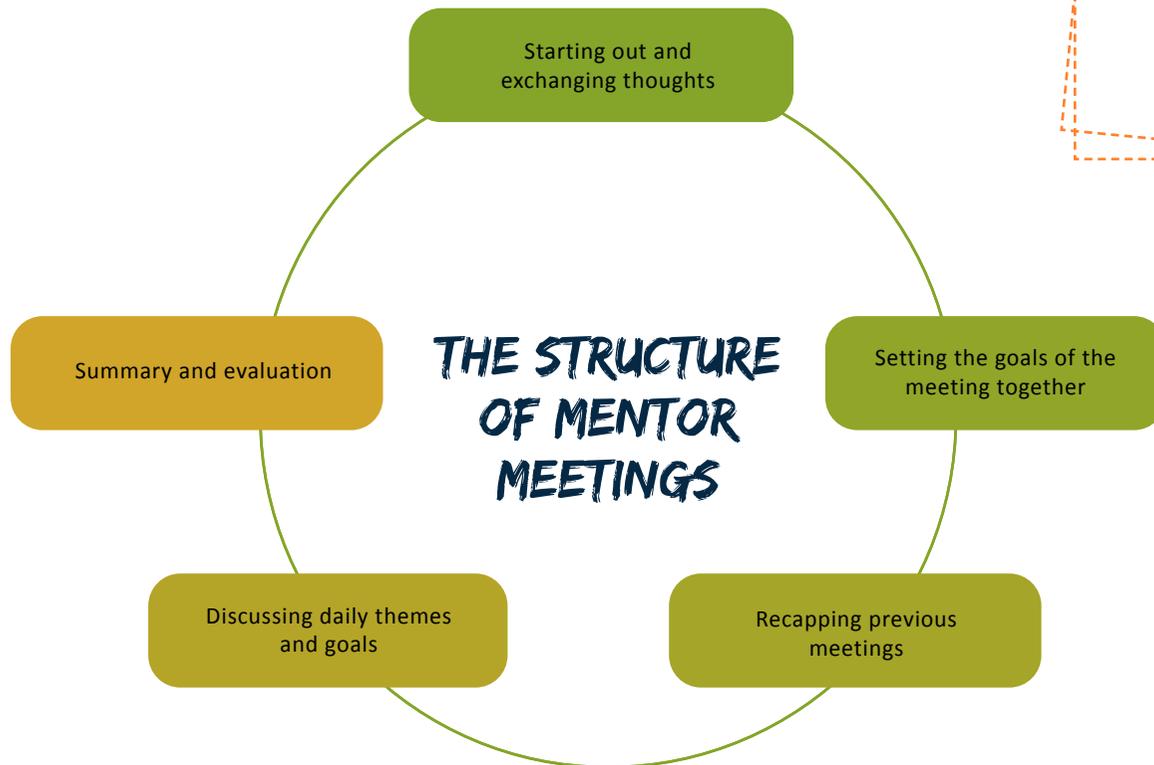
CASE Entrepreneurial mentor Katarina Lehtinen

Silee Oy redesigns and makes furniture out of recycled materials and offers design and realization services for larger interior design projects. They make products out of recycled materials, with the environment in mind. Besides furniture design, we design and realize interior design packages for business premises and private homes. Katarina has had more than ten years of experience working under a business name in the fields of visual marketing, interior design and renovating. Silee Oy's homepage: <https://silee.fi/>

MENTORING IN ACTION

Let's get working together!

The goals of mentoring are agreed together during the first meeting. The goals must be clear and suit the young entrepreneur's needs. **The entrepreneur learns by doing and by discussing their experiences with others.** Mentors' tools include their own experience as an entrepreneur, the questions in the apprenticeship agreement and the framework of the business plan.



What do young people expect from a mentor?

- Providing ideas
- Asking the correct questions
- Someone who listens
- A supporter
- Creator of contacts

A useful site for mentors:
<https://mentoripankki.recit.fi/mentorin-tyokalupakki>



ENTREPRENEURSHIP & SUSTAINABLE DEVELOPMENT ARE A PERFECT MATCH!

CASE Muurame Upper Secondary School – Interviewing headmaster Aki Puustinen

Muurame Upper Secondary school was the first school in Finland to receive the OKKA foundation's certificate for sustainable development in 2005. Sustainable development and entrepreneurship have been a focal point in the school since its founding in 1995. In 2003, the cooperative Kisälli was founded as a learning platform for young people that allows them to experiment with entrepreneurship and develop their own projects. - We put learning first and mistakes are allowed. Every upper secondary school in Finland should have a cooperative, says Aki Puustinen, headmaster at Muurame Upper Secondary School.

Sustainable development can be seen at the school in many forms; in hallways, students' everyday lives, the teachers' lounge and in its culture of leadership. The students have a team that organizes events related to sustainable development. Teachers have their own equivalent team that operates on the principle of shared leadership.

The school's goal for the next three years are themes of climate change and sustainable lifestyles, which are approached through the topics of food production, clothing and technology. These topics are examined annually in relation to oneself, others and the entire world. Self-evaluation is also performed annually, and official assessments are performed every three years.

One of the highlights of the school's operation is the annual forest outing participated in by the whole school. Students are taught common forest skills, first-aid skills, in addition to which there is accommodation in tents and training in searching for lost persons in cooperation with local organizations. Students have their own tent teams that they themselves lead. It is essential for teachers not to interfere, but to trust in students' leadership. Leadership can only be learned by leading, says Puustinen.



Evaluation changes pedagogics!

Developing teachers' know-how is also emphasized. Puustinen's personal goal is to be the "school's best student" in this regard. The sustainable development certificate functions as a sort of guidebook for internalizing the significance of its themes. One mutual goal is continuous networking.

– Every week we either get visitors at the schools or make visits to companies. Networking keeps things dynamic. Development is achieved within networks, which is why we enable contacts and places to do things in for each student, says Puustinen.

He recounts an example of a headmaster from an Indian school who was looking for a place in Europe to get to know. Puustinen answered the message, and so far six groups from India have already visited Muurame. This encounter also kickstarted the school's export of education. Student exchanges are also a way to create international networks. A good example of this is JAPA's and 4H's ReWi Visions project partnership.

Focusing on the quality of meetings

Meetings and dialogue have become a mainstay Muurame upper secondary school's culture. There is a story going around in the school about a salesman who was stopped four times on his short way from the school's doors to the teacher's lounge. He said he had never experienced anything like it, and commented that "there is something very special about this school".

"The goal set by our staff is to make every encounter between teachers, students and guests meaningful. Good things come about when the importance of meetings is stressed: a school secretary should pause their work when a student comes to visit, guests are greeted and strangers are asked how they can be helped. Even when talking about unpleasant things, the goal is to have two winners come out. Globalization means that we will meet again", says Puustinen.



BEING A COACH



WHAT IS CIRCULAR ECONOMIC PEDAGOGY?

Circular economic pedagogy is based on problem-solving. It is explorative and functional teaching that is carried out in interaction with other people while making use of a team learning model.

Circular economic pedagogy answers the challenges brought about by climate change and global economy. It guides all functions of society towards the systemic thinking of circular economy. Circular economic pedagogy encourages communality and sharing knowledge across industries. To achieve long-term changes, circular economic pedagogy could be started as soon as during early childhood education.

The ReWi coaching model as a teaching method

Increase in circular economic thinking has improved the sustainability of companies and their ability to make a difference, qualities which also lay the foundations for new companies to succeed. Companies in the circular economic field strengthen societal economies, making circular economic entrepreneurship a concrete method of solving problems at a larger scale. This makes it timely to bolster especially young people's confidence to act as problem solvers of the future.

The ReWi coaching model develops creative problem-solving abilities, interaction skills and empathy through inspiring activities. Teaching that utilizes the model applies the methods of communal learning and team training, which aim to help people direct their business ideas onto the various opportunities of circular economy.

CIRCULAR ECONOMIC PEDAGOGY...

- Is based on modern phenomena
- Is based on problem-solving
- Promotes systemic thinking

IT IS...

- Communal
- Practical
- Cross-disciplinary teaching



PLANNING REWI COACHINGS

The group process designed during ReWi coaching is a journey, that best succeeds when it is planned out beforehand. The ReWi planning template is a good place to start. Make a concrete schedule of your programme and tasks before, during and after. We encourage pairing up with someone to do the training. This person may be a colleague, a trainee or a young person who wants to develop as a coach and is interested in the theme. Understanding the principles of dialogue, the ability to create trust, and guiding the action forward in cooperation are key skills.

After initial planning, the work is continued together with a group. Communal planning means a culture of action right from start, in which information and know-how is shared, dialogue is kept active and actionable experiments are knowingly lead. Because of this, it is important to model the goals and goalposts of a group from the start, and to discuss and decide on the group's principles together.

Talk about what kind of group would be good to work in. You can start in small groups, or if there are fewer participants, write down words and phrases and read them aloud to inspire discussion.

In the first meeting, the goal is to get to know one another. The coach will go over the training schedule to make participants feel safe in knowing what is to come. The coach should ask everyone about what they are expecting. This helps both the participants and the coach to orientate themselves for the upcoming training. The group will have participants in it who do not know each other yet. The purpose of the group is to guide participants towards the wonders of personal growth and to highlight the principles of communal learning.

Rule of thumb for planning:

Start your planning by listing the needs and goals of the target group. Next, compile the contents and usable resources of the training.

TIP:

ReWi workshops have made use of Sitra's megatrend cards. Participants formed a dialogue ring, where everyone picked up two random megatrend cards from a pile and presented the one they found the most interesting.

Sitra's megatrend cards can be found at: www.sitra.fi/megatrendit



THE COACH'S ROLE

Communal learning requires practicing dialogue skills together. In a dialogue, each participant's information and skills contribute to the shared learning experience. A coach's role is to create an atmosphere of communal learning and to model a process that enables it. **Coaches also encourage all participants to ask questions that guide them toward the deeper meanings of topics.**

A coach's personal goal within the group is to improve in communal learning. In the ReWi operating model, the coach's job is to set up discussions regarding circular economy, instill trust and support participants' ideas. Because of this, training always begins by sharing expectations with the group and end by recapping insights that have come up during the training. Make sure to allocate enough time for both meetings.

Prepare

- Talk with the youths
- Select a target group
- Design the process, primers and choose the methods of setting up topics
- Book the place, time and catering

Invite

- Choose your channels
- Create interest and instill trust
- Market using social media channels
- Share references
- Instill trust through personalization

Guide

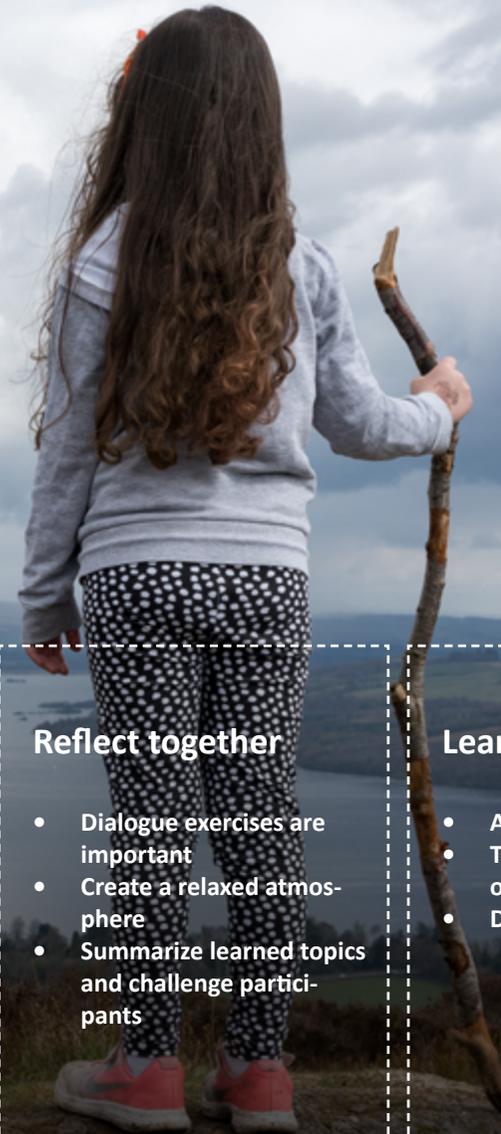
- Be present as your own self
- Equality
- Doing together
- Trust in the process
- Agree on rules together at the start

Reflect together

- Dialogue exercises are important
- Create a relaxed atmosphere
- Summarize learned topics and challenge participants

Learn

- Ask for feedback
- Test and discuss with other coaches
- Develop further



THE POWER OF PRESENCE IN MEETING YOUNG PEOPLE

Interviewing ReWi coach Pia Kautto

“When listening to young people, you might miss a hidden message if you are not there in the moment”, says ReWi coach Pia Kautto. Her rule of thumb as a coach is genuine presence, which means active control of one’s focus to meet youths as people. “It requires trust in life and others, good self-reflection and courage to be present as your own self”, she continues.

Kautto discovered the power of presence ten years ago, after which she has been actively practicing this quality. “Being present has allowed me to connect with young people. A coach’s job includes plenty of communication both in person and through social media. The power of presence makes things happen quickly and you will notice you are in the right place at the right time”, she says.

According to Kautto, communication with young people should be casual and engaging. A connection cannot be created through traditional means of invitations. What is required is genuine content, displaying you own persona and the courage to laugh at your own mistakes. Among other things, Kautto has filmed a video log about the office's work and young entrepreneurs, in which she talks about their work in a casual manner. When meeting someone in person, listening to what they are saying is key. If you are not present with young people and your mind is wandering, you are not really listening. Even a short time is enough to create a connection, after which young people will come to you to talk. I notice this every day”, Kautto summarizes.

PIA'S GUIDELINES

1. Focus on conscious thinking each day.
2. Try to be present throughout the day, focusing on each moment.
3. Develop ways to let go of negative thinking.
4. Solve problems as best you can and don't dwell on failures.
5. Learn to know yourself better.



DIGITAL REWI COACHING

Development of the ReWi coaching model took a new turn due to the COVID-19 pandemic of 2020. Groups moved to online meetings. There was increased need for personalized coaching, which was carried out through WhatsApp messaging and email.

After gaining some experience, ReWi workshops and courses were organized in online learning environments. Some of the materials can be used to set up discussions online. Besides primers on topics, digital meetings need to include questions and experiences, while leaving enough space for discussion.

Since last spring, circular economy has been a weekly theme on social media. There have been presentations of 4H companies on Instagram and Facebook, as well as a vlog about the project's activities, such as meetings between the group's participants. The ReWi project's staff and participating youths have both been campaigning on social media. For instance, young people from the Jyväskylä region's 4H organization have published a vlog on Instagram's stories section.

Digital coaching should be organized using a platform that young people find natural. Numerous free options are available. Do remember that the names and profiles of participants will leave traces online. Make sure that participants are aware of this.

Working in a digital environment may require more preparation from coaches. However, young people find online environments rather natural. You should highlight that the same rules apply online as in any other training environment. WhatsApp groups between young people are most effective when the group knows and trusts each other.



Three tips from young people for more ecological sales and marketing

1. Favor electronic brochures. If you make printouts, fill out the whole paper!
2. Tell your customer how you account for sustainability and circular economy. Some customers may choose your company based on this.
3. Make use of recycled objects in your presentation, such as card holders and jewelry stands bought from flea markets.

THE REWI TOOLKIT



DESIGN TEMPLATE FOR REWI COACHING

TIME AND PLACE

TARGET GROUP: WHO IS THE COACHING FOR?

Tell who the coaching is primarily for. Also point out who it is not for, if applicable.

BENEFITS

Summarize the benefits of the coaching.

- *For example: Improving work life skills for the future (problem solving skills, creativity, interaction skills, empathy).*
- *Learn to recognize and develop operations through circular economic thinking.*
- *Become encouraged by the effectiveness of entrepreneurship to create more sustainable lifestyles.*
- *Inspiring activities and shared learning.*

CONTENT AND STAGES

What are the themes and contents of the coaching? What can you promise young people?

GOALS AND PRINCIPLES

INSTRUCTIONS AND SCHEDULE AND POSSIBLE COSTS

Tell about the duration and schedule. What resources are required from participants?
Which activities require signing up for?

COACHES

Finding coaches and what know-how should be developed.

COMMUNICATION CHANNELS AND MARKETING

Inform where one can learn about the training. How to do marketing?

STORY / DESCRIPTION OF THE TRAINING

Tell how the coaching will work. What is the story behind it?

References. Let a former participant tell what it meant to them

ELIMINATING RISKS

Explain why your product is a safe choice; impress with quality, certificates, experiences or a guarantee.

COOPERATION INTERFACES

Tell about possible cooperation with other parties. Who pays the coaches' salaries? Transparency and openness are important.

TOOL: REWI VISIONS THEME WORKSHOP

The following page presents a framework for gathering information, or more generally implementing the themes of sustainable lifestyle and circular economy into working life with youth groups. Organizers may leave out portions or change their lengths at their discretion based on time restrictions. Time can be saved by cutting out working methods or by allocating less time per portion.

The length of working hours depends on the organizer's goals for the workshop. An organizer may assume a conference manager's role or guide participants as one's own self. An ideal number of participants is 12–16 persons. However, there have also been workshops with as many as thirty participants. The framework was used in the ReWi Visions preliminary assessment project to find out young people's opinions on topics that worry them and when looking at themes regarding solving these issues through working life.



REWI VISIONS THEME WORKSHOP

Mingling circles. Moving about in the meeting place freely. Form groups based on the number given by the instructor and talk about the questions given.

Group sizes of 3, 4, 5, 2, 3 persons using following question.

Questions:

- What did you have for breakfast?
- What do you do on your freetime?
- What would you do if you received 2000 euros?
- Where would you like to work in the future?
- What global problems are we facing?

Write down global problems raised in discussions and from the top of one's head on a flip chart / blackboard.

Quick task in discussion groups: Can you influence the highlighted problems through work?

Assign participants into professional groups: Politicians, activists, engineers, teachers, researchers, religious leaders, unions, corporate managers.

Organizer: A large conference regarding work life and global problems. You take part to represent your profession.

Split into groups by profession. Choose three (3) challenges you think are critical for your profession.

Why did you choose these?

Getting to know the conference participants. Speed dates in two circles:
Who are you?
Why are you here?

The conference: Sit in a circle. Each professional group presents and explains the selected challenges. The organizer writes down the selected challenges.

Recount the challenges that professional groups pointed out (3–4 of the most important ones). The organizer writes the challenges down on a flip board. If nothing in particular is pointed out, take a vote.

Quick task: write down one or two ways to make a difference in the challenges that were recognized as the most urgent.

Attach the notes under the challenge in question on the flip board.

Go and read the ways of making a difference that were pointed out.

Think for yourself: which of these or other ways to make a difference can I use in my own life?

If there is time, write down your promise on neutral paper. Put notes in a bag/hat/etc. and shuffle them. Everyone picks up one note from the bag.

Read the entire group's promises out loud.

REWI CANVAS: QUESTIONS FOR WRITING A BUSINESS PLAN

DESCRIPTION OF THE OPERATING ENVIRONMENT

What conditions do I work in?
What changes and trends can be anticipated?
What effects does my work have?

DESCRIPTION OF KNOW-HOW

What skills and know-how do I have?
What can I improve in?
Who could help me?

BUSINESS IDEA

What problem does my idea attempt to solve and how does it promote the principles of circular economy?

CUSTOMERS

Who are my customers and how does my business idea help them?
What about my products are important to customers and why?
Can I receive feedback? Can my customers influence my product development?

PRODUCTS:

Is my business idea based on replacing an existing product with a more ecological solution?
Can I explain my entire production chain to customers?
How can I extend the use life of my product and ensure the circulation of its value?

SALES:

What is my product's promise of sustainable value and how do I guarantee it?
How will I communicate the benefits and ecological value of my product to customers? Can I offer ancillary services to customers?
How do I carry out after-sales services for my products?

ECONOMY:

How do I adjust my business plan to follow the principles of circular economy and can I recognize the risks that may drive my business to go against them? Do my acquisition and purchase services account for sustainable development? How can I improve the self-sufficiency of my business?

REWI CAFE: COFFEE AND LEARNING WITH REWI

ReWi cafe is a method for communal learning that's based on sharing knowledge by having coffee table discussions in small groups. The method is suited for groups of twelve at maximum. Participants can be split into four groups who circle around various question checkpoints.

Examples of questions:

1. What worries you about the future?
2. What could each individual do to promote circular economy?
3. What are entrepreneurs like and how does their work differ from normal work?

Each group chooses a scribe to write down discussion topics. The notes can be written down on flip board paper. The process can be sped along by setting a time limit for each topic, after which groups move on to the next checkpoint. After the groups have been around all the checkpoints, the output of the discussion is summarized with the entire group.



A joint workshop for Pembrokeshire College students and Muurame Upper Secondary School students during Rewi Visions Youth Exchange program

REWI SOLUTION: COMPANY CASE

In the ReWi-solution, groups are given an assignment related to circular economy based on a real corporate case. The assignment can be carried out as project lasting a day or one week, for instance. A good assignment consists of an achievable goal and an inspiring task. It must be adequately well defined and simple enough, while attempting to seek a solution to a genuine problem arising from work life. The coach supports the group throughout the solution process and the group is assigned a contact person from a company that participants can ask questions.

Examples of various assignments:

1. Coming up with ideas for a company's responsibility handbook.
2. Ideas for reusing the waste or secondary flows of corporate production.
3. Coming up with ideas for communicating a company's responsibility (e.g. how a company can improve communicating its principles of sustainable development to customers).

After the groups have come up with idea, they are presented to the principal in a group event. The solutions can be presented as e.g. six-minute pitches that can be supported with a slide show or a similar presentation. The principals evaluate the solutions. The evaluation should pay attention to how well the presented solutions fit the given assignment and whether they are actually viable for the company. Solutions can also be graded if the principals so wish.

Besides know-how, a good attitude, motivation and team spirit are important in a successful ReWi solution. At their best, solutions created under time constraints have exceeded the groups' own and everyone else's expectations. The ReWi solution helps young people create networks into working life and to improve their self-esteem in facing the challenges of the future.



A joint workshop for Pembrokeshire College students and Muurame Upper Secondary School students during Rewi Visions Youth Exchange program



SOURCES

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<https://jyvaskyla.4h.fi/>
<https://www.japary.fi/rewi-visions/>
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CIRCULAR ECONOMY & SYSTEMIC THINKING
ENTREPRENEURSHIP & MOTIVATORS OF CHANGE
INNOVATION & LEARNING BY DOING