

Module: Consumer and Citizen Engagement						
Course: Consumer Engagement in Plastic Packaging Circularity						
Educational profile: general						
ECTS points: 3						
Education level: EQF 5						
Prerequisites	Secondary education					
Target group	A course dedicated to people who want to adopt the consumer-centred approach in their activities and to engage consumers in plastic packaging circularity					
CLASS LANGUAGE	ENGLISH					
LECTURERS	Virpi Rämö, Nina Kukkasniemi					
Number of hours of classes within individual forms of classes	Lectures	Classes	Workshops	Online Tasks	Project	Laboratories
	9	10		5	6	
COURSE OBJECTIVES	<p>After completing the course students can:</p> <p>C1. Identify different kinds of consumers and analyse the change of consumer behaviour regarding circular plastic packaging.</p> <p>C2. Critically evaluate circular communication and engagement activities targeted to consumers of plastic packages.</p> <p>C3. Explain and analyse consumer value creation types regarding circular plastic packaging.</p> <p>C4. Innovate consumer engagement activities for circular plastic packaging</p>					
Reference to learning outcomes	Description of learning outcomes				Verification of learning outcomes	
Knowledge						
C1.	The student can identify different kinds of consumers and target groups and their consumer behaviour in plastic packaging circularity.				Online task	

C2	The student understands the importance of accurate communication regarding circular plastic packaging.	Online task
C3	The student understands the value creation approach and its basic concepts.	Online task
C3, C4	The student can explain relevant consumer and business value creation types in the circular plastic packaging sector.	Online task & project task
Skills		
C1	The student can sketch future consumers and target groups in the plastic packaging industry.	Online task
C2	The student can critically evaluate communication of plastic packaging solutions in relation to circularity.	Online task
C3	The student can identify and analyse how consumers create value of different circular plastics packaging solutions.	Online task
C4	The student can innovate solutions that improve consumer value creation and engagement in plastic packaging circularity.	Project task: project documentation.
Responsibility and autonomy		
C1-C4	The student is responsible for the utilisation of circular principles in his/her/their activities.	Learning log
C1-C4	The student actively collaborates with different stakeholders related to the course tasks.	Project task, learning log
C1-C4	The student develops his/her performance and supports his/her/their fellow students.	Learning log (includes a question about group performance)
Students' own workload (in didactic hours 1h did.=45 minutes)**		
Participation in lectures	9 hours	
Participation in classes?	10 hours	
Preparation to classes:		
Online tasks including self-studies	5 hours- asynchronous in Moodle	

20 hours independent work with online tasks		
Orientation and learning log	6 hours independent work	
Project tasks	6 hours meetings (orientation, steps, pitches) (synchronous telco) 20 hours independent teamwork	
Credit/examination others (indicate which)	Tasks, project and learning log, no final examination	
TOTAL: ECTS points:	3 ECTS	
PREREQUISITES	Topics	Tasks
COURSE CONTENT	<ol style="list-style-type: none"> 1. Consumer behaviour and circularity. 2. Consumer communication and engagement. 3. Value creation and circularity. 4. Innovation project 	<ol style="list-style-type: none"> 1. Online tasks: Poll and consumer analysis. 2. Online tasks: On-pack communication of plastic packaging 3. Online tasks: Value creation analysis regarding reusable plastic products. 4. Project task: Innovation project in a team. 5. Learning log
LITERATURE (compulsory reading)	Lecture material 1: Consumer Behaviour and Circularity Lecture material 2: Consumer Communication and Engagement in Circularity Lecture material 3: Value Creation and Circularity Materials of Ellen MacArthur Foundation: https://www.ellenmacarthurfoundation.org/assets/downloads/Reuse.pdf Carleton, T, Cocayne, W. and Tahvanainen, A-J. 2013. Playbook for Strategic Foresight and Innovation.	

https://www.researchgate.net/publication/258256239_Playbook_for_Strategic_Foresight_and_Innovation

OPTIONAL LITERATURE
(including at least two items in English, either books or articles)

- Alvarez, C. 2014. Lean Customer Development: Building Products Your Customers Will Buy. O'Reilly Media, Inc. ISBN 978-1-4920-2375-3.
- Behavioural Study on Consumers' Engagement in the Circular Economy. 2018. European Commission Final Report. Prepared by LE Europe, VVA Europe, Ipsos, ConPolicy and Trinomics.
<http://trinomics.eu/wp-content/uploads/2018/10/CHAFEA2018-Behavioural-study-on-consumer-engagement-in-the-circular-economy.pdf>.
- Boz, Z., Korhonen, V. & Koelsch Sand, C. 2020. Consumer Considerations for the Implementation of Sustainable Packaging: A Review. Sustainability 12, no. 6: 2192. <https://doi.org/10.3390/su12062192>
- Brozovic', D., D'Auria, A. & Tregua, M. 2020. Value Creation and Sustainability: Lessons from Leading Sustainability Firms. Sustainability. 12:4450. <https://www.mdpi.com/2071-1050/12/11/4450>
- Camacho-Otero, J., Tunn, V. S. C., Chamberlin, L. & Boks, C. 2020. Consumers in the Circular Economy. In Miguel Brandão, David Lazarevic and Göran Finnveden (eds.) Handbook of the Circular Economy, 74–87. Edward Elgar Publishing Ltd.
- Chamberlin, L. & Boks, C. 2018. Marketing Approaches for a Circular Economy: Using Design Frameworks to Interpret Online Communications. Sustainability 10, 2070. <https://doi.org/10.3390/su10062070>
- Circle Economy. 2020. Circularity Gap Report Norway. <https://www.circularity-gap.world/norway>
- Ellen MacArthur Foundation. 2020. New Plastics Economy Global Commitment. https://www.newplasticseconomy.org/assets/doc/Global-Commitment_Definitions_2020-1.pdf

Haigh, L. A. & Lembachar, Y. 2020. We can reimagine the brand-consumer relationship with circularity - let's make the most of it. A blog published at www.circle-economy.com.

<https://www.circle-economy.com/blogs/we-can-reimagine-the-brand-consumer-relationship-with-circularity-lets-make-the-most-of-it>.

ISO 14021. 2016. Environmental labels and declarations – Self-declared environmental claims (Type II environmental labelling).

Kirchherr, J., Reike, D. & Hekkert, M. 2017. Conceptualizing the Circular Economy: An Analysis of 114 Definitions. *Resources, Conservation and Recycling* 127, 221-232. Available at SSRN: <https://ssrn.com/abstract=3037579> or <http://dx.doi.org/10.2139/ssrn.3037579>.

Korsunova-Tsaruk, A., Horn, S. & Vainio, A. 2021. Understanding circular economy in everyday life: Perceptions of young adults in the Finnish context. *Sustainable Production and Consumption*, 26, 759-769. <https://doi.org/10.1016/j.spc.2020.12>.

Maitre-Ekern, E., Dalhammer, C., 2019. Towards a hierarchy of consumption behavior in the circular economy. *MJECL* 26 (3), 394–420. <https://doi:10.1177/1023263X19840943>

Payne, A., Frow, P. & Eggert, A. 2017. The customer value proposition: Evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*, 45(4), 467–489.

Plastics, the circular economy and Europe's environment — A priority for action. EEA Report No 18/2020.

Plastics – the Facts 2020. An analysis of European of plastics production, demand, and waste data. *Plastics Europe*. <https://www.plasticseurope.org/en/resources/publications/4312-plastics-facts-2020>

Ranta, V., Keränen, J. & Aarikka-Stenroos, L. 2020. How B2B suppliers articulate customer value propositions in the circular economy: Four innovation-driven value creation logics. *Industrial Marketing Management*, 87, 291-305, ISSN 0019-8501, <https://doi.org/10.1016/j.indmarman.2019.10.007>.

Rhein, S. & Schmid, M. 2020. Consumers' awareness of plastic packaging: More than just environmental concerns. *Resources, Conservation and Recycling*. 162, 105063. <https://doi.org/10.1016/j.resconrec.2020.105063>

SPICE - Sustainable Packaging Initiative for Cosmetics. 2020. L'Oréal and Quantis. <https://open-spice.com/claims-guidelines>

United Nations Environment Programme & Consumers International (2020). "Can I Recycle This?" A Global Mapping and Assessment of Standards, Labels and Claims on Plastic Packaging. <https://www.oneplanetnetwork.org/resource/can-i-recycle-global-mapping-and-assessment-standards-labels-and-claims-plastic-packaging>

United Nations Environment Programme & International Trade Centre (2017). Guidelines for Providing Product Sustainability Information. Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice. https://www.oneplanetnetwork.org/sites/default/files/guidelines_for_providing_product_sustainability_information_ci-scp_2017_revised.pdf

<p>THE BIOGRAPHIES OF THE TEACHERS CONDUCTING CLASSES</p>	<p>Nina Kukkasniemi, M. Sc. (Tech.), is a Senior Lecturer in Bioproduct Engineering at Tampere University of Applied Sciences. Her work is especially related to packaging and printing, pulping and recycling technologies as well as forest bioproduct engineering, and innovation projects, all mixing the elements of circular economy. She holds a vocational teacher degree and is especially specialised in new teaching methodology as well as team coaching activities. Nina’s professional background is in the packaging industry where she successfully worked as a customer value manager in several value driven customer projects in an international company.</p> <p>Virpi Rämö, M. Sc. (Tech.), is a Senior Lecturer in Bioproduct Engineering at Tampere University of Applied Sciences. Her work is especially related to paper and paper board production, surface treatments, sustainable industrial production, recycling, forest bioproducts, innovation projects, and circular economy. Virpi also has a pedagogical education, and she is a recognised expert in facilitating training, who applies innovative teaching methods. Virpi’s professional background is in research and in the chemical industry where she successfully worked as a researcher and a development manager in renewable and circular solutions in an international company.</p>
<p>TEACHING METHODS</p>	<p>Lecture Teamwork & project work Consumer research activities Practical online tasks Case study Self-evaluation Peer review Learning log</p>
<p>TEACHING AIDS</p>	<p>Classes by supervising teachers Industry expert lectures/Key notes (synchronous telcos) Video lectures, expert interviews Online units with readers and tasks in Moodle</p>
<p>FORM AND CONDITIONS</p>	<p>Practical online tasks Project work in teams Learning log</p>

OF ASSESSMENT	
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