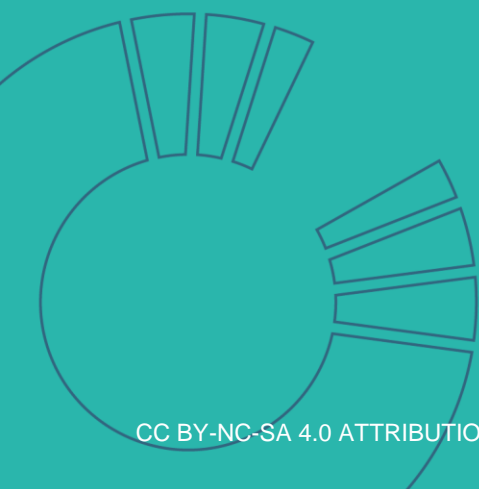


# Case Studies in Bioeconomy Education, Training and Skills Development

Case study sample: CIRCO Training  
Programme - Creating Business  
Through a Circular Design

Several countries where a  
CIRCO hub is located

PEDAL



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# CIRCO Training Programme - Creating Business Through a Circular Design

## 1 Abstract

CIRCO is a programme developed by CLICKNL, a consortium for the creative industry. It is supported by the Dutch Ministry of Infrastructure and Water Management.

With its unique and proven design method, CIRCO assists companies with creating circular business propositions in cooperation with their value chain.

The method consists of Circular Business Design Tracks for entrepreneurs and Circular Design Classes for creative professionals.

## 2 Target Groups

The CIRCO method applies to both companies and design professionals. The training is particularly suitable for manufacturing companies that develop or plan to develop a circular business (construction, plastics, consumer goods and manufacturing). Companies are invited to participate in a workshop “Track” consisting of three group sessions, whereas design professionals can attend a 1-day class, where they can play their part in the circular transition of business as a circular change agent.

## 3 Case Study Category

Bioeconomy education, training and retraining in entrepreneurial education

## 4 Training Provider

CIRCO hubs are present in different countries. Circular Slovakia is the implementing partner in Slovakia and a member of the consortium of 11 international CIRCO hubs around the world for CIRCO training.

## 5 Region

Several countries, where a CIRCO hub is located. More information can be found at <https://www.circonl.nl/international/hub-network/>.

## 6 Language

Several languages

## 7 Objectives of the Educational Format

Complementary education for professionals

## 8 Final Objective of the Educational Format

CIRCO helps companies create circular business propositions in cooperation with their value chain.

Every company prepares an implementation roadmap to bring its circular proposition to the market. All material processed during the track is documented in a Circular Business Canvas.

## 9 Scope and Context of the Educational Format

During the 3-day training, representatives of companies become acquainted with design tools and circular knowledge applicable to their daily work. Companies go through the following process:

1. **Initiate:** This part dives deeper into the (design) principles for the circular economy. The value destruction in the current linear chain is mapped out, and the resulting circular business opportunities are identified and selected for each company.
2. **Ideate:** The most interesting circular proposition from the first part is elaborated upon using circular design strategies and business models. This results in a circular customer proposition with a business model, product (re)design and additional services.
3. **Implement:** This involves the development of an implementation roadmap to bring the circular proposition to the market, defining what, when, and with whom to realise the required changes. A Circular Business Canvas is prepared, after which participants conclude with a short pitch.

## 10 Specific Skills and Competencies Addressed

Technical competencies

Valorisation competencies

The CIRCO method is based on an academic framework of the Technical University of Delft called 'Products that last', which was written by C. Bakker, M. den Hollander et al. This framework explains five circular business models and six circular design strategies. CIRCO expanded this framework with tools and insights so that it is useful and relevant for businesses. Participants explore circular design and identify business opportunities. They can also use circular design strategies to redesign their

propositions, products, services and business models. The participant's efforts result in a concrete implementation roadmap.

## 11 European Qualification Framework Level(s)

Level 5 and Level 6 - no certificate is issued; the background required and skills acquired correspond to these levels.

## 12 Main Benefit to the Participants

The efforts of the participants result in a concrete implementation roadmap. Peer interaction with other entrepreneurs, designers and industry professionals is highly valued, and cooperation between companies is almost always initiated.

## 13 Main Cost Categories Considered

Clinickl - personal costs, development of the methodology and training materials, training of the trainers, and promotion

HUBs - personal costs, translation of the materials, printing, premises and promotion

## 14 Importance and Impact

Since 2015, CIRCO has supported over 500 companies to create circular businesses and has trained 400 designers to be circular change agents. It has provided training for 1000+ participants, reached 220,000 people, and runs 32 tracks per year. Research shows that 66% of participants have implemented their new circular plans.

## 15 Relevance (of the Format)

The circular economy does not arise by itself. CIRCO activates—with support from the Dutch government—entrepreneurs and creative professionals to (re)design products, services and business models to subsequently run circular businesses.

## 16 How can it Inspire BioGov.net? (Why was it designed in this specific way / what are the success factors?)

The CIRCO method applies to both companies and design professionals. Companies are invited to participate in a workshop track facilitated by trained and experienced professionals. In each track, ten companies participate, with two people per company. Interactions among companies and design professionals combine specific skills and experience in one place. Companies develop their own circular design, which includes a business model, product (re)design and complementary services and processes.

The format of the workshop is very practical, allowing participants to apply new knowledge to redesign their propositions, products, services and business models. The format is also based on peer interaction with other entrepreneurs, designers and

industry professionals (companies from one value chain participate), which is highly valued, and cooperation between companies is almost always initiated.

## 17 Data Sources

- **Online resources:** <https://www.circonl.nl/international/methodology/>
- **Resource persons:** Contact in Slovakia: Denisa Rášová
- **Other sources, if any:** <https://circular-slovakia.sk/circo-trening/>

## Consortium

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MATERIALS  
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