

# CIRCULAR ECONOMY MASTERCLASS

Commences 11 May 2020

SUPPORTING PROFESSIONAL LEADERS

Find out more about this course at  
[www.ciwem.org/training/circular-economy](http://www.ciwem.org/training/circular-economy)

# INTRODUCTION

**In our global economy there is an ever-increasing demand on resources.**

**The impact of this can be felt in the water sector through enhanced environmental standards, tightening regulatory challenges and the increased cost of consumables.**

**Water companies need to maximise the value they can derive from their significant asset bases, even after those assets might have been made redundant.**

**This requires constant innovation, not just around new technological solutions but the business models that these innovations exist within. It might take innovative partnerships, making use of the wider supply chain or working with stakeholders in the water system not yet identified or engaged by traditional methods.**

**The natural capital that sits within the water catchments is gradually being understood but how can companies harness its potential in a sustainable way? Critically, how do we move at a water systems level to be restorative and regenerative by design, a core principle of the circular economy?**

The 6-week Masterclass goes beyond the basics, giving participants an understanding in value creation, capture and scaling and the capabilities required at each stage on the transition to more circular thinking.

Leaders engaged in Circular Economy share insight into sector specific case studies and can give practical advice on how to overcome barriers and make the case for change within your organisation.

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## Course Overview

**This Masterclass is designed to enable participants in the water sector to UNDERSTAND, IMPLEMENT and DERIVE ORGANISATIONAL VALUE from the CIRCULAR ECONOMY PRINCIPLES.**

As a senior leader in the water and environment sector, you are required to respond to the challenges that arise and create opportunities during your organisation's journey to a Circular Economy. The Masterclass moves beyond theories to help you understand and apply value creation, capture and scaling. It will develop your professional practitioner skills to deal with the implementation gap.

The masterclass will:

- Link core knowledge, examples, tools and discussion to the key challenges and requirements within your organisation
- Turn theory into practice, enabling you to implement specific actions to take the circular economy forward in your daily business
- Help you to manage key stages in the circular value journey
- Create the confidence required to generate circular economy innovation within your organisation
- Show you how to make the case for change
- Link you to a community of circular economy professionals.

Masterclass content:

- Week 0 – Orientation Week
- Week 1 – Value Wastage
- Week 2 – Value Creation
- Week 3 – Value Capture
- Week 4 – Value Distribution
- Week 5 – Value Measurement
- Week 6 – Dealing with increasing complexity

For detailed course outline visit [www.ciwem.org/training/circular-economy](http://www.ciwem.org/training/circular-economy)

## ENTRY ADVICE

**This Master's Level (7) certificated masterclass is aimed at:**

- Organisations (water industry or water company clients) and senior individuals therein who are looking to extend their understanding of the circular economy and turn their knowledge into action to create and deliver commercial benefits.
- Senior individuals leading the move to more circular business models who are committed to developing an innovative organisational culture.
- Senior individuals who would benefit from joining a community of circular economy professionals.

## DELIVERY METHOD

**A highly interactive online course that requires approximately six hours study per week for six weeks. The Masterclass is structured to optimise support from tutors and course colleagues.**

Input is provided from circular economy specialists in a range of leading companies who share the insights from their CE journey to date. These include:

Danone	Renault
Incover	Ricoh
Bauman Lyons Architects	Yorkshire Water
Phillips	Yorth

## COURSE FEE AND HOW TO ENROL

The Masterclass fee is £1,750 (plus 20% VAT). Discounts are available for CIWEM Business Partners and corporate group bookings. Register your interest by contacting [learning@ciwem.org](mailto:learning@ciwem.org)

**Please note that the application deadline for the masterclass is 11 April 2020.**