

# The Circular Economy Masterclass

Join us on the Circular Economy Masterclass, an online interactive, collaborative learning experience.



# Contents

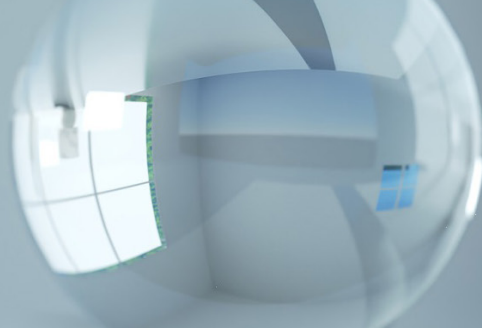
About the Masterclass

Topics

Our Team

Masterclass Dates

Further Information



## Why this Masterclass?

Awareness of the shortcomings of so-called “take-make-waste” linear business models has become increasingly evident in recent years, particularly over the first two decades of the 21st century.

This Masterclass is for businesses, organisations and governments seeking to initiate change towards Circular Economy opportunities. Designed for influencers and leaders, the Masterclass adopts a collaborative and networked approach to learning, providing a platform for dialogue, reflection and close cooperation between participants and with some of the world’s circular economy pioneers in business, enterprise and design.

You will discover how companies and managers have successfully implemented circular economy strategies and new value propositions in different contexts. While exploring the barriers these companies faced and how they responded, you will gain an understanding of how to navigate the complexities, challenges and barriers for circular economy transformation.



# Themes

## Making the Value Shift

This Masterclass is all about value and how organisations 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'.

## 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.

## 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.

## 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?

## 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.

## Dealing with Complexity

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

# Our Team



Professor Peter Hopkinson

Professor of Circular Economy at the University of Exeter Business School. Peter joined the University in November 2017 as the Director of a new inter-disciplinary Exeter Centre for Circular Economy.



Professor Fiona Charnley

Associate Professor of Circular Economy and Co-Director Exeter Centre for the Circular Economy. Fiona joined the University of Exeter Business School in May 2019 after working for eight years at Cranfield University as a Senior Lecturer in Circular Innovation.



Jo Miller

Circular Economy Educator. Jo is a freelance Learning Consultant with ten years' experience in creating innovative and pioneering learning spaces to build and exchange knowledge on the circular economy. Innovation.



Christina Katsianis

Impact and Partnership Development Manager with a particular focus on circular economy at the University of Exeter. Christina sits at the interface of the university's multidisciplinary research and public and private partners to encourage the uptake of circular economy insights and innovations.

# Our Team



Ingela Wickman Bois

Ingela has a broad cross-industry experience from global corporations in strategic roles in sustainability, marketing/communication, operations and innovation management, covering FMCG and Energy. She is currently advising companies on business performance linked to the design and optimization of profitable, potentially industry transformational circular models, by combining competitive strategic re-thinking, change management and digitalization, enabling circularity.



Sarah Langmaid

Impact and Partnership Development Officer with a particular focus on professional education and the circular economy. Sarah joined the University of Exeter Business School in October 2019 and supports the Circular Economy Masterclass Course and works behind the scenes to facilitate the development of relationships between public and private partners.



Will Stewart

Learning Designer, teacher and educator; involved in the design and delivery of online courses for over 20 years. Will worked with the Ellen MacArthur Foundation and the University of Bradford for 7 years designing and delivering online Executive Education courses on the Circular Economy. Will, working with the Exeter team, designed the Circular Economy Masterclass Course



Theresa Beattie

Learning Designer, teacher and Director of foi, a company specialising in the design and delivery of bespoke online training and education. Theresa, working with the Exeter team, designed the Circular Economy Masterclass Course.

# Masterclass Dates

Cohort 9	25 January – 28 March 2021
Cohort 10	26 April – 27 June 2021
Cohort 11	11 October – 12 December 2021
Cohort 12	7 February – 10 April 2022
Cohort 13	25 April – 26 June 2022
Cohort 14	10 October – 11 December 2022

# Further Information

## Time Commitment

It takes approximately 6 hours per week over the 6-week period to complete the challenges set as part of the Masterclass. Study is self-paced so it can be done in a time that suits you. The only 'live' aspect of the course is the webinar, usually held on a Thursday at 4pm UK time.

## Sectors

All sectors from every stage in the value chain will benefit from implementing circular economy business models.

## Fees

The standard fee is £1,750.

If you are part of the Ellen MacArthur Foundation Network, please get in touch with your primary contact for registration options

## Contact Us

For more information on the course, fees and dates please visit <https://cemc.org.uk> or email the Masterclass team at [circular-economy@exeter.ac.uk](mailto:circular-economy@exeter.ac.uk)



# Testimonials

“.....very interesting journey with immediate concrete applications and projects that have the potential to save thousands of tons of CO2, now it's all about execution!”

“The learning platform is excellent. The content is clear and structured..... everything was valuable. I'm deeply impressed with the course.....”

“.....it was a great course and journey....the organisation and structure of the e-learning and tools and process were fantastic.....”

“Great course. Great feedback from Tutors. Good videos - great talks, also webinars worked great. Considering the challenging times of 2020 - the Masterclass was Masterly.....”

“I have thoroughly enjoyed meeting and working with new people from both within and outside my own business. The Masterclass has highlighted to me the importance of design, collaboration and partnership.....”

“First of all - AMAZING COURSE and FANTASTIC instructors. I am SO impressed with your capacity to thoughtfully and comprehensively respond to everyone's work week after week. Really incredible.....”