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# How Trainers can Maximize the Circular Economy opportunities while contributing to the United Nations SDGs





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# Ground Rules

## Silent Phone



## Listen



## Teamwork

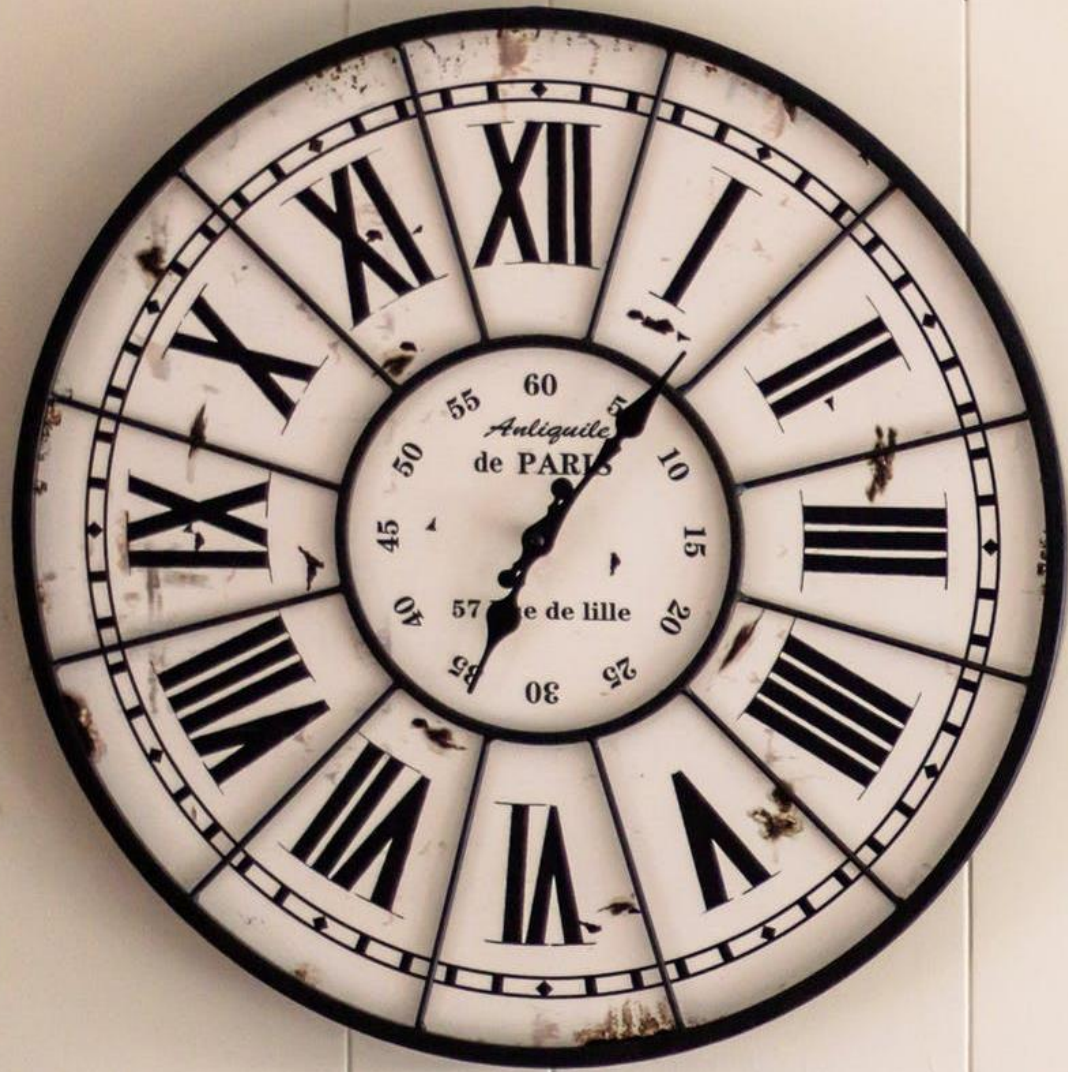


## Participation



## Respecting vs. agreeing





Session Time : 60  
minutes

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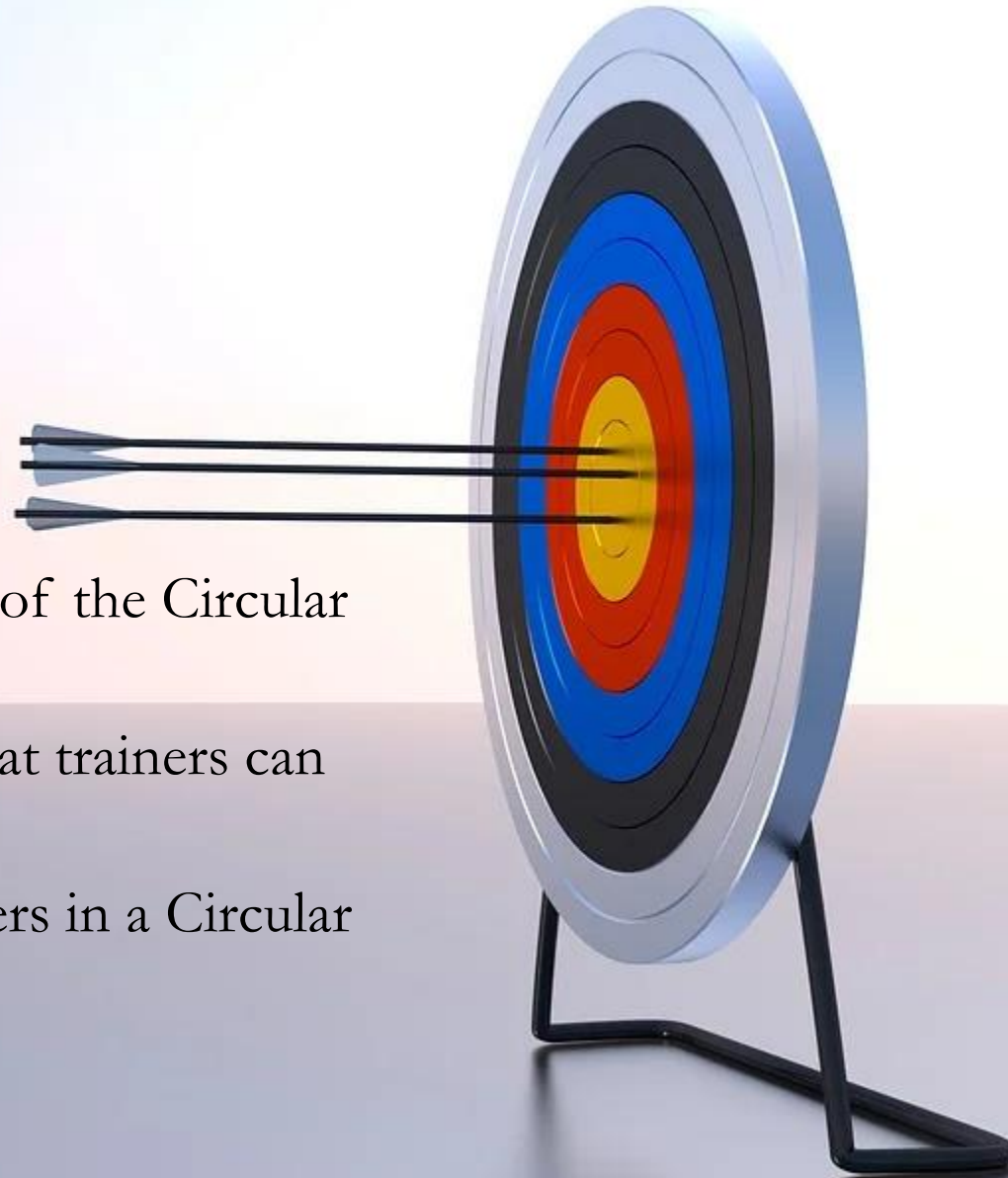
# Content

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- Circular Economy and its principles
- Circular Business Models
- Opportunities for Trainers in a Circular Economy

## Objectives

- Discuss the concept and principles of the Circular Economy
- Discuss circular business models that trainers can adopt
- Analyze the opportunities for trainers in a Circular Economy



# Learning Structure



**QUESTIONS AND ANSWERS**



**CLASS  
DISCUSSIONS**



**EXPERIENCE SHARING**

# Reflections and Poll 1

- What do you understand by the concept of Sustainability?
- How can Trainers support a Sustainable world?





# The United Nations Sustainable Development Goals

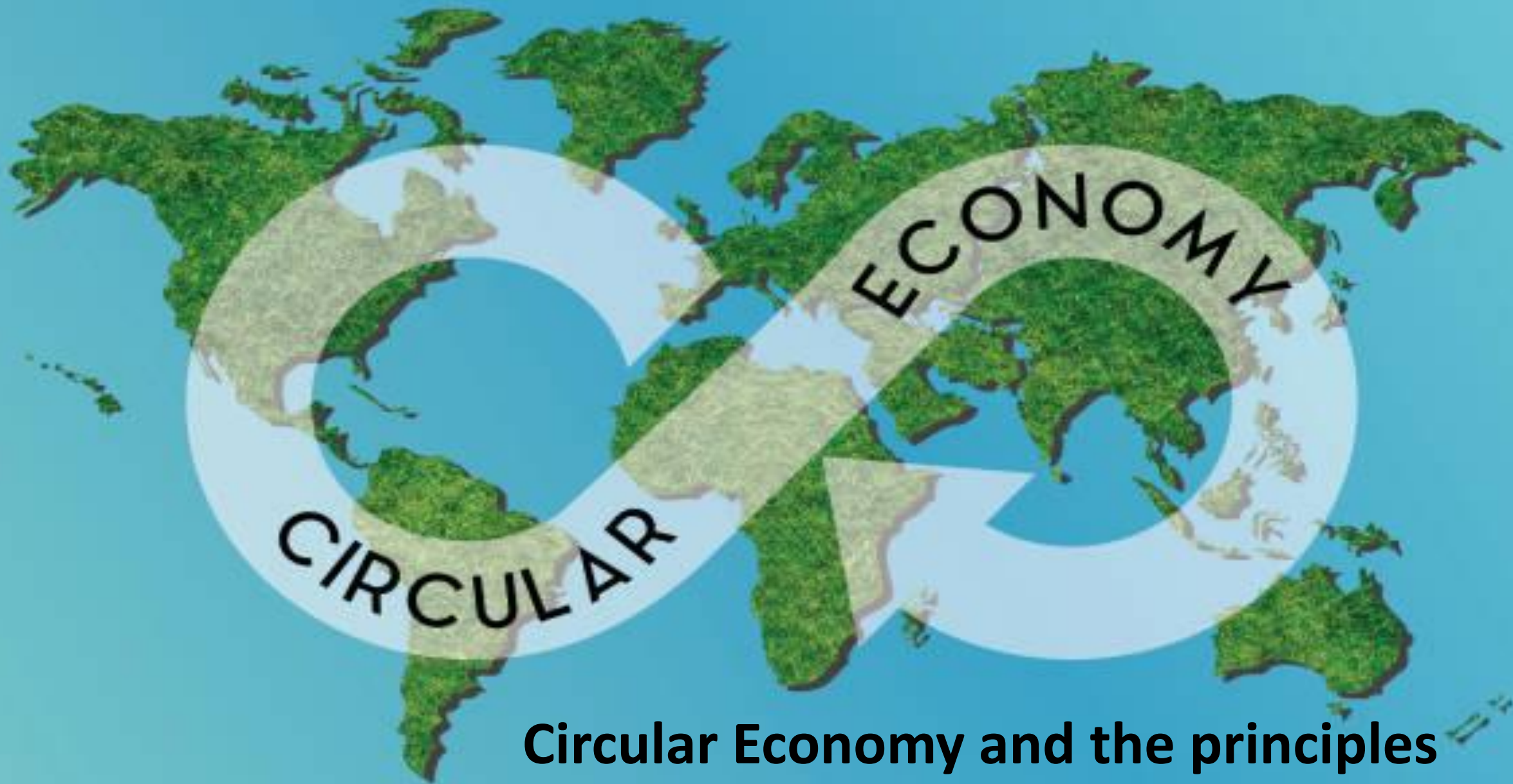
## SUSTAINABLE DEVELOPMENT GOALS



# Reflections and Poll 2

- Are you familiar with the United Nations SDGs?
- Which of the United Nation SDGs are you committed to?





**Circular Economy and the principles**

# The Business Case for a Circular Economy

Each year we throw away:



**300 million tons**  
of plastic



**50 million tons**  
of electronic waste



**1/3 of all**  
food produced.

Creating a circular economy offers a  
**\$4.5 TRILLION ECONOMIC OPPORTUNITY** by:



avoiding  
waste



stimulating  
business growth



creating job  
opportunities

Source: UN Environment (plastic & e-waste), FAO (food),  
Accenture (economic opportunity)

20.08.04

# The Business Case for a Circular Economy



# Circular Economy

- A Circular Economy is becoming increasingly recognized globally as a systemic shift necessary to tackle global challenges such as climate change, waste and pollution, and biodiversity loss.
- The realization of a circular economy requires an inter-disciplinary approach involving every stakeholder in the global economy.



# Linear Economy vs Circular Economy

- Traditionally, most economies have been linear.
- A linear economy is one in which resources are procured with the sole intention of transforming them into products and services for consumption until they finally end up as waste.



# Linear Economy vs Circular Economy

- There is a widespread understanding that our current linear model is not sustainable in the long term.
- The circular economy offers that opportunity to be sustainable because it allows for waste to be designed out, keeping products and services in longer use and also regenerating natural systems.







## **The Principles of a Circular Economy**

# Principles of a Circular Economy

## 1. Design for the Future

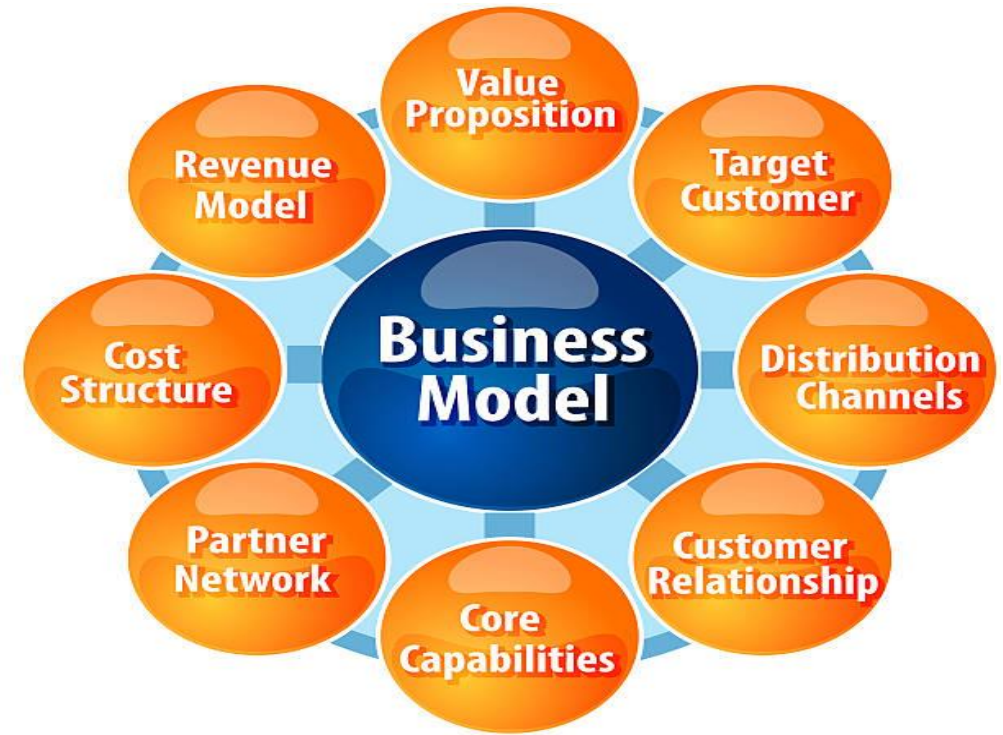
- Design can be a powerful force for good and change.
- Trainers can rethink how they design their training programs to ensure resource optimization and waste minimization.
- With circular design, we can prevent the creation of waste and pollution right at the start



# Principles of a Circular Economy

## 2. Rethink your Business Model

- New and emerging business models can be adopted that seeks to reuse, re-extend product and service life should be adopted.
- Sharing, Leasing, Rental models can be adopted



# Principles of a Circular Economy

## 3. Incorporate Digital Technology

- Digital Technology has the capability to scale a business with little or no environmental cost
- Digital Technology allows an organization to share and reuse offerings and solutions



# Principles of a Circular Economy

## 4. Collaborate for Value

- Joint product development, IT-enabled transparency and information sharing, joint collection systems, industry standards, aligned incentives, and matchmaker mechanisms could all be enabled by the establishment of collaborative platforms, across sectors or between businesses and policymakers.
- Effective cross-chain and cross-sector collaboration are imperative for the large-scale establishment of a circular system.



# Principles of a Circular Economy

## 5. Advancing the Knowledge through Education

- Education can play an important role in preparing future professionals for a new economic paradigm, particularly to create the skill base to drive circular innovation. Governments should encourage
- Policy makers can advance the knowledge by the integration of circular economy and systems thinking into corporate training and school curriculums.



# Principles of a Circular Economy

## 6. Prioritize Regenerative Resources

- By moving from a take-make-waste linear economy to a circular economy, we support natural processes and leave more room for nature to thrive.
- We can ensure renewable, reusable, non-toxic resources are utilized as materials and energy in an efficient way.



# Principles of a Circular Economy

## 7. Preserve and extend what is already in use

- The Circular economy encourages the prolongation of product use through product repairs, reprocessing, refurbishing, upgrading and resale.
- While resources are in-use, maintain, repair and upgrade them to maximize their lifetime and give them a second life through take back strategies when applicable.





# Principles of a Circular Economy

## 8. Use Waste as a Resource

- Utilize waste streams as a source of secondary resources and recover waste for reuse and recycling.
- Waste from one part of the economy can be reused as an input into another part of the economy.

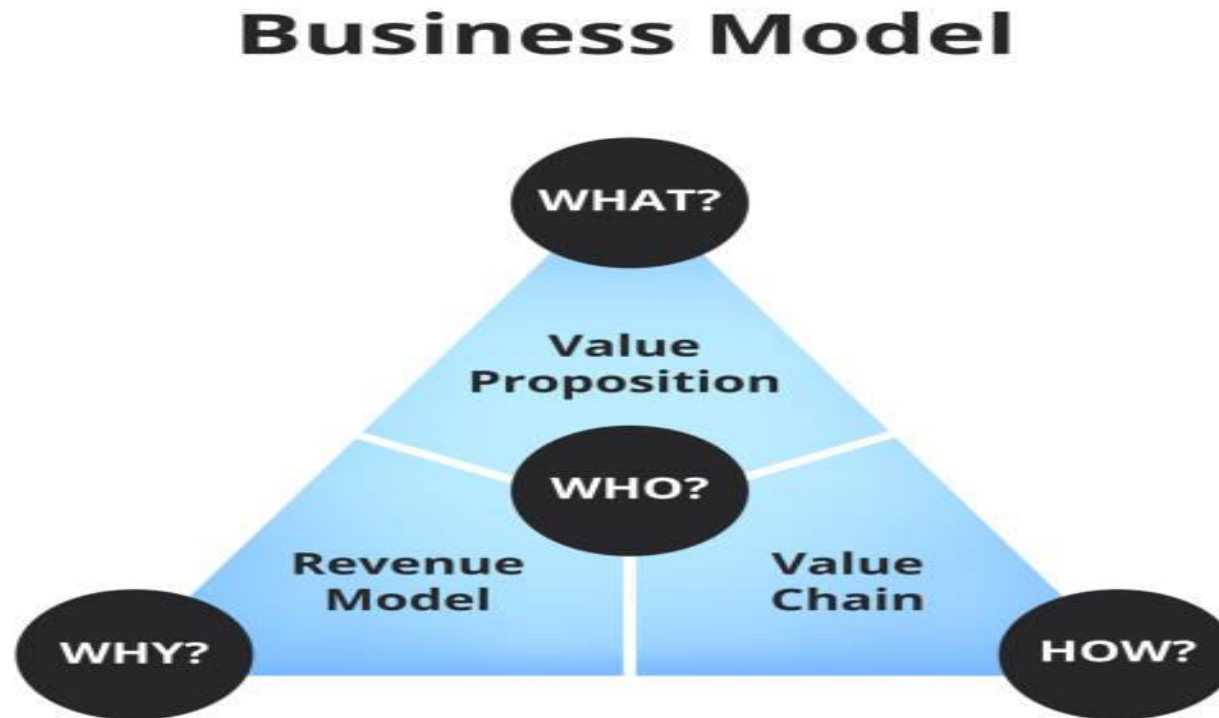




**CIRCULAR BUSINESS MODELS FOR TRAINERS**

# Business Model

- A Business model describes how a business creates value sustainably.



# Circular Business Model

- There are five (5) popular circular business models for any business that wants to leverage opportunities in a circular economy.
- Trainers and Training organizations can leverage any of the following Circular business models.
  - Circular Supply
  - Sharing Models
  - Product as a Service
  - Product Life Extension
  - Resource Recovery and Recycling

# Circular Business Model for Trainers

## 1. Circular Supply

- Circular Supply involves the use of recycled materials, renewable products and bio-based products as inputs into your business.
- Trainers can use recycled materials such as recycled laptops, tables, artworks from recycled materials.
- Renewable energy can be used to power the training buildings and centers.



# Circular Business Model for Trainers

## 2. Sharing Models

- Sharing models facilitate the sharing of under-utilized products, and can therefore reduce demand for new products and their embedded raw materials.
- Trainers can share their under-utilized assets and thus earn revenue in the process.
- Trainers Fixed Assets, Office spaces can be shared to optimize value.



# Circular Business Model for Trainers

## 3. Product as a Service

- This model distorts the concept of products ownership.
- Trainers can build models that places the emphasis only the training components of their offerings.
- A good example is offering streaming or limited time access to an online training using a Massive open online course solution. i.e Coursera, Udemy models



# Circular Business Model for Trainers

## 4. Product Life Extension

- This model involves mechanisms that can extend the usability of products and services.
- This can be done through proper product design, resale, refurbish, repair or upgrade and remanufacturing.
- A good example is Trainers opting for assets within their business that allows them to routinely upgrade, refurbish, repair etc as opposed to new fresh purchase or acquisition.

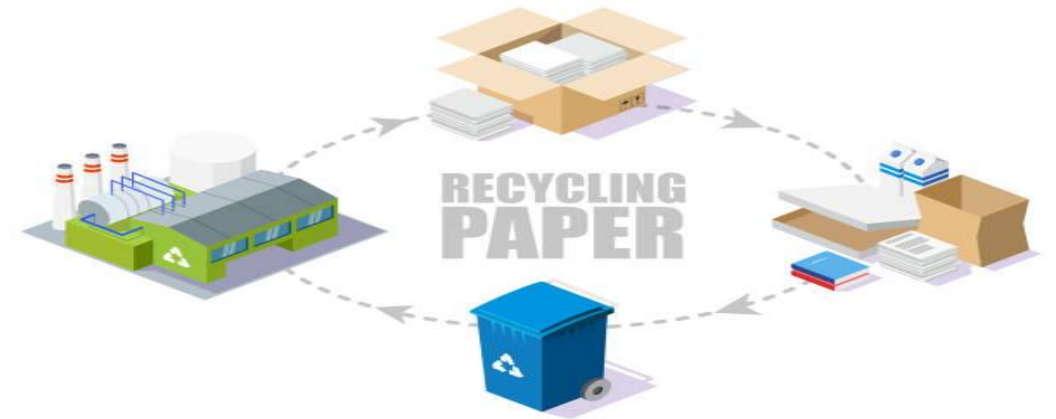




# Circular Business Model for Trainers

## 5. Resource Recovery

- Resource recovery model involves generating a secondary raw material from waste.
- A good example is leveraging complementary sets of recorded trainings to create an online course.
- Recycling paper and training materials for a new training rather than a new purchase.





# **Business Opportunities for Trainers in a Circular Economy**

“The Circular Economy  
could be a \$4.5 Trillion by  
2030”



# Business Opportunities for Trainers

## 1. Training Programs on Circular Economy

- Trainers can lead the transition to a Circular Economy by offering training programs around Circular Economy.
- Trainers can also help provide advisory around circularity and sustainability.



# Business Opportunities for Trainers

## 2. Increased Revenue from Circular Practices

- Resource sharing, Reuse of materials and contents can provide significant cost savings and increase revenue for trainers.
- Revenues can be generated by selling recorded trainings.
- Offering Digital based trainings can increase the participants size exponentially.



# Business Opportunities for Trainers

## 3. New Business Lines from Circular Practices

- New business opportunities through provision of complimentary offerings that don't increase operating cost and can close the loop in the business.
- Collaborating with trainers with complimentary skillsets to create bespoke training solutions for your clients.



# Business Opportunities for Trainers

## 4. Use Solar Energy to bring down cost

- Solar Energy generation can significantly bring down operating cost and also reduces the carbon emission.
- Large solar panels installations means that you can support job creation.



# Other Quick wins for Trainers

- Trainers and Training firms can directly address SDG 4 – Quality Education through the delivery of their client engagements.
- Trainers and Training firms can make periodic commitments to a circular economy idea or fund a circular economy project.
- Trainers can track and produce reports on their circular based impacts.
- Trainers can use eco-friendly locations for some of their training programs.



# Conclusion

- The Circular Economy focuses on resource management and optimization and this affords businesses the opportunity to be more sustainable and also address the United Nations Sustainable development goals.
- The Circular Economy will solve future business problems and every business irrespective of their stage in the business growth should support it.
- Lets all switch to Circular Business models.

# Wrap up Question

- What circular practice or business model will you be happy to implement?.
- What is your key take home point from this session?.

# Session Wrap up

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# References

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- <https://observatory.tec.mx/edu-bits-2/active-learning-in-the-teaching-of-a-circular-economy>
- <https://www.weforum.org/agenda/2021/06/transition-to-a-circular-economy-the-right-roadmap-can-help-sitra/>
- <http://business-school.exeter.ac.uk/research/centres/circular/newsandevents/events/>

Are there  
Questions or  
comments or  
clarifications



A close-up photograph of a person's hand holding a pencil, writing the words "Thank You" in a cursive script on a light blue card. The card is placed on a brown cardboard envelope. The background is a grey surface. The pencil has a green and gold design and the number "4 005401 193081" is visible on its side.

Thank You