

The World after the pandemic:

# IMAGINING THE ECO-CIVILISATION

A three-part webinar cycle of the Circular Business Academy  
Wednesdays of 27<sup>th</sup> May, 10<sup>th</sup> June and 17<sup>th</sup> June 2020

Wednesday, 27th May at 15.30 (Part I)

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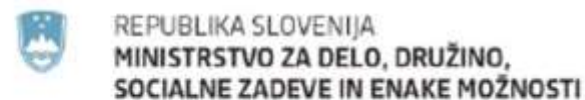
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# WELCOME TO THE TRAINING PROGRAMME „COMPETENT SLOVENIA“

THIS WEBINAR IS A PART OF A DEVELOPMENT PROJECT TITLED: „COMPETENCE CENTERS FOR HUMAN RESOURCES DEVELOPMENT“ (KOC 3.0).

THE DEVELOPMENT PROJECT IS FINANCED BY THE EUROPEAN SOCIAL FUND AND THE SLOVENIAN MINISTRY OF LABOUR, FAMILY, SOCIAL AFFAIRS AND EQUAL OPPORTUNITIES. IN COOPERATION WITH EXPERT PARTNERS THE PUBLIC FUND FOR HR DEVELOPMENT IMPLEMENTS TRAININGS, PROMOTES SOFT SKILLS AND ENTREPRENEURIAL KNOWLEDGE.

PARTICIPATION AT THIS TRAINING PROGRAMME IS FREE OF CHARGE.



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# Introducing CBA

Dedicated knowledge platform enabling entrepreneurs, managers, experts, investors and policy-makers to embrace *circular business model innovation* by creating, exchanging and sharing specific competence and thrive on the civilisational paradigm shift.





# Why CBA: Focus on business model transformations

- **Assist managers** to master business transformations of from linear to circular;
- **Support to entrepreneurs** in the development of circular businesses and seize their circular potential;
- Develop **competencies and skills** needed **across and among organisations** to embrace circular business models and support implementation;
- **Facilitate investment decisions** into sustainable business and facilitate financing of sustainable projects to both **investors** and entrepreneurs;

## FORMATS:

KNOWLEDGE  
SHARING, TRAINING,  
AND BEST  
PRACTICES;  
ADVISORY AND  
MENTORSHIP

INCUBATION OF  
SUSTAINABLE  
INNOVATION  
ECOSYSTEMS

FINANCING  
FACILITATION

# Why imagining the Ecocivilisation

**We are both motivated and pessed by the change. But where are we going? What is our desired destination?**

**First. Imagining our goal helps getting closer.**

**Second. This is a journey across a landscape of a paradigm change:  
It depends on many factors whether we will get there or not.  
There is more than one path to get there.  
There is also more than one pitfall, preventing the societies to move closer.**

**We are dealing with complex future scenaros.**



# Outcome of the imagination exercise: desired scenarios and forward lessons to avoid pitfalls

A result of the imagination workshop: ability to understand the future, act to get there and engage others to join.

## How to develop scenarios?

- Define **critical choices** on the journey.
- **Line them** on the itinerary.
- Define **critical factors** that influence the critical choices and imagine:
  - what impact they may have at different points on the itinerary;
  - how they will interrelate to each other.
- Develop the the story you believe in.

Output, by the next time (homework as a part of the workshop):

- write a short essay of around 3000 characters (with spaces); or
- choose two articles and explain why they help us understand future scenarios.

# Essay contest

The participants are invited to share their vision and ideas on Ecocivilisation in a short **essay paper**.

Alternatively, **Choose two articles and briefly explain why they help us understand future scenarios.**

The best contributions will be published as a featured article in our [CBA CONVERSATIONS](#) section.

Authors will be awarded a free participation in one of our paying seminars of choice and, possibly, engaged in the subsequent Ecocivilisation sessions. Short essays should be, ideally, up to **2500 characters long** and may not exceed 3500 characters (incl. spaces).

We will select the best ones, discuss them in Part II and II and publish them on CBA CONVERSATIONS.

We will provide editing in agreement with the author.

Language: English; other languages are also accepted, just write the title and an intro also in English.



# Schedule

	DATE	TITLE	SPEAKERS
<b>Webinar Part 1</b>	Wednesday 27.05.2020 15.30	Imagining the Eco-civilisation (I): Introduction to the concept and imagining the transformative processes	Violeta Bulc, former EU Commissioner for Transport, entrepreneur, manager, advisor, lecturer and author  Anne-Catherine Berner, Swiss-Finnish business executive, board professional, and former Minister of Transport and Communications  Moderated by Juri Giacomelli, Founder, CBA
<b>Webinar Part 2</b>	Wednesday 10.06.2020 15.30	Imagining the Eco-civilisation (II): Designing societies going circular	Christiaan Kraaijenhagen, Circular Economy Entrepreneur & Innovation Strategist, at the Innovation Cooperative Innoboost  Karin Huber Heim, Academic Programme Director, MSc Sustainability and Responsible Management at the University of Applied Sciences BFI Vienna Violeta Bulc, former EU Commissioner for Transport, entrepreneur, manager, advisor, lecturer and author Moderated by Juri Giacomelli, Founder, CBA
<b>Webinar Part 3</b>	Wednesday 17.06.2020 15.30	Imagining the Eco-civilisation (III): A new balance if influence within our societies and among global spheres of interest	Her Excellency Sophie Honey, British Ambassador to Slovenia (TBC)  Carlo Giardinetti, MBA, Dean of Executive Education and Global Outreach at Franklin University Switzerland  Violeta Bulc, former EU Commissioner for Transport, entrepreneur, manager, advisor, lecturer and author Moderated by Juri Giacomelli, Founder, CBA

# House rules

Please, participate, be active, raise your hand and speak up or use the chat box. There will be time available for a discussion. **And when you don't speak, please, mute your microphone.**

Do the homework.

It is still time to join in, register and see the recording of this session.

Please provide us feedback after the end of the webinar.

**The webinar is being recorded.** All materials will be available from CBA website after the webinar.

## Today's speakers



**Violeta Bulc**

Former EU Commissioner for Transport (2015-2019), entrepreneur, manager, advisor, lecturer and author



**Anne-Catherine Berner**

Swiss-Finnish business executive, board professional, and former Minister of Transport and Communications

**Time for questions**



## Debate and Conclusions

# THANK YOU FOR PARTICIPATING AT THE TRAINING PROGRAMME COMPETENT SLOVENIA!

YOU WILL RECEIVE AN EMAIL WITH A SURVEY ON SATISFACTION WITH TODAY'S TRAINING. WE KINDLY ASK YOU TO PROVIDE FEEDBACK FROM THIS WEBINAR. WITH YOUR HELP WE WILL BE ABLE TO CONTINUE ORGANISING EVENTS WITH QUALITY CONTENT .

THE KOC 3.0 PROJECT TEAM WISHES YOU SUCCESSFULL APPLICATION OF NEWLY ACQUIRED KNOWLEDGE AND SKILLS!



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'The Challenges of Circular  
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Ljubljana, 8. November 2019*

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