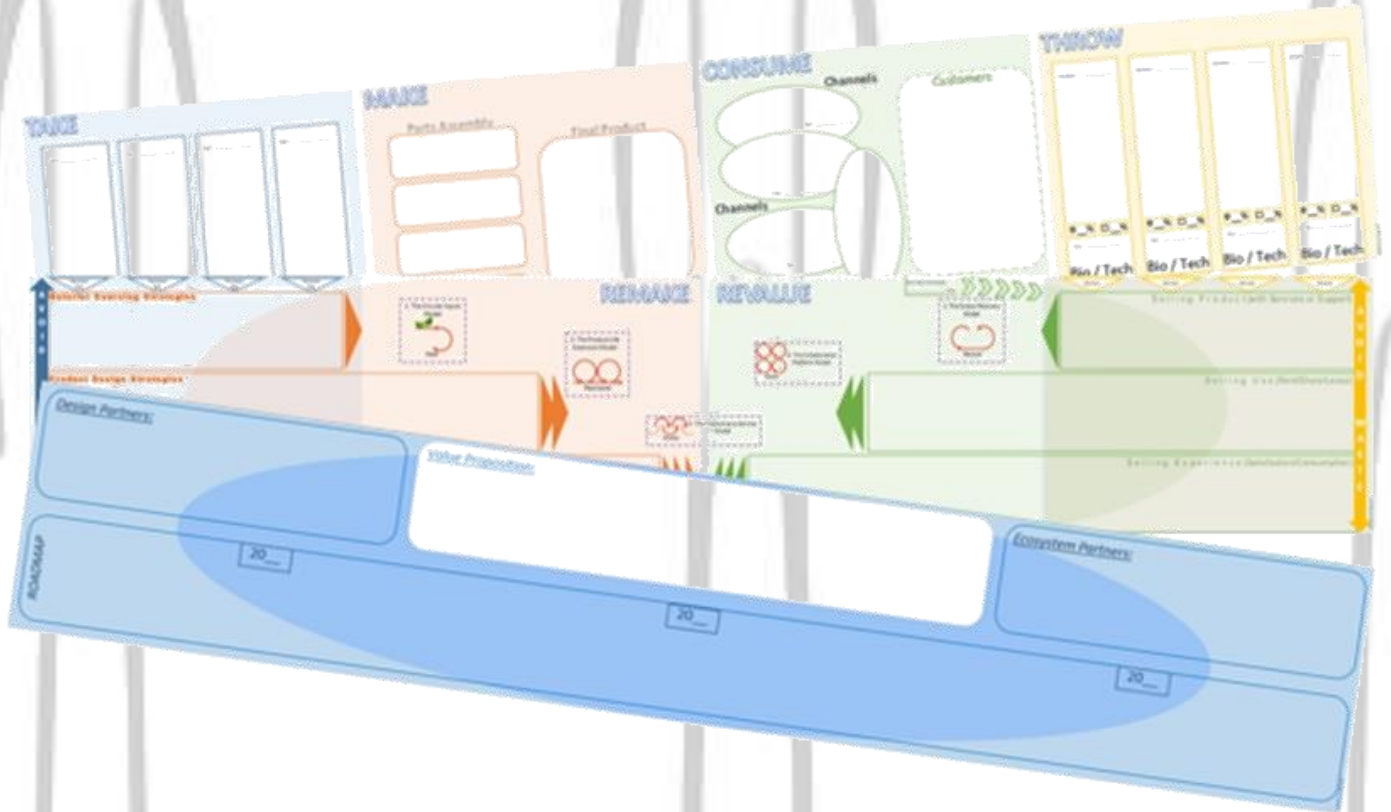


[Wizeimpact.com/harmonize](http://Wizeimpact.com/harmonize)

## INNOVATE WITHIN A CIRCULAR ECONOMY™

The Circular Business Model Innovation Map™



### Concept Overview Workshop

(Workshop for Private Sector)

0.5

day

*Innovate Within a Circular Economy™* is a workshop explaining why a linear economy no longer works and why businesses have to make the shift soonest. This workshop helps you to understand the characteristics of your current operating model, highlight potential risks and suggest avenues for solutions. Step-by-step you will be requested to move away from a linear perspective, and come up with a new value proposition for your customers and partners. The Circular Business Model Innovation Map™ (or CBMI Map™) will be the backbone of the workshop discussions and interactions.

## BACKGROUND

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We live in a world of scarcity and we must adapt. Signs of resource depletion and a search for new economic models are getting stronger. A Circular Economy (CE) could be the answer to some of the questions asked:

- How are we going to address the upcoming lack of resources?
- Why should we look at a circular model versus our current 'take-make-waste' economy?
- How can companies and policy scale it while ensuring prosperity for all?
- Can some of today's fundamental shifts in technology and consumer behaviour be used to accelerate the transition?

## WORKSHOP SCHEDULE

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I Duration: 4 hours I Set-up: group work I Hands-on Map I Step-by-Step Discovery Process I

### **8:30AM – 9:10AM: Setting-up the scene – “From Linear to Circular”**

Topics covered are: why a linear model no longer works, system approach & system complexity, the economic potential within a Circular Economy.

### **9:10AM – 10:10PM: How linear is your business?**

Hands-on exercise on the CBMI Map™ (Part 3): Circular Economy is about profit maximisation, examples of successful CE business models, & review of the Principles of Circular Economy.

*10:10AM – 10:30AM: Coffee/Tea Break*

### **10:30AM – 11:30PM: Reducing your Linearity**

Hands-on exercise on the CBMI Map™ (Part 2): Circular Economy is about profit maximisation, examples of successful CE business models, & review of the Principles of Circular Economy.

### **11:30AM – 12:30PM: Presentation of your Innovative Business Model(s)**

Thanks to the 3<sup>rd</sup> Part of the CBMI Map™ you will be requested to come up with a circular value proposition, a roadmap to adopt one or more circular business model(s) and present your findings in front of the class.

*12:30PM – End of Workshop*

## LEARNING OUTCOMES

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- ✦ Highlighting potential risks within your current Linear Model
- ✦ Transitioning into Circular thinking step-by-step
- ✦ Agreeing on potential avenues for business resilience
- ✦ Maximising the benefits of implementing innovative business models

## YOUR TRAINER

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Alex Lemille: Co-Founder of the African Circular Economy Network; Founder of Wizeimpact

Alex has been involved in Circular Economy and The Ellen MacArthur Foundation since 2012. In 2015 he was recognised among the top 140 global key influencers, shortlisted at The Circulars 2016 for his socially impactful Circular Economy concept (“[Circular Economy 2.0](#)” where [Poverty=Waste]<sup>TM</sup> and presented at the DIF Festival ([Circular Economy Disruptive Festival](#))).

In 2016 he was recognised as “Highly Commended” in the Leadership category by the World Economic Forum (WEF) for his advocating work in circular economy. He is a Guest Member for the Circular Economy Taskforce 2016 (WEF Young Global Leaders).

## WHO SHOULD ATTEND?

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- ✦ Chief Executive Officers and CxOs;
- ✦ Sustainability Officers and VPs;
- ✦ Business Strategy Directors and VPs;
- ✦ Engineers & Product Managers;
- ✦ Corporate Social Responsibility (CSR) Managers;
- ✦ Operations, Project & Product Managers;

## ABOUT WIZEIMPACT

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[Wizeimpact](#) is a for-purpose for-profit company that leverages business-as-a-powerful-tool to improve people livelihood & regenerate the environment. Wizeimpact offers strategic sustainability consultancy services, trains corporate leaders on breakthrough sustainability concepts, spurs social innovations and measures public/private sector value creation.

*Our Value Proposition is to turn wealth-centric linear businesses  
into Value-focused **Circular Ventures™** (VCV).*