Driving Sustainable Growth Through Circular Economy and Waste Management Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #ENV2450_266750

Course Introduction / Overview:

In a world facing growing environmental challenges, this training course offers a comprehensive and strategic approach to waste management and the circular economy. This is a framework that redefines how organizations create value, moving away from the traditional linear "take-make-waste" model. The course is designed by BIG BEN Training Center to equip professionals with the knowledge and tools needed to implement sustainable practices that not only reduce environmental impact but also create new economic opportunities. This course goes beyond simple recycling and disposal methods, delving into advanced strategies like life cycle assessment, resource optimization, and sustainable product design. Drawing on the foundational principles discussed by prominent academics such as Walter R. Stahel in his work on the Performance Economy, we explore how to design out waste and pollution, keep products and materials in use, and regenerate natural systems. This holistic perspective is crucial for any organization looking to enhance its sustainability, comply with evolving regulations, and gain a competitive edge in a resource-constrained world. We help participants understand the intricate relationships between material flows, business models, and environmental stewardship, making the transition to a circular economy a tangible reality.

Target Audience / This training course is suitable for:

- Sustainability and environmental professionals.
- Operations and supply chain managers.
- Product designers and engineers.
- Corporate social responsibility (CSR) managers.
- Government and public sector officials involved in environmental policy.
- Facility and waste management personnel.
- Business leaders and entrepreneurs are seeking to innovate and grow responsibly.
- Academics and researchers in environmental science.

Target Sectors and Industries:

- Manufacturing and consumer goods.
- Government and public administration agencies.
- Construction and infrastructure.
- Waste management and recycling services.
- Retail and e-commerce.
- Hospitality and tourism.
- Energy and utilities.
- Government agencies and local municipalities focused on sustainable development.

Target Organizations Departments:

- Operations and logistics.
- Research and development.
- Corporate social responsibility.
- Environmental, health, and safety (EHS).
- Procurement and supply chain management.
- Finance and planning.
- Marketing and communications.
- Public policy and compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement effective waste management strategies within their organizations.
- Analyze and optimize material flows to reduce waste and improve resource efficiency.
- Apply the principles of a circular economy to create new business models and revenue streams.
- Conduct a life cycle assessment for products and services.
- Develop innovative solutions for waste prevention and resource recovery.
- Identify and comply with relevant waste management regulations and policies.
- Evaluate and select appropriate sustainable materials and technologies for their operations.
- Measure and report on circularity performance and its impact.

Course Methodology:

This training course is delivered through a highly interactive and practical methodology designed to foster deep understanding and skill development. We go beyond traditional lectures by incorporating real-world case studies from various industries, which allow participants to analyze challenges and devise circular solutions. Group work and collaborative exercises are central to the course, promoting peer-to-peer learning and the exchange of diverse perspectives. Participants will engage in workshops focused on specific tools and techniques, such as waste auditing and material flow analysis, to ensure they can immediately apply what they have learned. The training also uses interactive sessions, discussions, and a feedback loop to help participants solidify their knowledge. This approach ensures that participants not only grasp the theoretical concepts but also gain hands-on experience in applying them. BIG BEN Training Center is committed to providing a learning environment that is dynamic and engaging, helping professionals from different backgrounds to effectively transition their organizations toward a more sustainable and circular model.

Course Agenda (Course Units):

Unit One: Foundations of Waste and the Circular Economy

- Understanding the linear vs. circular economy models.
- The waste hierarchy and its modern applications.
- Key principles of the circular economy: design out waste, keep products in use, regenerate systems.
- The role of resource efficiency and material stewardship.
- Global trends and business case for circularity.
- Challenges and opportunities in the transition to a circular economy.
- Introduction to the 10 R's framework (refuse, rethink, reduce, reuse, repair, etc.).

Unit Two: Advanced Waste Management Strategies

- Waste stream characterization and auditing techniques.
- On-site waste segregation and handling best practices.
- Technologies for waste treatment and recovery, including anaerobic digestion and gasification.
- Innovative recycling and upcycling processes.
- Extended producer responsibility (EPR) and product stewardship.
- Regulatory compliance and reporting in waste management.
- Developing a corporate waste management plan.

Unit Three: Circular Business Model Innovation

- Designing products for durability, repair, and end-of-life recovery.
- Service-based models and product-as-a-service.
- Developing collaborative platforms for resource sharing.
- Implementing reverse logistics and closed-loop supply chains.
- Case studies of successful circular business models.
- Measuring circularity and performance indicators.
- Financing the transition to a circular economy.

Unit Four: Policy and Governance for Circularity

- The role of government in promoting a circular economy.
- Key policy instruments, including taxes and incentives.
- International agreements and standards on waste and resources.
- Public-private partnerships for circularity.
- Stakeholder engagement and communication strategies.
- Integrating circular economy principles into corporate policy.
- Forecasting future trends in environmental regulation.

Unit Five: Practical Application and Futureproofing

- Conducting a circularity assessment for an organization.
- Developing an action plan for implementing circular principles.
- Leveraging technology, like IoT and blockchain, to enhance circularity.
- Scaling up circular initiatives from pilot projects to full-scale operations.
- Measuring and communicating environmental and economic impact.
- Future of the circular economy and emerging innovations.
- Building a culture of sustainability within the workplace.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the principles of a circular economy fundamentally reshape a company's relationship with its customers and its value chain, moving beyond simple product transactions to long-term resource stewardship?

What unique qualities does this course offer compared to other courses?

This course provides a distinct and comprehensive perspective, going beyond the basic principles of waste reduction to focus on the entire value chain. We emphasize the strategic business opportunities that a circular economy presents, rather than simply discussing environmental compliance. By integrating real-world case studies and practical workshops, we give participants the hands-on skills they need to drive change within their own organizations. The training agenda is carefully structured to move from foundational theory to advanced application, ensuring that attendees can develop and execute concrete circular economic strategies. This course is designed to empower professionals to lead the transition, combining economic and environmental goals for sustainable growth. It is not just about managing waste; it is about transforming business models to be more resilient and innovative. We equip participants to think like strategists, not just technicians, preparing them for leadership roles in a future where circularity is no longer an option but a necessity.