



# eCircular and Journey

Join our journey to net zero through  
collaborative systems innovation

Irene Hofmeijer & Karin Kubackova | 20 Jan 2020


 @ClimateKIC



EIT Climate-KIC is supported by the  
EIT, a body of the European Union





- 
- A person is shown from the chest down, holding a large amount of dark, rich soil in their cupped hands. The soil is falling through their fingers, creating a dynamic, blurred effect. The person is wearing a dark green tank top. The background is a lush, green, out-of-focus forest or garden. The overall tone is natural and earthy.
- EIT Climate-KIC is a climate innovation agency and community working to trigger massive leaps in decarbonisation and resilience using systems innovation as a key tool.



10 years of experience has taught us that achieving the systemic change we need requires a different order of innovation.

Incremental

System innovation

Transformational

Project finance model

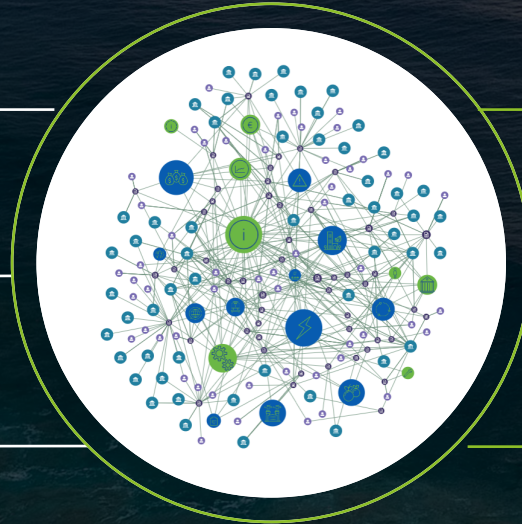
Portfolio finance model

Single projects and incremental change

Portfolio of connected innovation projects that learn from each other

Siloed and fragmented activities, often focused on technological improvements

Wide appreciation of change levers



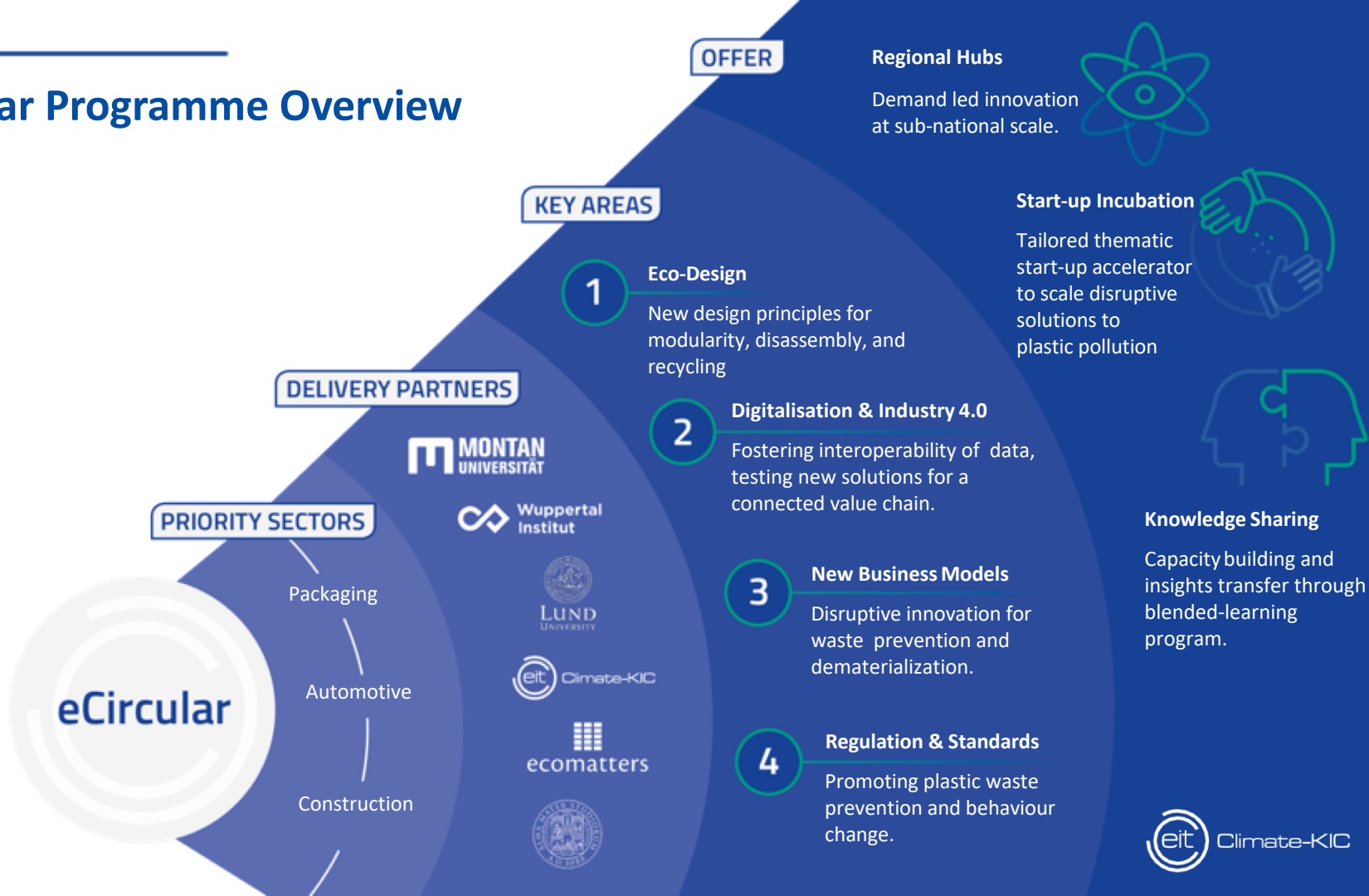


Systems innovation acts on  
a wide array of change levers  
all at once





# eCircular Programme Overview





# The Journey



Are you a  
change maker?



The Journey is a 4-week full time residential programme

**Focus: climate action, innovation, systems transformation, and community building.**

Since 2010: 60 summer schools across Europe, generated over 400 project and business ideas, and built a strong global network of over 3,000 peers. In 2019 alone, 60 nationalities were represented in our programme!

<https://youtu.be/IY8UOXfFa-k>





# Journey - Participants

They are the core of the Journey

Interest /  
background  
in climate  
change

## 400 Participants in total

mixture of **Masters Label**, post graduates and **PhD students** as well as **young professionals**, selected from a broad range of disciplines and backgrounds

Interest /  
background in  
entrepreneurship  
/ systems  
innovation

## Diversity is the key

Selection based on: **Knowledge – Background - Study area – Culture – Gender - Nationality**

## They will learn:



How to be a leader



How to be community



How to innovate

## 40 Participants x Journey

they will be distributed to ensure a good mix on each journey

Being a  
climate  
leader/change  
agent

# Journey's pillars

## 20+ Partners involved

Involving some of Europe's best universities, research centres, social actions, policies, and businesses.



## 2 Coaches X Group and 4 Facilitators

who support the participants in translating climate knowledge, systems innovation, and transferable entrepreneurship skills into climate friendly project plans of their own.



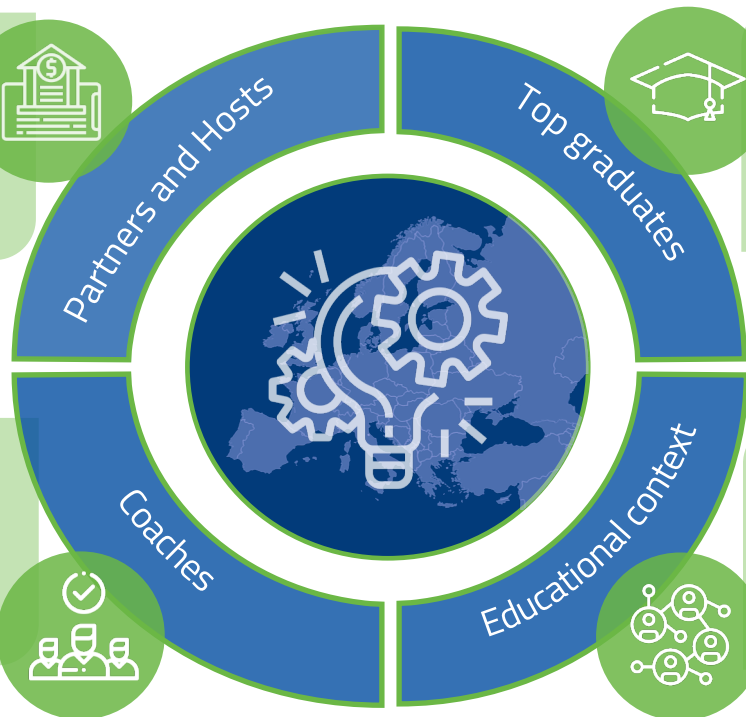
## 400+ Participants

Selected among the top graduates and best young professional, and mixed with the Master Label students.



## A Journey model

The Journey provides participants with the tools to make an impact on the global effort to adapt to and prevent further climate change.





# The Way We Work

## Systems innovation

Looking at the bigger picture. Systems innovation encompasses integrated and coordinated interventions in economic, political, technological, and societal systems.

- Making sense or understanding the system
- Framing or identifying the trajectory of change to work on
- Designing (and implementing) experiments and solutions
- Sustain or keeping the innovation trajectory alive by implementing a learning loop. (in Journey this is our alumni)

## Network building

We create social and professional networks of inspirational climate leaders

## Personal development

Our programme stimulates personal transformation

## Climate leadership

The Journey immerses leaders and influencers of climate action.

## Activated community

A community activation approach mobilizes the potential of EIT Climate-KIC Partners and immense networks, harnessing a vast catalogue of expertise and innovative solutions.



# Journey's flow

## 1st Week

The participants meet the cohort, share their expertise, discover a new ecosystem creating a collective vision across 5 Journeys that will shape the summer school experience. Teams are formed locally, and across locations.

Second  
Country/Partner

## 4th Week

They meet the other Journeys who they have been collaborating with virtually until this point and combine their transformative ideas, generating a holistic systems change. They deliver this work into the final ecosystem through public engagement and outreach. They end with time to reflect and absorb all they have learnt.

## 2nd Week

They engage openly with stakeholders and discern riveting trajectories on Climate impact. With the team they develop an understanding of the chosen system and use the vast network available to explore it fully. They learn tools and methodologies to support their development.

## 3rd Week

They develop their learnings into a future strategy and transformation plan that captures their ecosystem of practice at the local level, taking into consideration inputs from all stakeholders. They share across Journeys and prepare to meet the full cohort

First  
Country/Partner

Final Destination





# The Journey – Educational context

It provides the background, the frame, the methodologies, the scope.



# The Journey's Pedagogy

## CCPOC model

### Content

focus on content that is grounded in real life and can be experienced by the participants or comes directly from their own experiences.

### Context

External context brought into the classroom, and real-life inputs sought as a means to validating knowledge

### Peer teaching

Participant peer teach based on their experience, and the new experiences they are encountering. Their knowledge is equal to that from other sources

### Ownership

Equal distribution of responsibility for learning amongst all participants, placing the onus on the learners to achieve their full potential as a unit.

### Continuous dialogue

Discussion around inputs and learnings to continuously assess their helpfulness to meet participant and group goals.

*This pedagogy underpins the full Journey programme and strongly influences the way that it is delivered and received.*



# The Journey

Regional and  
National  
Governments



Start-ups



Civil Society

City  
governments



Corporates



Universities



# Journey 2020 Locations

28<sup>th</sup> June – 25<sup>th</sup> July: Delivery of the July Journey

Host 1	Host 2	Final Host
Madrid	Valencia	<b>Hamburg</b>
Bologna	Zurich	
Lisbon	Paris	
Cyprus	Belgrade (supported by Timisoara)	
Dublin	London	

2<sup>nd</sup> – 29<sup>th</sup> August: Delivery of the August Journey

Host 1	Host 2	Final Host
Leoben	Munich	<b>Budapest</b>
Lund (supported by Copenhagen)	Kosice	
Berlin	Utrecht (supported by Amsterdam)	
Tallinn	Riga	
Trondheim	Helsinki	





Climate-KIC



Climate-KIC is supported by the  
EIT, a body of the European Union

[www.climate-kic.org](http://www.climate-kic.org) | [karin.kubackova@climate-kic.org](mailto:karin.kubackova@climate-kic.org)





Climate-KIC is supported by the  
EIT, a body of the European Union

[www.climate-kic.org](http://www.climate-kic.org) | [karin.kubackova@climate-kic.org](mailto:karin.kubackova@climate-kic.org)