



MODULE 1

TOPIC

Business beyond waste: Designing circular value propositions.

TARGET GROUP

University students in the field of Business and Management

OBJECTIVE

- To explain the ethical principle of "Earth care" and the design principle "produce no waste" from the Permaculture framework.
- To analyze how waste is generated across business operations and value chains.
- To explore business models that align with circular economy principles.

DURATION

3 hours (can be split into 2 sessions).

PERMACULTURE DESIGN PRINCIPLES & ETHICS



PRODUCE NO WASTE



MODULE CONTENT

Part	Content	Time
Opening presentation	Using a slide deck, explain the Permaculture ethic "Earth care" and the principle "produce no waste," followed by examples from nature (e.g., forest floor ecosystems) and business (e.g., closed-loop systems in manufacturing).	10
Case study exploration "Too Good To Go: Turning Food Waste into Business Value"	Students work in groups to analyze this or a similar company using a simplified Business Model Canvas, identifying: • Where waste was previously generated • How the company redesigned processes to eliminate or reuse it • What value this creates for stakeholders and the planet	80
Design Sprint Challenge	In small groups, students select an industry (e.g., fashion, tech, hospitality) and create a value proposition for a product or service that: • Minimizes or eliminates waste at any stage of its lifecycle	60



	- Aligns with Earth care (regeneration, biodiversity, minimal ecological footprint) - Has the potential to generate revenue or savings Groups present a 1-slide pitch to the class or record a short video presentation.	
Summary & Evaluation	Final conclusions and evaluation of module, will be made having as main pillars the following questions: - How can waste elimination become a competitive advantage? - What internal challenges might a company face when adopting a "produce no waste" philosophy? - How might consumer behavior influence the success of waste-free business models?	30

EXISTING SOURCES

1. An interview with Jamie Crummie, co-founder of Too Good To Go
<https://www.futurelearn.com/info/courses/from-waste-to-value/0/steps/171061>
2. Conceptual investigation of Permaculture Ethics & Design Principles
Ulm, F., Silva, T., Vlachopoulos, D. (2025). From awareness to action: insights from European academics on the integration of permaculture in management education. International Journal of Management Education. <https://www.sciencedirect.com/journal/the-international-journal-of-management-education>
3. 12 permaculture principles to apply to sustainable businesses
<https://www.linkedin.com/pulse/12-permaculture-principles-apply-sustainable-eva-schouten-bq4de/>
4. Podcast with Hege Sæbjørnsen and James Pennington. Would more of us thrive in a circular economy?
https://deloitte.wsj.com/sustainable-business/q-a-ikea-circular-strategy-leader-on-shifting-to-a-circular-business-model-1412e152?utm_source=chatgpt.com
5. Blog post: Permaculture Principle No. 6: "Produce No Waste"
https://buildingafoodforestscotland.com/2024/06/17/permaculture-principle-no-6-produce-no-waste/?utm_source=chatgpt.com
6. Youtube video: Permaculture Mindset: Produce no waste - everything is a resource
<https://www.youtube.com/watch?v=x2ey8VR-FiU>

CO-CREATED SOURCES

1. Evaluation rubric for the circular innovation pitch.
<https://www.dropbox.com/scl/fi/jytszd50iyq9ufdstyghb/Circular-economy-innovation-pitch-rubric.png?rlkey=6y9ciw58t3kt37mqplc21omf&st=8htzgsrd&dl=0>



2. Reflective Journal assignment brief

<https://www.dropbox.com/scl/fi/tjpxvoneeik623o0kcpv6/Reflective-Journal.pdf?rlkey=8l707hvlw4hmhpflub6z68qvp&st=567lusma&dl=0>

3. The zero waste business challenge game

Instructions of the game:

https://www.dropbox.com/scl/fi/ib7a6vmb705cld0hr1xpi/Game_instructions.png?rlkey=dwg6tww7ewnv8phs0gklov1w1&st=ocr2zasw&dl=0

Cards:

<https://www.dropbox.com/scl/fi/nchkndpozmg8ofx2s1oee/waste-hack-cards.pdf?rlkey=gb3oxmn7136njly2gfwkn55bs&st=3rzrei64&dl=0>

Answer sheet:

https://www.dropbox.com/scl/fi/w841up7vy7w7e6hdqngws/Answer_form_game.pdf?rlkey=6f6bac5ysvdztm9bunjou6qwu&st=trf9lcuh&dl=0

Scoreboard:

<https://www.dropbox.com/scl/fi/tqhetf989q9uk73iwnfs8/Scoreboard.pdf?rlkey=mgvsf779bi5srjr8z07eeyrz2&st=0suamimd&dl=0>

4. Check your knowledge quiz

The quiz:

<https://www.dropbox.com/scl/fi/blr4279wxzmvdyfostb84/Quiz.pdf?rlkey=441dmrhjrbhqsxw9cywirrsyi&st=voaqfbs9&dl=0>

Answer & feedforward feedback:

<https://www.dropbox.com/scl/fi/aczykyj0ym731m70787vt/AnswerKey.pdf?rlkey=jf1ldbljx6kfaiw9twba70a11&st=s92odbyc&dl=0>

5. Earth Care & Produce No Waste in Business checklist

https://www.dropbox.com/scl/fi/esc6tay21y3jqz7qe8uao/checklist_nowaste.pdf?rlkey=3f6ezps88r5uygsrz3q9z2l3o&st=lqyiap8&dl=0

6. One minute sustainability reflection activity:

<https://www.dropbox.com/scl/fi/z1d7c6z4jqz1yzrh2iofu/One-minute-reflection.pdf?rlkey=90189cvjo1z099866v1er9dny&st=a79d925l&dl=0>