Module: Citizen interaction and eco-marketing						
Course: Citizen Engagement						
Educational profile: general						
ECTS points: 2						
Education level: 5 EQF						
Prerequisites	Secondary education					
Target group	A course dedicated to people who want to gain and deepen their knowledge of the possibilities of the advantages of the CE for society and citizen engagement and communication channels in the CE plastics packaging sector					
CLASS LANGUAGE	ENGLISH					
LECTURER						
Number of hours of classes within individual forms of classes	Lectures	Classes	Workshops	Seminar	Project	Laboratories
	6	4	40			
COURSE OBJECTIVES	C1. Acquiring an understanding of the possibilities and advantages which CE can offer for the society. C2. Acquiring the ability to identify possibilities for using different communication channels, and citizen and stakeholder engagement in all phases of CE of plastic packaging..					

Reference to learning outcomes	Description of learning outcomes	Verification of learning outcomes
Knowledge		
C1	The student can explain the main idea of CE in society and explain the phases of the CE cycle	Media follow-up
C1	The student can explain and give examples of the advantages CE can offer for the society	Media follow-up
C2	The student can explain the benefits of communication and citizen engagement methods in the context of plastic packaging.	Media follow-up

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C2	The student understands the role of anti-littering, sorting and recycling as critical fields of citizen engagement in the CE plastics packaging sector	Media follow-up
Skills		
C2	The student can choose suitable methods for communication, stakeholder and citizen engagement and give reasoning for the choices	Role play
C2	The student can differentiate different societal stakeholders of the plastics packaging sector and their roles in the transition to the CE	Role play
C2	The student can network and collaborate with different stakeholders	Role play
C1, C2	The student can design communications and promotional activities for social engagement regarding the CE of plastics packaging.	Role play
Responsibility and autonomy		
C2	The student aware of his/her attitudes towards stakeholder and citizen engagement and is ready to work on them	Individual portfolio
C2	The student understands the value of trustworthy communication as a part of societal, stakeholder and citizen relationships.	Individual portfolio
C2	The student is able to autonomously and responsibly consider the promotional activities related to the citizen engagement.	Individual portfolio
Students' own workload (in didactic hours 1h did.=45 minutes)**		
Participation in lectures 6 Participation in classes Preparation to classes Preparation to lectures = media follow-up 6 Preparation to an examination Project tasks = role play 32 h Credit/examination		

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		others (indicate which) Portfolio 4 **TOTAL:** **ECTS points:**
PREREQUISITES	Lectures	Seminars
COURSE CONTENT	1. Principles of CE in a society 2. Benefits of CE for the society 3. The relationship of plastic packaging, CE and society 4. Planning communications and stakeholder engagement 5. Using communications and engagement methods effectively 6. Assessing the impact of communications and engagement campaigns	1. Media follow-up and analysis – identifying critical questions, relationships and stakeholders, and successful campaigns. 2. Role game on planning and implementing an engagement campaign. 3. Individual portfolio
LITERATURE (compulsory reading)	Materials provided in Moodle,,and Creighton, J.L. 2005. The Public Participation Handbook. Making Better Decisions through Citizen Involvement. San Francisco: Jossey-Bass. Ellen MacArthur Foundation. Online materials- Sitra 2020. Sustainable and circular business models for the chemical industry. Circular economy playbook for chemical companies. https://www.sitra.fi/en/publications/circular-business-models-for-chemical-companies/ Stahel, W.R. 2016 Circular Economy. Nature 24th March 2016. 435-438. Wijkman, A. & Skånberg, K. The Circular Economy and Benefits for Society Jobs and Climate Clear Winners in an Economy Based on Renewable Energy and Resource Efficiency. Club of Rome. https://www.clubofrome.org/publication/the-circular-economy-and-benefits-for-society/	

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OPTIONAL LITERATURE (including at least two items in English, either books or articles)	Izdebeska, O. & Knieling, J. 2020. Citizen involvement in waste management and circular economy in cities: Key elements for planning an implementation. European Spatial Research and Policy 27(2), 115-129 https://doi.org/10.18778/1231-1952.27.2.08 Jaeger-Erben, M., Jensen, C., Hofmann, F. & Zwiers, J 2021. There is no sustainable circular economy without a circular society. Resources, Conservation and Recycling 168, S. 105476. DOI: 10.1016/j.resconrec.2021.105476. Lammi, M. & Pantzar, M. 2019. The data economy:How technological change has altered the role of the citizen consumer. Technology in Society. 59, 10157. https://doi.org/10.1016/j.techsoc.2019.101157 Repo, P., Anttonen, M., Mykkänen, J. & Lammi, M. 2018. Lack of Congruence between European Citizen Perspectives and Policies on Circular Economy. European Journal of Sustainable Development 7(1), 249-264. DOI 10.14207/ejsd.2018.v7n1p249 and Various examples of engagement projects e.g. Pauwls, D. 2018. Solving the ocean plastics problem via co-creation for sustainability. https://blog.global.fujitsu.com/fgb/2018-08-16/solving-the-ocean-plastics-problem-via-co-creation-for-sustainability/ Plastics in Society Innovation Hub. https://www.plasticsinsociety.global/co-creation-activities Siscode project Co-creation examples https://siscodeproject.eu/article/our-labs-solutions-to-their-challenges/

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SHORT BIOS OF PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	Eveliina Asikainen works as a Senior Lecturer in the School of Pedagogical Innovations and leads the team Sustainable Education. She is a MSc in Biology, Doctor of Administrative Sciences in Environmental Policy and Qualified Professional Teacher. Asikainen's research interests combine creatively pedagogy, active citizenship, and ecological transition for sustainable society. Asikainen has previously been working as a university lecturer in environmental sciences teaching courses in ecology, forestry, environmental engineering, environmental policy. She has also been constructing curriculum for the Master Programme in Risk Management and Circular Economy.
TEACHING METHODS	Lecture 6 hours Team work = Role play and media follow-up Processual self-evaluation = portfolio Practical tasks Peer Review as part of Role play
TEACHING AIDS	Presentations Role play script Media Contents
FORM AND CONDITIONS OF ASSESSMENT	No exam, media follow up assessed by teacher, peer and teacher evaluation of participation role play, portfolio assessed by teacher, self-assessment as a part of portfolio All these have to be completed to pass the course.

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