



Circular Change



Circular Change Academy is an international training and education programme enabling participants to embrace circular business model transformation.

INTRODUCING Circular Change

Circular Change is a stakeholder engagement platform focusing on the Circular Economy. Our fundamental mission is to:

- inform,
- educate,
- recognize leaders,
- interpret best practice and
- co-create pioneering case studies in the transition from linear to circular business models.

The Circular Change platform was established by Giacomelli Media, in cooperation with its international partners, in order to create a competence network to assist in a successful transition to the Circular Economy, embracing its economic, societal and environmental dimensions.

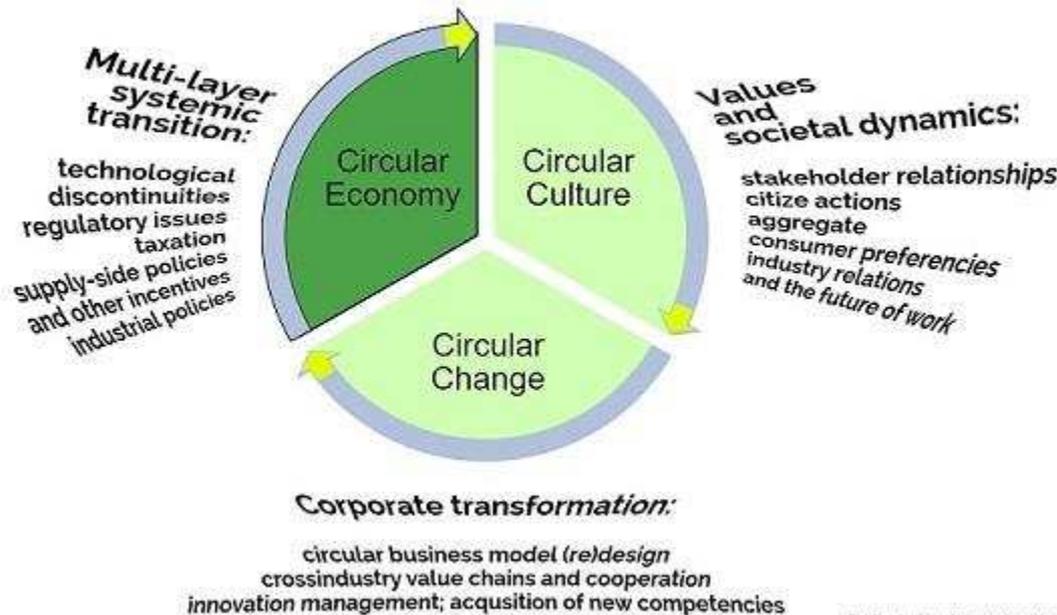
By doing so we are co-creating the conditions and concrete opportunities for more sustainable business future.

Please, see more at: <http://www.circularchange.com/about-our-team/>

THE CIRCULAR TRIANGLE

Circular Change Academy focuses corporate transformation towards circular business models.

Throughout the three modules we examine specific challenges related to the business models redesign and transformation processes in a firm, undertaking the context of the transition to the circular economy as a fundamental assumption. We furthermore take into consideration the societal dynamics and the complexity of stakeholder relationships in the context of the alternating cultural context. In these conditions we focus on specific challenges of the participants, individuals and the organisations they are coming from. We assist them with the set up and early implementation of the circular pilot projects (module 2) and support them to successfully transfer the acquired experiences across their entire organisations.



The Circular Triangle Concept and the Scheme is an Intellectual property of Circular Change, Gm.

WHAT

Circular Change Academy is an education and training programme intended to a closed-number of participants and laid out in **three modules**. It is organised by Circular Change and initially carried out in Ljubljana in cooperation with other interested parties. The programme includes an international faculty of lecturers and the engagement of competence partners (i. e.: research institutes, companies sharing best practices...). The programme design is easily adapted to any industry-specific business environment or another socio-economic context.

The principal goal of the CC Academy 2017 is to support managers, experts and other professionals to successfully engage with circular transformation challenges. Specifically, the programme is designed to enable the participants to select the right targets in circular transformation and set up, equip and implement projects in their organisations which are directly related to the transition to the Circular Economy principles.

FOR WHOM

The course is intended **to every professional who is interested and possibly involved in a transition to the Circular Economy**, in the organisations in which they work or with whom they area associated; being as consultants, researchers, experts, expert team members or leaders, managers, executives and policy makers.



Typical participants of the CC Academy are senior representatives from company clusters from the industries that advance in circular transition, and other stakeholders, involved in strategic innovation and development partnerships and collaboration programmes.

OVERALL COURSE DESIGN

MODULE 1: INTRODUCTION TO THE CIRCULAR BUSINESS FUTURE

Introduction to the Circular Economy

Key dynamics in the regulatory field in the EU

SELF-ASSESSMENT TEST

MODULE 2: BUSINESS MODEL REDESIGN AND TRANSFORMATION MANAGEMENT – THE 10 STEPS

Introduction to the 10 steps of circular transformation

The concept of sustainability and circular transformation

The art of collaboration

Framing the pilot project

Transformation programme framework

Business model redesign: circular workshop (optional)

Mentoring and Coaching

MODULE 3: IMPLEMENTING CIRCULAR TRANSFORMATION

Implementation plan; new organisation design
organisation and resources management;
designing an implementation scorecard

Sustainability Reporting

Circular Innovation: creating and managing
innovation environment

Leadership for change

Stakeholder relations management

Mentoring, Coaching

COURSE DESIGN: MODULE 1

Module 1: Introduction into the circular business future - What's in it for me?

Participants gain a holistic view over the challenge of the circular transition and a deep understanding of circular challenges, requiring a systemic approach.

When: 13th April 2017 (Introduction to the Circular Change Academy)

Where: EU House Slovenia, Dunajska cesta 20, Ljubljana

Module 1 is followed by a Self-Assessment Test, which is compulsory for every participant. Participants can proceed to the Module 2 only upon a successfully accomplished Self-Assessment Test.

The self-assessment test is downloadable from the Circular Change website (www.circularchange.com).

COURSE DESIGN: MODULE 2

Module 2: Business models redesign and transformation management - The 10 Steps

Participants focus on a pilot project and prepare for its implementation through a group work assignment.

Key topics:

- a) Business models redesign: the development and set-up a business model transformation process
- b) Sustainability and circular change
- c) The art of collaboration
- d) Framing the pilot project
- e) Transformation programme framework
- f) Business model redesign: circular workshop (optional)
- g) Mentoring and Coaching

When : 10th May 2017 (first seminar day)
11th and 12th May 2017 (Circular Change Conference) in Ljubljana and Maribor
6th and 7th July 2017

Where: Ljubljana, Venue to be confirmed.

COURSE DESIGN: MODULE 3

Module 3: Implementing circular transformation: innovation, continuous improvement and stakeholder engagement

Participants focus on transforming early results of the pilot project(s) in their organisations into lasting organisational process of learning and transformation.

Key topics:

- a) Implementation plan; new organisation design organisation and resources management; designing an implementation scorecard;
- b) Sustainability Reporting and its implementation as a tool for continuous improvement and stakeholders engagement;
- d) Circular Innovation: creating and managing innovation environment
- e) Leadership for change
- f) Bonus topics (industry-specific)
- g) Stakeholder relations management
- h) Mentoring, Coaching

When: 13th and 14th September 2017 (tentatively)
11th and 12th October 2017

Where: Ljubljana, Venue to be confirmed.

ACADEMY



Dr. Janez Potočnik, Co-chair
UNEP IRP, Parter SystemiQ
Former EC Commissioner for
Environment (2010 -2014)



Ladeja Godina Košir,
Leader and Executive
Director
Circular Change



Christiaan Kraaijenhagen,
founder, Innoboost



Jurij Giacomelli, founder and
managing director, Giacomelli
media



Karin Huber Heim
Founder and managing director
CSR&PR

Other invited speakers:
Experts for digitalisation, break-through
technologies, legal issues, stakeholders
engagement, HR, and selected case studies
from various industries

COURSE LITERATURE

Basic course literature:

Christiaan Kraaijenhagen, Cécile van Oppen, Nancy Bocken:
Circular Business, Collaborate and Circulate
Circular Collaboration, The Netherlands, 2016

Comprehensive Circular Case Study: Aquafil's Path to Sustainability

Selected references from public sources:

- www.circularchange.com
- www.circle-economy.com
- www.ellenmacarthurfoundation.org

Slides and handouts

CERTIFICATES AND CCA DIPLOMA

At the end of the second module participants will receive a **certificate of completion**, which allows them to enrol in the third module.

Participants who will successfully complete all three modules, receive a **Circular Change Academy Diploma**.



JOIN IN!

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Circular Change

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