

Number of ECTS credits : 2

Course language : French

Course leader : STERVINO Sandrine

Faculty :

≡ COURSE DESCRIPTION

The recent crisis emphasizes that some big changes are emerging concerning consumer behaviour, entrepreneurship and citizenship. These changes encourage new forms of businesses or a renewal of existing forms and even alternative economic systems. Social business, collaborative economy, sharing economy, circular economy entered in these last ten years our current vocabulary recovering economic activities whose main objective is not the profit maximisation.

This other way to do business, more ethical and sustainable, is seen as a positive reaction to capitalism excesses for most of the observers and even as a new paradigm for the future for Jeremy Rifkin (2014) who considers that this is the end of capitalism.

In this course, we will first define these new businesses and identify their main characteristics. Secondly, we will utilize a macroeconomic approach to explain differences between conventional economics, social economy, collaborative economy and circular economy. We will then focus on some concrete examples of companies working in these fields.

≡ COURSE OBJECTIVES

At the end of this seminar, participants will be able to:

- Define the different terms: sharing economy, circular economy, social economy
- Understand these new economic models which integrate social, ecological and collaborative principles
- Position them against traditional economic models
- Understand the different impacts of these new models on society
- Identify the potential of this new economic paradigm and its limits

≡ LEARNING GOALS

LO02 - Analysis : Analyse complex situations

LO04 - Action : Make proposals, take initiatives

LO12 - CSR : Take a decision from economic, social and environmental perspectives

LO14 - Cooperation : Work effectively in a team

LO15 - Cooperation : Act with flexibility, adaptability and intellectual curiosity

≡ TACKLED CONCEPTS

- Collaborative economy / Sharing economy
- Circular economy
- Social economy

≡ LEARNING METHODS

Document readings; Short lecturers; information research

Class discussion, Case studies, Exchanges with entrepreneurs of these fields

≡ ASSIGNMENTS

Individual work and group work

≡ BIBLIOGRAPHY

Collaborative/sharing economy

- Botsman R. & Rogers R. (2010), What's mine is yours, Harper Business
- Gansky L. (2012), The Mesh Why the Future of Business is Sharing, Portfolio Penguin
- , A. (2015), The Business of Sharing - Making it in the New Sharing Economy, Palgrave Macmillan
- Duthoit A. (2015), Petit Manuel d'économie collaborative, Eyrolles

Circular economy

- Gaglio G. et Lauriol G. (2011), L'économie de la fonctionnalité : une voie nouvelle vers un développement durable ?
- Fromant E. (2012), Les clés du renouveau grâce à la crise ! Economie de fonctionnalité : mode d'emploi pour les dirigeants d'entreprise, EMS
- Braungart M. and McDonough W. (2002), Cradle to Cradle: Remakink the way we make things paperback, North Point Press
- Fondation Ellen McArthur publications

Social economy

- OECD (2007), The Social Economy - *Building Inclusive Economies*
- EFESIIS different publications <http://www.fp7-efeseis.eu/national-reports/>

≡ EVALUATION METHODS

≡ SESSIONS

1

Introduction

COURS, ETUDE DE CAS ET EXERCICES : 03h00

Reflexion/Discussion based on different questions :

- Are we entering into a new economic system?
 - What are the different economic models which are emerging?
 - Why?
 - What commonalities?
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2

Circular Economy

COURS, ETUDE DE CAS ET EXERCICES : 04h00

1. Understanding the differences between a linear and a circular economy
 2. Why is it crucial to move towards a circular economy? The need to « go circular »
 3. The principles of the circular economy
 4. Schools of thought
 5. Companies, funds, associations engaged in circular economy : a few examples
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3

Collaborative / Sharing economy

COURS, ETUDE DE CAS ET EXERCICES : 04h00

1. Definition of collaborative / sharing economy
 2. Origins
 3. Commonalities / differences with traditional economy
 4. Different business models
 5. Blablacar case study
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4

Social Economie

COURS, ETUDE DE CAS ET EXERCICES : 04h00

1. Two case studies
 2. Definition of social economy
 3. Anglosaxon approach / South European approach
 4. Commonalities / differences with traditional economy
 5. Economic impact / Limits
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5

Synthesis

COURS, ETUDE DE CAS ET EXERCICES : 03h00

Students' presentation (work group) of an emblematic company of this new paradigm

- Use of what they have learnt in order to analyse the case
- Evaluation of the impact of the company (social, ecological, economic perspectives)
- Identification of some limits

What can we learn from those businesses? Could they conduct to a main new paradigm? Why ? Why not ?
