



# INTRODUCTION

LJUBLJANA, 8TH NOVEMBER 2019



**Tailored professional training programmes, enabling entrepreneurs, managers and policy-makers to embrace circular business model innovation.**

# Why

Asist managers to **master business transformations from linar to circular**

Support to entrepreneurs in **developing circular businesses** and seize their circular potential

Develop **competencies and skills** needed to embrace circular business models and support implementation

**Facilitate investment decisions** for sustainable business and facilitate financing of sustainable projects

**Promote best practices and develop learning tools**



# Formats

**CIRCULAR OPPORTUNITY DAYS**

**FULL-TRACK CBA**

**IN-COMPANY INITIATION PROGRAMMES**

**ADVISORY AND MENTORSHIP**

**CIRCULAR SCALEUP MODULE (INVESTMENT READINESS)**

**OTHERS, UPON REQUEST**





# Clients and partnerships

## CLIENTS

Circular  
frontrunners



Valtex

Aquafil

Iskraemeco

ICP (Pulp and  
paper institute)

OMV

Programme  
partners

Inkubator  
Sežana

Intesa  
Sanpaolo

SID banka

...

## CIRCULAR NETWORK

Innovation  
networks and  
Business  
Associations



Media and  
Platforms



Renwable  
Matter

–  
Materia  
rinnovabile

Tromba

CEC

...

## COMPETENCE PARTNERS

Competence  
and support  
partners

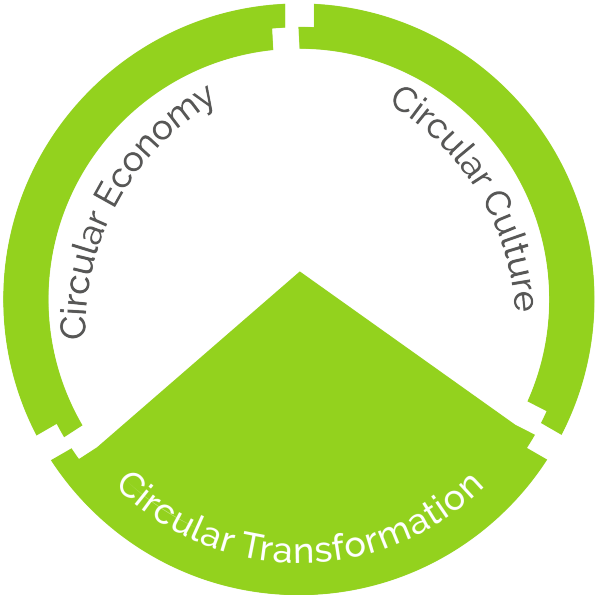


Competence  
and support  
partners

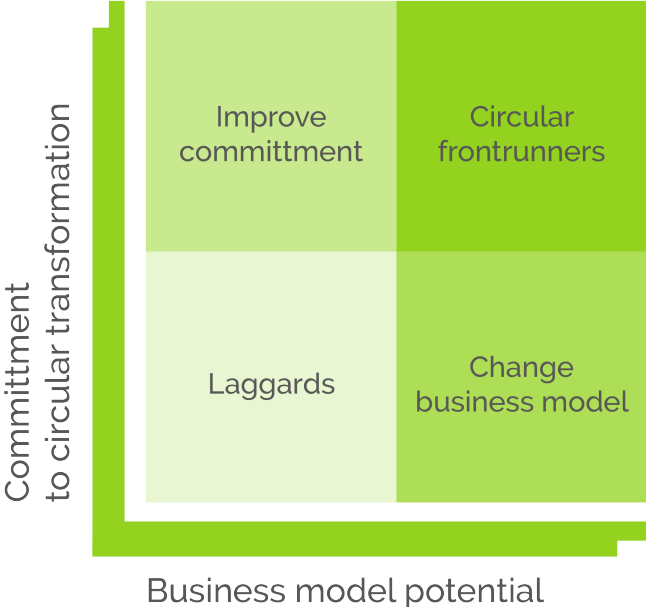
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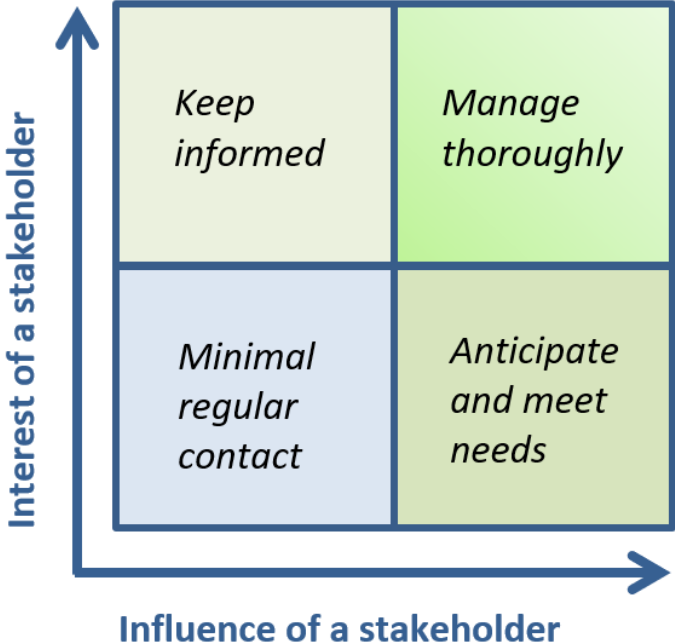
# Tools and methods



The Circular Triangle



Circularity Assessment



Stakeholder mapping grid

# Tools and methods



META Challenge-based innovation platform

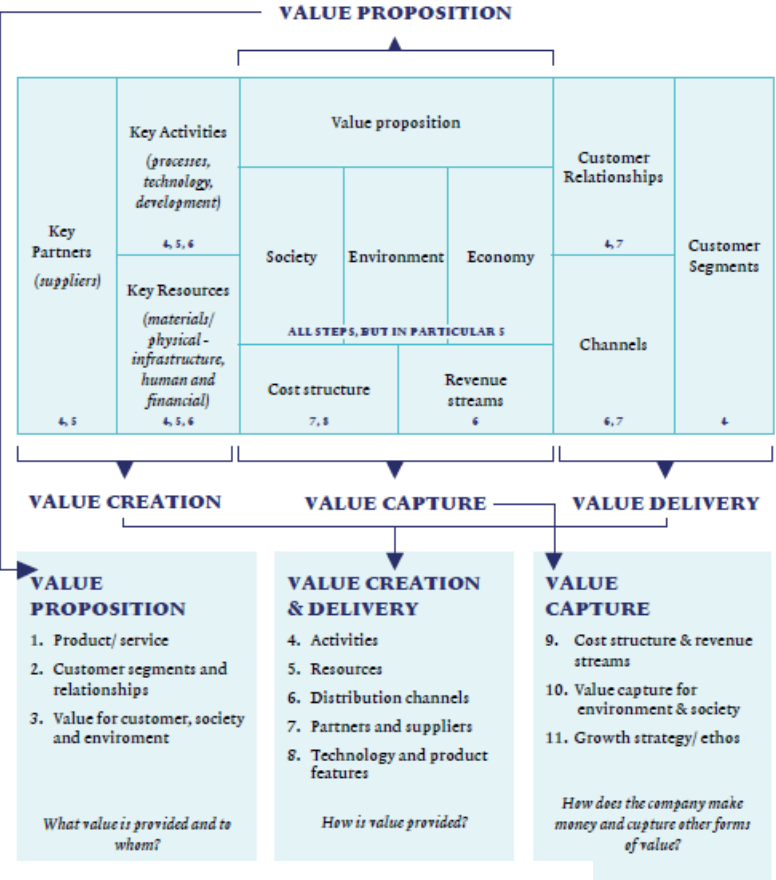


META IP Booster and Investment-readiness tools



10-step circular transformation journey

Source: „Circular Business, Collaborate and Ciirculate, by Bocken, Kraaijenhagen, Van Oppen (2016)



Adapted business model canvas

Figure 9.1 Conceptual sustainable business model framework. Source: Bocken and Short (2016), adapted from Richardson (2008) and Osterwalder and Pigneur (2005), Bocken et al. (2014) and Short et al. (2014)

# International CBA Faculty



**Mag. Jurij Giacomelli**  
*Founder, Giacomelli media*



**Christiaan Kraaijenhagen**  
*Innovation strategist  
Founder Innoboost*



**Mag. Karin Huber-Heim**  
*Senior expert on social  
responsibility and  
stakeholder management*



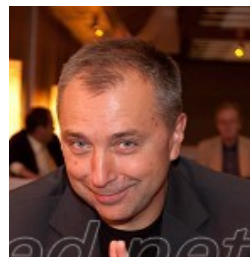
**Dr. Dragica Marinič**  
*Head coordinator  
SRIP Circular Economy Networks*



**Danila Poggi Canciani**  
*Communication, human  
empowerment*



**Mateja Mešl**  
*director  
Paper and Pulp Institute*



**Dr. Slaven Mičković**  
*Experienced risk manager*



**Mirjana D. Perko**  
*Incon d.o.o.  
Chairperson*



**Tadeja Prosen**  
*Giacomelli media  
Circular Business Academy  
Programme Manager*



# Circular expert practitioners

**We can do it together. Welcome to apply and get selected into the initial class!**

## **You will:**

Be **publicly promoted** as a selected expert on the CBA web site.

Commit to promote the Academy's programme, share knowledge and contribute to its development

Attend two seminars or programmes per year as an active "expert" (speaker, discussant, working group leaders or facilitator or as a mentor.

Undertake other expert roles at your own initiative:

- Develop research survey
- Propose, prepare and implement your own **formats and case studies**

## **We will prepare update and support:**

- (1) competence guidelines
- (2) dedicated seminars and
- (3) knowledge exchange meetups

... to make our knowledge grow.

**First seminar scheduled for January 2020.**

**We will foster the network, commit to and maintain clear criteria for being a part of the Circular expert practitioners.**

# Next appointments

## CIRCULAR OPPORTUNITY DAYS

21ST NOVEMBER: Investing into early-stage circular business

11TH DECEMBER: Sustainable financing and circular business models for banking

JANUARY 2020: Expert practitioners seminar

March 2020: Full Track CBA

SPRING 2020: Circular scaleup module (tbd)

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# CIRCULAR BUSINESS ACADEMY

*Tailored professional training programmes,  
enabling entrepreneurs, managers and policy-  
makers to embrace circular business model  
innovation*

**Register now**  
Opportunity days - Dnevi  
priložnosti:  
"The Challenges of Circular  
Transformation"  
Ljubljana, 8. November 2019