Circular Economy & Sustainability Strategies Masterclass

4 – 8 April 2027
Amman (Jordan)



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Ref: 322786_213707 **Date:** 4 – 8 April 2027 **Location:** Amman (Jordan) **Fees:** 4200 GBP

Course Description

This comprehensive 1-week course equips business leaders and sustainability professionals with the knowledge and tools to implement circular economy principles and sustainability strategies. Participants will learn to drive innovation, reduce waste, and create long-term value through practical case studies and hands-on exercises.

Learning Objectives

- Understand the fundamentals of circular economy and its business applications
- Develop strategies for implementing sustainability initiatives in organizations
- Learn to design circular business models and value chains
- Gain insights into measuring and reporting sustainability performance
- Explore innovative technologies and solutions for circular economy
- Develop skills to lead organizational change towards sustainability

Course Modules

Day 1: Foundations of Circular Economy

- Introduction to circular economy principles
- Linear vs. circular business models
- The business case for sustainability
- Circular economy frameworks and tools

Day 2: Sustainable Business Strategies

- Sustainability goal-setting and KPIs
- Stakeholder engagement and partnerships
- Sustainable supply chain management
- Circular product design and lifecycle assessment

Day 3: Implementing Circular Business Models

- Circular business model innovation
- Waste reduction and resource efficiency
- Reverse logistics and take-back systems
- Servitization and product-as-a-service models



Day 4: Measuring and Reporting Sustainability

- Sustainability reporting standards and frameworks
- Environmental and social impact assessment
- Carbon footprint calculation and management
- ESG metrics and investor relations

Day 5: Leading the Circular Transition

- Change management for sustainability
- Green marketing and consumer engagement
- Policy and regulatory landscape
- Future trends in circular economy and sustainability

Practical Wins for Participants

- Develop a circular economy strategy for your organization
- Create a sustainability roadmap with measurable goals and KPIs
- Design a circular product or service offering
- Draft a sustainability report aligned with global standards

