



UNIVERSITY OF  
CAMBRIDGE

INSTITUTE FOR  
SUSTAINABILITY LEADERSHIP

# Circular Economy: Introductory concepts and making the business case

25-26 April 2018 , Madingley Hall, Cambridge

This two-day professional development programme will give you the opportunity to explore the key concepts relating to the circular economy and the application for business, and understand how to build the business case into your organisation.

## Sustainability Leadership Laboratories (Labs)

University of Cambridge Institute for Sustainability Leadership (CISL) Labs bring together professionals to test and challenge cutting-edge responses to global problems. Open to all our alumni and senior industry practitioners, these two-day sustainability workshops held four times per year in Cambridge, are an opportunity for professional development, co-creation and networking – all with real application to your company or organisational situation.

### Circular Economy: the challenge

What is the circular economy? What are the drivers for moving to a circular economy, and what are the barriers and risks? What opportunities does the circular economy bring for business? How do I build the business case within my organisation? What financial analysis can be used to make the business case?

Answers to these questions will be explored at our Circular Economy Lab, drawing on the University of Cambridge Institute for Sustainability Leadership's forthcoming report and framework Designing your approach to the circular economy and the work of the Cambridge Judge Business School's Circular Economy Centre.

The two-day short course will explore the fundamental concepts relating to the circular economy and address the key elements of the business case, with a focus on the financial analysis. It also offers the opportunity to practise making the business case in an organisational context.

### Learning experience

A blend of taught and practical sessions will give you an understanding of the key concepts of the circular economy, with a focus on building the business case within your organisation. In addition to this, there will be the opportunity to co-create solutions using innovative learning approaches.

### Who should attend?

The Circular Economy Lab will be especially beneficial to those working in strategy, sustainability, innovation, supply chain, R&D, new product development, business development, service innovation, start-up entrepreneurs, intrapreneurs and change managers.

*“Global environmental challenges are making natural resources scarcer and more expensive, whilst companies face increasing pressure to be environmentally safe and sustainable. The “circular economy” has emerged as a critical alternative approach to traditional business models by supporting employment and growth in alignment with sustainability, capacity sharing and dematerialisation.”*

Professor Khaled Soufani, Director Executive MBA,  
Director Circular Economy Centre (CEC), Director  
Middle East Research Centre (MERC)

## Benefits of attending

This professional development short course will stretch your thinking through discussion with leading academics and practitioners, as well as active participation and case studies. Through participation, you will understand how your company can:

- Gain an overall understanding of the circular economy debate, including drivers, risks, barriers, transitioning to the circular economy and business models
- Situate the company in the context of the circular economy
- Understand how to build the business case internally
- Explore the value proposition that the circular economy offers
- Reflect on the company's resilience to the external context, and transformation and innovation needed
- Learn practical lessons from businesses active in the circular economy

## Learn from industry experts and thought leaders

The Lab will feature interactive sessions and case studies. Speakers at this event include:

- Ian Ellison, Sustainability Manager, Jaguar Land Rover
- Gary Punter, Head of Technology, AB Sugar
- Professor Khaled Soufani, Director Executive MBA, Director Circular Economy Centre (CEC), Director Middle East Research Centre (MERC)
- Dr Dai Morgan, Deputy Course Director, MPhil in Engineering for Sustainable Development, Department of Engineering, University of Cambridge
- Gavin Warner, Director, Sustainable Business, Unilever

## Participant-led case studies

Prior to the Circular Economy Lab you will be invited to submit a short case study based on your own organisation to be the focus of one of exercises undertaken during the two-day course. Cases will be chosen based on their learning value to the wider group.

## 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/circular-economy-lab](http://www.cisl.cam.ac.uk/circular-economy-lab)