

Workshop

Circular Business Model Innovation

Together towards a Circular Economy

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Amsterdam, The Netherlands

Get in Touch:

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Welcome

In the next twenty years, the mere innovation of business models in terms of monetary parameters will no longer be sufficient to perform successfully on the globalized market. Major global challenges such as climate change, waste problems, new environmental legislation as well as extremely fluctuating raw material prices with corresponding risks for supply chains and growing consumer awareness and changing expectations make business-as-usual impossible.

Most of today's dominant business models work according to the "take-make-dispose" pattern with its linear connection between production and consumption. Quite simply spoken: Companies extract raw materials that they manufacture into products by using energy, which they sell to end consumers, who discard them after they have fulfilled their purpose. This process deprives the economy of resources and this causes the problems mentioned on the left. These linear business models are vulnerable to exogenous shocks due to the way they use resources and deal with their environment.

We have a solution for companies that are ready to leave the well-known spheres of linearity and make their business models more circular and therefore environmentally friendly and more profitable in the long term. This workshop builds on the latest research and findings in the field of Circular Economy.

The **Circular Business Model Innovation Workshop** gives you an understanding and a practical guide to innovate your business model in a circular way. Our approach of Action-based Learning allows you, as a participant, to learn about circular business model creation. For this purpose, the workshop is centred around the Circular BM Navigator, which systematically helps participants in the further development of their business models. Get to know the newest tools and advanced methods for designing, testing and validating radical circular business model innovations.

The workshop is hosted by the BMI Lab and based on research done at the University of St. Gallen to bring together extensive practical experience and academic excellence in the field of circular business model innovation.

Alexander Vencken (Senior Consultant, BMI Lab)
Fabian Takacs (PhD, University of St.Gallen)

Participation areas

The Circular Business Model Innovation Workshop gives

- Managing Directors,
- Innovation Managers,
- Sustainability Managers,
- Product and Project Managers,
- Engineers
- Anyone with an entrepreneurial spirit

the chance to exchange ideas, take part in a discussion and find common solutions to the challenges related to the development of circular business models.

Please note, the number of participants is limited to 25.

Benefits

- Develop fundamental knowledge to take part in the Circular Economy, a field that is gaining in importance
- Create positive effects through entrepreneurial activity on environment and society
- Create an understanding and adapt to changing customer expectations and needs
- Learn from leading experts in research and practice
- Get the knowledge and the tools to develop and implement circular business models
- Understand the challenges and common pitfalls
- Meet and exchange ideas with people from different industries



Alexander Vencken



Fabian Takacs

Speakers and Coaches

Alexander Vencken

is a Senior Innovation Consultant at BMI Lab and co-developed the methodology for the Circular Business Model Innovation Workshop.

He bridges the private sector and academic world.

Fabian Takacs

is PhD Student at the Institute of Management at the University of St. Gallen and co-developed the methodology for the Circular Business Model Innovation Workshop.

He is also a research partner at the Laboratory of Applied Circular Economy (LACE), an interdisciplinary Swiss research project.

Program

Day 1

Start: 9.30am, End: 6pm

Dinner: 7pm

Workshop language: English

Goal

- Learn about the basics of the circular economy
- Create a basis for ideating circular business model ideas

Content

- Introduction to the basic principles of the circular economy and circular business model innovation
- Circular vision session
- Analysis of internal and external environment
- Flipping the switch: identifying circular opportunities

Tools

- Card game “linearity vs. circularity” & Inside-out product discovery
- CBM patterns & CBM creativity tools
- User journey map; environmental analysis tools
- Damage assessment
- Value network mapping
- Circular opportunity tool
- Impact & complexity matrix

Day 2

Start: 9am, End: 6pm

Goal

- Generate a high quantity of new ideas for circular business models (CBMs)
- Selection and documentation of the most promising CBMs

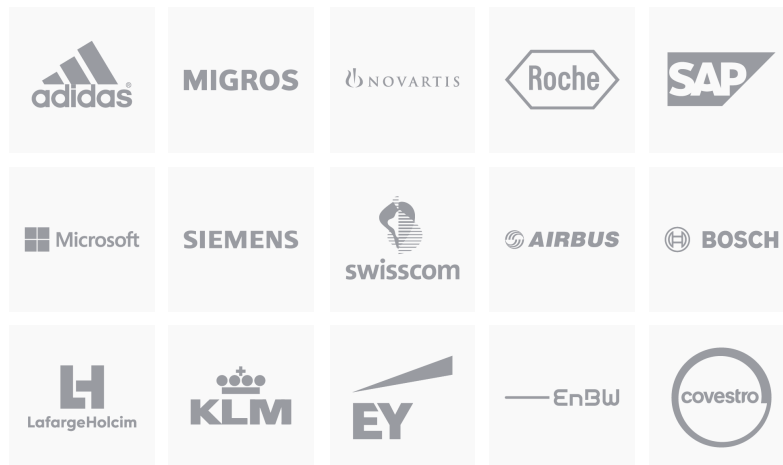
Content

- Ideation by using creativity tools (e.g. CBM pattern cards)
- Bringing detail to each dimension of the CBMs
- Evaluate the impact of the ideas on triple bottom line
- Detailing each dimension of the CBMs
- Identifying key assumptions and design experiments to test them
- Planning for implementation

Tools

- Circular Vision and Strategy
- Applying feedback loops
- Partnership ecosystem
- Smart material choices
- Identifying assumptions
- Testing table
- Scenario planning
- Roadmapping

Clients and References BMI Lab



““How would Amazon’s CEO lead my business? Which new customer segments would Robin Hood develop in my position? The Business Model Navigator™ allows you to break out of your industry logic and clears the way towards fireworks of ideas.”

Wolfgang Rieder, Managing Partner,
Head of Advisory Switzerland, PricewaterhouseCoopers

“With the Business Model Navigator™, we can take in the entire business model and work on the complete system. The St.Gallen Method brings not only results, but expands the mindset.”

Daniel Sennheiser, President Strategy and Finance,
Sennheiser

“We leverage the Business Model Navigator™ for our Business Model Innovation approach and discovered that it is a great methodology with high practical relevance.”

Dr. Ulrich Eisert, Research Manager,
SAP (Schweiz)

“These Business Model Patterns are an important source for inspiration and best practice to create and implement radical innovations.”

Daniel Ledermann, Head of Incubation and Portfolio,
Swisscom

“The Business Model Navigator™ with its tools, strategy, and visualizations are a perfect complement to the ‘Foresight and Innovation by Design’ philosophy at Stanford. They work in practice and in theory.”

Professor Dr. Larry Leifer, Founding Director of the Stanford
Center for Design Research

“These patterns are a very powerful creativity method and a great tool to generate a “business model thinking” attitude.”

Dr. Angela Beckenbauer, Corporate Innovation Manager,
Hilti

BMI Lab AG

The BMI Lab is a spin off from the Institute of Technology Management at the University of St.Gallen (ITEM-HSG).

We train workers worldwide in companies across industries to implement new methods of business model development and help our clients to develop innovative business models. The development, testing and application of new methods for business model development is the BMI Lab's main task.

The core of our method consists of the realization and application of 55+ innovative business model samples, which ITEM-HSG identified through the course of a five-year study. The BMI method has already been successfully implemented by a large number of major companies, service providers and entrepreneurial clinics for new companies.

In 2017 the BMI Lab did a first circular project for Adidas. This project and the partnership with the IfB-HSG kickstarted the development of a new methodology that focuses entirely on developing and implementing new circular business models.