



Supply Chain Practice Workshop: “Transforming from Linear to Circular Business”

About the Workshop

Embark on a transformative journey with **The Blue Connection**, a virtual e-bike manufacturing company, in a world swiftly shifting from linear to circular economies. Over two days, explore the challenges and opportunities of transitioning from a traditional take-make-dispose model to a thriving circular business model.

Target Group

This workshop is ideal for:

- **Business Strategists & Leaders:** Grasp the intricacies of transitioning businesses from linear to circular models.
- **Supply Chain Professionals:** Understand the challenges and solutions of implementing reverse logistics and value chain collaboration.
- **Economic & Sustainability Analysts:** Explore how circular strategies can boost economic growth and ensure sustainability.
- **Corporate Teams:** Equip your teams to harness the potential of circular business models, ensuring both profitability and sustainability.

What Will You Learn?

- **Growth through Circular Strategies:** Recognize how circular strategies can pave the way for new market entries, differentiation, and increased market share.
- **Waste as a Resource:** Understand that waste isn't just discarded material but an untapped resource waiting for innovative utilization.
- **Sustaining Business & Planet:** Identify and apply strategies that prioritize both business continuity and environmental sustainability.
- **Reverse Logistics & Collaboration:** Dive into the complexities of implementing reverse logistics and grasp the necessity of value chain collaboration for circular businesses.
- **Regulation & Risk:** Navigate challenges posed by regulations, counterparty risks, ownership of goods, and product quality in the circular economy.

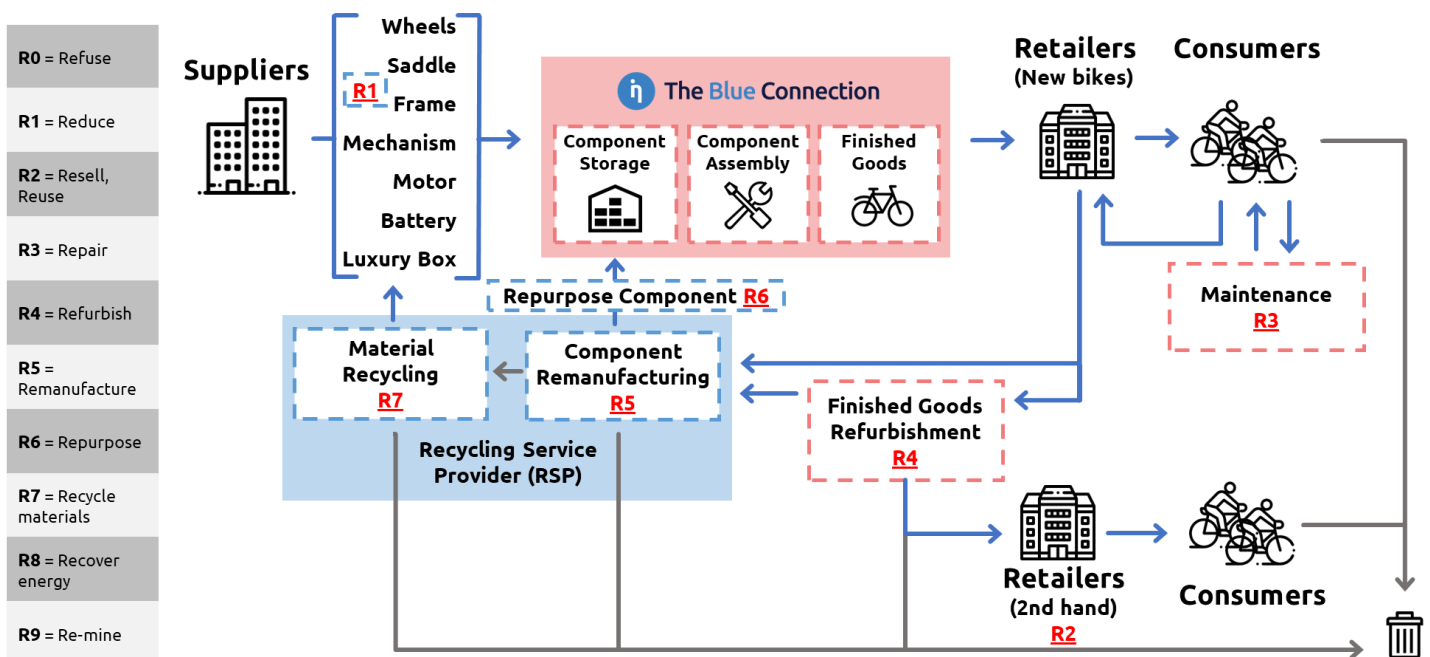
The Business Simulation

The business simulation **The Blue Connection** engages its participants in transforming a linear into a circular supply chain. Participants get to run their own virtual company called The Blue Connection, a manufacturer of e-bikes. Due to the increased demand for companies to transform how they operate, and the new business opportunities provided by the circular economy, the e-bike manufacturer hired a new management team to transform the company's linear value chain to a circular one. Participants will learn how to adopt a circular business model approach by transition away from a take-make-dispose linear production towards a circular business models.

Participants will represent the four functional roles of

- VP Finance
- VP Purchasing
- VP Supply Chain
- VP Sales

Team members will be confronted with diverse real-life, real-time dilemmas. Cross-functional understanding and collaboration are the key success components.



Registration

Become a Circular Business Pioneer! Experience firsthand the intricacies of converting a traditional business model into a circular one. Learn not just the theory but the practical challenges and solutions that can help businesses achieve sustainable growth while ensuring they remain responsible stewards of the planet.

For more details or to enroll, visit our website

<https://www.pmi-m.de/en/seminars/scpractice/> or reach out to our dedicated training team now (info@pmi-m.de)!