

# Circular Campus Programme

2022 Guideline Brochure

PREPARED BY THE  
CIRCULAR CITIES ASIA TEAM



BRINGING CIRCULAR INNOVATION TO CAMPUSES

## Background

To transition towards a circular economy, we believe [innovation is key](#). By bridging circular economy principles with innovation, we can rework existing systems and shift to a more sustainable development model.

In this shift, higher education institutions play a vital role in equipping students with the knowledge and critical skills needed for this emerging economy. As this circular model becomes increasingly recognised globally, there is a [unique opportunity for universities](#) to integrate circular innovation into their teachings, applied research projects, student-led initiatives and campus sustainability efforts.

By partnering with campuses, we aim to build long term relationships between universities, innovators and industry experts on this shared journey towards circularity and sustainability.

***Campuses are a place of innovation, open experimentation, and intellectual power. They're diverse mini archetypes of larger cities where people work, study, shop, live and eat—the perfect living lab that can speak for larger circular innovation.***

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# Table of Contents

<b>About the Circular Campus Programme</b>	<b>3</b>
Why Campuses?	4
Benefits of Participation	4
<b>Programme Timeline</b>	<b>5</b>
<b>Call for Innovation</b>	<b>5</b>
Participant Checklist	6
Registration	6
Competition Parameters	7
Shortlisting of Ideas	9
Competition Finals Event	10
Follow-Up	10
<b>Acknowledgements</b>	<b>11</b>

# About the Circular Campus Programme

[The Circular Campus Programme](#) has been designed to support universities on their zero waste journey. We'll introduce you to our approach to circularity in the urban context—combining circular economy principles, lean innovation, design thinking, and systems thinking to foster new ideas and solutions that reimagine university campuses as ecologically sustainable, highly liveable and resilient ecosystems.

You'll benefit from our combined years of learning, gathered from observing and working with early-stage innovators and start-ups that focus on the domains of smart cities, renewable energy, cleantech, urban food systems and sustainability.

As part of this programme, students will have the opportunity to participate in a circular innovation competition to find scalable solutions for problems on or near campus. We'll guide participants through the circular innovation process to come up with a circular idea for the competition. The teams don't need to have a working prototype or a financial forecast. We're looking for ideas with the highest potential to bring circularity to universities and beyond. *We encourage teams to submit an idea for a solution to resource waste issues they see on or near their campus.*

Our programme webinars, workshops and toolkit will give an introduction to circular innovation frameworks and help participants develop the in-demand skills for this emerging economy. You'll learn how to identify problems worth solving and ideate circular solutions. The circular innovation skills you develop from this programme will be useful for the competition, and other problem-solving opportunities you'll have in the future.

The Circular Campus Programme is run by Circular Cities Asia, with the support and expertise of our founding sponsor, RENERGii Asia. The programme is also supported by the [Regional Project Energy Security and Climate Change Asia-Pacific \(RECAP\)](#) of the Konrad Adenauer Stiftung (KAS) foundation.

**[Circular Cities Asia](#) is an impact-led initiative of RENERGii Asia. Our mission is to build a community that accelerates circular innovation in Asian cities.**

[RENERGii Asia](#) is a Singaporean innovation firm and venture studio focused on making Asian cities TRIPLE ZERO (3Z): Zero Waste, Zero Pollution and (Net)Zero Carbon urban spaces using circular economy principles. RENERGii believes that the circular economy approach presents a useful framework to retain the vibrancy of urban spaces without the attendant ecological challenges that appear to be inevitable in the current urban design paradigm.

## Why Campuses?

1. Working with campuses aligns with our ground-up approach to accelerate circular innovation.
2. Universities are highly intellectual centres that encourage innovation and opportunities to pilot new ideas.
3. An increasing number of universities aspire to be leaders in sustainability and are keen to develop the next generation of leaders in sustainability, innovation and the circular economy.
4. Both students and universities hold influential relationships with the private and public sectors — making them powerful agents of change.
5. There is an opportunity to build a pipeline of talent and skills for climate innovation and the emerging circular economy.

## Benefits of Participation

### Innovation Competition

- Introduces students to:
  - circular economy principles
  - innovation frameworks and concepts
  - the experience of open innovation competitions
- Identifies innovations that can have a positive impact on circularity and sustainability on campus and beyond
- Encourages the opportunity for new innovations to be tested and piloted on campus and across partner universities
- Identifies innovations that can be scaled and accelerated

### Careers and Industry Insights

- Encourages students to think about sustainability issues and consider this in their career path
- Gives students and academics insights into the future of work in relation to sustainability
- Teaches students about the opportunities that the circular economy presents from an entrepreneurial and economic perspective

### Sustainability and Circularity on Campus

- Builds awareness among university students, faculty and staff on the topic of circular innovation and sustainability on campus
- Encourages the development of academic content to support career growth and innovation in the transition towards a circular economy

## Programme Timeline

You can find out more about the programme content and timeline in our [programme overview document](#).

## Call for Innovation

### **How can university campuses transition to circular models and be the blueprint for liveable cities?**

Without limiting the imagination of innovators on campus, we're looking for solutions to the most pressing urban challenges that exist, such as food systems, the built environment, waste management, energy and water.

Solutions must solve a problem or harness an opportunity that exists on or near the university campus. Ideally, the ideas will help accelerate the transition to a circular economy on campus and beyond.

Before submitting an idea for the competition, please read the [terms and conditions](#) and our [photo and video release statement](#).

## Participant Checklist

- Read this brochure
- [Register](#) for the Circular Campus Programme
- Connect with the campus liaison of your university
- Visit [our website](#) for the finalised dates and details of programme events
- Check out these [circular innovation resources](#)
- Put all programme workshops and webinars in your calendar and set reminders
- Build a team (if you're entering the innovation competition), in adherence to the following criteria:
  - Teams should have a minimum of 2 members
  - A team of no more than 5 is recommended
  - Teams should be diverse and multidisciplinary
  - All team members must be aged 18 and above, and a current student or recent alumni of a university that's registered for the programme
- Submit a circular idea as a team, using our [competition application form](#) (which will be active after the innovation workshops are conducted)

## Registration

To take part in the programme and be eligible to submit an idea for the innovation competition, participants must submit a completed [registration form](#) by **September 21, 2022**.

By registering for the programme, you are agreeing to the [terms and conditions](#) of the Circular Campus Programme competition and our [photo and video release statement](#).

### Individuals

Students of participating universities are welcome to register as individuals to participate and learn from our programme toolkit, workshops and webinars, even if they do not intend to join a team for the competition. Please remember that all students need to [register](#) in order to gain access to the programme sessions and materials.

## **Teams**

This competition is open to teams of 2-5 entrants. We encourage participants to form teams that are diverse and multidisciplinary. Having a diverse team with a wide range of experiences, backgrounds and skills, can help broaden perspectives and spark new and creative ideas. Circular Cities Asia celebrates differences and views diversity from a very broad perspective. Our definition of diversity includes, but is not limited to, ethnicity, race, gender, gender identity, sexual orientation, religion, socio-economic status, ability, and age, as well as nationality, academic discipline, and professional experience. We welcome people from all backgrounds to join the competition.

All team members must be aged 18 years old and above, and a current student or recent alumni of a university that's registered for the programme. To see the list of registered universities, please visit the [Circular Cities Asia website](#).

Each university will need one or more faculty members to coordinate, promote and champion the programme. The campus liaison(s) will also provide coaching support and advice to participating teams or will connect them to faculty or staff that are able to do so. Circular Cities Asia encourages our university partners to support their students to keep testing and piloting their ideas on campus even after the competition has been completed.

## **Competition Parameters**

Ideas submitted to this programme must:

- Solve a resource waste issue on or near campus (related to food, energy, water, mobility, materials, or the built environment)
- Be implementable on or near campus
- Be circular
- Have measurable impact
- Have some potential to scale (ideally to other campuses in Asia-Pacific)
- Have a promising business model

## **Prizes and Opportunities**

Circular Cities Asia is working with our network of partners and supporters to provide interesting opportunities for finalists of the innovation competition.

An up-to-date list of prizes will be published on the [Circular Cities Asia website](#).



## **Idea Submission Form**

When your team has formulated a circular idea, please fill out this [idea submission form](#) to submit the idea by the competition deadline: **October 13, 2022**.

\*PLEASE NOTE: The idea submission form will be active after the innovation workshops are conducted. You can preview the questions on the form [here](#).

Your idea submission form will summarise the problem you identified and your team's idea for a solution. Please clearly explain what your idea is (product, service, or process improvement), how it's circular and how it's applicable to your university campus or surrounding area.

The submission form must be completed in English.

By submitting your application, you and your team members are agreeing to the [terms and conditions](#) of the Circular Campus Programme competition and our [photo and video release statement](#).

## Shortlisting of Ideas

Representatives from each participating university will conduct the initial shortlist and select up to 10 teams to be considered for the competition finals. The university representatives will be briefed on the shortlist and selection guidelines and will have access to expert support from Circular Cities Asia.

Circular Cities Asia will conduct the final shortlist of teams who will pitch their circular ideas at the competition finals event.

Decisions on the final shortlist are final, and Circular Cities Asia reserves the right to admit wildcards to the competition finals.

### **Shortlisting Criteria**

Selection will be based on the following criteria:

- **Problem identification**
- **Social, environmental and economic potential**
- **Innovative solution**
- **Circular design**

Before submitting an idea, please review our [shortlisting and judging criteria](#).

## Competition Finals Event

The finals will be an opportunity for the shortlisted team to pitch their idea virtually to a panel of judges. After deliberation, the jury will announce the winning teams that will participate in our circular innovation boot camp. The jury will use the following criteria to assess the pitches and ideas submitted:

- **Problem identification**
- **Social, environmental and economic potential**
- **Innovative solution**
- **Circular design**
- **Quality of pitch**
- **Diversity of team**

For more details, please review our [judging criteria](#) for the competition.

By taking part in the competition finals event, you and your team members are agreeing to the [terms and conditions](#) of the Circular Campus Programme competition and our [photo and video release statement](#).

### **Pitch Presentation Template For the Finals**

All shortlisted teams will be required to develop their pitch and follow these [presentation guidelines](#).

Your presentation must be made in English.

## Follow-Up

Circular Cities Asia will continue to work with the university partners to encourage opportunities for students to test their ideas and innovations on campus. We'll help bridge mutually beneficial partnerships between universities and our community members to accelerate circular innovation across the Asia-Pacific. Circular Cities Asia is also committed to sharing and leveraging the findings from this programme.

Participants of the programme will also have the opportunity for ongoing engagement and networking with the Circular Cities Asia community.

# Acknowledgements



We'd like to thank our sponsors, [RENERGii Asia](#) and the [Regional Project Energy Security and Climate Change Asia-Pacific \(RECAP\)](#) of the Konrad Adenauer Stiftung (KAS) foundation, and all of our partners who have given their time, expertise and support for the Circular Campus Programme.

Please visit the [Circular Cities Asia website](#) for more information about the programme's cohort of universities, facilitators, mentors, judges, speakers, and other industry experts who have made this programme possible.

Circular Cities Asia would also like to acknowledge the hard work of our team in bringing this programme to life:



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