



B&B COLLEGE
OF SUSTAINABLE DEVELOPMENT



**CIRCULAR
BUSINESS
ACADEMY**

Delivering sustainable business strategies through circular innovation

International training programme for companies
in the energy industry



Complete the course and obtain the certificate
Circular Transformation Expert in Energy sector

International training programme for companies in the energy industry

Energy supply and efficiency is an important challenge for the future, aimed at a carbon-neutral economy.

Knowledge in the field of planning and implementation of sustainable innovations and business strategies is key to successful adaptation of companies to the requirements of environmental policies.

Obtain the Circular Transformation Expert in Energy Sector certificate

Who is the programme intended for?

The programme is intended for top and middle management as well as experts and project managers in companies that primarily operate in or are associated with energy activities.

The content of the programme shall be based on the use of practical examples and shall be aimed at developing innovative solutions for the supply and efficient use of renewable energy, in accordance with the principles of sustainable business operations in companies and adopted climate goals focused at the provision of energy. The programme is also suitable for the mentioned personnel in energy intensive manufacturing companies, as well as for financial experts and senior management in banking and insurance sectors.

The programme is especially oriented to the needs of leaders and experts involved in the development and management of concrete innovation projects, solutions, products, services and processes. It is recommended that more than one person from the same organisation already participating in the innovation field attend the programme. If more than one person from the same organisation attends the programme, the colleagues will be able to transfer the acquired knowledge into use more easily. The programme is designed in such a way that focusing on practical tasks and specific business projects enables concrete application of the acquired knowledge on one's own business case or project.

What do you gain?

You will gain in-depth knowledge about the concept of sustainable business, the understanding of circular innovations and insights into the opportunities arising from the transition to the circular economy. The programme is specifically focused on the design of innovative business models. You will learn about peculiarities of the circular business models, how to carry out the transformation process of the business model into the circular one and how to apply new competences in your own business context.

Programme objectives

The basic objective of the programme is to train participants for appropriate design and implementation of breakthrough innovation projects and processes that will contribute to greater sustainability and circular innovation in organisations themselves and along the value chains in which the organisation operates.

In order to make the most of the programme, it is best to include experts and managers who are already planning or implementing a specific breakthrough project in order to make it even better as part of the execution of the programme. This will be achieved with the support of international experts in the field of circular economy and sustainable business, who will provide you with professional support in the development and implementation of the project.





Scope and execution

The programme includes 26 full hours of lectures and workshops, divided into 6 modules, as well as two individual meetings with a mentor to advise you on the design of your own project. By agreement, we can provide additional professional support for the preparation and implementation of the project task, which is one of the requirements for a successfully completed training programme.

Training language: English, with international lecturers and participants
Programme execution: Live, on-line and hybrid (depending on the situation)
The group shall be limited to a maximum of 20 participants.

We reserve the right to change the date or cancel the training in case of illness of lecturers or insufficient number of applicants.

Training certificate

Upon the conclusion of the programme, you receive a Circular Transformation Expert in Energy Sector certificate of completion of the international training programme.

Execution

October 2021 – March 2022

Lecturers

You will hear lectures and advice from renowned international experts in the field of circular economy, sustainable business, circular business models and entrepreneurial innovation. The programme providers are members of the Circular Business Academy lecturers council. (<https://www.circularbusiness.academy/>)

Price

EUR 1,950 (EUR 2,379 including VAT)

The discount for a second participant from the same organisation is 15%.

The programme is co-organised by the B&B College of Sustainable Development, and Giacomelli Media Management and Consulting d.o.o. (Gm) as the holder and contractor of the Circular Business Academy (CBA).

Registration

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B&B College of Sustainable Development

B&B College of Sustainable Development, an independent higher education institution, is a **modern educational centre focused on the development of current professional knowledge in the field of sustainable development and environmental protection**. The operation of the school is integrated into the professional and wider economic, social and cultural environment. We encourage and constantly strengthen cooperation with companies, other educational organisations and public institutions in the local, national and international environment, which enables the transfer of current professional knowledge from practice to the study process.

In cooperation with employers, **we develop a new model of career planning** and new study programmes. We are becoming an important connecting link between learners and the modern economy.

We carry out the **Environmental Protection higher education professional programme**, which is multidisciplinary and based on the needs of a modern society aimed at sustainable development.

Based on the **comprehensive knowledge and skills acquired in the field of environmental protection**, environmental protection, graduates are a valuable asset to any environmentally responsible company. Students are able to advise on sustainable development, complying with the legislation and business laws.

The course lasts 3 years, concluded with a diploma thesis, and is carried out in Kranj and Ljubljana completely adapted to adults who are studying while working.



About the Circular Business Academy (CBA)

CBA is a 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.

CBA unique value proposition for the planet, society and business is realised by knowledge transfer capacity building (courses, seminars, conferences, reports), business model transformation advisory and facilitation in various formats, innovation ecosystems design, incubation and expert support. CBA engages with new ventures identification, evaluation of investment opportunities, financing facilitation, acceleration and governance. This is made possible thanks to CBA Faculty, a community of Circular Expert Practitioners, investors and partners.



Giacomelli media (Gm) is a knowledge company, founded in 2012 and created to support clients and partners in creating and sustaining value through excellence in management and communication in the context of change and development.

We focus on change. We help change happen by contextualising it, positioning all stakeholders in their relevant roles.

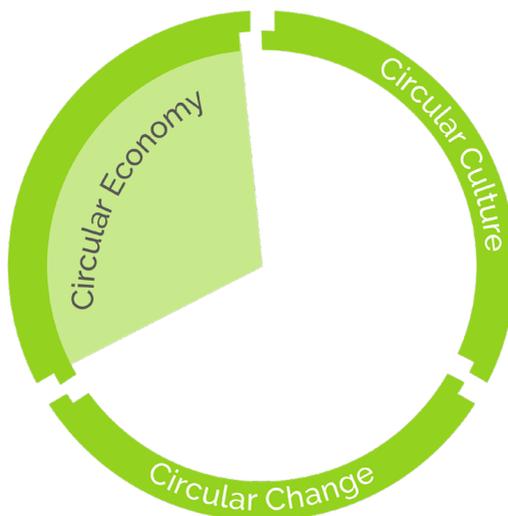
By doing this we advocate a systemic approach and foster the circular culture.

Circular opportunities, circular business model transformations

Circular opportunities for SMEs arise from complex changes in the business environment and in our societies at large: increasing scarcity of primary material and energy resources, their pricing volatility, climate-related risk mitigation, societal issues, such as aging population, global migrations, mitigation of social inequality of different kinds, lifetime learning, consumer power, redesign of regulatory framework away from “take-make-dispose” logic and related linear circular models.

Circular opportunities should not be viewed as a forced way-outs, which lead us to reach some of the environment- or society-related Sustainable Development Goals (SDGs) at the expense of business viability of engaged firms or even economic criteria at large.

The adoption of circular principles is not “only” about resource efficiency in a „technical“ sense. It is a planetary societal challenge.



The Circular Triangle depicting the three dimensions of the circular transition

How can we assess circularity of a firm?

To assess circularity, CBA uses Circularity Assessment Score (CAS) – their own composite measurement tool of multiple criteria, allowing the assessment of the potential and the ability of a firm for closing, narrowing or slowing the loops, based on a standardised and validated questionnaire. The circularity of a firm as a firm's strategic orientation is assessed through its application of a circular business model is manifested by its potential to sustainably contribute to the circular economy and capabilities of a firm to seize it.

So, it is manifested by a set of criteria demonstrating to what extent a firm uses its capabilities to contribute to the circular economy. Therefore, CAS autonomously assess two somewhat interrelated dimensions:

- Business model potential
- Commitment to circular transformation

