
Workshop Business Models for the Circular Economy

Together towards a Circular Economy

29th November 2019

B-Part am Gleisdreieck

Luckenwalder Str. 6b
10963 Berlin
Berlin, Germany

Register : www.bmilab.com/workshops

Get in touch:

Katharina Erdmann
+49 (0)171 81 22 444
katharina.erdmann@bmilab.com

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. In addition, consumers are increasingly conscious about these factors – leading to changes in behavior and regulation.

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.

Katharina Erdmann (Consultant, BMI Lab)
Richard Stechow (Consultant, BMI Lab)
Fabian Takacs (PhD, University of St.Gallen)

Participation areas

The Workshop gives

- Managing Directors,
- Innovation Managers,
- Sustainability Managers,
- Product and Project Managers,
- Engineers, and
- 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 Circular Economy and Business Models.

Benefits

- Develop fundamental knowledge to take part in the Circular Economy, a field that is gaining in importance
- Create positive effects through intra- & 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 business models for the Circular Economy
- Understand the challenges and common pitfalls
- Meet and exchange ideas with people from different industries

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

Speakers and Coaches



Katharina Erdmann



Fabian Takacs



Richard Stechow



Alexandra Herget



Institute of Management & Strategy



University of St. Gallen



Coaches

Katharina Erdmann

has many years of experience at BMI Lab, advising senior executives on new business model development and transformation. She has set up the Academy Branch of BMI Lab.

Today she advises mostly German and French international corporations on business models for the circular economy.

Fabian Takacs

is PhD Student at the Institute of Management at the University of St. Gallen, creating the Circular Business Model Navigator.

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

Richard Stechow

is working as Innovation Consultant for BMI Lab in Munich, focusing especially on testing new business models.

Together, the coaches developed the methodology and tools for the Circular Business Model Innovation Workshop

Guest Speaker

Alexandra Herget

Alexandra developed hospitality concepts before founding TUTAKA in the beginning of 2018 after being frustrated seeing the amount of things that are thrown away every day in a hotel. She is mad for unusual ideas, boldness, ecoistic people, typography and Scandinavian design.

TUTAKA

TUTAKA enables hotels, festivals, event operators and restaurants to design sustainable guest experiences. Hosts can find carefully sourced, sustainable and innovative products and services for their guests and employees on the digital marketplace.

With their agency, the TUTAKA team supports manifold clients in communicating their sustainability efforts without greenwashing or falling for clichés, as well as consults on value chains, ecoistic procurement and proactive sustainability strategies.

Friday, 29th November

Start: 9.00am, End: 6pm

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
- Analysis of internal and external environment
- Flipping the switch: identifying circular opportunities
- Circular business model ideation
- Closing the loop
- Documentation and detailing of the Circular Business model
- How to: test and implement

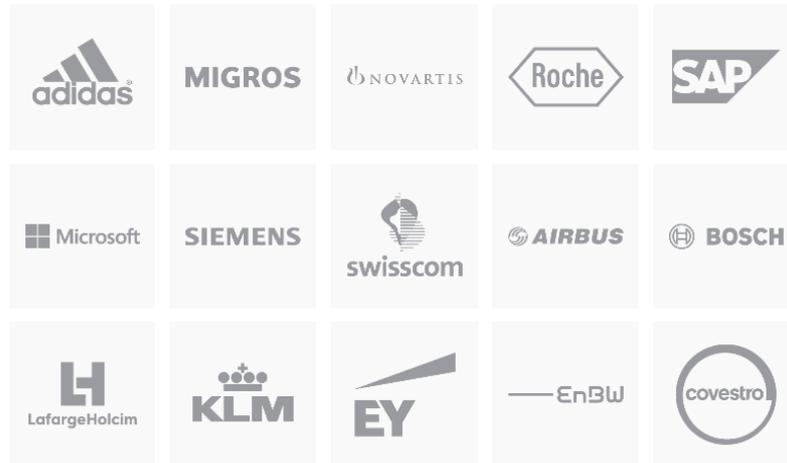
Tools

- The magic triangle
- Value & damage assessment
- Customer point of view
- Value network mapping
- CBM patterns & CBM creativity tools
- Circular Business Model Canvas

Location

B-Part am Gleisdreieck
Luckenwalder Str. 6b
10963 Berlin
Germany

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

Registration

Business Models for the Circular Economy Workshop

November 29th, 2019

Berlin, Germany

Register online

<https://www.bmilab.com/workshops/>

Early Bird ticket (per person)

Before October 15, 2019
799 EUR (VAT-exempt)

Regular Ticket (per person)

999 EUR (VAT-exempt)
If you come with more people from your company the first person pays 999 Euro and afterwards each additional person gets a 20% discount.

Application deadline

November 19th, 2019

For further information

please contact Katharina Erdmann

+49 (1)71 81 22 444
or katharina.erdmann@bmilab.com

Cancellation Policy

Cancellation is to be notified in written form. No cancellation fee applies for cancellations made at least four weeks ahead of the start of the workshop. Cancellations up to one week before the start of the workshop will be refunded 50 %. No refund will be given for any cancellation thereafter. The BMI Lab reserves the right to cancel the workshop by informing the registered participants in written form until three weeks before the workshop's starting date. In case of cancellation by the BMI Lab, the ticket fee will be refunded in full.

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.