



# Unit 3A

## Circular Economy – Business Model

### 1 Introduction

This unit presents the two main Circular Economy business models that have been tested and succeeded in their applications. They are the Accenture Model, and the Ellen MacArthur Foundation Model. These models are designed as a tool to help in delivering circularity through product design and procurement phase, manufacturing, use, and end of life phase. The models are similar in application but differ in the numbers of elements/principles. For this unit, the focus is on the Accenture model, with demonstrated applicability by the corresponding case studies of businesses that are applying the elements of this model in their operations.

Learners should be able to understand the concept of these models and appreciate its application in businesses. This unit is slightly different as assessments are based on the discussions and ice breakers discussed during the presentation.

In this context, the student should be able to demonstrate the following level of knowledge, skills and competency:

Level	Knowledge	Skills	Competence
Level 4	Students should be aware of the circular economy and its concepts from previous lessons.	Ability to identify the similarities in the models and its principles/elements.	Students to demonstrate understanding of the applicability of the elements of the models in each of the case studies. They should be able to apply the concepts of the Principles of the model in their private organisations and businesses, or their individual routine.

### 2 Learning Outcomes

The learning outcomes of Unit 3A are for the students to understand:

1. The learner will be able to identify key types of business models that are effective in delivering the circular economy and how these are innovated and developed to provide added value and business sustainability.
2. The applicability of the models and some of their benefits through selected case studies.



### 3 Lesson Plan

The following table can be used as a template for structuring the training programme:

Method	Description	Suggested duration in minutes (total minutes)
<b>Brainstorming session</b>	Brainstorming where you as trainer write down definitions, notions and connotations to be used for future discussions and reference. You can continue the brainstorming session with your students with the following questions if needed: <ul style="list-style-type: none"> <li>- Are you aware of any CE business models?</li> <li>- What are the elements of circular economy?</li> </ul>	15
<b>Presentation by trainer using PPT</b>	Introduction	75
	The Definition of a Business Model	
	Circular Economy Principles for Business	
	The Accenture Model	
	The Ellen MacArthur Foundation Model	
	Discussion ( <i>Difference is Virtualise and Exchange</i> )	
	Circular Supplies: Case Study - 1 and 2	
	Ice Breaker ( <i>they are both renewables</i> )	
	Resource Recovery: Case Study - 1 and 2	
	Sharing Platforms: Case Studies	
	Discussion ( <i>Students should share their opinion</i> )	
	Answer to Benefits of sharing	
	Product as a Service: Case Studies	
	Discussion ( <i>Students should share their opinion</i> )	
Summary		
<b>Assessment</b>	Based on the discussions and Ice Breakers	