

CIRCULAR ECONOMY-ENABLED COMPETITIVENESS

Masterclass jointly conducted by FICCI
and Accenture Strategy



accenturestrategy

WHAT IS CIRCULAR ECONOMY?

There is a growing impetus on growing efficiently to reduce stress on natural resources. Traditionally these efficiencies were delivered by reducing wasted resources. However, in the changing times, the concept of eliminating waste is much broader. When viewed from the lens of Circular Economy principles, it entails eliminating wasted resources, capacities, lifecycles, and embedded value. Simply put, Circular Economy helps decouple growth from resource consumption.

WHAT ARE THE BUSINESS MODELS OF CIRCULAR ECONOMY?

Building Circular Economy advantage entails understanding and implementing following five business models:

- Circular Supply Chain
- Recovery & Recycling
- Product Life Extension
- Sharing Platform
- Product as a Service

HOW CAN CIRCULAR ECONOMY HELP YOUR ORGANIZATION?

A 2018 research conducted by FICCI and Accenture Strategy suggests around half-a-trillion dollars worth of India's GDP value at risk by 2030, which could be protected through the adoption of circular business models in India.

- Create new products and services
- Reduce cost in existing operations and supply chain
- Reduce risks from raw material scarcity
- Improve brand image and stakeholder engagement

INTRODUCTION

Given the value creation potential unlocked by Circular Economy, there is a need to equip organizations with a practical toolkit to actively identify and pursue Circular Economy opportunities. At a time when businesses in developed markets are already aligning themselves with this new sustainability paradigm, FICCI and Accenture felt the need to create and support champions of change in India through a formal training program.

WHO SHOULD ATTEND?

The workshop is targeted at middle and senior-level managers from different industries and sectors. Companies should nominate attendees from functions such as Business Strategy, Sustainability, EHS, Supply Chain, Operations (including Sourcing and Procurement), Manufacturing, Technology and New Product Development.

KEY TAKEAWAYS FOR PARTICIPANTS

The training will help the attendees demystify following strategic questions:

- » What is the Circular Economy and why does it matter for your company?
- » How could Circular Economy drive value for your company?
- » What are the typical Circular Economy value creation opportunities in your industry?
- » How can your company become a leader in Circular Economy?

WORKSHOP STRUCTURE AND METHODOLOGY

Duration of masterclass would be one day, and pedagogy would be based on Accenture's design-thinking methodologies in workshop mode. Key highlight sessions of the masterclass are as follows:

Circular Economy and Your Company



Facilitator conducts exploratory diagnostics of existing sustainability initiatives and governance in participant organizations; Participants analyze where their company stands on Circular Economy adoption curve and share their observations.

Group Exercise 1: Circular Economy Opportunities Ideation



Participants form a group (One group per industry); Groups brainstorm and ideate a long list of potential Circular Economy initiatives for the chosen industry based on cue cards provided by facilitator.

Group Exercise 2: Circular Economy Opportunities Prioritization



Based on a prioritization framework provided by Accenture, groups prioritize top three opportunities for their respective industry and socialize the select opportunities with other teams; Each participant chooses an opportunity for deep-dive in next session.

Individual Exercise: Circular Economy Business Model Canvas



Each participant deep-dives into chosen opportunity by populating Circular Economy Business Model Canvas framework; Invited expert gives inputs to the business case built by participant for investment into chosen initiative.

Practitioner Speaks



Industry expert shares observations from the day; also, shares their experience on how they went about implementing Circular Economy in their organization successfully.

FACULTY PROFILE

Workshop would be driven by senior experts from Accenture Strategy. Brief profile of workshop facilitators below:



Vishvesh Prabhakar

Managing Director (Partner),
Operations and Sustainability,
Accenture Strategy



Sundeeep Singh

Senior Manager (Senior Principal),
Sustainability Strategy,
Accenture Strategy

Depending on availability, industry leaders who have led by example, will be invited to share their experiences on how they went about conceptualizing and implementing circular economy ideas in their respective organizations.

REGISTRATION PROCESS

To know more and to register
write to us at ces@ficci.com or
call us at +11 23487566/211

 https://twitter.com/ficci_india

 <https://www.linkedin.com/company/ficci/>

 <https://www.facebook.com/ficciindia>

 <https://twitter.com/AccentureIndia>

 <https://in.linkedin.com/company/accentureindia>

 <https://www.facebook.com/AccentureIndia>