

Cambridge Judge Business School
Executive Education

CIRCULAR ECONOMY AND SUSTAINABILITY STRATEGIES



UNIVERSITY OF
CAMBRIDGE
Judge Business School

ExecutiveEducation

OVERVIEW

“ Sustainability meets the needs of the present without compromising the ability of future generations to meet their own needs. ”

— The United Nations



Sustainability has become a top priority among decision-makers in our current global economic, political and business environment, as it affects everything from the environment and our health to economic growth. Achieving sustainability requires moving from a traditional Take-Make-Waste economy to a “circular economy”, which is based on the principles of designing out waste and pollution. It requires a fundamental shift in how we conceive not only of product development but the very business models that drive our organisations.

This programme has been designed to help business professionals understand the growing business case for sustainable solutions and what the future of business looks like with sustainability in mind. As a participant, you will also learn how to manage and lead a sustainable business by incorporating circular economy principles into your strategies to support sustainable growth.

49%

of consumers have paid a premium — on average, 59% more — for sustainable or socially responsible products in the past 12 months.

(Source: IBM)

WHO IS THIS PROGRAMME FOR?

This programme was developed to provide participants with in-depth knowledge of the fundamentals of sustainability and the benefits of implementing a circular economy.

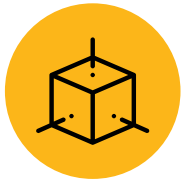
This programme is ideal for:

- C-Suite executives looking to use sustainability as a competitive advantage and drive business growth in a post-pandemic world.
- Mid- to senior-level managers aiming to achieve business sustainability through innovative solutions and advance their career and lead an organisation.
- Consultants seeking to provide their clients with innovative and sustainable solutions to business problems and demonstrate credibility and capability through a respected programme.



PROGRAMME HIGHLIGHTS

By the end of this programme, you will be able to:



Describe
the three dimensions of sustainability (society, environment and economy) and how they interrelate.



Demonstrate
the value of impactful investments.



Explain
how to build a culture of sustainability.



Plot
steps for developing a sustainable business model.





Measuring whether a company is operating sustainably or pursuing sustainability can be challenging. The three Ps framework—People, Planet and Profit—goes beyond the traditional measures of profit, return on investment and shareholder value to include environmental and social dimensions. As a participant in this programme, you'll explore this framework and learn how each of the parameters and their related variables aid in the measurement of sustainability goals.

SYLLABUS

Module 1: Introduction to Sustainability and Natural Capital

- Define sustainability and its link to overconsumption and overproduction from a business and economic standpoint.
 - Describe multiple metrics for measuring sustainability, including the triple bottom line; environmental, social and governance (ESG); and the UN sustainable development goals (SDGs).
 - Analyse the sustainability initiatives being employed by some of the world's most recognisable companies and brands.
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Module 2: The Circular Economy and Sustainable Business Models

- Define the fundamentals of a circular economy and the characteristics of a circular business model.
 - Distinguish between linear and circular business models.
 - Learn how to circularise a linear business model.
 - Describe the business benefits of transitioning to a circular business model.
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Module 3: Building a Sustainable Organisation

- Analyse the importance of building a sustainable culture in organisations.
- Learn how to build a sustainable culture in organisations, including how to incorporate other business strategies into the process.
- Recognise and make plans to avoid the potential pitfalls that arise when changing organisational culture.



Module 4: Enablers of Sustainability

- Analyse how circularity enables sustainability.
 - Describe the various other enablers of sustainability.
 - Learn how to design waste out of your business processes.
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Module 5: Driving Innovation through Impactful Solutions

- Learn how sustainability can drive innovation.
 - Describe innovations that have improved sustainability.
 - Use the ReSOLVE framework as a springboard for creating sustainable innovations.
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Module 6: Impact Investment: Fundamentals and Characteristics

- Describe the characteristics of sustainable finance.
- Learn how impact investments are measured.



PROGRAMME FACULTY



Khaled Soufani

Management Practice Professor of Financial Economics & Policy
Director of the Cambridge Executive MBA Programme
Director of the Circular Economy Centre (CEC)
Fellow of Clare Hall College

PhD (University of Nottingham)

Professor Soufani has published extensively in economics and finance in areas relating to financial management, corporate restructuring, M&A, private equity, venture capital and family business and the financial and economic affairs of small to medium-sized enterprises. His research also includes work on economic

growth and innovation relating to the circular economy and fast-growing markets and economies. His work is widely cited and included in policy reports by organisations such as the EU, OECD and the Institute of Directors. His work has also been cited and published by the World Economic Forum. He sits on the editorial boards of a number of international academic journals. Before joining academia, Professor Soufani worked in investment banking in the area of bond and money market trading. Professor Soufani has been the academic programme director for many Executive Education programmes for major companies and financial institutions as well as government organisations.

FEATURED FACULTY GUEST PRESENTER



Othman Cole

Senior Faculty in Management Practice (Finance)
Deputy Director of the Executive MBA Programme, Fellow of Hughes Hall

MPhil, PhD (University of Cambridge)

Dr. Othman Cole is a Senior Faculty in Management Practice (Finance) and the Deputy Director of the Executive MBA Programme at the University of Cambridge Judge Business School Executive Education. He is also a Fellow of Hughes Hall, University of Cambridge. Dr Cole holds a PhD and an MPhil in Finance, both from Cambridge Judge Business School Executive Education; an MSc in International Securities, Investment and Banking; and an MEng in Computer Systems Engineering.

Prior to his current role, Dr. Cole was a Research Associate and then Fellow at Cambridge Judge Business School Executive Education. He was also an Assistant Professor of Finance at ESCP Europe Business School, where he is now an Affiliate Professor. His areas of teaching include corporate finance, project finance and mergers and acquisitions and his areas of research are capital structure of companies, behavioural biases, National Oil Companies (NOCs) and International Oil Companies (IOCs), carbon emissions and economic growth.

Dr. Cole has published a number of peer-reviewed academic articles and book chapters and has presented papers at a number of international conferences. His previous experiences were in investment banking at Barclays Capital and DNA Project Finance. He has also consulted for a number of companies in risk management, real estate and energy.

COMPANY EXAMPLES

The sustainability efforts of some of the world's most recognisable companies and brands are referenced in the programme, including:



IKEA



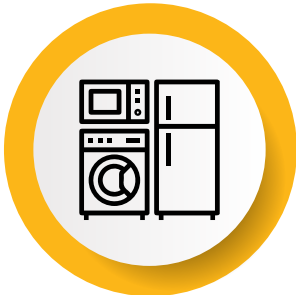
ING



RENAULT



BMW



LG



NIKE



NESTLE

Consumers will spend up to

**USD
150
billion**

on sustainable products by 2021.


(Source: Nielsen - Insights 2019)

ASSIGNMENTS

Assignments are structured around a sustainability workbook in which participants reflect on each week's concepts and then plot next steps to apply what they have learned. Responding in the form of a few short paragraphs, participants place their key findings in the context of their own organisation.

Some examples of these types of assignments might include:

- Describe how your company contributes to (or impedes) the conservation of the earth's natural capital.
- Identify stakeholders in your organisation and how you would engage them, including the change management techniques that could be employed to ensure a successful transition from traditional to circular.
- Build a one-page pitch for a business case to make your business more sustainable while incorporating all five markers using examples from your own industry.
- Explain the advantages and disadvantages of a planned obsolescence model and how a circular economy can keep planned obsolescence and plan for the economy.
- Share an impactful investment you've done in your industry in the last five years and whether you can measure its impact, as well as a new plan for a potential future impact investment.
- Explain how your company applies the circularity fundamentals.
- Discuss what portion(s) of the ReSOLVE framework your company most aligns with.
- Describe which area of your industry you think would benefit from an impact investment.



75%

of corporate sustainability professionals say that businesses must get better at incorporating sustainability into their strategy to address global mega-trends.

(Source: Maryville University — Blog | Perillon — Blog)


THE LEARNING EXPERIENCE

The Circular Economy and Sustainability Strategies programme is spread over 6 weeks and consists of video lectures, live webinars, assignments, question and answer (Q&A) sessions and discussions.



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Cambridge Judge Business School Executive Education.




Date

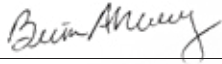
Your Name


completed

**CIRCULAR ECONOMY AND
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ABOUT CAMBRIDGE JUDGE BUSINESS SCHOOL EXECUTIVE EDUCATION



The reputation of Cambridge Judge Business School Executive Education is internationally celebrated as a provider of stimulating management education, with a particular emphasis on entrepreneurship and innovation management. With a world-class faculty of over 70 members and a philosophy of collaboration, the School is a place where people from many disciplines meet and share ideas — policy makers, entrepreneurs, leaders of industry, regulators, not-for-profit organisations and academics.

Cambridge Judge Business School Executive Education offers a distinctive approach born out of the University of Cambridge way, where its programmes are based on leading-edge research from its 19 research centres and are delivered by world-class faculty. The School leverages the unrivalled resources of the wider University, giving participants a learning experience of unrivalled quality, intensity, relevance and challenge.

Cambridge Judge Business School Executive Education

Cambridge Judge Business School Executive Education covers a wide range of open enrolment and customised programmes. These programmes are designed for organisations, business professionals, managers, leaders and executives from many different functions who strive for professional and personal growth. Programmes are developed to help executives and organisations from both the private and the public sectors achieve operational excellence and results.

About the Circular Economy Centre (CEC)

The CEC at Cambridge Judge Business School Executive Education is a leading international source for research, expertise and knowledge that seeks to promote the concept of the circular economy.

The CEC highlights the latest research and publications on the circular economy from Cambridge Judge Business School Executive Education faculty and has established a wide-ranging network of organisations through research projects and events. The Centre advises government agencies, corporations and professionals from all sectors on the transposition of a circular economy business model and provides training and mentoring.

PROGRAMME FEE AND DURATION



USD 2,095
Six Weeks, Online

Singapore residents who wish to enrol in this programme will be charged GST.

PREREQUISITES



This programme is designed for working professionals and requires proficiency in English. All videos are recorded in English. All assignments are written in English and are required to be responded to in English.

The programme requires you to have a device and 1 Mbps (or faster) Internet connection. The device on which you access the programme should support one of the following browsers: Chrome 71, Firefox 64, IE 11, Edge 42 or Safari 11.

ABOUT EMERITUS

Cambridge Judge Business School Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. These programmes leverage Cambridge Judge Business School Executive Education's thought leadership in technical practice developed over years of research, teaching and practice.

By collaborating with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Cambridge Judge Business School Executive Education.



www.emeritus.org



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