

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

CIRCO



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

Delivery

CIRCO Training is available now! Choose your delivery method:

INCLUSIONS	REMOTE	HYBRID	IN PERSON
CIRCO Methodology	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
CIRCO accredited trainer led (2 trainers per course)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
1 hour pre-training call with your accredited trainer	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Work on your “live” project	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Train in teams	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Opportunities to connect with other businesses/brands who are on their CE journey	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Pitch your final project	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
<hr/>			
Duration	7 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)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
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
- 22 companies trained
- 22 circular product and services roadmaps developed
- 6 locally accredited trainers
- 3 delivery options

REGISTER YOUR INTEREST

- Get Email updates via the CIRCO Australia News
- Request the link to apply to attend a CIRCO training online and in person
- Discuss tailored CIRCO delivery options for your business.

[CLICK TO REGISTER](#)

CONTACT US

Any further questions?

Contact the ACE Hub Training Manager, Sally-Anne Kasner.

[EMAIL US](#)



**AUSTRALIAN
CIRCULAR
ECONOMY
HUB**
PLANETARK

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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