Navigating Circular Economy Principles and Business Models Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #SUS5728_253287

Course Introduction / Overview:

This training course is designed to equip business leaders and professionals with strategic mindset and practical tools to transition from a linear to a circular economy. The traditional "take-make-dispose" model is no longer sustainable or economically viable in a world of finite resources. This program, offered by BIG BEN Training Center, provides a framework for understanding and implementing the core principles of a circular economy, which focuses on designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. We will explore how a circular economy can create new business opportunities, enhance resource efficiency, and build a more resilient and sustainable business. The curriculum is informed by the academic work of authors like Walter R. Stahel, a pioneer of the circular economy whose work provides the theoretical and practical foundation for this approach. This course goes beyond a simple overview of sustainability to provide a deep understanding of how to fundamentally redesign business models for a more circular future. We prepare participants to be agents who can drive innovation and create long-term value in a resource-constrained world.

Target Audience / This training course is suitable for:

- Sustainability and CSR managers.
- Strategic planners and business developers.
- Product designers and engineers.
- Supply chain and logistics managers.
- Operations and production managers.
- Entrepreneurs.
- Policy makers and regulators.
- Government agencies and equivalents.

Target Sectors and Industries:

- Manufacturing and industrial.
- Retail and consumer goods.
- Technology and electronics.
- Waste management and recycling.
- Energy and utilities.
- Real estate and construction.
- Government and public administration agencies.
- Consulting.

Target Organizations Departments:

- Strategy and planning.
- Research and development (R&D).
- Product design.
- Supply chain and operations.
- Sustainability.
- Corporate social responsibility (CSR).
- Marketing.
- Finance.

Course Offerings:

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

- Understand the principles of the circular economy.
- Identify opportunities for circular business models.
- Design products for durability and recyclability.
- Implement waste reduction and resource efficiency strategies.
- Develop closed-loop supply chains.
- Measure and report on circularity performance.
- Navigate policy and regulatory frameworks.
- Communicate the value of a circular economy to stakeholders.

Course Methodology:

This training course uses a project-based and case-study driven methodology. The program is built on real-world examples of companies that have successfully transitioned to a circular business model. Participants will work in teams to redesign a product or service using circular economic principles, applying the tools and frameworks learned in the course. We will use interactive workshops to practice skills like material flow analysis and new business model development. The curriculum is designed to be a collaborative experience where participants can share their unique challenges and innovative solutions. Our trainers, with extensive experience in the field, will provide direct feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and practical learning environment, ensuring that participants leave with the skills and confidence to lead effective circular economic initiatives.

Course Agenda (Course Units):

Unit One: Foundations of the Circular Economy

- The linear economy vs. the circular economy.
- The three principles of the circular economy.
- Historical context and evolution of the concept.
- Drivers for change: resource scarcity and regulation.
- The business case for circularity.
- The role of technology and innovation.
- Case studies in circular business models.

Unit Two: Circular Business Models

- Models for a circular economy.
- Product-as-a-service (PaaS).
- Resource recovery and recycling.
- Extended producer responsibility.
- Circular supply chains.
- The role of design in circularity.
- Implementing a new business model.

Unit Three: Product and Material Innovation

- Designing for durability and longevity.
- Material selection for circularity.
- Modular and adaptable design.
- Waste-to-value concepts.
- Material passports and traceability.
- New business models for material recovery.
- The role of collaboration.

Unit Four: Supply Chain and Operations

- Mapping a circular supply chain.
- Logistics for reverse flows.
- Waste management and resource efficiency.
- Industrial symbiosis.
- Performance measurement and reporting.
- Employee engagement in circularity.
- Overcoming operational challenges.

Unit Five: The Future of the Circular Economy

- Emerging trends and future innovations.
- Policy and regulation for a circular economy.
- Financial models for circular business.
- The role of digital technology and AI.
- Building a resilient and future-proof organization.
- Leadership in a circular economy.
- Career pathways in circularity.

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 businesses overcome the ingrained mindset of the linear economy and redesign their entire value chain to create a system where waste is eliminated, and resources are kept in continuous use?

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

This training course is unique because it provides a dedicated, strategic focus on the practical application of circular economic principles and business model innovation. While other programs may touch on sustainability, our curriculum is designed to empower professionals with the specific skills needed to fundamentally redesign products, services, and supply chains for a circular future. The program is a hands-on experience, with exercises that directly simulate the challenges and decisions involved in a circular transition. We go beyond theoretical concepts to provide a clear, actionable roadmap for balancing business growth with environmental responsibility. This course is for professionals who want to lead their organizations toward a more resilient, resource-efficient, and sustainable future.