

ECO CEO

it's your
business!

ecoCEO aims to increase awareness and transfer knowledge about circular economy strategies and circular business models to students in secondary education.



During the game, players run a company that produces electronic products, such as microchips, smartphones and e-bikes. They need to take decisions about the production processes, materials management and marketing of their products. By combining different investments, they can improve the performance and profitability of their company. However, unforeseen events can complicate their plans!

The game shows the impacts linear and circular business strategies have on the performance of a company, and on its resilience against external events such as policy measures, market disruptions and availability of resources. It teaches students about the relevance and the opportunities of circular strategies such as recycling, take-back systems, reuse and repair activities and product-service systems.

ecoCEO stimulates discussions about sustainable entrepreneurship, consumption patterns, resource scarcity and waste management.



Learning objectives (knowledge)

During the game, players learn:

- The basic principles of entrepreneurship and company management.
- The difference between linear and circular economy business models.
- The basic concepts and strategies of a circular economy, such as recycling, take-back, reuse, design-for-repair, product-service systems.
- The impacts that resource scarcity and other external events can have on a company.

Learning objectives (skills)

During the game, players learn:

- To manage resources, personnel, investments and capital in a simplified company context.
- To translate theoretical concepts and definitions on circular economy to practical actions and real-life examples.



GAME-BASED LEARNING

*"Tell me and I'll forget.
Show me and I may
remember.
Engage me and I will
understand."*

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collaboration with



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Connecting matters



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