

SUSTAINABLE BUSINESS STRATEGIES FOR THE CIRCULAR ECONOMY

PRICE: \$2130

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Understand the key concepts and benefits of the circular economy.
- Design products and processes that facilitate reuse, recycling, and regeneration.
- Create circular supply chains that support material recovery and sustainability.
- Engage stakeholders effectively in circular economy initiatives.
- Measure and assess the environmental and economic impacts of circular practices.

COURSE OUTLINE

WEEK 1: INTRODUCTION TO THE CIRCULAR ECONOMY

- **Lecture:** Overview of Circular Economy Principles
 - Definition and importance of the circular economy
 - Linear vs. circular economy models
 - Economic, environmental, and social benefits
- **Reading:** “Waste to Wealth: The Circular Economy Advantage” by Peter Lacy and Jakob Rutqvist (Chapters 1-3)
- **Case Study:** Ellen MacArthur Foundation's Circular Economy Initiatives
- **Discussion:** Challenges and opportunities in transitioning to a circular economy

WEEK 2: DESIGNING FOR CIRCULARITY

- **Lecture:** Approaches to Circular Product and Process Design
 - Design for reuse, repair, and recycling
 - Material selection and lifecycle thinking
 - Regenerative design principles
- **Workshop:** Redesigning a product for circularity
- **Reading:** “Cradle to Cradle: Remaking the Way We Make Things” by William McDonough & Michael Braungart (Selected chapters)
- **Case Study:** Interface, Inc. - Sustainable carpet tiles

WEEK 3: BUILDING CIRCULAR SUPPLY CHAINS

- **Lecture:** Strategies for Circular Supply Chains
 - Closed-loop supply chains
 - Reverse logistics and material recovery
 - Supplier collaboration and innovation
- **Activity:** Mapping a circular supply chain for a selected product
- **Reading:** Articles from the Journal of Industrial Ecology on circular supply chains
- **Case Study:** Patagonia - Worn Wear program

WEEK 4: ENGAGING STAKEHOLDERS

- **Lecture:** Techniques for Stakeholder Engagement
 - Identifying and involving key stakeholders
 - Communicating the benefits of circular economy initiatives
 - Building partnerships and alliances
- **Discussion:** Stakeholder engagement strategies and best practices
- **Workshop:** Developing a stakeholder engagement plan for a circular economy project
- **Case Study:** Unilever's Sustainable Living Plan

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WEEK 5: LEVERAGING TECHNOLOGY FOR SUSTAINABILITY

- **Lecture:** Role of Technology in the Circular Economy
 - Digital tools for tracking and optimizing resource use
 - Innovations in recycling and material recovery technologies
 - Smart products and the Internet of Things (IoT)
- **Reading:** “The Circular Economy: A Wealth of Flows” by Ken Webster (Selected chapters)
- **Case Study:** Dell’s closed-loop recycling program
- **Discussion:** Future technologies and their impact on circular economy strategies

WEEK 6: MEASURING IMPACT

- **Lecture:** Tools and Metrics for Assessing Impact
 - Life cycle assessment (LCA)
 - Circularity indicators and metrics
 - Economic analysis and business case development
- **Activity:** Conducting a life cycle assessment on a product or service
- **Reading:** Reports from the Ellen MacArthur Foundation on circular economy metrics
- **Case Study:** Philips - Circular economy practices in healthcare

WEEK 7: DEVELOPING AND IMPLEMENTING CIRCULAR STRATEGIES

- **Lecture:** Practical Strategies for Transitioning to a Circular Economy
 - Business model innovation for circularity
 - Policy and regulatory considerations
 - Roadmap for implementing circular practices
- **Workshop:** Creating a circular economy strategy for your organization
- **Reading:** “The Circular Economy Handbook” by Peter Lacy, Jessica Long, and Wesley Spindler (Selected chapters)
- **Case Study:** IKEA - Strategies for sustainable and circular business models

ASSIGNMENTS AND ASSESSMENTS

- **Weekly Quizzes:** To reinforce key concepts and readings
- **Case Study Analyses:** Critical analysis of case studies to apply theoretical knowledge
- **Group Project:** Develop a comprehensive circular economy strategy for a selected company
- **Final Exam:** Comprehensive assessment covering all course materials

CONCLUSION

The "Sustainable Business Strategies for the Circular Economy" course equips participants with the essential knowledge and practical skills to transition their organizations from linear to circular models. By exploring key concepts, innovative design approaches, stakeholder engagement techniques, and impact measurement tools, participants will be prepared to lead sustainable initiatives and create value for both their companies and society. Through case studies, workshops, and strategic planning, this course fosters a comprehensive understanding of how to effectively implement circular economy principles, ensuring resilience and long-term success in a rapidly evolving business landscape.