

CIRCO Circular Business Design

Creating business through circular design

CIRCO “Creating business through circular design” is a curated 3 module program. The program inspires and facilitates product producers to develop products and services using a circular design approach.

OUR MISSION IS TO CIRCO YOUR BUSINESS!

CIRCO is a project of CLICKNL, the Dutch Creative Industries Knowledge and Innovation Network. CIRCO is delivered in Australia through **Planet Ark's ACE Hub.**



What does it offer?

Organisations are offered the opportunity to explore circular business opportunities specific for their company using CIRCO circular design methodology. Training participants in teams of two engage with content over three modules. Participants network with other participating companies to gain new insights and opportunities for collaboration. Each team walks away with a roadmap, designed by them for their organisation to take circular actions and transform their business.

What's in it for my organisation?



Your team identifies a circular proposition, including a business model, product (re)design and additional services/processes that are specific to your organisation.



CIRCO offers practical business transformation tools for your organisation.



Your team is guided to explore the most relevant opportunities with high return potential.



Ongoing support is available across a community of circular economy change agents.



Training offers networking opportunities within and across your value chain

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How does it work?

The training is implemented in three modules:



INITIATE

Module 1

You'll connect with fellow participants and engage with your company's product or service. Together, we'll explore the principles of the circular economy and circular design. By analysing your company's current value chain, you'll identify points of value destruction and waste – uncovering key opportunities for circular innovation.

IDEATE

Module 2

The most compelling circular concept from the first module is further developed using circular design strategies and business models from the methodologies recommended in seminal texts *Products that Last* and *Products that Flow*¹. This leads to a circular customer proposition that includes a business model, ready for implementation.

IMPLEMENT

Module 3

We assess the technical and commercial feasibility of the outcomes from the previous module. You'll map out the impact on your business operations and calculate the circular benefits. Additionally, you'll learn how to navigate barriers and strategise ways to engage customers, colleagues, and management in your vision. The workshop concludes with you crafting and delivering a well-prepared pitch.

1, Bakker, C; den Hollander, M; van Hinte, E; Zijlstra, Y. 2019. *Products that last*. BIS Publishers
Hoffmanns, S; van Gelder, M; van Hinte, E; Zijlstra, Y. 2018. *Products that flow*. BIS Publishers

Testimonials

"I learnt more about the supply chain I work with - not only how they are working through similar issues, but how we can work together to solve them. The opportunity for collaboration is immense and very exciting."

Katherine Featherstone
GREEN BUILDING COUNCIL
OF AUSTRALIA

"The planning and step-through methodology makes it easy to think through the process."

Viviana Vinci
APCO

"The approach and pitch are something I can see myself implementing in my role and sharing with others."

Jordan O'Connor
OFFICEWORKS

"I learned so much in regard to the possibilities for our organisation and potential avenues that we had not previously considered. I can definitely apply everything that I have learned to our existing and proposed business products and services."

Simon Lord
GOLF BALL RECYCLING

Testimonials

The exposure to other businesses and the Planet Ark/CIRCO teams knowledge helped me expand my thinking about circular economy opportunities and the interconnectedness across sectors.

Eloise Jarvis
LAKOOKI WINES

The workshop was excellently delivered, our facilitator provided outstanding support, making the entire experience enjoyable and engaging. My understanding of how to transition our business to a more circular model has grown significantly. I now feel confident and equipped with a solid foundation—something I was lacking before. The training modules have been genuinely eye-opening. Thank you to Planet Ark and CIRCO for a truly valuable experience











Kim Phillips
THE HOUSE OF HONEY

Mapping our processes to highlight areas of waste/loss of value was very interesting and highlighted areas we can continue to improve on which were beyond the initial ideas we came to the program with. The framework has provided us with a methodology to apply on future projects, so we can have an ongoing program to implement circularity.

Doriana Mangili
SWEETER BANANA

Delivery

CIRCO Training is available now! Choose your delivery method:

INCLUSIONS	REMOTE	HYBRID	IN PERSON
CIRCO Methodology			
CIRCO accredited trainer led (2 trainers per course)			
1 hour pre-training call with your accredited trainer			
Work on your “live” project			
Train in teams			
Opportunities to connect with other businesses/brands who are on their CE journey			
Pitch your final project			
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Duration	8 weeks	6 weeks	Multiple options*
Effort (dedicated course work)	24-26hrs	24-26hrs	24-26hrs
ACE Hub’s ‘Beyond Learning’ approach (Refer to FAQ for more information)			
Investment per participant (ex GST) (minimum 2 people per organisation)	\$2,500	\$2,500	\$2,500

** We offer multiple options including a 3-day boot camp style; over 6 weeks; or a tailored delivery for your organisation or value chain. Contact us for more information.*

More information

CIRCO KEY STATS

International

- Launched in 2015
- 3000+ companies already trained in CIRCO Tracks
- 800+ designers trained in CIRCO Masterclasses
- 18+ global CIRCO Hubs
- 70% of companies in first 5 years adopted their CIRCO roadmap

Australia

- Launched in September 2024
- 6 locally accredited trainers
- 3 delivery options
- 53 individuals (excluding our trainers!) and 30 organisations have been trained in the CIRCO approach to Circularity in Australia

CONTACT US

Any further questions?

SEND US AN EMAIL



**AUSTRALIAN
CIRCULAR
ECONOMY
HUB**
PLANET ARK

The Australian Circular Economy Hub (ACE Hub) is Australia's national reference platform for circular economy knowledge and collaboration. For more information [visit our website](#).



**AUSTRALIAN CIRCULAR
ECONOMY HUB PORTAL**

You can also join the ACE Hub Portal, the circular economy community enabling the transition in Australia and globally. [Join here](#) to get connected to the conversation and action.

CIRCO is offered in Australia by Planet Ark's ACE Hub in partnership with CLICK NL. CIRCO was launched in Victoria in 2024 supported by the Circular Economy Innovation Fund as part of the Circular Economy Business Innovation Centre (CEBIC). CEBIC is delivered by Sustainability Victoria on behalf of the Victorian Government.

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