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COURSE BROCHURE

Advanced Circular Economy Business Models Training Course

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Amsterdam

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Circular Economy Business Models is a 2-week training course for strategy, product, operations and sustainability managers who prepare a Circular Business Model Canvas and Pilot Case for one product line or service. Resource price swings, extended producer responsibility rules and customer demand for durable, repairable goods are making linear take-make-waste revenue models riskier. Jupiter Prime Training offers this course to professionals who turn circular principles into profitable offers.

Why Circular Economy Business Models Matter Now

Three forces push companies toward circular revenue today. Volatile prices and supply interruptions for metals, plastics and components make retained material ownership attractive. Brand owners face growing producer responsibility for packaging, electronics and textiles at end of life. Business customers increasingly buy outcomes such as uptime, light or mobility rather than products. Firms that redesign early lock in customer relationships and secondary material flows; those that wait compete on price alone and carry rising disposal liabilities. The course draws on the ISO 59000 family, notably ISO 59004 for circular economy principles, ISO 59010 for business model transition and ISO 59020 for measuring circularity performance.

Who Gains Most from Circular Economy Business Models

- Strategy leads who shape portfolio choices and new revenue streams
- Product managers who decide materials, modularity and service life
- Operations managers who run refurbishment, remanufacturing and returns flows
- Sustainability managers who set circularity targets and track material loops
- Commercial managers who price leases, subscriptions and buy-back offers

A product line leadership group gains most when its strategy, design, operations and commercial members attend together and test one offer.

Circular Economy Business Models Capabilities

Participants move from recycling targets to offers where keeping products and materials in use earns margin.

- Assess which circular business model archetype fits a product's value, wear and ownership profile — portfolio strategy
- Design product-as-a-service offers with pricing, contracts and asset tracking — commercial leadership
- Specify design for disassembly, repair and remanufacture requirements — engineering and procurement
- Build take-back and reverse logistics flows with grading and refurbishment routes — operations
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Calculate circular business cases including residual value, cannibalisation and working capital — finance committees
- Apply ISO 59020 circularity indicators to track material loops — sustainability reporting

Key Circular Economy Business Models Terms

- Circular economy — an economic system that keeps products, components and materials in use at their highest value for as long as possible.
- Product-as-a-service — a model where the provider keeps product ownership and sells its use, performance or outcome.
- Remanufacturing — restoring a used product to like-new specification with a warranty equal to a new one.
- Reverse logistics — the flow of products and materials from customers back to the provider for reuse, repair or recovery.
- Material passport — a digital record of the materials and components in a product to support repair, reuse and recycling.
- Residual value — the remaining economic value of a returned product or component that can be recovered through reuse or resale.

Circular Economy Business Models Day by Day

Day 1: Limits of the Linear Model

- Linear Value Chain Diagnostic — Material Losses and Value Leakage
- Resource Risk Exposure Mapping — Price Volatility and Supply Interruptions
- Producer Responsibility Trends — End-of-Life Cost Shifting to Brands
- Butterfly Diagram Loops — Technical and Biological Cycles
- Circularity Opportunity Screening — Electronics and Building Products Examples

Day 2: Circular Principles and Standards

- ISO 59004 Principles — Vocabulary and Implementation Guidance
- Value Retention Hierarchy — Maintain, Reuse, Refurbish, Remanufacture, Recycle
- Inner Loop Economics — Why Smaller Loops Retain More Value
- Systems Thinking for Circularity — Partners Across the Value Network
- Circular Maturity Self-Assessment — Current Position of the Business

Day 3: Circular Business Model Archetypes

- Circular Supplies Model — Renewable and Secondary Inputs
- Resource Recovery Model — Turning By-Products Into Revenue
- Product Life Extension Model — Repair, Upgrade and Resale
- Sharing Platform Model — Higher Asset Utilisation
- ISO 59010 Business Model Transition — Selecting the Archetype Mix

Day 4: Product-as-a-Service Offers

- Servitisation Spectrum — Product-Oriented, Use-Oriented and Result-Oriented Offers
- Subscription and Leasing Pricing — Per Use, Per Month, Per Outcome
- Service Contract Design — Uptime, Maintenance and Ownership Clauses
- Connected Asset Monitoring — Usage Data for Billing and Maintenance
- Customer Adoption Barriers — Procurement Habits and Accounting Treatment

Day 5: Circular Product Design

- Design for Disassembly — Fasteners, Modularity and Standard Parts
- Design for Durability and Repair — Spare Parts and Diagnostics
- Material Selection for Recyclability — Mono-Materials and Hazardous Substance Removal
- Material Passports — Digital Product Records for Recovery
- Design Trade-Off Matrix — Cost, Performance and Circularity

Day 6: Take-Back and Reverse Logistics

- Take-Back Scheme Design — Incentives, Deposits and Buy-Back Offers
- Return Channel Options — Retail, Courier and Field Service Collection
- Grading and Triage Criteria — Reuse, Refurbish or Recover Decisions
- Refurbishment and Remanufacturing Operations — Capacity and Quality Assurance
- Reverse Network Configuration — Hubs, Partners and Transport Costs

Day 7: Circular Business Case and Finance

- Residual Value Forecasting — Second-Life Prices and Depreciation
- Cannibalisation Analysis — New Sales Versus Refurbished Sales
- Working Capital Effects — Asset-Heavy Service Models on the Balance Sheet
- Circular Financing Options — Leasing Partners and Asset-Backed Funding
- Scenario Modelling — Return Rates, Yield and Margin Sensitivity

Day 8: Circularity Metrics and Disclosure

- ISO 59020 Measurement Framework — System Boundaries and Indicators
- Material Circularity Indicators — Inflows, Outflows and Recycled Content
- Product Lifetime and Utilisation Metrics — Extending Use Intensity
- Life Cycle Assessment Links — Avoiding Burden Shifting
- Circular Claims Substantiation — Preventing Greenwashing Allegations

Day 9: Ecosystem Partnerships and Scale-Up

- Value Network Mapping — Suppliers, Recyclers and Service Partners
- Industrial Symbiosis Arrangements — Shared By-Product Flows
- Partnership Contracts — Material Ownership and Revenue Sharing
- Pilot-to-Scale Gate Criteria — Proving Unit Economics
- Organisational Change for Circular Offers — Incentives and Sales Compensation

Day 10: Practising the Circular Business Model Canvas and Pilot Case

- Applying Archetype Selection — Choosing the Model for One Product Line
- Applying Circular Design Requirements — Disassembly and Repair Specification
- Applying Reverse Logistics Design — Take-Back Flow and Grading Rules
- Peer Investment Challenge — Testing Residual Value and Return Assumptions
- Circular Business Model Canvas and Pilot Case — Final Version for Leadership Approval

Applying Circular Economy Business Models After the Course

- Run an opportunity screening session on the current portfolio and shortlist two products with high residual value for a service or take-back offer.
- Calculate a baseline material circularity indicator for one product line and share it with design and procurement colleagues.

Circular Economy Business Models Questions FAQ

What are circular economy business models, and why do they matter now?

Circular economy business models earn revenue by keeping products and materials in use through service, reuse, repair and remanufacture. They matter now because resource risk, producer responsibility and customer demand all penalise single-use linear offers.

Which roles gain most from circular economy business models training?

Strategy, product, operations, commercial and sustainability managers gain most. You benefit if you shape portfolios, set product specifications, run returns and refurbishment, price service contracts or set circularity targets.

How do circular economy business models differ from a general sustainability for business course?

Circular economy business models focus on redesigning offers, pricing, product design and returns flows to profit from material loops. A general sustainability for business course covers strategy, stakeholders and reporting across many environmental and social topics.

What do you bring back from circular economy business models training?

You bring back a business model canvas and pilot case for one product line, with archetype choice, design requirements, take-back flow and financial model. You also bring back screening tools and circularity metrics you can reuse.

Circular Economy Business Models: The Way Forward

The Circular Business Model Canvas and Pilot Case supports the first decision a leadership group faces: which product line moves first to a service, take-back or remanufacture offer. Strategy, product and operations managers use it to align design, pricing and returns. After the first pilot quarter, return rates and residual value assumptions deserve another look against actual volumes.