



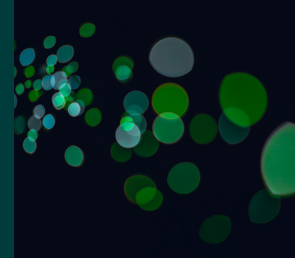
University  
of Exeter

Business  
School

   @exetercircular

# Implementing the Circular Economy: A Masterclass

# The Masterclass



Now in its 5th year, with over 2000 previous participants from global businesses, government agencies, start ups and NGOs, the University of Exeter 6-week, online Masterclass remains the leading CE course for busy practitioners who want to know how to initiate and implement CE for long term value creation. Developed jointly with the Ellen MacArthur Foundation, the course has a 99% approval rating and we are working on the missing 1%.



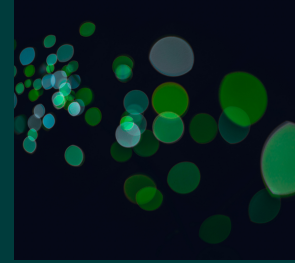
## Reasons to choose this course:

- Learn from leading global practitioners during live webinar sessions
- 12 years expertise and research experience from the University of Exeter Centre for Circular Economy
- A focus on how CE generates value creation, the steps to successful implementation and challenges to be overcome
- High quality video and interactive online materials in collaboration with the Ellen MacArthur Foundation to support learners understanding in an engaging and informative manner
- Flexible timings enable all participants to access and complete the course no matter the time zone
- Active discussion forums to share ideas, build your own community and get feedback
- Highly engaged tutors and mentors to support your learning and give feedback
- An end of course e-book



The Masterclass goes beyond the basics, giving participants an understanding in value creation, capture and scaling and the capabilities required at different stages. Managers engaged in circular economy share insight into successful examples and can give practical advice on how to overcome barriers and make the case for change within your organisation. All live sessions are recorded so you won't miss anything.

# Who is the course for?



The Masterclass is a 6-week course designed for busy practitioners and leaders who want to learn more about CE implementation, share their experiences and learn from other practitioners. Our focus is on 'what works' and 'action' whilst also recognising that change is complex and difficult.

6 hours of  
learning per  
week for 6  
weeks



## LinkedIn Community

Your learning doesn't stop at the end of the course. By joining the CE Masterclass LinkedIn community, we can continue the learning journey together with a programme of webinars and updates to maintain collaboration and learn from each other about what happened next after the course finished.

The Masterclass is run in co-operation with the Ellen MacArthur Foundation, one of the world's leading Circular Economy organisations.

### Course fees:

Standard Price: £1,750

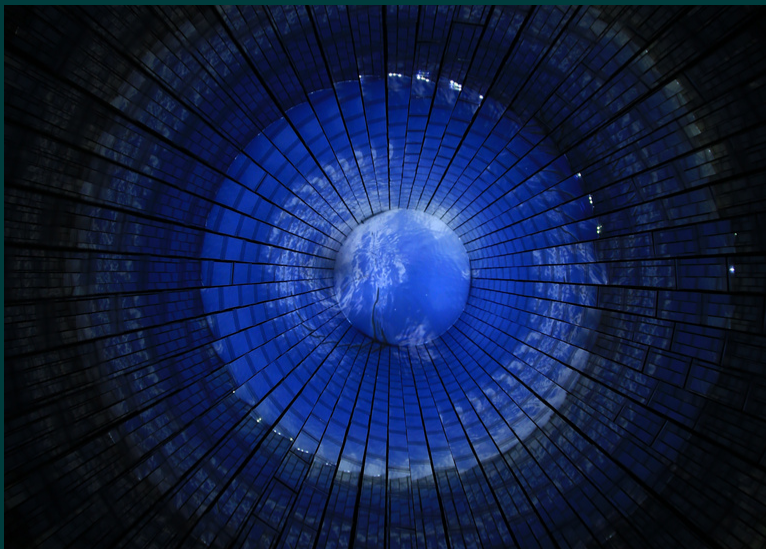
If you are part of the Ellen MacArthur Foundation network, please get in touch with your primary contact for registration options.

### Next Cohort:

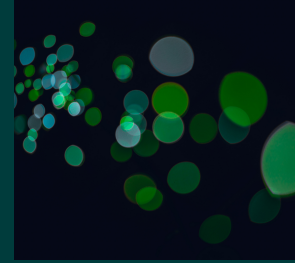
Visit our website to find out the upcoming cohort dates.

### Contact us:

For more information please email the Exeter Centre for Circular Economy: [circular-economy@exeter.ac.uk](mailto:circular-economy@exeter.ac.uk)



# Testimonials



“This course was really amazing one of the best I have attended, providing a global vision of the challenges related to the circular economy demonstrated with case studies, tutoring and interesting individual and team assignments. I would really recommend it for those who are new to the circular economy and also those who already have an understanding.”

**Gian Maria Bruno - Global B-Corp Director, Danone**

"The EMF Masterclass really emphasises that you always need to have the larger system picture in mind. By identifying and understand the overall value related to the optimum 'ideal' system value leakage can be kept to a minimum. In order to maximise value, alternative non-traditional methods and process may need to be explored. The course really opened my eyes and demonstrated that, no matter what the challenge is that you face, we always need to step back and think about what we do and consider different better ways!"

**James McDonald - Circular Innovation Category Specialist, DS Smith**

“I learned so much and I am so excited and inspired! I've been telling anyone who will listen to take the course!”

**Sabrina Blowers - Federal Sustainability Practice Lead, Accenture Federal Services**

“The EMF Circular Economy Masterclass was a really useful course where I got many new insights into the Circular Economy using cases of real companies that are transitioning to a circular model as well as a variety of learning material (videos, webinars, reading materials), rather than only theory. What I enjoyed most about the whole experience was the interaction with the team which was really inspiring and I made many great new professional contacts!”

**Maximilian Hofmann - Head of Scouting and Strategy, BASF**