



# Circularity & Business

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An e-learning primer introducing students to the opportunities of circular business models and practices.



## The course comprises:

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- ✓ Expert-led instructional videos
- ✓ Real-world case studies
- ✓ Mixed-media, interactive content
- ✓ Quizzes and reflective prompts
- ✓ Graphic novel storytelling
- ✓ Scenario-based learning that places the learner in the shoes of decision-makers
- ✓ Two hours of learning content

## Kite is trusted by:

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The New York Times

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Our current linear economy is dominated by a 'take-make-discard' model. The current rate at which we consume raw materials far outweighs our planet's capacity to replenish these withdrawals. Is there a way for business to re-think how we use materials and allocate value, and in the process restore our planet?

In Circularity & Business, Kite Insights has worked with leaders in the field to explore regenerative approaches of the circular economy.

The course is designed to inspire your teams to innovate internally and collaborate externally. Real-world examples and case studies provide practical insights, while interactive elements expose students to new incoming regulation and consumer preferences. Staff will leave with a clear understanding of how a more circular approach can decrease resource use and future-proof their company.



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insights.

## Who is the course for?

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- ✓ The course has been designed as a primer for a general employee audience
- ✓ Suitable for employees in Sustainability, Supply Chain, Product Development, Marketing and Communications, Finance and Ops, and beyond
- ✓ Ideal for new-starters

## By the end of the course your employees will be able to:

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- ✓ Define the circular economy
- ✓ Understand the role of “value” in a circular economy
- ✓ Identify options for your company to shift towards circularity
- ✓ Identify the drivers of circularity

## Course overview

### LESSON 1

#### Time for a circular economy

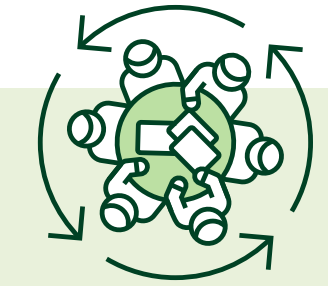


In lesson one, we zoom in on the difference between linear and circular economies, establishing why the shift to circularity is now more critical than ever.

- Why we need to move to a circular economy
- Waste in a linear economy
- The ‘Re’ circular principles
- The need for business to adopt circularity

### LESSON 2

#### Business and the circular economy

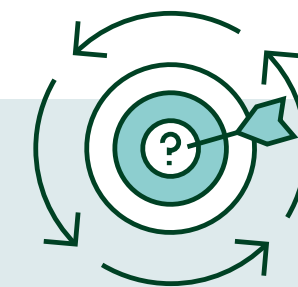


Next up, we unpack the role of ‘value’ in a circular business, showcasing some of the ways in which businesses are already shifting to a circular economy.

- The concept of ‘value’ in the circular economy
- Opportunities and risks driving business to become circular
- Exploring the ‘Butterfly Model’

### LESSON 3

#### Is circularity the silver bullet?

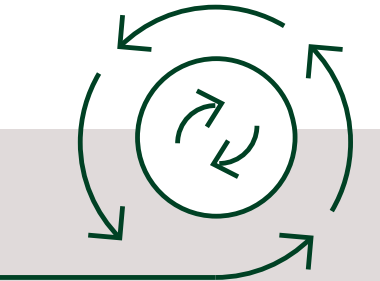


In lesson three, we navigate the tensions that circularity presents for business, matching trade-offs and barriers with innovative solutions.

- Challenges and trade-offs
- Waste colonialism
- The role of regulation and certification

### LESSON 4

#### Your company



And in the final lesson, we look at actions that business can take, both from within functions and across organisations, in moving closer to a circular economy.

- Business actions: incremental vs radical change
- Function-specific actions
- Case-studies: Circularity applied



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