


Implementing the
Circular Economy:
A course for SMEs
and their partners



“Every business can only really grow by successfully predicting and then spearheading the future. The Circular Economy is the future so how can you not be involved.”

Dan Dicker, CEO & Founder at Circular&Co.

Implementing the Circular Economy

What is the Circular Economy (CE)?

An industrial economy where products, components and materials are maintained at their highest value for a long time. Guided by some simple principles and building blocks, many businesses are using CE thinking and strategy to successfully grow their business and secure their immediate and long-term business future. We know that SMEs are also keen to join the circular economy revolution. This course will show you how!

Why is it important?

Increasingly scarce resource, brittle supply chains, rising commodity prices, right to repair, climate change. These and other stresses create the need to move away from traditional linear business models, products and services that contribute to avoidable waste, obsolescence and leave your business exposed to increasing risk. CE provides the opportunity to disrupt your business before someone else does.

Led by innovation and entrepreneurship, CE creates widespread benefits, delivering commercial value through increased revenues and profitability, strengthening customer and employee relationships, improving sales reducing costs and gaining advantage whilst doing the right thing.

Who is this course for?

This Masterclass has been developed for SMEs and their partners who are keen to work towards Circular Economy opportunities. The course adopts a collaborative and networked approach to learning, and provides an opportunity for close cooperation between participants and some of the world's circular economy pioneers in business and design.

Why choose the University of Exeter

Having successfully delivered CE-implementation professional training to over 2,000 practitioners over the past seven years, the University of Exeter team has designed this new global course specifically for SMEs and their partners including customers, local and regional agencies and authorities and service providers. Our focus is on understanding your challenges and opportunities and creating a peer-to-peer learning environment to support your CE implementation journey.

We will share successful case studies, provide live webinars with inspiring SME speakers and curate tools and resources, supporting you to take your ideas, initiate change and implement scalable new value proposition and solution within a proven CE systems value creation framework.

Led by Professor Peter Hopkinson, Fiona Charnley and Markus Zils, recognised leaders in business-led CE implementation, the course will provide grounding knowledge, network(s) and

tools. You will be able to create value and gain a competitive advantage in the market by:

- Identifying opportunities for CE value creation
- Assessing the barriers and challenges to capture CE value
- Determining how to build the CE business case
- Defining KPIs to measure success
- Creating road maps for scaling
- Building an action plan to take forward your ideas post course completion

The team provides guidance and evidence to support participants both during and after the course. Once you have enrolled on the course, a LinkedIn Group will provide the opportunity for peer-to-peer conversations, shared learning and a community of like-minded professionals.

Testimonials from previous CE-implementation training clients:

“This course was really amazing one of the best I have attended, providing a global vision of the challenges related to the circular economy demonstrated with case studies, tutoring and interesting individual and team assignments. I would really recommend it for those who are new to the circular economy and also those who already have an understanding.”

Gian Bruno, Global B-Corp Director, Danone.

“I found the masterclass really enjoyable from a design perspective. It gave me the knowledge and tools to approach design and product development in a completely new way. This has not only had a direct influence on the product ranges we’ve recently launched, but also on our longer-term overall product strategy.”

Merryn Chilcott, Sustainability & Technical Manager, BAM Bamboo Clothing.

“The whole program was thought provoking from start to finish – I had a new realisation every week! It is so important to understand that we are in it together to make this transformation and there is so much willingness to make it right. The course was composed of high quality and well summarised content on a great, intuitive online platform.”

Urszula Piotrowska, Project Manager, Novo Nordisk.

About the course

The Exeter Centre for Circular Economy (ECCE) was formally launched in September 2018 by Dame Ellen MacArthur and has been recognised as a 'Global Pioneer' for Circular Economy by the Ellen MacArthur Foundation. The Centre focuses on the theory and practice of circular economy in business, the public sector, and NGOs in both developed and developing countries.

This new course offer delivers a practical approach, which is in depth, collaborative, and focusses on the implementation of Circular Economy principles into the business environment. We work with businesses across all sectors to develop the required combination of skills and capabilities, using tested tools and techniques, to implement circular innovation at all levels of business, society, and our surrounding environment.

Why choose this course

- Participants hear from and converse directly with leading global experts during live webinar sessions
- Active discussion forums enable participants to share ideas, gain feedback on ideas from tutors and peers
- Have access to mentors and tutors to discuss your challenges 1-2-1 and in small groups
- High quality video and interactive online materials support learners understanding through challenge-led learning and a focus on implementation
- Flexible timings enable all participants to access the course across all time zones.

Programme highlights:

- Practice-led
- Grounding in core principles
- Inspiring examples from a range of sectors on success factors, change process, what works
- Take away a Circular Economy Toolkit
- Challenge-led
- Post course networking
- Peer-to-Peer interaction

This course is ideal for:

- Small and medium-sized enterprises
- Start Ups
- Consultants
- Non-Governmental Organisations
- Community Interest Companies
- Business agencies
- Local Enterprise Partnerships
- Local authorities



What will you get out of the course?

This practical course goes beyond the basics, giving participants an understanding in value creation, capture and scaling and the capabilities required at different stages. Managers engaged in Circular Economy share insight into successful case examples and can give practical advice on how to overcome barriers and make the case for change within your business or organisation.

1

Making the value shift

We focus on value and how business can use circular economy framing to capture that value. We will look at the principles and tools used to identify, analyse, quantify and manage the implementation of circular value.

2

Innovating for value creation

We examine the different ways some companies are creating value and examine some of the practical tools available to organisations looking to make the move to a circular economy model.

3

Circular business models

We move from the idea of creating value to the challenge of capturing that value. Value capture lies at the heart of a business model design and is both a science and an art form.

4

Optimising the value chain

We look at value distribution. How does circular economy potentially shift the distribution of value, or increase the overall value created?

5

Measurement and metrics

We look at the challenge of how we might measure circular value or use indicators and metrics to shift the ways we think about value.

6

Dealing with complexity

How do successful companies reach scale and tipping points? What are the challenges of managing circular activities at scale?

Programme faculty



Professor Peter Hopkinson

Co-Director of the Exeter Centre for Circular Economy.

Professor of Circular Economy.

Co-Director of the Circular Economy Hub.

Peter joined the University of Exeter Business School in November 2017 as the Director of the new inter-disciplinary Exeter Centre for Circular Economy. He has been working with the Ellen MacArthur Foundation since 2009 on many different educational and research initiatives and previously set up and ran an on-line MBA in Circular Economy. His specific areas of research interest are the translation of Circular Economy principles and theory into practice to close the implementation gap.

Peter originally trained as an environmental scientist but mainstreamed in Economics, and more recently has become interested in the role and forms of leadership needed to accelerate the transition to a Circular Economy.



Professor Fiona Charnley

Co-Director Exeter Centre for the Circular Economy.

Associate Professor of Circular Economy.

Co-Director of the Circular Economy Hub.

Fiona joined the University of Exeter Business School in May 2019 as Co-Director of the Exeter Centre for the Circular Economy. She has a background in Industrial Design and has established herself as a thought leader in the Circular Economy, working at the interfaces of Design, Innovation and Manufacture. Alongside Peter, Fiona is Co-Director of the UKRI National Interdisciplinary Circular Economy Hub, part of a £30 million investment to accelerate and upscale circular economy implementation across the UK and beyond.

Fiona has extensive experience of working with organisations from across sectors to identify new approaches to design, innovation, manufacture and business modelling to transform resource use and value creation. She has also led multiple education and executive training programmes to support future leaders in developing the skills and capabilities necessary to transform our industrial system from linear to circular.



Professor Markus Zils

Professor for Circular Economy and Management Science (Affiliated Professor).

Markus has been working alongside the Center for Circular Economy at the University of Exeter Business School since May 2019. He holds a PhD in operations research and a Masters in Management Science from the University of Cologne and a CEMS-Master from the Community of European Management schools.

As an entrepreneur and consultant Markus has co-founded a start-up in rapid prototyping and software development, worked at McKinsey & Company as a principal in the transportation and logistics, infrastructure practice and as founding member of the circular economy service line serving clients in Europe, Asia, Africa and the Americas. He also leads Returnity Partners, a specialized professional service firm dedicated to accelerating the transition towards a Circular Economy via targeted research, consulting and investment projects.

Programme fee and duration

£1,750 – six weeks, online delivery.

Our live webinars are scheduled at 4pm UK time and are recorded.

This programme is designed for working professionals and requires proficiency in English. All videos, webinars, content and challenges are in English and are required to be responded to in English.

How to register

Registration Process: Email
circular-economy@exeter.ac.uk
for the registration form.

Contact us:

**[exeter.ac.uk/business-school/
research/centres/circular](https://exeter.ac.uk/business-school/research/centres/circular)**

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