

**CBS EXECUTIVE SUSTAINABLE LEADERSHIP & TRANSFORMATION** 

# CREATING VALUE IN THE CIRCULAR ECONOMY



#### **CREATING VALUE IN THE CIRCULAR ECONOMY**

## **KEY QUESTIONS**

- What are the key success factors when moving from linear to circular business thinking?
- Which circular economy myths can impede implementation efforts?
- Which future developments regarding circularity should companies prepare for?



#### CREATING VALUE IN THE CIRCULAR ECONOMY

## **OUR EXPERTS**



Julia Binder is Professor of
Sustainable Innovation and Business
Transformation, and Program
Director of IMD's <u>Creating Value in</u>
the Circular Economy program. She is
a renowned thought leader.

Her research and teaching delve into the intricate processes, strategies, and mechanisms enabling business leaders to integrate economic, social, and environmental impact into innovative business models.

JULIA BINDER

Professor of Sustainable Innovation and Business Transformation, IMD



Andreas is Professor of Business in Society at CBS' Centre for Sustainability

Andreas' research has been published in several top-tier international journals and he has won several awards for his executive teaching

His research examines the intersection of Corporate Sustainability, Sustainable Finance and the political role of firms

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**ANDREAS RASCHE** 

Professor of Business in Society, CBS



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In your view – (and in max 2-3 words)
What is the biggest challenge in the transition towards circularity?

Join at slido.com #1327 994

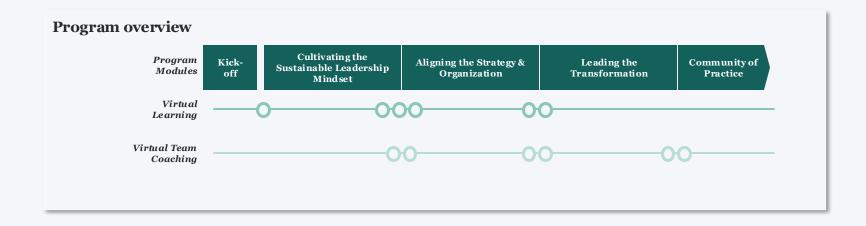
Unwillingness to hire and train for sustainability Thinking as an ecosystem stakeholder management Value chain collaboration **Return on investment** different business targets Collaboration Resistance Complexity **Pollution** Waste management Risk management Regultions **Growth focus** Willingness ROI Cost 1327994 Economy cost of change Strategy Regulations Uneven efforts Knowledge **Working Business Models** Newskills Skills Lack of knowledge Change management **Awareness Politics** Mindset and self belief holding leaders back **Understand your personal impacts** giving up the consumerism Regulation Understanding user behavior Strong strategi commitment

### **NEW SUSTAINABLE LEADERSHIP & TRANSFORMATION PROGRAM**



## 10 days program running from January to May 2025 7 days face-to-face & 3 days online

World-class & interdisciplinary faculty from CBS, INSEAD, Oxford and many more.





Contact for more information Program Manager, Mette Amdi <u>ma@cbs-executive.dk</u> Phone: 2674 5815

Link to the website: Sustainable leadership & transformation

