

# Circularity Hands-on

Oct 5<sup>th</sup> – Oct 26<sup>th</sup> 2022

“Circular Economy is not for us”, “What’s in it for me?”, “We are already recycling, isn’t that circular enough” – do you recognize those statements from within your company?

Or are you already trying to create a buzz, circular taskforces, or even testing the first comprehensive circular strategies? Either way, one of the key questions in going circular is: Does circularity make business sense – yes or no? We could debate this question forever, but instead, we invite you to go into action and come experience the opportunities and challenges of a circular transition first-hand.

The three week-long program Circularity Hands-On aims to go from abstract ideas to real change. Thereby substantially increasing the speed of the circular transition by allowing participants to experience Inchainge’s circular business game – **The Blue Connection**.

At the core is the power of experiential learning – you together with three other participants will dive into an engaging and highly applied learning experience where you must implement several circular strategies for a virtual e-bike manufacturer.

**PARTICIPANTS WILL BENEFIT FROM DEEP-DIVES SESSIONS OF OUR TRACK PARTNER BMI LAB:**

**Session 1:** Business Model Innovation for the Circular Economy

**Session 2:** The 'Circular Canvas' and Circular Ecosystems

**Session 3:** Translating the learnings to your own business case

**Session 4:** Validating & testing circular business models to start your circular transformation journey

**OUR TRACK PARTNER:**

**BMI Lab**

The BMI Lab is a spin-off of the University of St. Gallen enabling companies to build sustainable new business using innovative business models - combining scientific excellence with practical experience.”

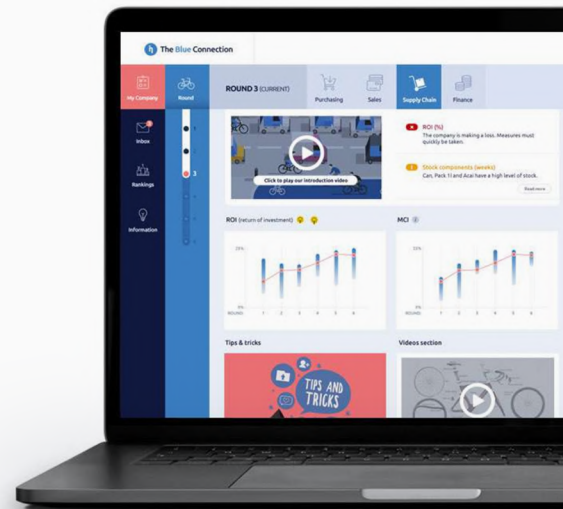
**ANY QUESTIONS:**

Contact person: **Rada Lazarova**  
EVENT COORDINATOR



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**LET’S TALK!**



## PRICING:

Number of people	Price
● 1 Participant	€375
●● 2 Participants	€750
●●● 3 Participants	€1125
●●●● 4 Participants	€1400

## LEARN MORE & REGISTER:



# Circularity Hands-on Track Schedule

All times are according to Amsterdam time zone / UTC+2

MON	TUE	WED	THU	FRI	SAT	SUN
Oct 3	Oct 4	Oct 5 15:00 – 17:00 Kick off + Deepdive	Oct 6 START OF ROUND 1	Oct 7	Oct 8	Oct 9
Oct 10	Oct 11 END OF ROUND 1	Oct 12 15:00 – 17:00 Debrief + Deepdive	Oct 13 START OF ROUND 2	Oct 14	Oct 15	Oct 16
Oct 17	Oct 18 END OF ROUND 2	Oct 19 15:00 – 17:00 Debrief + Deepdive	Oct 20 START OF ROUNDS 3&4	Oct 21	Oct 22	Oct 23
Oct 24	Oct 25 END OF ROUNDS 3&4	Oct 26 15:00 – 17:00 Final Debrief	Oct 27 START OF ROUNDS 5&6	Oct 28	Oct 29	Oct 30 END OF ROUNDS 5&6

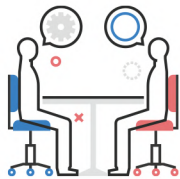
1 ON 1 COACHING WITH TEAM



## Limited Time Investment

**PINK** ..... PARTICIPANTS ONLY INVEST **2 HOURS PER WEEK** TOGETHER WITH ALL OTHER PARTICIPANTS

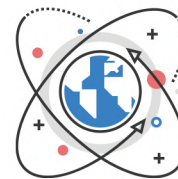
**ROUNDS** ..... **FLEXIBILITY TO CHOOSE** HOW MUCH AND WHEN TO SPEND TIME ON THE DECISION-MAKING FOR EACH ROUND OF THE BUSINESS GAME WITH THEIR TEAM (THE ESTIMATED TIME SPENT IS ONE TO TWO HOURS PER WEEK)



EXPERIENCE A LIFE-LIKE CIRCULAR BUSINESS TRANSITION



EXPERIENTIAL LEARNING WITH CIRCULAR BUSINESS GAME



NETWORK AND LEARN FROM OTHER PARTICIPANTS



INSPIRING DEEP DIVES, BEST-PRACTICES AND SHOWCASES



GET ACCESS TO THE E-BOOK **MASTERING THE CIRCULAR ECONOMY**















CERTIFICATE OF PARTICIPATION

**SIGN UP TODAY!**



## Trusted by

and many more...