



Unit 3B

Circular Economy – Core Issues

{Implementation of Circular Economy}

1 Introduction

This unit focuses on the drivers and barriers for the implementation of circular economy in businesses. The drivers range from cost savings, regulatory requirements, to resource efficiency and environmental protection. The barriers on the other hand, range from fears of change, lack of support funding mechanisms, customer perception and supply chain issues. Characteristics of the barriers are highlighted, one of which is behavioural. The unit also lays out strategies to reduce barriers to ensure success in CE implementation. case studies of businesses that dealt with some of these barriers are also presented.

Whilst the application of CE in businesses sounds like a winner, students should understand that implementation of the CE concept is not without barriers, which could be overcome by applying the strategies provided in this unit.

In this context, the level of knowledge, skills, and competence your students will be expected to show will be as follows:

Level	Knowledge	Skills	Competence
Level 4	Students should be aware of the drivers and barriers of CE implementation in businesses.	To recognise the strongest elements for the drivers and the barriers for implementing CE in businesses.	Students should be able to demonstrate how these barriers could be overcome in different business scenarios. And which barriers they consider more difficult to resolve.

2 Learning Outcomes

The learning outcomes for this unit are for students to :

1. Describe what motivates businesses to implement resource efficiency strategies.
2. Identify the main barriers to the implementation of resource efficiency strategies.



3 Lesson Plan

The following table can be used as a template for structuring a training programme at level 4

Method	Description	Suggested duration in minutes (total minutes)
Brainstorming session	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 the following questions if needed: <ul style="list-style-type: none"> - What are the drivers to implementing CE in businesses? - What are the barriers? 	15
Presentation by trainer using PPT	Introduction	65
	What are the drivers for implementing the Circular Economy	
	What are the barriers for implementing the Circular Economy within businesses	
	Characteristics of Barriers	
	How to reduce barriers to implementation	
	Important aspects for ensuring success	
	Discussion	
	Case Study: Dell and UPM	
Summary		
Assessment	Quiz	15

4 Quiz Exercise

Q. No.i. What from the list below are drivers for implementing Circular Economy into businesses?

- Ans:
- A: Cost savings
 - C: Reputation as an ecologically responsible company
 - D: Preparing for resource scarcity
 - F: Complying with current and future regulation

Q. No.ii. What are the barriers to implementation of Circular Initiatives in businesses?

- Ans:
- A: Up-front investment / Insufficient public funding
 - B: Uncertain success
 - D: Lack of support from suppliers and/or clients
 - F: Core business activities has priority over new CE projects