



UNIVERSITY OF
CAMBRIDGE

INSTITUTE FOR
SUSTAINABILITY LEADERSHIP

Business Model Innovation for a Circular Economy

2-3 November 2020

This two-day professional development programme will help you identify opportunities for implementing circular economy solutions, develop a new lens for business model innovation and gain new perspectives on value creation and capture.

The challenge/opportunity

The challenge facing organisations is how to envisage and design the right future business model that helps to make the transition to circularity. This will support companies to remain competitive and operate sustainably in an increasingly interconnected world.

Business model innovation for a circular economy

Use cutting-edge business model innovation tools designed by the University of Cambridge to discover how to transform your business to deliver uncaptured and sustainable value throughout the lifecycle, and design value propositions for the stakeholders in your business networks.

- Is your business getting the full benefit of the value you are creating for customers and other stakeholders?
- Could your current business model be actively destroying value and ultimately affecting the organisation's ability to capture value in the long run?
- How do you identify resource synergies that will enable circular business models?

Answers to these questions will be explored during the two-day short course, through the business model innovation tools, industry case studies and insights from leading research on the circular economy.

Learn from industry experts and thought leaders

The deep dive into the business model innovation tools will be led by experts from the Institute for Manufacturing (IfM) at the University of Cambridge. Speakers at this Lab include:

- Ian Bamford, Commercial Director, Centre for Industrial Sustainability, University of Cambridge
- Nick Brown, Head of Sustainability, Coc-Cola European Partners
- Dr Mélanie Despeisse, Assistant Professor at Chalmers University of Technology, Sweden
- Professor Steve Evans, Director of Research in Industrial Sustainability, Institute for Manufacturing and Director of the Centre for Industrial Sustainability at the Institute for Manufacturing, University of Cambridge
- Dorus Galama, Co-founder, Gerrard Street
- Vigma Svensson, Co-founder, CONTINUED
- Dr Alicia Valero Delgado, Head of the industrial ecology group at Instituto CIRCE, Universidad de Zaragoza
- Ken Webster, Senior Lecturer, University of Exeter Centre for the Circular Economy
- Dr Miying Yang, Lecturer in Engineering Management, University of Exeter

"The leadership Lab is the place to meet like-minded people, to discuss the changes that are so needed. It is a safe environment to share and learn about business success and failure, which is very valuable"

Galina Parmenter, Project Manager - Global Sustainability, C&A

Who should attend?

Those working in strategy, sustainability, innovation, R&D, sustainable design, new product development, business development, service innovation, start-up entrepreneurs, intrapreneurs, change managers and stakeholder engagement would benefit from attending the Lab.

Benefits of attending

This workshop will stretch your thinking through discussion with leading academics and practitioners, as well as active participation with case studies. Through participation, you will:

- develop a new lens for business model innovation
- analyse and deliver sustainable value across a product lifecycle
- gain new perspectives on value creation and capture
- identify opportunities for implementing circular economy solutions
- gain access to the CISL international network of sustainability leaders
- share and learn from others about being a change agent.

Further information, application and fees

Acceptance is by application and selection only. Applications will be reviewed on a rolling basis with places offered at regular intervals.

In order to facilitate attendance there are differential fees with discounts available for applicants from NGOs, the public sector, academia, self-funders and those based in developing countries.

There are group discounts available for organisations sending multiple participants, as well as individuals attending multiple Labs.

For further information, details of entry requirements, fees, how to apply and testimonials from previous Lab attendees please visit the website here:

www.cisl.cam.ac.uk/leadership-lab