The group assignment is consists of a report (3500-4000 words) written in groups of 4-5 students, focusing on circular economy business development in a case company. The students choose the company by themselves. Students can choose a firm that has already engaged in some type of circular economy business, or one that operates completely in a linear economy model. It’s a good idea to choose a firm that has a substantial material component in its operations. e.g. a manufacturing firm. Less material-intensive firms can also be chosen if their products or services are enablers of circularity in other industries, e.g. a software company that produces a solution/platform for circular economy. For larger firms, focusing on a single line of business might help you to focus your report. You may wish to choose a company with which you are already familiar. For instance, if you have worked with the company or intend to do so in the future. We recommend that you choose a company for which sufficient information is available to analyze the chosen issues.

The groups can take on either a consultant -type of role, focusing on opportunities to build new circular business competencies, or a more critical role, focusing on identifying and scrutinizing a case which can be seen as misleading in circularity claims, or having limited sustainability benefits, and providing recommendations for improving the situation.

The following considerations are central to the report:

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| **Section/Contents with key aspects that can be considered** | **Weight** |
| Introduction to the case/firm* Describe the business areas of the case firm on a broad level
* Explain the major material flows which related to the firm’s business
 | 15% |
| A description of the firm’s current business model (or one of them), along with analysis of current circularity approaches, if they are present  | 20% |
| Discussion of plausible *options for circular economy development* in the company's business strategy and operations* Focus on 2-3 *feasible* options. Provide references and give justifications for the options you present, and remember to be realistic in terms of the feasibility. You can give, e.g. rough estimates of the costs which would be involved with implementing the options.
* What are the options? What will they do for the company? How do they mesh with current operations and strategies?
* Discuss potential new technologies and partnerships/ecosystems which might be required in order to implement the options
* Discuss the short-term and long-term implications of the options
* Exhibits, e.g. figures, tables, etc. are useful for providing details for the options

  | 35% |
| Based on your analysis, give a coherent, logical set of *recommendations* on the company's best option(s) to adopt. * Short- and long-term recommendations are advised
* The recommendations differ from option feasibility in that the recommendation should be for the best *feasible* option(s).
* Why is the option(s) the *best*? What outcomes can you reasonably expect?

What do you need to do to make the option(s) work? | 15% |
| The overall integration of the report.* Structure: How well do the different sections fit together and is there a coherent narrative?
* Language, style, formatting, etc.
 | 15% |

Students are expected to use companies' sustainability reports, annual reports, media reports (e.g., New York Times, Wall Street Journal, Business Week, Forbes, Fortune, and the Globe & Mail, or depending on their language skills, reputable economic media outlets in other languages such as Talouselämä (Finnish), Handelblatt (German) or Dagens Industri (Swedish), analyst reports, academic articles, and other reputable sources to conduct their analysis. In some cases, it might also be possible include your findings from short interviews with one or more managers, industry or other experts. Finally, the reliability of the references is a key factor. When dealing with sustainability issues, sources such as blogs are likely to be heavily opinionated and cannot be expected to provide reliable facts and figures. Course concepts should be used throughout the report. Again though, these concepts should only be used where they further the analysis and recommendations.

You must reference all sources throughout the text and provide a complete list of references. The report must be your original work, written specifically for the course. Your report must not be a repetition of other coursework. Furthermore, you should not use existing published case study material or reports. For further details on referencing and plagiarism, see the information and web link provided in the following section.

The report should be **3500-4000 words** plus any exhibits (exhibits are not a place to move excess content; they are for the clarity of presentation), and any appendices (appendices are also not a place for excess content; they are a place to put lengthy calculations or supporting information that is needed to validate an argument but is too lengthy for non-technical readers).

**1. Standard Assignment formatting**

We are less worried about the specific formatting of an assignment than its content. As such, use whatever style you feel best communicates your content. Using the standard formatting guidelines at Aalto is always a good choice.

**2. Grading Policy – Late Submissions**

You are expected to submit all assignments (group and individual ones) on time and before the respective deadline. If you do not submit any assignment on time, your grade for that assignment will be reduced by 25% for each passing day. For instance, if your submission is up to 1 day late (i.e. anything between one minute to one day), you can get a maximum of 75% of the grade of the assignment, up to two days a maximum of 50%, up to three days a maximum of 25%. You will no longer have an option to submit after three days have passed.