

Circular Economy and Sustainability Strategies

(15 – 18 August 2022, Online programme - University of Cambridge)

This programme has been designed to help you understand the growing business case for sustainable solutions and what the future of business looks like with sustainability in mind. As a participant, you will also learn how to manage and lead a sustainable business by incorporating circular economy principles into your strategies to support sustainable growth.



Sustainability has become a top priority among decision-makers in our current global economic, political and business environment as it affects everything from the environment and our health to economic growth.

Programme Highlights

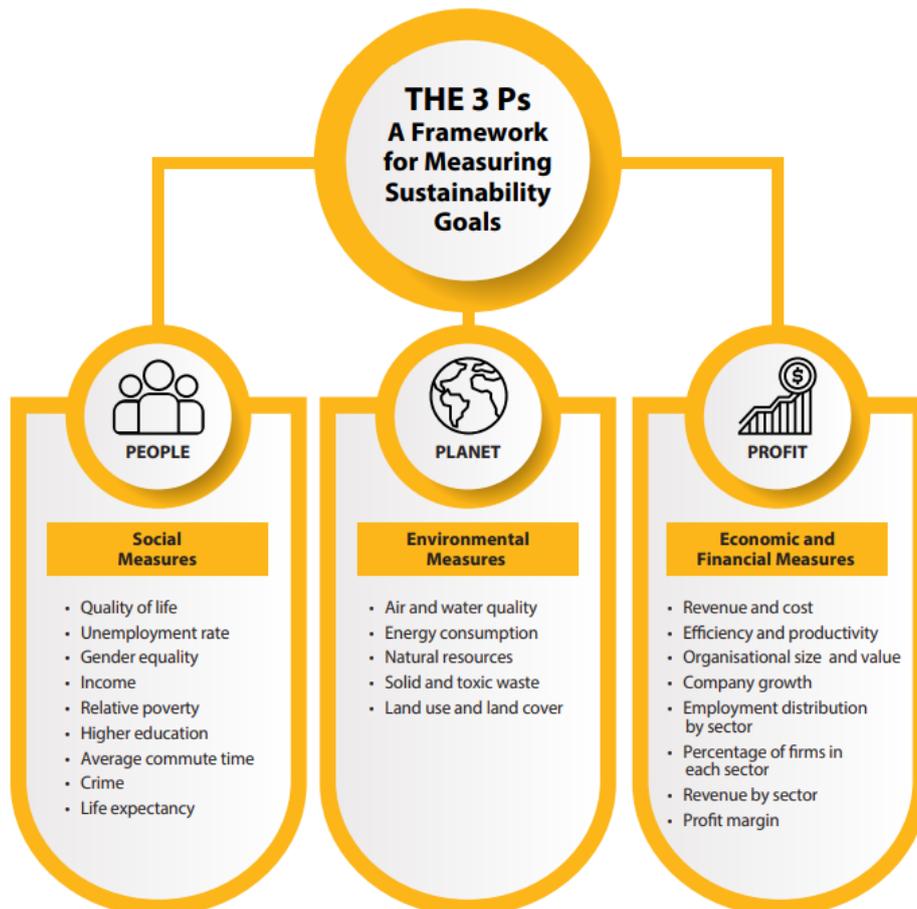
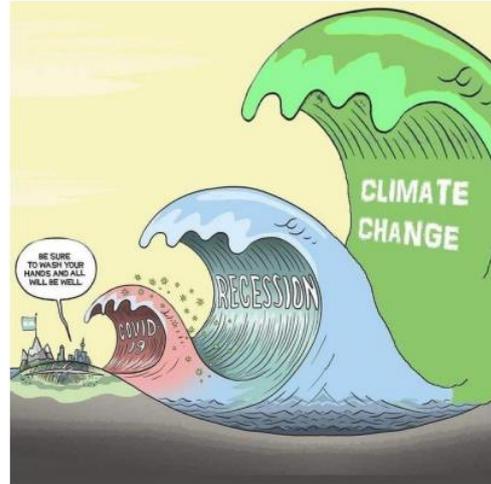
- Define sustainability and its link to over-consumption and over-production from a business and economic standpoint.
- Describe multiple metrics for measuring sustainability, including the Triple Bottom Line (TBL); environmental, social and governance (ESG); and the UN sustainable development goals (SDGs).
- Analyse the sustainability initiatives being employed by some of the world's most recognizable companies and brands.
- Define the fundamentals of a circular economy and the characteristics of a circular business model.
- Distinguish between linear and circular business models.
- Learn how to circularize a linear business model.
- Describe the business benefits of transitioning to a circular business model.

PROGRAMME FEE: 2250 RMB / P.P. (Registration fee, tuition fee, learning materials and certificate.)

Achieving sustainability requires moving from a traditional Take-Make-Waste economy to a “circular economy”, which is based on the principles of designing out waste and pollution. It requires a fundamental shift in how we conceive not only of product development, but the very business models that drive our organisations.

Lessons from the Covid crisis for the circular economy

- › Importance of acting early to avoid larger negative impact
- › Resilience in value and supply chains
- › Overall risk-mitigation
- › The ability to make significant changes how we live, work, and produce in a short time frame
- › You can't just wait and rely on governments to steer towards safety.
- › **Whatever bold ambition you have or ideology you are following, you need to be financially healthy to thrive.**



In-depth knowledge of the fundamentals of sustainability and the benefits of implementing a circular economy.