Deliverable Report

KAVA	
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Deliverable	
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Authors:	Vivien Bodereau
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EIT Food – Making Food Innovation Happen

Knowledge & Innovation Community on Food - http://www.eitfood.eu

This EIT Food activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under Horizon2020, the EU Framework Programme for Research and Innovation.

EIT Food is Europe's leading agri-food innovation initiative, with the aim to create a sustainable and future-proof food sector. The initiative is made up of a consortium of key industry players, start-ups, research centres and universities from across Europe. EIT Food aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

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1. Executive Summary

All EIT Food MOOCs are hosted on FutureLearn, and are accessible free of charge. Participants can learn at their own pace, at anytime, anywhere, either on a laptop, tablet, or smartphone.

The online course "Circular Business Models for Sustainable Urban Food Systems" was developed by University of Turin & University of Helsinki in collaboration with Too good to go and Agricolus.

The course ran from 02/11/20 until 03/01/2021.

Educators and Mentors from the University of Turin & Helsinki interacted with the learners using the "comment" section offered by FutureLearn and uploading additional material (i.e.: slides) when there was such a request from the learners.

This course was targeting conscious policymakers, public institutions, intermediaries, and educators.

There was an intensive marketing campaign to recruit participants –led by EIT Food and University of Turin.

The course can be found on FutureLearn : https://www.futurelearn.com/courses/circular-business-models-for-sustainable-urban-food-systems/1

The course started on the 2nd November 2020 and was moderated for four weeks; until 27th November 2020. The course remained open for learner to join for a further five weeks; until 3rd January 2020.

The course reached **2,217 learners** (see Table 1). It generated 3,648 GBP in gross revenue.
17,4% of learners completed at least 90% of the course (see Fig.1)

The learners on this second run of the MOOC were from 120 different countries (Fig. 2); mainly from Europe, in particular in Italy, (Table. 2). There was a fairly even distribution of learners from all age categories (Fig. 3). It has to be noted that more than half of learners were between 18 and 35 years old.

96% of the learners taking part in the end of survey of this second run of the MOOC declared having gained knowledge thanks to the course content. (Fig.4).

2. Annexes

2.1 Number of participants.

Accurate up to midnight on 3 January 2021 UTC.

Joiners	3,482
Leavers	123
Learners	2,217
Active Learners	1,433
Social Learners	647
Learners with ≥50% step completion	388
Learners with ≥90% step completion	283
Run Retention Index	0.323
Upgrades Sold	114
Gross upgrade revenue in GBP	£3,648
Unlimited Learners	32
Unlimited Learners with permanent access	8

Table. 1. Course measures on 3rd January 2021

2.2 Completion rate

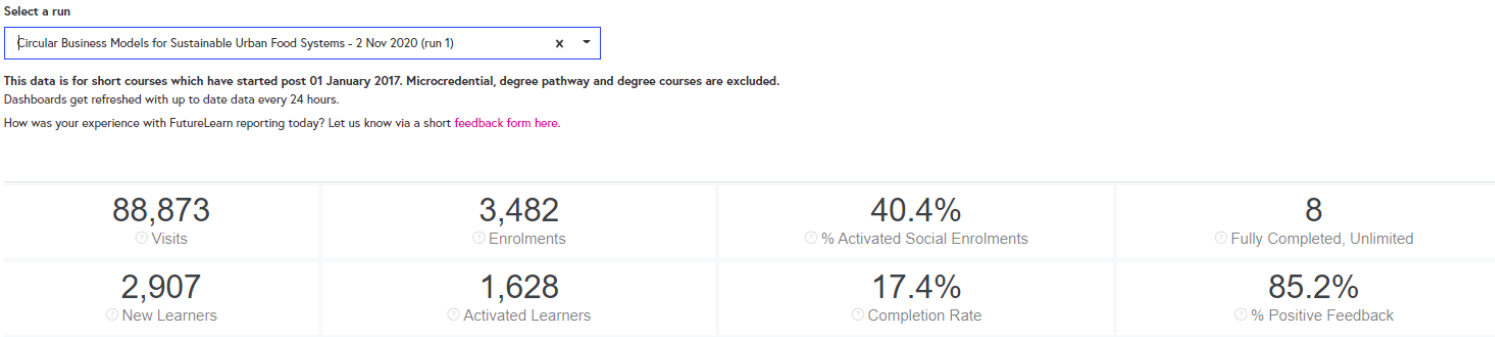


Figure 1. Completion rate

2.2 Demographics of participants

Figure 2. Global distribution of learners

Enrolments by country		Average
Italy	38%	1%
United Kingdom	6%	26%
Finland	3%	0%
Egypt	3%	3%
Spain	3%	1%
Saudi Arabia	3%	1%
Morocco	2%	1%
Algeria	2%	1%
Germany	2%	1%
United States of America	2%	4%

Table 2. Enrolments of participants by country

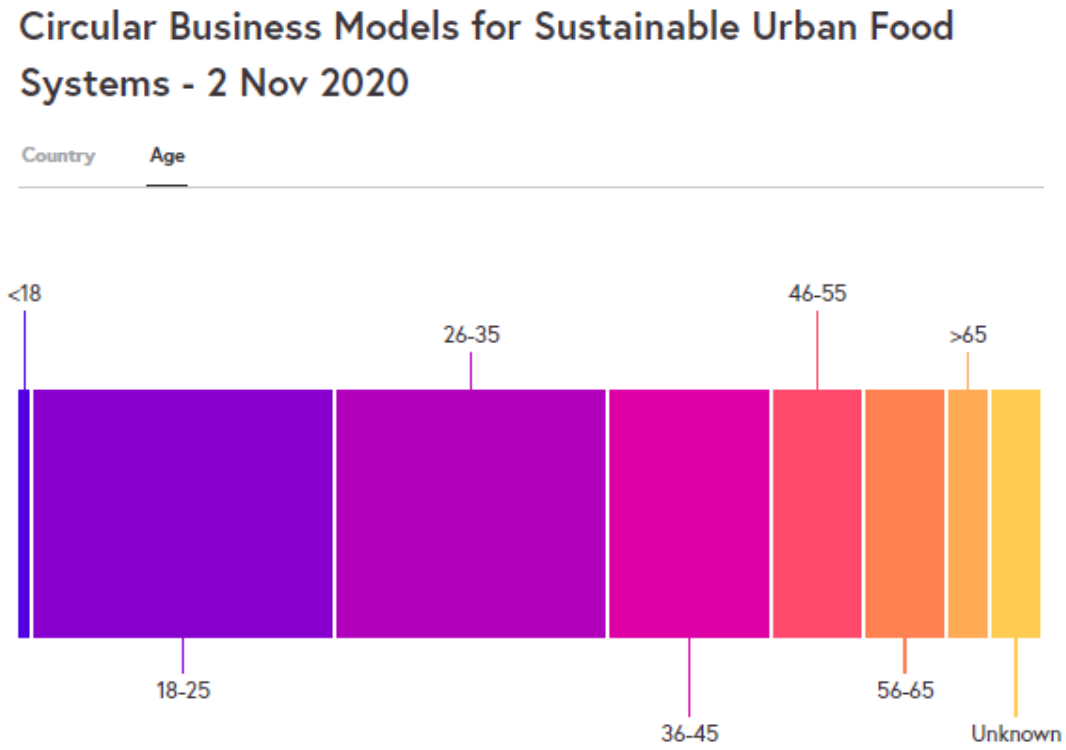


Figure 3. Age demographics of participants

2.3 End of course survey

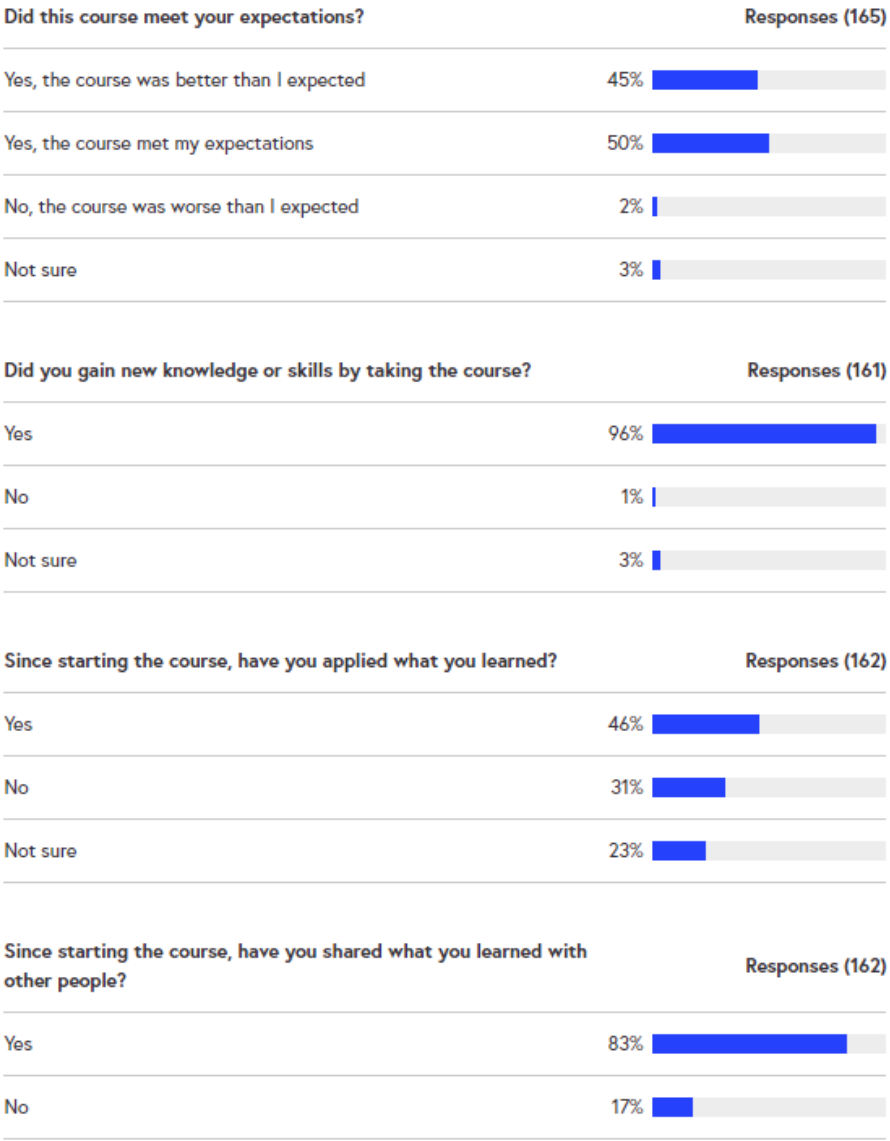
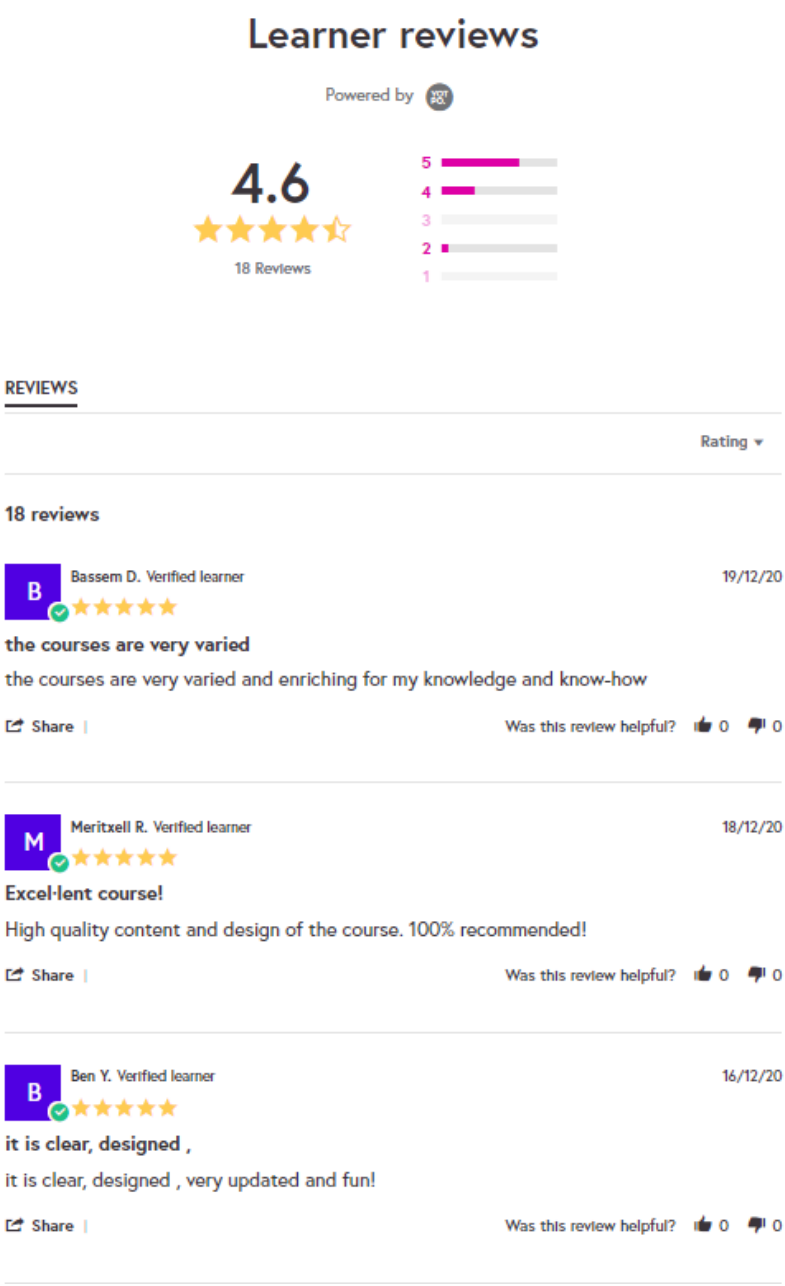


Figure 4. End of course survey.

2.4 Learner reviews



FutureLearn

Reviews

4.8 rating, based on **8** reviews

Showing Class Central Sort **Sort**

Select a rating

Start your review of **Circular Business Models for Sustainable Urban Food Systems**

AA

Anonym...

3 weeks ago

I really enjoy this course. I am interested in the Circular Economy practices but I haven't any technique knowledge about it. This course enable me: to implement my knowledge about the Origins, Definition and Measurement used in Circular Economy; to understand the design of circular food system; to know practical models to unlock value creation through circular business models; and to understand how to engage food system stakeholders effectively.
It think that it's important to learn how to implement circular economy project at all level and the examples presented in the course represented a spectrum of the actors/stakeholders involved in the circular economy value chain. It is useful to inspire good practices for learners.

Helpful

AA

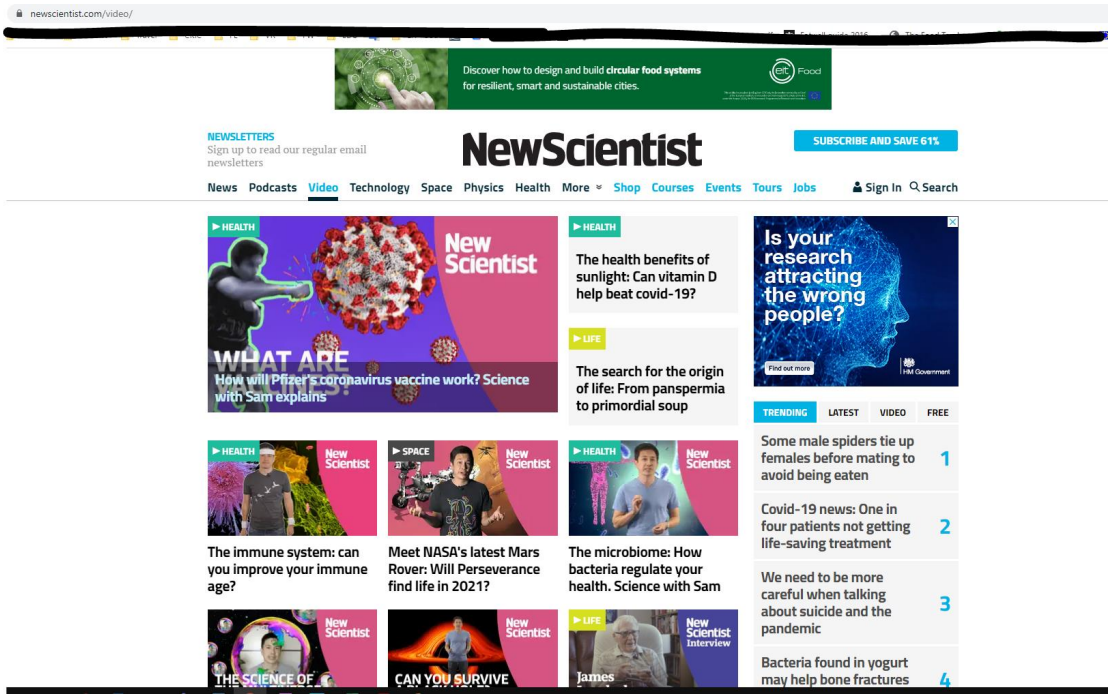
Anonym...

a month ago

I really enjoyed doing this course and learning about circular economy. I thought the content and format were easy to understand. I really enoyed the range of medium: mini talks, mini videos and articles as well as lecture format content. I like the way we can leave comments and feel like we can have a discussion with other people doing the course- like creatihg a classroom.
For this course perhaps it would be good to see other businesses using the CE approach that is not food related.
Thank you

Class Central

3.1 Examples of online promotion



EIT Food South | Newsletter #15 | October 2020

EIT Food South <CLCSouth@eitfood.eu>
To Vivien Bodereau

Reply | Reply All | Forw

Wed 07-Oct

If there are problems with how this message is displayed, click here to view it in a web browser.

EDUCATION

Circular Business Models for Sustainable Urban Food Systems

[redacted]

EIT Food | CLC NW | Travel | CKIC | FL | VR | FW | EDU

БИОТЕХ2030

Научно-техническое некоммерческое партнерство "Технологическая платфор

ПЛАТФОРМА › | ДЕЯТЕЛЬНОСТЬ › | НОВОСТИ › | ИНСТРУМЕНТЫ ГОС. ПОДДЕРЖКИ › | КОНТАКТЫ

ЦИРКУЛЯРНЫЕ БИЗНЕС-МОДЕЛИ ДЛЯ УСТОЙЧИВЫХ ГОРОДСКИХ ПРОДОВОЛЬСТВЕННЫХ СИСТЕМ

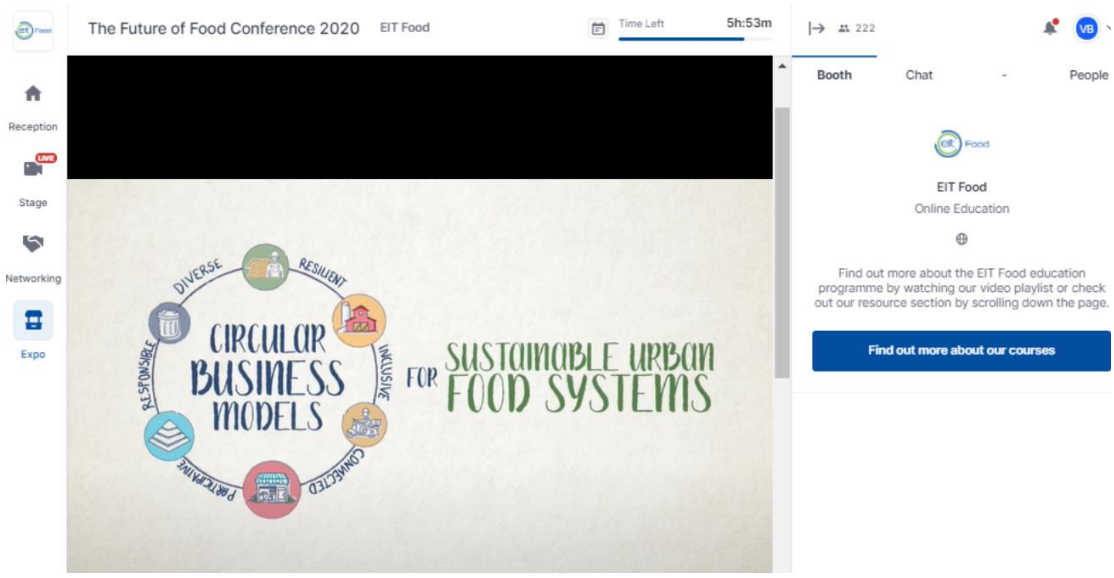
В рамках данного курса вы сможете узнать как циркулярная экономика может способствовать развитию устойчивых городских продовольственных систем.

В сценарии, когда население мира достигнет 9 миллиардов человек в 2050 году, причем почти 70% из них будет сосредоточено в городах, потребуется в три раза больше ресурсов, чем мы используем в настоящее время, а, значит, традиционная «линейная экономика» больше не сможет применяться.

На этом курсе вы узнаете: как проектировать и строить циркулярные продовольственные системы для устойчивых городов; как циклические бизнес-модели с помощью инновационных решений могут изменять городские продовольственные системы и решать грандиозные задачи. Вы изучите каталитическую роль городов в стимулировании здоровой и инклюзивной продовольственной политики, в принятии системного мышления, институциональных инноваций и партисипативных подходов для достижения целей устойчивого развития (ЦУР) на период до 2030 года.

Темы, которые будут освещены:

- Принципы, концепции и измерения циркулярной экономики применительно к продовольственным системам и в контексте ЦУР.
- Проблемы и возможности для циркулярных продовольственных систем.
- Городская продовольственная политика и роль городов в обеспечении циркулярности.
- Инновационные бизнес-модели как механизм стимулирования циркулярности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Find out more about the EIT Food education programme by watching our video playlist or check out our resource section by scrolling down the page.
Find out more about our courses

Tweet
Agricolus @AgricolusSuite · Sep 14
Don't miss the "Circular Business Models for Sustainable Urban Food Systems" course starting on 📅 2nd November! All the details here➡️
bit.ly/35qFrGI
@EITFood @unito @helsinkiuni
#CBM4SustainableUrbanFoodSystems #Circularity #Sustainability
Starting on November 2nd
Duration: 4 weeks | Weekly study: 4 hours
Join course for free
CIRCULAR BUSINESS MODELS FOR SUSTAINABLE URBAN FOOD SYSTEMS
2
5

FW: Laura, this week's top courses in the world

LE

Laura [redacted]

To Vivien Bodereau

Reply | Reply All | Forward | ...

Mon 21-Dec-20 10:17 AM

Follow up. Start by Monday, 21 December, 2020. Due by Monday, 21 December, 2020.
You forwarded this message on 21-Dec-20 11:27 AM.

4.6 (287 reviews)

EIT FOOD, UNIVERSITY OF TURIN, UNIVERSITY OF HELSINKI & EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY (EIT)

Circular Business Models for Sustainable Urban Food Systems

4.5 (14 reviews)

Join now

UCL (UNIVERSITY COLLEGE LONDON) , GIZ & TRANSFORMING URBAN MOBILITY INITIATIVE (TUMI)

Transforming Urban Mobility: Introduction to Transport Planning for Sustainable Cities

4.8 (27 reviews)

Join now

CAMBRIDGE ASSESSMENT ENGLISH

Teaching English Online

4.9 (972 reviews)

Join now

Our courses were also promoted via the following external websites:

- https://eit.europa.eu/our-activities/opportunities/eit-food-online-course-circular-business-models-sustainable-urban-food
- https://en.unito.it/events/eit-food-online-course-circular-business-models-sustainable-urban-food-systems-start-date-2nd
- https://www.mooc-list.com/course/circular-business-models-sustainable-urban-food-systems-futurelearn
- https://www.classcentral.com/course/circular-business-models-for-sustainable-urban-fo-21293
- https://www.for9a.com/en/courses/Free-Online-Course-from-EIT-Food-Circular-Business-Models-for-Sustainable-Urban-Food-Systems
- https://energy-cities.eu/event/eit-food-online-course-circular-business-models-for-sustainable-urban-food-systems/
- https://www.myworldofwork.co.uk/learn-and-train/course/detail/FTL-5185--circular-business-models-sustainable-urban-food-systems
- https://restless.co.uk/course/circular-business-models-for-sustainable-future-learn-135167/
- https://www.researchgate.net/project/Circular-Business-Models-for-sustainable-Urban-Food-Systems
- https://reflowproject.eu/circular-resources/circular-business-models-for-sustainable-urban-food-systems/
- https://mooc.es/course/circular-business-models-for-sustainable-urban-food-systems/
- https://circulartayside.co.uk/circular-economy-learning-resources/
- http://35.230.93.217/c-united-states/eit-food/circular-business-models-for-sustainable-urban-food-systems-42224
- https://eit.europa.eu/news-events/newsletters/newsletter-issue-112020-green-digital-healthy-cutting-edge-tech-innovation-0