

GENERAL PRESENTATION

BIP Marketing Circular Economy in Health: From Sustainable Innovation to Ethical Communication

GENERAL INFORMATION
DATES FOR PHYSICAL ACTIVITY: 2 – 6 November 2026
PROPOSED PERIOD FOR VIRTUAL COMPONENT: 12 – 16 October 2026
LOCATION OF PHYSICAL ACTIVITY: Instituto Politécnico da Guarda (IPG), Guarda, Portugal
TARGET AUDIENCE / PARTICIPANT PROFILE: • Undergraduate and Master's students in: ◦ Marketing, Management, Business ◦ Biomedical Sciences, Biotechnology, Health-related fields • Open to a multidisciplinary and international cohort (20–25 participants) • Participants interested in: ◦ Circular economy ◦ Sustainability in healthcare ◦ Ethical and regulatory-aware marketing
NO. OF ECTS ISSUED: 4 ECTS
LANGUAGE OF INSTRUCTION AND REQUIREMENTS: • Language: English • Requirement: Minimum B2 level (CEFR) to ensure active participation in discussions, teamwork, and presentations
REQUIREMENTS/PRE-REQUISITES: • Basic knowledge of marketing or health/biomedical sciences • Interest in sustainability and circular economy • Commitment to: ◦ Attend all virtual and physical sessions ◦ Actively participate in team-based work

- No prior knowledge of circular economy required (covered in virtual component)

ORGANIZING BOARD:

Host university : IPG

PROGRAM

TITLE:

Marketing Circular Economy in Health: From Sustainable Innovation to Ethical Communication

SHORT DESCRIPTION of BIP:

This Blended Intensive Programme (BIP) explores how circular economy principles can be applied to health products and services, with a strong focus on marketing, ethics, and regulatory compliance.

Students from marketing and health-related disciplines collaborate in international teams to design circular, feasible, and credible solutions that integrate product/system thinking, business models, and communication strategies.

The programme combines virtual preparation with an intensive on-site experience centred on hands-on learning, stakeholder interaction, and real-world challenges, ensuring a strong balance between theory and application.

SHORT DESCRIPTION of the Virtual Component:

The virtual component builds a shared interdisciplinary foundation before physical mobility.

Through synchronous sessions and guided asynchronous work, students:

- Learn core concepts of circular economy in health
- Understand ethical, regulatory, and safety constraints
- Explore risks such as greenwashing in health communication
- Form international teams and define their challenge

Each module produces concrete outputs (insight slide, risk checklist, challenge brief), ensuring students arrive on-site prepared for deep, applied teamwork.

Virtual Component (Online)

- Module 1: Circular economy in health + system thinking
- Module 2: Ethics, regulation, and marketing risks (greenwashing)
- Module 3: Team formation + challenge definition

Physical Component (5 Days – On-site)

- **Day 1:** Product & Circular System Understanding
- **Day 2:** Circular Business Models for Health
- **Day 3:** Marketing Circular Value (without greenwashing)
- **Day 4:** Prototyping & Stakeholder Testing
- **Day 5:** Final Presentations & Reflection

APPLICATION PROCEDURE

REQUIREMENTS:

- Enrolment in a participating HEI
- Availability for both virtual and physical components
- English proficiency (minimum B2)
- Commitment to teamwork and final project delivery

HOW TO APPLY

Applications Deadline: October, 09

Submit your application at [Marketing Circular Economy health: from sustainable innovation to ethical communication – Fill in form](#)