Training Guidelines – EBAF Training of Trainers Session

Training slide's structure:

1. **Slide Purpose and Narrative**

   Why this slide matters. This section explains the overall meaning and purpose of the slide within the session. It helps the trainer understand why the slide is included and how it connects to the broader training objectives, so they can introduce the topic clearly and confidently.

2. **Learning Objectives**

   What learners should gain. This section describes what participants should learn or understand from the slide. It clarifies the specific knowledge or skills to be built, helping trainers focus their delivery and ensure participants achieve the intended outcomes.

3. **Presentation Content / Speaking Points**

   How to present this slide. This section offers clear guidance and suggested wording for delivering the slide's content. It includes key messages and explanations to help trainers communicate the topic accurately, accessibly, and in line with policy.

4. **Interactive Exercises (if relevant)**

   How to engage participants. This section suggests questions, discussions, or activities to involve participants and reinforce learning. Exercises encourage interaction and deepen understanding of the topic. If no exercise is needed, this section will be marked as "Not applicable."

Slide 3: SESSION 1 – GOING circular: Introduction to the circular economy

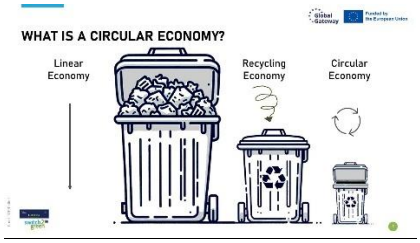
Hello, everyone, and welcome to our training session on behalf of …. Today we are starting with Session 1, titled "Going Circular: Introduction to the Circular Economy."

This session is designed to help us understand what the circular economy really means, why it matters, and how it can create value for businesses and society. We will explore key principles, real-world drivers for going circular, especially with reference to the EU policy framework on the CE.

As trainers, it's important for you to be able to explain these ideas clearly to your members and business audiences, so today we will also focus on making these concepts practical and relevant for local businesses.

We will have time for discussion and questions as we go, so please feel free to share your thoughts and experiences. Let's get started with an introduction to what a circular economy is and how it works.

Slide 4: What is a Circular Economy?



Slide Purpose and Narrative

This slide introduces the core concept of the circular economy by contrasting it with the linear and recycling models. Its purpose is to help participants see that the circular economy is not simply about better waste management or recycling but represents a fundamental redesign of economic systems. The visual shows the difference between the wasteful linear approach, the partial improvement of recycling, and the more complete, regenerative cycle of a circular model.

Learning Objectives

Participants should be able to:

- Understand and explain the difference between linear, recycling, and circular economy models.
- Recognise that recycling alone is not enough to address resource depletion and waste challenges.
- Appreciate that the circular economy aims to design out waste, keep materials in use longer, and regenerate natural systems.

Content / Speaking Points

Open the discussion with asking a question: Let us examine in more detail what is meant by the term 'circular economy'. Any ideas from your side?

React to the discussion by, **introduce the circular economy** as a systemic approach. It is designed to keep products, components, and materials at their highest value for as long as possible. The circular model aims to eliminate waste by design, circulate materials through reuse, repair, remanufacturing, and recycling, and regenerate natural systems.

The circular economy contrasts the **linear economy with a "take-make-dispose" model** that relies on constant extraction of new resources and leads to significant waste generation. Emphasise that it is wasteful and unsustainable over time.

Explain the recycling economy as a partial improvement, where some materials are recovered and reprocessed. However, recycling often involves downcycling, where materials lose quality or value over time. It does not fully solve the problems of resource depletion or waste generation.

NOTE:

- ✓ The European Union's Circular Economy Action Plan describes this transition as essential for achieving climate neutrality, preserving biodiversity, and reducing pressure on natural resources. It is also central to the European Green Deal and part of the Global Gateway partnership with Africa, supporting sustainable economic models and trade that meet environmental standards.
- ✓ If relevant to the audience, you can share context about waste challenges in Europe and Africa. For example, Europe generated over 2.2 billion tonnes of waste in 2022, with only around 40 percent recycled, while many African cities struggle with low formal collection rates and high informal disposal. This shows the need for better design, resource efficiency, and recovery in all regions.
- ✓ Emphasise that the circular economy is not only about waste management but about transforming how we design, produce, and consume. It is a strategy for sustainable development, competitiveness, and job creation.

Interactive Exercises (if relevant)

Discussion question: *Can anyone share examples of linear, recycling, or circular practices you see in your local context?*

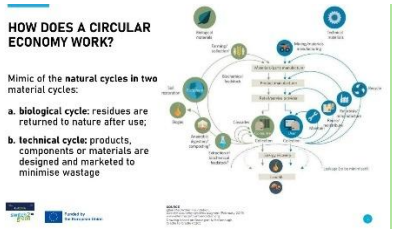
Brainstorm prompt: *What are some products or materials in your sector or region that could be kept in use longer or designed for reuse?*

Reflection question: *Why do you think recycling alone is not enough? What challenges do you see in improving recycling where you work?*

RESOURCES:

https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview
Conceptualizing the Circular Economy (Revisited): An Analysis of 221 Definitions
What is circular economy and why does it matter?

Slide 5: How does a circular economy work?



Slide Purpose and Narrative

This slide explains **how the circular economy works** by introducing the concept of mimicking natural cycles. It highlights that a circular economy is designed around two interconnected material cycles: the biological cycle and the technical cycle. The purpose of the slide is to help participants see that circularity is not just about reducing waste, but about redesigning systems to

ensure materials and resources circulate safely and effectively, supporting both environmental sustainability and economic opportunity.

Learning Objectives

- Understand the two complementary cycles at the heart of the circular economy.
- Differentiate between the biological cycle and the technical cycle.
- Recognise that circular economy principles apply across all sectors and value chains, including agriculture and manufacturing.
- Appreciate that circular design requires systemic change and long-term thinking to preserve resources and restore ecosystems.

Content / Speaking Points

Introduce the butterfly diagramme by explaining that a circular economy works by mimicking natural systems, where resources continuously flow in cycles rather than being used once and discarded. Just like in nature, where there is no waste because everything is reused or transformed, a circular economy aims to close the loop on material use in our economies.

Emphasise that this approach operates through two complementary cycles:

- **Biological cycle**: Organic materials, such as food waste and natural fibres, are safely returned to the environment through processes like composting, anaerobic digestion, and soil restoration. This supports healthy ecosystems and can regenerate soil fertility, which is essential for sustainable agriculture and food systems. This is often called the circular bioeconomy, where biological resources are managed sustainably to deliver renewable feedstocks and restore natural capital.
- **Technical cycle**: Products, components, and materials are kept in use at their highest value through strategies like maintenance, reuse, refurbishment, remanufacturing, and recycling. This cycle depends on designing for circulation, making products durable, repairable, and easier to upgrade, so they do not become waste quickly.

Show how the diagram illustrates these flows: the green side for the biological cycle, and the blue side for the technical cycle. Explain that both cycles aim to minimise leakage (landfill, energy recovery) and keep materials circulating for as long as possible.

Emphasise that circular economy principles apply to all sectors, from agriculture and food systems to manufacturing and construction. It is a system-wide transformation, not limited to waste management.

Interactive Exercises (if relevant)

Discussion question*: Can you think of examples in your business environment where organic waste could be better managed to support soil health or reduce pollution?*

Brainstorm prompt*: What are some products or materials that could be designed better to last longer or be repaired easily?*

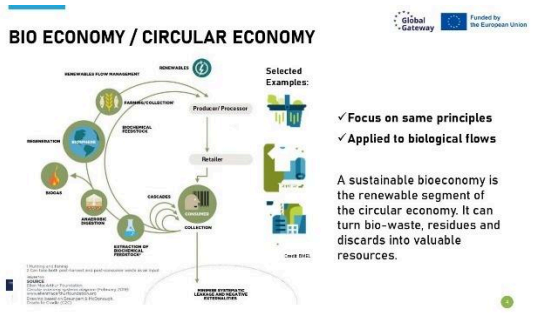
Reflection question*: How do you see these two cycles applying in your own sector or value chain?*

RESOURCES:

https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview
The butterfly diagram: visualising the circular economy

Slide 6: BIO Economy vs. Circular Economy

Slide Purpose and Narrative



This slide **explains the relationship between the circular economy and the bioeconomy**. It highlights that the bioeconomy represents the renewable segment of the circular economy, applying the same principles to biological materials and flows. The purpose is to show that circularity is not only about technical products, but also about managing organic resources sustainably to regenerate natural systems and reduce waste.

Learning Objectives

- Understand how the bioeconomy fits within the broader circular economy framework.
- Recognise that a sustainable bioeconomy turns organic waste and residues into valuable resources and thereby applies circular principles to biological flows.
- Appreciate the importance of reducing dependence on fossil-based inputs through better management of biological resources.

Content / Speaking Points

Start by explaining that the circular economy and bioeconomy are interconnected concepts. Both share foundations in sustainability and resource efficiency, but the bioeconomy focuses specifically on biological materials and renewable resources.

A sustainable bioeconomy applies circular principles to organic flows. This means transforming organic waste, residues, and discards into valuable inputs for food systems, materials, and energy. It mirrors nature's cycles, where biomass is collected, used, recovered, and regenerated back into ecosystems.

- ✓ Point out that this approach reduces reliance on fossil-based inputs and synthetic fertilisers, strengthens food system resilience, and supports soil restoration and ecosystem health.

- ✓ Note that in the EU Circular Economy Action Plan, developing a sustainable bioeconomy is a priority for achieving climate goals and ensuring food security. It is also important in the Global Gateway partnership with Africa, where circular bioeconomy models can deliver jobs, support farmers, and improve environmental outcomes.

Interactive Exercises (if relevant)

Discussion question: *What are some local examples of organic waste that could be transformed into useful products or resources?*

Brainstorm prompt: *How could applying circular principles to agriculture and food systems support farmers and local economies?*

Reflection question: *What challenges do you see in managing organic waste in your region and what possible solutions could address them?*

RESOURCES:

European Environmental Agency: The circular economy and the bioeconomy.

Slide 7: The Business Perspective – Why go Circular?

Slide Purpose and Narrative

The circular economy is an economic model that **makes sense for companies and entrepreneurs. The next section w**ill look at how going circular can reduce costs, open new markets, improve resilience, and respond to regulatory requirements. This section will help us understand the practical drivers that make circular approaches a smart business choice.

Slide 8 Why go Circular? Competitiveness

Slide Purpose and Narrative

This slide introduces why circular economy strategies are important from a business perspective, with a focus on competitiveness. **It explains how adopting circular approaches can reduce risks, improve efficiency, and open new market opportunities**. The aim is to help participants understand that circularity is not only about environmental benefits but also a smart strategy to strengthen business performance in a changing economic landscape.

Learning Objectives

- Realise how circular practices increase resilience against supply chain disruptions.
- Understand that optimising production processes boosts productivity and competitiveness.
- Recognise how circular economy strategies can reduce exposure to raw material price volatility.
- Identify opportunities to enter new markets with sustainable and resource-efficient products.

Content / Speaking Points

Open the discussion with asking a question: **How can circular economy strategies enhance the competitiveness of companies in a resource-constrained future?**

React to the discussion by explaining that in **a world facing resource constraints**, price volatility, and growing sustainability expectations, **the circular economy offers businesses a clear competitive advantage**.

A circular economy **reduces exposure to volatility in raw material prices** by encouraging the use of recycled materials and local resources. This leads to more stable and predictable input costs.

It **increases resilience by reducing dependence** on imported resources and creating stronger local value chains, helping companies manage global supply chain disruptions and geopolitical risks.

Circular strategies also **increase economic productivity**. By optimising production processes, companies reduce costs, improve efficiency, and strengthen their competitive edge.

Finally, **going circular opens new markets**. Customers are increasingly demanding sustainable, resource-efficient products, and meeting these expectations positions companies for growth.

- ✓ Emphasise that competitiveness in the circular economy is about innovation, maintaining high standards, and avoiding a race to the bottom on environmental and social performance.

Interactive Exercises (if relevant)

Discussion question: *How can circular economy strategies improve the competitiveness of companies in your business environment or sector?*

Brainstorm prompt: *What are some examples of local businesses that could benefit from reduced raw material costs through circular practices?*

Reflection question: *What barriers might businesses face in adopting circular strategies and how can these be addressed?*

RESOURCES:

OECD: Resource efficiency and circular economy

Slide 9: Why Go Circular? Innovation

Slide Purpose and Narrative

This slide explains **how the circular economy drives innovation across business models, technologies, products, and processes**. It shows that adopting circular strategies encourages companies to rethink design, production, and services in creative ways. The purpose is to highlight that circularity is not just about reducing waste but also about fostering entrepreneurial thinking and technological advancement that can deliver competitive advantages.

Learning Objectives

- Understand that circular economy principles promote innovative business and service models.
- Recognise how digital technologies support industrial renewal for circular goals.
- Realise how circular design leads to product and material innovation.
- Identify process improvements that make supply chains more circular and efficient.

Content / Speaking Points

Open the discussion with asking a question:

How can circular economy principles drive innovation?

React to the discussion by explaining that **the circular economy is inherently innovative as i**t challenges traditional linear systems by promoting new ways to create value.

Circular strategies drive new business models, such as Product-as-a-Service and pay-per-use systems, which encourage longer product lifespans and closer customer relationships.

Industrial renewal is supported through digital technologies, including blockchain, cloud computing, and artificial intelligence. These tools enable predictive and preventive maintenance, helping extend product lifespans and reduce downtime.

Material and product innovation is essential, with companies investing in eco-design and research to make products easier to repair, reuse, and recycle. Techniques like mono-material design simplify recycling and improve circularity.

Process improvements include developing reverse logistics systems to recover products at end-of-life and finding ways to valorise waste, turning it into new resources or products.

- ✓ Emphasise that embracing these innovations is central to achieving the goals of the European Circular Economy Action Plan and aligns with sustainable growth strategies under the Global Gateway partnership.

Interactive Exercises (if relevant)

Discussion question: *How can circular economy principles drive innovation in your sector or region?*

Brainstorm prompt: *What examples of innovative service models or technologies support circular practices locally?*

Reflection question: *What barriers might companies face when adopting these innovations and how can they be addressed?*

Resources:

Innovate UK: Circular Economy Innovation Network

WEF: Designing innovations for the circular economy

Slide 10: Why Go Circular? Pollution Reduction

Slide Purpose and Narrative

This slide **explains how circular economy strategies reduce pollution and environmental pressures**. It highlights that by reducing material input, resource extraction, and waste, the circular economy helps protect ecosystems and promote more sustainable production and

consumption patterns. The purpose is to make clear that pollution reduction is not just a side benefit but a core objective of circular design and practices.

Learning Objectives

- Understand how circular economy practices reduce total material use and waste.
- Realise how lowering resource extraction reduces pollution and ecosystem impacts.
- Recognise the role of circular strategies in easing pressure on natural resources and protecting biodiversity.

Content / Speaking Points

Open the discussion with asking a question: **In what ways can a circular economy help mitigate environmental pressures and contribute to** pollution reduction?

React to the discussion by explaining that **the extraction and use of natural resources is a major driver of pollution, biodiversity loss, and environmental degradation**. For example, it is estimated that resource extraction contributes to a significant share of air pollution and is linked to over 80 percent of biodiversity loss.

A **circular economy reduces total material input by designing products and systems that need fewer new resources**. It also reduces resource extraction and associated pollution by promoting reuse, repair, remanufacturing, and recycling.

By **keeping materials in use longer**, circular approaches put less pressure on natural resources, helping to preserve ecosystems and reduce environmental harm. This is essential for achieving sustainability targets, protecting health, and supporting biodiversity.

- ✓ Emphasise that pollution reduction is a deliberate design goal of circular economy strategies, not just an added benefit. Applying these principles can prevent pollution from production and consumption patterns and create cleaner, healthier communities.

Interactive Exercises (if relevant)

Discussion question: *In what ways can a circular economy help mitigate environmental pressures and contribute to nature protection and less pollution?*

Brainstorm prompt: *What types of products or materials in your region could be redesigned to reduce waste and pollution?*

Reflection question: *What local environmental challenges could be addressed through circular economy practices?*

RESOURCES:

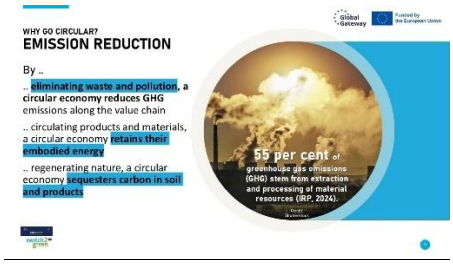
WEF: Why the green, circular economy is key to beating the triple planetary crisis

IRP: Global Resources Outlook

IISD: Beyond decarbonization: Tackling the triple planetary crisis through systemic resource efficiency and circular economy

Slide 11: Why go Circular? Emission Reduction

Slide Purpose and Narrative



This slide highlights **how adopting circular economy strategies can contribute to reducing greenhouse gas emissions**. It explains that by keeping materials in use longer, eliminating waste, and regenerating natural systems, the circular economy offers practical pathways to lower emissions across the value chain. The purpose is to show that circularity is not only about resource efficiency but is essential for achieving climate targets.

Learning Objectives

- Realise how circular practices reduce emissions by eliminating waste and pollution.
- Understand the importance of retaining embodied energy in products and materials.
- Recognise the role of regenerating nature in sequestering carbon and supporting climate goals.
- Appreciate that circular strategies also improve efficiency and reduce costs for end-of-pipe solutions.

Content / Speaking Points

Open the discussion with asking a question:

How can shifting to a circular economy impact overall emissions?

React to the discussion by explaining that **more than half of global greenhouse gas emissions come from the extraction and processing of materials**. This shows the strong link between resource use and climate change.

A **circular economy reduces emissions by eliminating waste and pollution** along the value chain. Designing products for reuse, repair, and recycling reduces the need for new raw materials and lowers emissions from production.

By circulating products and materials, a circular economy retains their embodied energy. This means the energy already used to produce them is not wasted, avoiding emissions from making new items from scratch.

Regenerating nature is also central. Practices such as **soil restoration and sustainable forestry help sequester carbon in soils and products**, further contributing to climate mitigation.

Additionally, **circular approaches can reduce costs for end-of-pipe solutions** by increasing overall system efficiency. This makes pollution control and waste treatment more manageable and less expensive.

- ✓ Emphasise that these strategies support broader climate goals and can contribute to reaching national SDG targets. They are part of sustainable development priorities in EU partnerships with Africa and anticipate requirements such as the EU Carbon Border Adjustment Mechanism, which will increasingly favour low-emission, resource-efficient production.

Interactive Exercises (if relevant)

Discussion question: *How can shifting to a circular economy impact overall emissions in your sector or country?*

Brainstorm prompt: *What are examples of practices that could reduce waste and retain embodied energy locally?*

RESOURCES:

Ellen MacArthur Foundation: Fixing the economy to fix climate change

Ellen MacArthur Foundation: Completing the Picture: How the Circular Economy Tackles Climate Change (2019)

Slide 12: Why go Circular? Regulatory Requirements

Slide Purpose and Narrative

This slide introduces **the role of regulatory requirements in driving the shift toward circular economy practices**. It explains that environmental standards, incentives, and market access rules are important factors shaping business decisions. The purpose is to help participants understand that compliance with regulations is not only mandatory but can also create opportunities for innovation, market positioning, and alignment with sustainability goals.

Learning Objectives

- ➢ Understand how environmental regulations and standards encourage circular practices.

- Recognise that market access, especially in the EU, is shaped by compliance with sustainability requirements.
- Realise how incentives can support the circular economy transition.
- Appreciate how regulation can influence consumer behaviour and market demand.
- Identify the link between circular economy practices and ESG-aligned management.

Content / Speaking Points

Open the discussion with asking a question: *What regulations in your business practice encourage circular economy practices?*

React to the discussion by explaining that **governments around the world are implementing stricter environmental regulations to reduce waste, pollution, and resource depletion**. Businesses must comply with these rules to avoid penalties and maintain their market licences.

Environmental standards often require companies to reduce carbon emissions, limit waste, and use resources more efficiently. This pushes businesses to adopt circular practices such as designing products for longevity, repairability, and recyclability.

Market access is also shaped by regulation. For example, **products sold in the European Union must meet strict environmental standards**, and this affects exporters aiming to access EU markets.

Incentives, grants, and support programmes are often available to help companies adopt circular economy practices, making the transition more financially viable and attractive.

Circular practices also support ESG-aligned management by addressing environmental, social, and governance expectations that investors and partners increasingly demand.

- ✓ Note that Regulations can also shift consumer behaviour by encouraging sustainable choices and setting expectations for lower environmental impacts, thereby influencing overall market demand.

Interactive Exercises (if relevant)

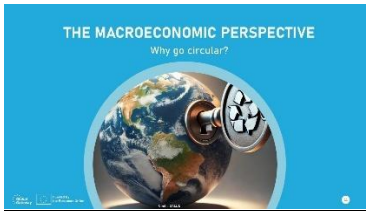
Brainstorm prompt: *What incentives or support could help businesses transition to circular models in your region?*

Reflection question: *How might market access requirements, such as EU standards, shape business strategies for export-oriented companies?*

EY: Regulatory landscape of the circular economy

Slide 13: The Macro-economic Perspective

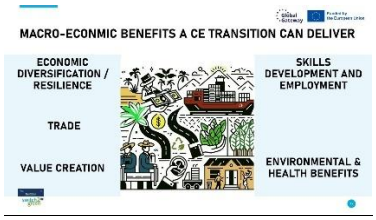
Slide Purpose and Narrative



Now we will move into Circular Economy Business Models. **This section will cover practical strategies such as circular design, sustainable inputs, product life extension, service models, and value recovery**. These approaches help keep materials in use, reduce waste, and create new business opportunities. By the end, participants should understand the main model types and consider which are most relevant in their context.

Slide 14: Macro-economic Benefits a CE Transition can deliver

Slide Purpose and Narrative



This slide explains the broader macro-economic benefits that a transition to a circular economy can deliver. It aims to show **that circular economy strategies are not only relevant at the company level but also offer important advantages for economies as a whole**. The purpose is to help participants see how circular practices support economic diversification, trade, employment, value creation, and environmental health.

Learning Objectives

- Recognise how a circular economy supports economic diversification and resilience.
- Understand the trade opportunities that circular strategies can create.
- Explain how value is generated by keeping resources in use longer.
- Appreciate the potential for employment creation and skills development.
- Identify environmental and health benefits from improved waste management and reduced pollution.

Content / Speaking Points

Open the discussion with asking a question: Beyond an individual business, what benefits can a circular economy transition deliver on society level?

React to the discussion by explaining that **transitioning to a circular economy brings benefits** beyond individual businesses, **supporting entire economies**.

Economic diversification and resilience are strengthened by developing new sectors such as recycling, repair, and remanufacturing. This reduces reliance on extractive industries and creates more stable, self-reliant economies.

Trade opportunities grow as countries can export recycled materials, refurbished products, and sustainable goods. Meeting higher environmental standards also improves market access, especially for trade with regions like the EU.

Value creation comes from maximising the use of materials and turning waste into new resources, creating new revenue streams for businesses.

Employment and skills development increase because circular activities such as recycling and remanufacturing are often labour-intensive, formalising jobs and improving working conditions while building new skills in the workforce.

Environmental and health benefits include reducing pollution and improper waste disposal, which improves sanitation, protects ecosystems, and contributes to public health, especially in urban areas.

Interactive Exercises (if relevant)

Discussion question: *What macro-economic benefits do you think a circular economy transition could deliver in your business environment?*

Brainstorm prompt: *How could circular practices create new trade opportunities or improve resilience in your region?*

Reflection question: *What skills or jobs might emerge if circular economy sectors grow locally?*

RESOURCES:

ILO: *Decent Work in the Circular Economy: An Overview of the Existing Evidence Base*

Chatham House: **The role of international trade in realizing an inclusive circular economy**

Slide 15: Raw Material Security

Slide Purpose and Narrative

This slide explains **how circular economy strategies can strengthen raw material security**. It highlights how reducing dependency on virgin materials, improving resource efficiency, and

promoting recovery from end-of-life products can mitigate supply risks. The aim is to help participants understand that raw materials will remain essential, but that circular approaches are needed to manage growing demand sustainably and reduce environmental impacts.

Learning Objectives

- Understand how circular strategies reduce dependency on virgin raw materials.
- Recognise the role of secondary raw materials in securing supply.
- Appreciate the environmental benefits of more efficient material use.
- Identify how CE strategies align with responsible mining and sustainable development goals.

Content / Speaking Points

Open the discussion with a question: *What risks do companies in your region face due to raw material dependency? How can circular strategies help mitigate these?*

React to the discussion by referencing the headline in the image: **"Material use has more than tripled in 50 years."** This illustrates the scale of global material consumption and the growing pressure on finite resources, ecosystems, and supply chains.

A circular economy **ensures better use of raw materials by increasing efficiency across the value chain**, from design to end-of-life. It promotes the recovery and reuse of materials, reducing the need for continuous extraction.

Circular economy strategies also **create opportunities for recovery of CRMs from e-waste and industrial residues**, supporting local reprocessing and material substitution. This is especially relevant for African partners who seek to move up the value chain and retain more value locally.

- ✓ It's important to stress that the circular economy does not eliminate demand for primary raw materials, it slows the growth rate of demand and helps reduce environmental pressure.
- ✓ Emphasise the synergy between circular economy principles and responsible mining, including reduced land degradation, lower emissions, and improved compliance with sustainability standards.

Interactive Exercises (if relevant)

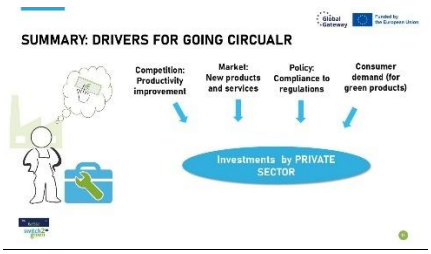
Brainstorm prompt: *What local industries could benefit from secondary raw material markets or waste recovery solutions?*

Reflection question: *How can your organisation promote responsible sourcing and better resource use in line with EU standards?*

Brian Baldassarre: Circular economy for resource security in the European Union (EU): Case study, research framework, and future directions

Slide 16: Summary: Drivers for Going Circular

Slide Purpose and Narrative



This summary slide brings together the different reasons why companies are adopting circular practices. It highlights the key drivers that motivate the private sector to invest in circular solutions: improving productivity, accessing new markets, complying with regulation, and meeting consumer demand. The purpose is to show that **the circular economy is not only driven by policy or environmental goals but also makes clear business sense**.

Learning Objectives

- Identify the key drivers that encourage private sector engagement in circular economy practices.
- Understand how productivity, market trends, and consumer preferences support circularity.
- Recognise that regulatory compliance can also spur innovation and investment.
- Appreciate that economic interest plays a central role in the transition, especially in developing and middle-income countries.

Content / Speaking Points

Summarize the session so far by explaining that **businesses are increasingly motivated to adopt circular economy practices because they improve their bottom line**, secure market relevance, and help manage risks.

The main drivers are:

Competition: By improving resource productivity and process efficiency, businesses lower operational costs and gain competitive advantage

Market: Circularity leads to new business models, services, and product offerings which are increasingly demanded by customers

Policy: Regulation is tightening across markets, and compliance with environmental and sustainability standards is becoming essential for market access

Consumer demand: More customers are looking for green, ethical, and durable products, and circular business models can respond to these expectations

Reinforce that in developing and middle-income countries, circular strategies can start delivering benefits early by tackling waste, improving resource efficiency, and creating economic opportunities.

- ✓ Emphasise that successful circular transitions require enabling conditions, but businesses often lead change when economic and environmental incentives align.

Interactive Exercises (if relevant)

Discussion question: *Which of the four drivers is currently the strongest in your business environment or sector? Why?*

Brainstorm prompt: *Can you name a company that has adopted circular practices for competitive or regulatory reasons?*

Reflection question: *What would make businesses in your network more willing to invest in circular solutions?*

Slide 17: How to Achieve Circularity: The Principles

Slide Purpose and Narrative

This slide introduces the three key principles of the circular economy. It shows **how circularity is not just about recycling, but starts with smart design to prevent waste, continues through keeping products and materials in use for as long as possible, and ends with regenerating nature**. The aim is to help participants understand that circular strategies are practical design and business choices that follow a clear logic: use less, use longer, and restore what we use.

Learning Objectives

- ➢ Understand the three core principles that underpin circular economy strategies.
- ➢ Recognise how product and process design help reduce waste and pollution.
- ➢ Appreciate the importance of maintaining the value of materials in circulation.
- ➢ Explain why regenerative practices are essential for environmental sustainability.

Content / Speaking Points

Open the discussion with asking a question:

React to the discussion by stating that **circular economy is guided by three key principles** that help shift systems from wasteful and extractive to resource-efficient and regenerative.

The first principle is to design out waste and pollution. This means changing how products are made and used to prevent problems before they occur. Good design reduces excess material use, avoids hazardous substances, and simplifies repair, disassembly, and recycling.

The second principle is to keep products and materials in use. This includes extending the lifespan of products through durability and reusability, and ensuring materials are recovered and reintroduced into the economy through remanufacturing, refurbishing, and recycling. This reduces pressure on natural resources and lowers the overall consumption footprint.

The third principle is to regenerate natural systems. The circular economy seeks to give back to nature by supporting soil health, restoring biodiversity, and avoiding overexploitation. In practice, this includes composting organic waste, using renewable inputs, and supporting regenerative agriculture.

- ✓ Emphasise that circular economy principles are interconnected. They must be embedded across value chains and embraced as a system-wide opportunity for innovation and sustainability.

Interactive Exercises (if relevant)

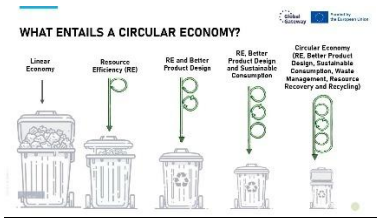
Discussion question: *Which of these principles do you see most often in your sector? Which ones are missing?*

Brainstorm prompt: *What could be redesigned in your organisation to reduce waste or pollution from the start?*

Reflection question: *How can your organisation help regenerate natural systems while still meeting business goals?*

Slide 18: What Entails a Circular Economy?

Slide Purpose and Narrative



This slide explains that **circular economy is not a single intervention, but a system-wide shift built on multiple reinforcing strategies**. It shows how circularity encompasses different steps: starting from resource efficiency, adding better product design, followed by sustainable consumption, and finally supported by strong waste management and recovery systems. The aim of the slide is to help participants understand that each layer can build on the previous, gradually reducing waste and increasing resource value retention. Even though circular economy is a systemic change, the transition can happen step by step.

Learning Objectives

- Understand that circular economy is a system of connected strategies, not a one-off solution.
- Recognise how each step (efficiency, design, consumption, recovery) reduces waste and increases circularity.
- Appreciate the logic of combining prevention and value retention in circular transitions.
- Identify where their organisation or sector currently stands on the circularity path.

Content / Speaking Points

Open the discussion with asking a question:

React to the discussion by explaining that **the traditional linear model extracts resources, makes products, and disposes of them, generating large volumes of waste**.

The **first shift towards circularity is improving resource efficiency**: doing more with less, using energy and materials more wisely.

Next, circular economy requires better product design. Well-designed products last longer, can be repaired, and are easier to reuse or recycle.

Including sustainable consumption means changing user behaviour: sharing, maintaining, and valuing products rather than constantly replacing them.

Finally, **circular systems include waste management and material recovery**, keeping resources in circulation and minimising landfill.

- ✓ Emphasise that a fully circular economy integrates all these steps, shifting from extractive to regenerative systems. No single measure is enough on its own.

Interactive Exercises (if relevant)

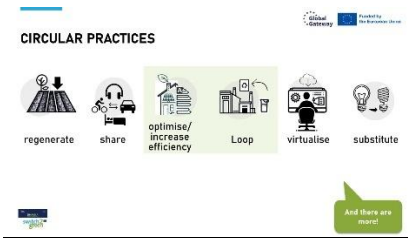
Discussion question: *Which of the circular strategies in the slide are already applied in your organisation or country?*

Brainstorm prompt: *What would be the next step needed to move closer to a full circular model?*

Reflection question: *Where do you see the greatest challenge in shifting from a linear to a circular economy in your context?*

Slide 19: Circular Practises

Slide Purpose and Narrative



This slide introduces core circular practices that businesses can adopt to move towards more sustainable models. **It breaks down abstract circular economy concepts into tangible actions**, helping participants understand how companies can reduce waste, extend product life, improve efficiency, and regenerate ecosystems. The aim is to show that circularity is not just theory, but a practical toolkit of strategies that can be adapted across sectors.

Learning Objectives

- Identify key types of circular practices that support sustainability and resource efficiency.
- Understand how different strategies contribute to eliminating waste and regenerating nature.
- Explore the role of innovation and business model transformation in applying these practices.
- Recognise that circular practices can be combined and scaled in different ways depending on the context.

Content / Speaking Points

Open the discussion with asking a question:

React to the discussion by explaining that circular practices represent practical business strategies to reduce environmental impacts and make better use of resources. They offer concrete ways to implement circularity beyond high-level concepts.

Start with **regeneration**, which refers to enhancing natural systems and giving back to the environment. This can include using renewable resources, supporting soil health, or integrating nature-based solutions.

Sharing models allow businesses to make more efficient use of assets, whether through product-as-a-service models, rentals, or platforms that extend usage across multiple users.

Optimisation relates to improving efficiency across operations, from better design and energy use to smarter logistics and maintenance practices.

The concept of looping is at the heart of the circular economy and includes reuse, repair, remanufacturing, and recycling. These keep materials in circulation and reduce the need for virgin inputs.

Virtualisation involves replacing physical products or services with digital alternatives, such as moving from CDs to streaming or from in-person to online services.

Substitution means replacing harmful or finite materials with safer, renewable, or more efficient options. It often involves material innovation or technology upgrades.

- ✓ These practices align with the EU Waste Hierarchy, which prioritises waste prevention and reuse before recycling and recovery.

Interactive Exercises (if relevant)

Discussion question: *Which circular practice is most applicable to your business or sector? Why?*

Brainstorm prompt: *Identify one circular practice your organisation could apply tomorrow with minimal cost.*

Reflection question: *How could you combine two or more practices to create a stronger circular approach?*

RESOURCES:

Circularise:R-Strategies for a Circular Economy

Slide 20: SESSION 2 – Circular Economy Business Models – What Circular Economy Means for Business

Slide Purpose and Narrative

This is a transition slide that introduces the next part of the session, which explores how circular economy principles translate into practical business strategies. It signals a shift from understanding circularity as a system to understanding how it can create value for companies.

- ➢ Covers a range of circular business models, showing how companies can create profit while reducing environmental impact.
- ➢ We will look at key models such as circular inputs, product-as-a-service, resource recovery, and extending product life.
- ➢ Examples will highlight how these models can be applied across sectors and adapted to local contexts.
- ➢ Participants will be encouraged to reflect on which models are most relevant to their business or sector.

Slide 21: Types of Circular Business Models

Slide Purpose and Narrative

This slide introduces **three foundational types of circular business models**. These models illustrate how companies can shift away from the linear take-make-dispose model and instead adopt strategies that retain the value of products, materials, and resources. By understanding these models, participants can begin to identify which approaches may be most relevant or adaptable to their own businesses.

Learning Objectives

- Understand the main categories of circular business models.
- Recognise how each model contributes to waste reduction, value retention, and environmental sustainability.
- Explore the logic behind prioritising certain circular models over others in terms of value preservation.
- Begin to assess which business models could be applied in different sectors or organisations.

Content / Speaking Points

Open the discussion with asking a question: What circular business models do you?

React to the discussion by highlighting that the **circular economy is not just a sustainability concept** but a practical business opportunity. It creates value through innovation, efficiency, and resource conservation. These three models represent key strategies to deliver on this promise.

Product life and use extension is the highest value strategy. It aims to keep products functioning and in use for as long as possible. This can involve repair, refurbishment, reuse, remanufacturing, or resale. The goal is to maximise the utility and lifetime of the product before it becomes waste.

Resource recovery comes next and focuses on the recovery of materials from discarded products. This includes traditional recycling, but also composting, upcycling, and waste-to-energy practices. Although some value is lost compared to direct reuse, this model still helps reduce the demand for virgin materials.

Product-as-a-service shifts the business model entirely. Instead of selling a product, the business offers access to a product or service through leasing, pay-per-use, or subscription. This model incentivises durability and reuse, and allows companies to retain ownership of their products and materials.

- ✓ Emphasise that these models are not mutually exclusive. Many successful circular businesses combine elements of each.

Interactive Exercises (if relevant)

Discussion question: *Which of these models do you already see in your business environment? Are there others you think could be applied?*

Brainstorm prompt: *What would need to change in your organisation to move from product sales to a service-based model?*

Reflection question: *Which model offers the most potential in your context, and what barriers would you need to overcome to adopt it? What would it take to shift from a linear to a service-based business model in your sector?*

RESOURCES:

WEF: **5 circular economy business models that offer a competitive advantage**

Circular Economy Initiative: **Circular Business Models: Overcoming Barriers, Unleashing Potentials**

Slide 22: Circular Business model - Product life & use extension

Slide Purpose and Narrative

This slide explores the circular business model of product life and use extension. It highlights **how businesses can increase the longevity and utility of products through repair, remanufacture, resale, reuse, and repurposing**. The aim is to demonstrate how this model helps reduce waste, conserve resources, and create new economic opportunities. Participants are encouraged to reflect on how extending product life aligns with both sustainability goals and business value.

Learning Objectives

- ➢ Understand the concept of product life and use extension as a circular business model.
- ➢ Identify key strategies including repair, remanufacturing, reuse, and repurposing.
- ➢ Recognise the environmental and economic benefits of extending product life.
- ➢ Appreciate how businesses can improve customer relations and product design through reverse flows.

Content / Speaking Points

Open the discussion with asking a question:

React to the discussion by highlighting that a circular business model aims **to keep products and components in use for as long as possible**. By designing for repairability, ensuring availability of spare parts, and supporting right-to-repair legislation, businesses empower consumers and reduce unnecessary disposal.

Remanufacturing involves restoring used products to like-new condition, significantly lowering raw material demand and production emissions. According to the International Resource Panel, this process can reduce raw material use by 80 to 98 percent compared to traditional manufacturing.

Reuse and resale of products give items a second life, often in new markets. Repurposing materials or components for new functions adds further value and avoids waste.

These practices reduce the need for new extraction and production, protecting natural resources and ecosystems, and lowering energy use and emissions.

Economically, this model supports local repair businesses, lowers costs for consumers, and strengthens customer relationships. It also enables learning from returned products, contributing to better product design and innovation.

- ✓ **Product life and use extension is a core circular business model focused on keeping products in use for as long as possible**. It involves strategies such as repair, remanufacturing, reuse, and repurposing, which help reduce resource extraction, lower emissions, and create cost and job benefits across the economy.

Interactive Exercises (if relevant)

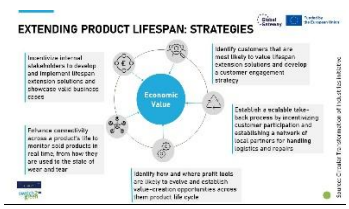
Discussion question: *Which product categories in your sector have the most potential for life extension?*

Brainstorm prompt: *How could your business improve repairability or enable resale of used products?*

Reflection question: *What would it take for your customers to value longer-lasting products over new ones?*

Slide 23: Extending Products Lifespan: Strategies

Slide Purpose and Narrative



This slide presents **key enabling strategies to support product lifespan extension in circular business models**. It highlights how internal and external actions, ranging from better customer engagement and improved monitoring of product use, to creating take-back schemes and incentive structures, can unlock economic value while reducing waste. The aim is to show that lifespan extension is not just a technical or design issue, but also a question of business model innovation and ecosystem collaboration.

Learning Objectives

- Understand the organisational and operational strategies that help extend product life.
- Recognise the role of data, customer engagement, and logistics in enabling these strategies.
- Identify value-creation opportunities for businesses through circular service models.

Content / Speaking Points

Open the discussion with asking a question: Imagine extending the life cycle of one of our products becomes your business strategy – how would start the transition?

React to the discussion by explaining that organisations can start by **incentivising internal teams** to adopt circular thinking and develop new solutions that showcase viable business cases as **lifespan extension delivers value only when supported by coherent business practices**.

Companies need to understand their customers, especially those more likely to value long-lasting products, and tailor engagement strategies accordingly. **Digital connectivity can help track product use and condition in real time**, making it easier to offer repair or reuse services.

Take-back systems must be scalable and user-friendly. This often involves creating networks of local partners who can support logistics, repair, and customer service.

Finally, **firms should identify where future profits may emerge along the life cycle** and invest in capabilities that support long-term value creation rather than one-off transactions.

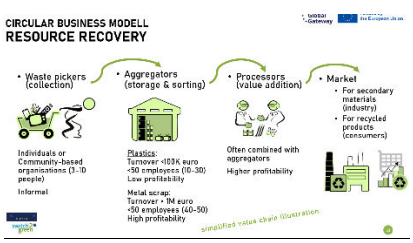
- ✓ Lifespan extension is not just a technical fix but a strategic shift. It requires a new way of engaging customers, using data, collaborating with partners, and designing for circular value.

Interactive Exercises (if relevant)

Discussion question: *What are the biggest barriers to implementing take-back or repair schemes in your business environment?*
Brainstorm prompt: *What types of customer engagement strategies could support longer product use?*
Reflection question: *Could any of your organisation's products or services benefit from better monitoring across their lifecycle?*

Slide 24: Circular Business Model - Resource Recovery

Slide Purpose and Narrative



This slide introduces **the circular business model of resource recovery**, which focuses on the recovery of materials at the end of their use to bring them back into the economy. It highlights how waste becomes a resource through processes like recycling, upcycling, composting, and energy recovery. The aim is to demonstrate how a well-functioning resource recovery chain can create social, environmental, and economic value, particularly when inclusive of actors in the informal sector. This slide takes a closer look at **how a shift to circularity works across a typical resource recovery value chain**, using the example of plastic and metal scrap recycling.

Learning Objectives

- Understand the concept of resource recovery within the circular economy.
- Identify key actors and steps in the recycling and recovery value chain.
- Recognise circular economy requires a value chain approach. Often it entails changing from informal to formal economy .
- Recognise the economic dynamics and profitability differences between materials such as plastics and metals.
- Appreciate the need for formalisation and value addition to maximise impact.

Content / Speaking Points

Discussion question: *What would it take for your local recycling chains to become more circular and inclusive?*

React to the answers by revealing the graphics on the slide and highlighting the different steps of a value chain involved as follows:

In many countries, the journey towards a circular economy begins with informal waste pickers. These individuals, often working in small groups or cooperatives, play a crucial role in material collection. They represent a vital entry point for inclusive circular practices, ensuring that valuable resources are not lost.

Once collected, these materials are passed on to aggregators who sort and store them. The structure and economics vary between material types: for instance, plastic aggregators typically work with low margins, whereas metal scrap aggregators tend to handle higher volumes and

generate greater profitability. This variation influences how easily these segments can formalise and scale.

The materials collected are passed on to aggregators who sort and store them. In the next stage, materials are processed and transformed to add value. This may include cleaning, shredding, or converting into pellets for plastics, or smelting in the case of metals. Often, processing and aggregation are carried out by the same entities, especially in smaller systems.

Finally, the processed materials are sold to two types of markets: as secondary raw materials to industry, or as recycled products to consumers. A value chain approach is needed to ensure efficiency, traceability, and fair benefit-sharing. Enabling the transition from informal to formal structures is essential for quality, compliance, and scaling impact.

- ✓ While often considered less glamorous than circular design or product innovation, resource recovery remains one of the most widespread and foundational models for circularity, especially in developing and emerging economies.

Interactive Exercises (if relevant)

Brainstorm prompt: *Can you name one informal activity in your community that could be formalised to strengthen a resource recovery chain?*

Reflection question: *How can your organisation support fairer value distribution and safer working conditions in recycling chains?*

Slide 25: Circular Business model - Product-as-a-service

Slide Purpose and Narrative

This slide introduces **the circular business model of Product-as-a-Service (PaaS)**, which promotes utilisation over ownership. Instead of selling products, businesses offer them through leasing, rental, or subscription-based models. This shift enables manufacturers to maintain ownership, ensure proper servicing, and incentivise long-lasting, repairable product design. The aim is to highlight how PaaS models reduce material consumption, extend product life, and create ongoing customer relationships.

Learning Objectives

- ➢ Understand the core principle of Product-as-a-Service within circular economy models.
- ➢ Recognise common PaaS categories such as tech, mobility, appliances, and tools.

- ➢ Identify the business case for service models that reduce resource use and environmental impact.
- ➢ Appreciate how product return and reverse logistics are integrated into PaaS operations.

Content / Speaking Points

Open the discussion with asking a question:

React to the discussion by explaining that the Product-as-a-Service approach **shifts the economic model from one-off sales to continuous service**. Examples include leasing phones, appliances, or e-bikes with maintenance included. It provides users with flexible access while motivating producers to create durable, efficient products. Since ownership remains with the provider, there is a strong incentive to ensure product longevity and ease of repair.

Reverse logistics, returning the product for maintenance or end-of-life processing, is simpler and more economically viable. The model also fosters new types of customer relationships based on trust and performance, rather than just transactions.

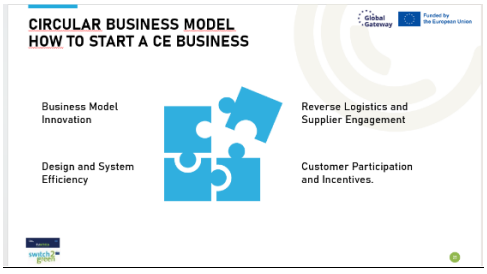
- ✓ PaaS models are growing in popularity across sectors, offering sustainability and business benefits. They align well with circular principles by ensuring product value is retained and extended through smart design, regular servicing, and return mechanisms.

Interactive Exercises (if relevant)

Discussion question: *What challenges would a business in your region face in adopting a Product as a Service model?*
Brainstorm prompt: *What is one product in your organisation or community that could be offered as a service instead of being sold?*
Reflection question: *How might Product as a Service models change the way customers view value, ownership, and responsibility?*

Slide 26: Circular Business model - How to Start A CE Business

Slide Purpose and Narrative



This slide consolidates key insights from previous materials into **a single overview of how to start a circular economy business**. It presents a progression of practical entry points for companies, ranging from design strategies and business models to operational shifts in reverse logistics and customer engagement. The narrative aims to demonstrate that there is no single pathway to

becoming circular, but rather a set of interconnected strategies that can be tailored to each organisation's starting point, capacity, and ambition.

Learning Objectives

- Recognise different strategic entry points for businesses transitioning to a circular economy
- Understand how business model innovation, reverse logistics, and customer engagement contribute to circularity
- Appreciate the importance of product design and system thinking in minimising waste and improving efficiency
- Identify actions companies can take based on their level of readiness or maturity

Content / Speaking Points

Start by explaining that companies can begin their circular transition by addressing four interconnected strategic pillars:

- **Business Model Innovation**: Shift away from traditional ownership-based models to service-oriented ones. This includes leasing, renting, or sharing products to extend their use, reduce idle time, and improve resource productivity. Subscription-based and product-as-a-service offerings are becoming mainstream in sectors like electronics, transport, and appliances.
- **Design and System Efficiency**: Better design can prevent waste before it occurs. Companies should rethink the need for a product altogether, reduce the amount of material used, or design for reuse, refurbishment, and recycling. Strategies like refusing, rethinking, and reducing help optimise resource efficiency and align with sustainability objectives.
- **Reverse Logistics and Supplier Engagement**: Establish systems for efficient product returns, refurbishment, and recycling. Companies must work closely with suppliers to create infrastructure for collecting and recovering products and materials. This helps close the loop and maximises value recovery.
- **Customer Participation and Incentives**: Customers are key enablers of circularity. Businesses can offer loyalty points, discounts, or convenient return options to encourage take-back and product returns. Active participation in second-hand markets and resale channels also supports extended product life and resource efficiency.

While the ideal circular model links all these elements, companies can begin with what is feasible and build up over time. For example, a business may start by improving returns management and later integrate design-for-disassembly in future product lines.

Companies at different stages of maturity may choose different entry points, early movers may begin with compliance mapping and piloting take-back schemes, while advanced players may focus on design innovation, ecosystem partnerships, and integrating circularity into core strategies.

- ✓ Circular transformation is not a one-size-fits-all journey. It requires businesses to think beyond compliance and recycling, and instead build long-term value through systemic change, inclusive collaboration, and bold innovation in how products are designed, delivered, and used.

Interactive Exercises (if relevant)

Discussion question: *Which of the four strategic pillars would be easiest to start with in your business context, and why?*

Brainstorm prompt: *Can you name a product or service in your sector that could be offered as a service rather than sold outright?*

Reflection question: *What incentives or partnerships would you need to put in place to enable product returns or shared ownership in your business model?*

Slide 27 Brainstorming

Slide Purpose and Narrative

This slide

Learning Objectives

- ➢ Share expereince among BMOs of different services supporting circular businesses already under implementation
- ➢ Generate a wide range of ideas of future services
- ➢ Inform participants on different roles that BMOs can play in the circular economy transition

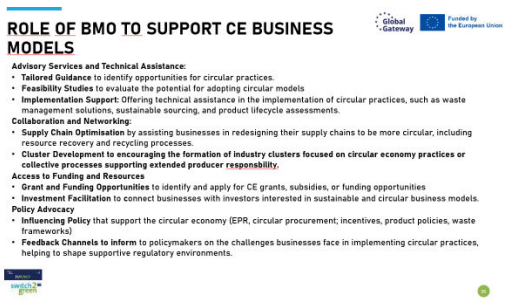
Content / Speaking Points/ Interactive Exercises

To encourage the brainstorming, you may use the following questions:

- In what ways can Business Membership Organisations enhance awareness and understanding of Circular Business Models among businesses?
- What specific services do you think Business Membership Organisation should offer to support companies in adopting circular practices?
- Next to direct business support what else is needed to support the transition to a circular economy?

Slide 28 Role of BMO to support CE Business MOdels

Slide Purpose and Narrative



This slide consolidates key insights from the brainstorming exercise of slide 25. Note that the content is not inclusive. Your discussion might have led to additional input that is equally valid.

Learning Objectives

- Summarize key points of the discussion under slide 25

Content / Speaking Points

Content / Speaking Points

Importance of BMOs in the Circular Economy Transition

- **Tailored Solutions**: Each business has unique challenges and opportunities. BMOs can offer customised solutions via **Advisory Services and Technical Assistance** that address specific needs.
- **Facilitating Knowledge Transfer**: BMOs play a crucial role in educating businesses about CE principles and practices. They can provide **training, workshops, and resources** to help organizations understand the benefits and implementation strategies of circularity.
- **Technology Integration**: Many BMOs offer technology solutions that facilitate the transition to a circular economy. This can include software for tracking resource usage, platforms for sharing products, or tools for managing waste more effectively.

Collaboration and Partnerships

- **Supply Chain Optimization**: BMOs can help businesses redesign their supply chains to be more circular. This involves sourcing materials sustainably, reducing waste, and creating closed-loop systems where products are reused or recycled.
- **Building Ecosystems**: BMOs can foster collaboration among various stakeholders, including businesses, government agencies, and non-profits. By creating networks, they can facilitate knowledge sharing and resource pooling, which is essential for a successful transition to a circular economy.

Access to Funding and Resources

- **Grant and Funding Opportunities** to identify and apply for CE grants, subsidies, or funding opportunities
- **Investment Facilitation** to **c**onnect businesses with investors interested in sustainable and circular business models.

Policy Advocacy

- **Influencing Policy** that support the circular economy (EPR, circular procurement; incentives, product policies, waste frameworks)
- **Feedback Channels to inform** to policymakers on the challenges businesses face in implementing circular practices, helping to shape supportive regulatory environments.

Slide 29 Examples of Circular Businesses in Africa

Slide Purpose and Narrative

This slide presentis examples from African businesses that have already adapted circular practices. The purpose is to show that the training is grounded in local realities and acknowledges the expertise and innovation present within the continent.

Learning Objectives

- To showcase selected examples from businesses in Africa that are already implementing circular practices.

Content / Speaking Points

In Egypt, **Nokia and Orange** are to set up Africa's first regional centre for the refurbishment of telecom equipment in Egypt. With support from the EU and Unido, they aim to formalize e-waste collection and increase lifespan of products, this is expected to have positive impacts on the environment and therefore lead to carbon footprint reduction. Local technicians will be recruited and trained, vocational certification training programs will be introduced, and new practices that promote circular transitions in the electronics sector will be implemented, including where possible with the informal sector.

The **Equatorial Coca-Cola Bottling Company (ECCBC)** with support of the EU aims to validate a financially viable process for PET collection and recycling while demonstrating the technical

feasibility and traceability of using rPET (recycled PET) in primary packaging, including food-grade plastic. The goal is to establish a bottle-to-bottle recycling system.

Rewoven is a South African social enterprise focused on promoting sustainable fashion and circular economy practices. Rewoven specialises in collecting and recycling textile waste, transforming discarded clothing and fabric into new products. This process helps reduce landfill waste and minimizes the environmental impact of textile production. More info under https://www.rewoven.africa/

Hello Tractor is an innovative technology platform designed to enhance agricultural productivity in Africa by connecting smallholder farmers with tractor owners and service providers. The company is based on a sharing model and operates in Uganda and Kenya. More info under https://hellotractor.com.

Slide 30

Slide Purpose and Narrative

This slide only functions as introductory slide to the case study in the next slide.

Slide 29: Case Study Discussion - TechCycle - Mobile Phone Manufacturer

Slide Purpose and Narrative

This slide presents the case of TechCycle, a mobile phone manufacturer navigating the challenges and opportunities of circular economy integration in the electronics sector. **The case helps participants explore how common e-waste issues, such as short product lifespans and limited recycling rates, can be addressed through circular strategies**. The aim is to illustrate

how a company can move from linear product cycles to more circular business practices through design, customer engagement, partnerships, and systemic thinking.

Learning Objectives

- Understand the circular economy challenges in electronics, including e-waste generation and limited reuse.
- Identify business opportunities for circularity through improved product design, trade-in schemes, and recycling partnerships.
- Recognise how circular thinking can reshape customer relationships and product lifecycle management.
- Explore how awareness-raising and consumer engagement contribute to circular transitions.

Content / Speaking Points

Start by stating key facts of the case. You may consider producing hand-outs if training is conducted onsite:

Africa is facing a growing e-waste crisis due to the rapid adoption of electronic devices and the lack of proper recycling infrastructure. The informal sector currently handles a significant portion of e-waste, often leading to environmental and health hazards.

TechCycle in South Africa designs and manufactures smartphones with a focus on high performance and aesthetic appeal. TechCycle has partnered with informal e-waste collectors to ensure collection of resources.

To strengthen its circular economy performance, TechCycle could adopt several strategies. Designing phones for easier disassembly would improve material recovery. Software updates, repair options, and product-as-a-service models could extend product lifespans. Awareness campaigns and incentives could increase participation in return schemes, while closer collaboration with recyclers could help scale capacity and quality of reuse.

These shifts not only reduce environmental impact but also support compliance with emerging regulations and foster customer loyalty.

- ✓ The TechCycle case illustrates how circularity in electronics requires both product innovation and system-wide collaboration. It exemplifies a company that considers responsibilities across the full lifecycle, from design and sale to end-of-use and return.

Interactive Exercises

Discussion question: *How can companies like TechCycle redesign their business models to prevent e-waste and keep materials in use?*

Brainstorm prompt: *What features or services could help consumers keep their phones longer or return them more easily?*

Reflection question: *How can your organisation support circular practices in electronics, either through design, partnerships, or consumer engagement?*

Slide 32: Why? Business Case for Circularity

Slide Purpose and Narrative

This slide presents a summary why circular economy is a business opportunity:

Learning Objectives

- ➢ Understand the different advantages for businesses that the transition to a circular economy can bring.

Content / Speaking Points

Summarise the business opportunities as follows:

- cost reduction and efficiency
- risks and risk reduction
- sales and profit margin
- reputation and brand value
- attractiveness as an employer
- innovation and resilience.

- ✓ No matter where a business starts, what matters it is moving forward. Circularity is not only a sustainability imperative, but a business opportunity, creating new revenue streams, strengthening resilience, and reducing exposure to volatile input costs.

Slide 33: **EU Support: SWITCH to Circular Economy Eastern and Southern Africa**

Slide Purpose and Narrative

This slide introduces the SWITCH to Circular economy Value Chain in East and Southern Africa. The purpose is twofold: First, to highlight EU support to the transition to a circular economy in Africa and secondly, to introduce the concept of extended producer responsibility. The idea here is not to explain the concept in detail (as the online module on navigating the EU legal framework provides more details) but rather to turn BMOs attention to the concept. As the SWITCH to CE will introduce the concept to ?? African countries, it is important that BMO recognise their role in EPR and get ready for it.

Learning Objectives

- Learn about EU support to the circular economy transition on Africa.
- Recognise the role of BMO in extended producer responsibility

Content / Speaking Points

The regional **SWITCH to Circular Economy in East and Southern Africa** (SWITCH-2-CE ESA) (EU contribution €40 Mio, Duration: 2024-2029). The programme supports ESA countries in their transition from a linear to a circular economy by creating an enabling environment for investment in circular business models and improving access to the necessary skills and finance with focus on the two value chains: Packaging & Plastic Waste; and Electronics & E-Waste.

(Selected) Expected results include:
Enabling Policy Framework: Improved access to information and learning materials on best practices for governments. Increased awareness of circular economy principles among educators, students, consumers, and businesses.
Strengthened public capacities to support circular economy models through **Extended Producer Responsibility (EPR) schemes.**

Extended Producer Responsibility (EPR) is a policy that places specific obligations on producers requiring them to take responsibility for the end-of-life management of their products.
EPR systems are different in each country but have common basic principles, such as packaging and product design improvement for greater recyclability or reusability, and reducing materials used, especially virgin materials.
Producer Responsibility Organisations (PRO) are specialised entities that are established to facilitate the implementation of Extended Producer Responsibility (EPR) schemes. PROs play a crucial role in managing the collection, recycling, and proper disposal of products at the end of their lifecycle.
Typically, producers pay for Producer Responsibility Organisations (PROs) services according to the

share by weight of their products put on the market. **BMOs have an important role to organise the collective procedures.** The SADC Business Council, for example, led a pilot preparing for the SWITCH-2-CE ESA, in Ruanda and Zambia.

More information here: https://sadcbc.org/ova_sev/sadc-circular-economy-and-extended-producer-responsibility-platform/

Slide 34: Measuring circular practices

Slide Purpose and Narrative

This slide introduces participants to the importance of tracking progress through indicators. **Measuring circularity helps businesses understand whether their strategies are working, and where improvements are needed**. It shows how different types of key performance indicators (KPIs) can capture material use, customer behaviour, innovation and revenue, providing a more complete picture of circular performance.

Learning Objectives

- Understand why measuring circularity is essential for continuous improvement and transparency.
- Recognise different types of KPIs that reflect progress in circular practices.
- Learn how to connect circular metrics with business value and customer engagement.
- Appreciate the value of both qualitative and quantitative indicators in monitoring circular outcomes.

Content / Speaking Points

Circularity is often about changing how businesses create, deliver and capture value, but change cannot be managed without measurement. **KPIs help track how well a company is implementing circular strategies and where they have the most impact**. These indicators can be grouped into different areas:

Material use indicators look at the share of secondary raw materials used in production, helping assess resource efficiency and reliance on virgin inputs.

Customer-centred indicators include the reduction in complaints, customer loyalty through care contracts, and uptake of refurbished or quality-as-new products. These KPIs reflect whether circular practices align with customer satisfaction and preferences.

Revenue-related KPIs track the sales of services such as maintenance, repair or upgrades, showing how circular offers can create new business opportunities.

Innovation indicators capture the share of circular economy projects in the overall innovation portfolio. This demonstrates whether circularity is mainstreamed in company strategy or treated as a side initiative.

Finally, **composite indicators** like the Material Circularity Indicator (MCI) provide a more holistic metric that combines several dimensions, including material input, product lifespan, and end-of-life recovery.

Choosing the right mix of KPIs helps businesses communicate impact, attract investment and align their operations with sustainability goals.

- ✓ What gets measured gets managed. By setting circularity targets and tracking them with the right indicators, companies can drive real change, improve transparency and unlock business value through sustainability.

Interactive Exercises (if relevant)

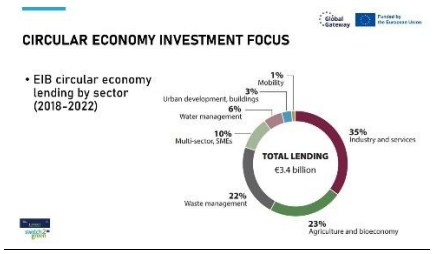
Discussion question: *What circular practices in your organisation could be measured with existing data?*

Brainstorm prompt: *Which new indicator could help make your circular economy efforts more visible to customers or investors?*

Reflection question: *How can we avoid getting lost in numbers and instead use circular metrics to support real improvements?*

Slide 35: Circular Economy Investment Focus

Slide Purpose and Narrative



This slide highlights **the European Investment Bank's (EIB) lending priorities for circular economy projects across different sectors** between 2018 and 2022. It aims to broaden the understanding that circularity goes far beyond waste, touching sectors such as agriculture, industry, water, and mobility. The visual shows both the diversity and relative weight of EIB investment areas, with the majority channelled into industry and services, followed by agriculture, waste, and water. This perspective helps participants consider circularity as a cross-sectoral opportunity with relevance across entire economies.

Learning Objectives

- Understand that the EU via the EIB supports the circular economy transition with finance
- Realise that investments are done across multiple sectors targeting value chain beyond wate management.

Content / Speaking Points

This slide uses data from the EIB to illustrate how circular economy investments are spread across sectors. Most of the funding has gone to industry and services, representing 35 percent, followed by agriculture and bioeconomy at 23 percent, and waste management at 22 percent. Water management and SMEs receive smaller shares, while urban development and mobility remain marginal.

The data underscores how circularity is not confined to recycling or waste-focused actions. Instead, it permeates agriculture, manufacturing, services, and infrastructure. Importantly, lending in areas like product design, circular business models, or regenerative farming shows how investments can support upstream circular practices.

While this reflects a promising shift in investment priorities, the overall volume of EIB lending for circular economy (€3.4 billion) remains modest relative to broader financing streams. It is essential to increase ambition, especially in emerging markets, and avoid limiting circular strategies to downstream or end-of-pipe measures.

- ✓ Investments in circular economy must expand both in volume and in scope, ensuring systemic change across sectors and avoiding a narrow focus on waste.

Interactive Exercises (if relevant)

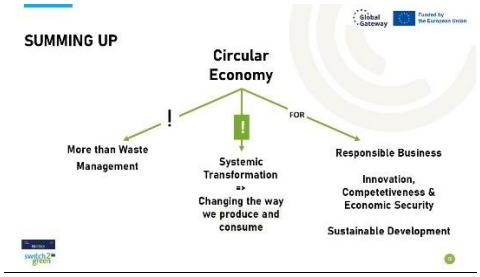
Discussion question: *Which sectors in your business environment could most benefit from increased circular economy investment?*

Brainstorm prompt: *What upstream solutions, beyond waste, could be financed to support circularity in agriculture or manufacturing?*

Reflection question: *How can investment policies better support circular business models that reduce pressure on natural resources?*

Slide 36: Summing Up

Slide Purpose and Narrative



This slide offers **a final synthesis of the circular economy concept**. It reiterates that **circularity goes far beyond waste management and entails a systemic transformation** of how we produce and consume. The diagram helps convey that the circular economy is a tool for achieving responsible business conduct, competitiveness, innovation, and sustainable development. The purpose is to anchor the main messages before transitioning into group reflection or the next session.

Learning Objectives

- Recap the core value proposition of the circular economy.
- Recognise that circularity is not limited to waste but applies across sectors and value chains.
- Understand the connection between circular practices and broader goals such as innovation, economic resilience, and sustainable development.

Content / Speaking Points

This slide reinforces the point that circular economy approaches are not merely an extension of waste management. While many circular interventions originated from recycling and recovery, a truly circular economy is based on redesigning systems to preserve material value and avoid waste generation altogether.

This requires changing how products are designed, used, maintained, shared, and recovered. The transition demands innovation, collaboration, and long-term thinking across the economy. As such, circularity contributes to competitiveness and innovation, improves business responsibility, and enhances sustainability.

This final message aims to inspire participants to see circularity as a strategic and transformative agenda, not a narrow environmental concern.

- ✓ The circular economy is not a technical fix or a niche agenda. It is a fundamental shift in mindset and practice, essential for long-term resilience, prosperity, and environmental stewardship.

Interactive Exercises (if relevant)

Discussion question: *What would a systemic transformation towards circularity look like in your sector or community?*

Brainstorm prompt: *Can you think of one way your organisation could go beyond waste management and contribute to a broader circular economy transition?*

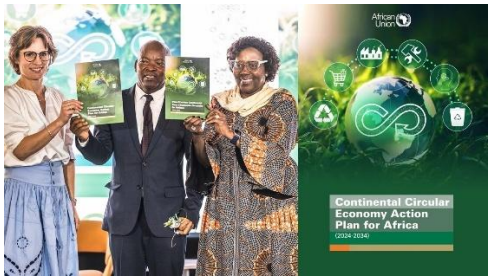
Reflection question: *How can circular economy practices in your work support both business competitiveness and sustainable development goals?*

Slide 37: Regulations Acceleration a circular Economy

Slide Purpose and Narrative

We now turn to the final section of this session, looking at the role of regulation in accelerating the circular economy. While businesses and markets play a crucial part, policy and legislation can help create the necessary conditions for circular practices to scale and spread

Slide 38: Regulatory Framework in Africa- the AU CEAP



Slide Purpose and Narrative

This slide introduces the African Union Continent Circular Economy Action Plan that was launched in July 2025 by the Africa Union with support of the EU.

Learning Objectives

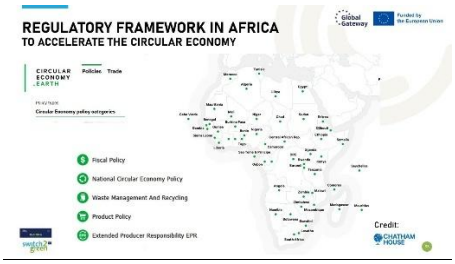
- Understand that the African Union and its member state are taking steps towards a circular economy transition

Content / Speaking Points

The AU Circular Economy Action Plan (CEAP) focuses on transitioning African economies to a circular model by reducing waste, promoting resource reuse, and encouraging recycling. As a key component of the African Union's Agenda 2063, the initiative was developed with co-financing and technical support from the European Union. The CEAP offers a strategic framework for sustainable investments aligned with the Europe-Africa Global Gateway Investment Package and international partnerships. The CEAP will focus on priority sectors including agriculture, packaging, energy, construction, manufacturing, electronics, technology, as well as the fashion and textiles industries.

Slide 39: Regulatory Framework in Africa - to accelerate the circular Economy

Slide Purpose and Narrative



This slide introduces **the diversity of policy instruments being used across African countries to accelerate the circular economy**. It draws on the Circular Economy. Earth database and highlights how countries are applying various tools such as fiscal incentives, product policies, and extended producer responsibility. The map underlines that while CE policy activity is increasing, countries are using different entry points depending on their priorities and capabilities.

Learning Objectives

- Recognize that many countries have already taken steps towards a circular economy
- Understand that different types of policy instruments promote the circular economy in Africa.
- Understand how circular economy policies go beyond strategy documents and require regulatory follow-through.
- Recognise that policy choices reflect different starting points and sectoral focuses.

Content / Speaking Points

This slide visualises **how African countries are putting in place a wide mix of regulatory instruments to promote the circular economy**. The data is drawn from the Circular Economy. Earth policy tracker, covering measures across fiscal policy, national strategies, waste regulation, product policies, and extended producer responsibility. What stands out is the breadth of engagement across the continent, with countries applying different policy entry points depending on their context.

Some governments have introduced national CE roadmaps or strategies to guide the transition, while others have opted for more targeted measures, such as tax incentives, landfill bans, or eco-design standards. Extended Producer Responsibility is gaining momentum, particularly in sectors like packaging, electronics, and tyres, although implementation remains uneven. Product policies are also emerging, including labelling schemes and green public procurement guidelines. These policy tools are critical for creating enabling conditions for businesses to adopt circular practices and for aligning incentives across value chains.

At the same time, the diversity of policy types across the map suggests that countries are still testing and refining what works best. Peer exchange and regional coordination will be key to accelerate uptake and coherence.

The map provides a snapshot of ongoing policy development and experimentation. It reflects a growing recognition that circularity requires systemic changes in governance, not only technical solutions.

- ✓ Circular economy policies are advancing in Africa but remain fragmented. Moving from isolated measures to integrated policy frameworks will be essential to drive scale and impact.

Interactive Exercises (if relevant)

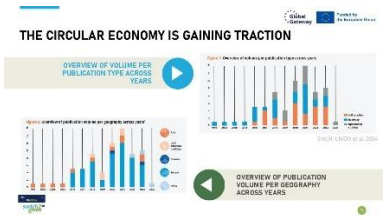
Discussion question: *Which types of policy instruments are most relevant in your business environment's context?*

Brainstorm prompt: *What are the practical challenges in enforcing EPR or product standards in your business environment?*

Reflection question: *How can you build collaboration between government, business, and civil society around circular policy implementation?*

Slide 40: The Circular Economy is gaining traction

Slide Purpose and Narrative



This slide shows **the growing international interest in the circular economy, based on an analysis of published strategies, roadmaps, and calls to action**. The increasing number of publications over time reflects rising policy attention across continents, including Africa. The visual distinction between different types of publications helps to explain how countries and their

economies are moving from aspirational calls to more structured roadmaps and implementation strategies.

Learning Objectives

- Understand how the circular economy agenda has gained international traction over time.
- Recognise the difference between calls to action, roadmaps, and operational strategies.
- Appreciate Africa's increasing contribution to global circular economy discourse.

Content / Speaking Points

The chart on the right shows a sharp increase in circular economy publications after 2016, peaking around 2021. This surge includes a mix of calls to action, national roadmaps, and operational strategies. While initial efforts were largely aspirational, there is now a greater focus on implementation.

The lower chart highlights how regional contributions have evolved. Europe has historically led the agenda, but Africa's presence has grown significantly in recent years. Africa's engagement is visible through regional roadmaps, national strategies, and sectoral guidelines. This reflects both increased awareness and the recognition of circularity as a development opportunity.

This data, drawn from the UNIDO 2024 mapping of global circular economy publications, shows how countries and regions are converging around the concept, but also using it in different ways. The balance between planning documents and implementation frameworks remains uneven and is worth discussing.

- ✓ As momentum builds globally, Africa has an opportunity to shape circular economy approaches that are tailored to local contexts and development priorities.

Interactive Exercises (if relevant)

Discussion question: *How do you interpret the increase in circular economy publications, does it reflect real change or mainly policy signalling?*

Reflection question: *What kind of publication or strategy would be most useful in your business environment or sector right now, a call to action, a roadmap, or an operational strategy?*

Brainstorm prompt: *What are the key elements that make a circular economy roadmap successful in the African context?*

Slide 41: TYPOLOGY of Regulatory measures supporting the Circular Economy

Slide Purpose and Narrative

This slide presents **a non-exhaustive typology of regulatory measures that can support the circular economy**. It categorises key interventions, from fiscal instruments and product requirements to public procurement, waste management, and international trade policies. By showing this variety, it highlights how policy tools can influence multiple points in the value chain, enabling the transition towards circularity.

Learning Objectives

- Understand the range of regulatory levers that can drive circular economy outcomes.
- Recognise how different types of interventions target different actors and stages of the value chain.
- Familiarise with examples of how regulations can incentivise, mandate or enable circular practices.
- Reflect on the relevance and feasibility of applying these measures in different national contexts.

Content / Speaking Points

This typology helps illustrate how circular economy legislation is more than a single policy or law. Fiscal instruments, such as taxes or subsidies, can influence behaviour through price signals.

Producer and product requirements are central to shifting upstream design and manufacturing processes.

Public procurement is increasingly used to create market demand for circular products and services, influencing both supply and innovation.

Trade and governance measures matter for regional alignment and access to circular markets, especially in globalised value chains.

Waste management regulations remain essential but are just one part of the broader circular economy toolbox.

This mix of policies reflects the cross-cutting nature of circularity, requiring coordinated efforts across ministries and sectors.

- ✓ A smart mix of regulatory tools, tailored to national contexts, can create the enabling environment needed for circular economy transitions.

Interactive Exercises (if relevant)

Discussion question: Which of these regulatory categories do you think holds the greatest potential for impact in your business environment?

Brainstorm prompt: *Can you think of existing policies in your business environment that already contribute to circularity, even if they are not labelled as such?*

Reflection question: *What role can public procurement play in your sector to advance more circular outcomes?*

Slide 42: Addressing the Whole Value Chain

Slide Purpose and Narrative

This slide illustrates **how regulatory measures can support circularity across the full value chain**, from extraction to end-of-life. It visually connects different types of interventions, such as product requirements, public procurement, and waste regulations, to specific life cycle stages. This emphasises the importance of a systemic approach, where regulations are applied upstream, midstream, and downstream, rather than focusing only on end-of-pipe solutions.

Learning Objectives

- Understand how different policy types target different stages of the value chain.
- Recognise the need for coherence across regulatory frameworks to create a circular economy.
- Identify opportunities for intervention beyond waste management.
- Reflect on how upstream measures can reduce waste and improve resource efficiency downstream.

Content / Speaking Points

Circular economy policies must go beyond waste and end-of-life solutions. **Many opportunities for circularity lie upstream at the design, production, and procurement stages**.

Product and producer requirements at the design stage can promote repairability, durability, and recyclability.

Trade and fiscal instruments can shape incentives across all stages, including extraction and production.

Public procurement has a strong role in steering market demand towards more circular products and services during the use phase.

At the end of life, producer responsibility and waste management regulations ensure materials are collected, treated, and reintegrated into the economy.

This value chain approach allows for synergies between measures and avoids burdening one stage with the full responsibility for circularity.

- ✓ A circular economy requires aligned and complementary measures across the value chain to maximise impact and reduce inefficiencies.

Interactive Exercises (if relevant)

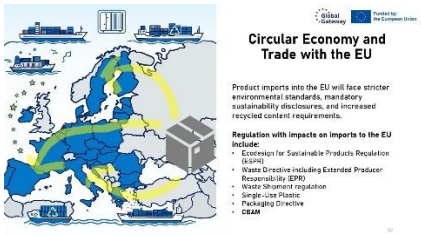
Discussion question: *In your context, which stages of the value chain are most overlooked by current regulations?*

Brainstorm prompt: *What types of incentives or requirements could drive more circular practices during the design or production phase?*

Reflection question: *How can policy coherence across ministries (e.g., trade, environment, finance) be improved to support circular economy objectives?*

Slide 43: Circular Economy and Trade with the EU

Slide Purpose and Narrative



This slide introduces **the growing influence of EU regulations on global trade**, particularly for products entering the European market. It highlights how circular economy principles are becoming embedded in trade policy, with a strong focus on environmental performance, transparency, and material circularity. The map visually suggests supply chains stretching into the EU, pointing to new compliance expectations for exporters.

Learning Objectives

- ➢ Understand that EU trade policy increasingly incorporates circular economy principles.
- ➢ Identify key EU regulations with direct implications for imports.
- ➢ Recognise the shift from voluntary sustainability standards to binding regulatory compliance.
- ➢ Appreciate the role of trade as a driver for aligning global production with circular and sustainable practices.

Content / Speaking Points

The EU is raising the bar for imported products, requiring better environmental performance and proof of sustainability practices.

Key legislation like the Ecodesign for Sustainable Products Regulation (ESPR) will impact how products are designed, manufactured, and labelled, even outside the EU.

Extended Producer Responsibility schemes mean producers, including exporters, must consider the full lifecycle of their goods.

The Waste Shipment Regulation and Packaging Directive aim to prevent the EU from becoming a dumping ground for non-recyclable or poorly managed waste.

The Carbon Border Adjustment Mechanism (CBAM) introduces carbon pricing at the border, encouraging cleaner production globally.

This evolving framework pushes exporting countries to adapt and align with EU standards to maintain market access.

- ✓ EU regulations are no longer limited to internal markets. They influence production and product design globally, making circularity a prerequisite for trade with Europe.

Interactive Exercises (if relevant)

Discussion question: *What impact do you expect these EU regulations to have on producers and exporters in your business environment?*

Brainstorm prompt: *What types of technical assistance or reforms would help local industries meet new EU circular economy requirements?*

Reflection question: *How can your organisation support businesses to remain competitive and compliant in light of the EU's evolving sustainability regulations?*

Slide 44: Implication of Potential Product Requirement

Slide Purpose and Narrative

This slide explains how future product requirements could drive circular economy implementation across sectors. It highlights the practical implications of regulation on design, production, and market placement. These measures aim to improve circularity by embedding specific targets, material standards, and traceability mechanisms into product development and business models.

Learning Objectives

- Understand the range of potential product-related regulations under the EU Green Deal.
- Recognise the shift from voluntary measures to mandatory targets and standards.
- Identify tools such as Digital Product Passports, certification, and labelling that support implementation.
- Explore how product requirements can incentivise innovation and circular design.

Content / Speaking Points

Product requirements could include minimum thresholds for recycled content, reusability, and reparability.

There is growing interest in restricting harmful substances and promoting safer alternatives in production processes.

Standardised labelling and criteria will help consumers and buyers assess circular features like durability and recyclability.

Digital Product Passports are emerging tools that allow tracking of materials, origin, and circular attributes throughout the lifecycle.

Such measures will increase demand for quality remanufacturing, certification schemes, and third-party verification.

While potentially challenging for producers, these requirements also offer a roadmap for innovation and circular product design.

- ✓ Product regulation is shifting from concept to compliance, signalling a structural change in how goods are made, labelled, and traded in circular economies.

Interactive Exercises (if relevant)

Discussion question: *What kinds of product requirements do you think would be most relevant for your national industries or export products?*

Brainstorm prompt: *How could local companies begin integrating digital product tracking or eco-labelling into their production processes?*

Reflection question: *What support structures, technical, financial, or regulatory, would be needed to align your country's products with emerging EU requirements?*

Slide 45: Implication of extended producer responsibility

Slide Purpose and Narrative

This slide explains what extended producer responsibility entails and how it might impact on all producers who place product on the EU market.

Extended Producer Responsibility (EPR) is a policy approach aimed at addressing waste management and promoting sustainability. EPR places specific obligations on producers requiring them to take responsibility for the end-of-life management of their products. EPR systems are different in each country but have common basic principles, such as packaging and product design improvement for greater recyclability or reusability, and reducing materials used, especially virgin materials. **Producer Responsibility Organisations (PRO**) are specialised entities that are established to facilitate the implementation of Extended Producer Responsibility (EPR) schemes. PROs play a crucial role in managing the collection, recycling, and proper disposal of products at the end of their lifecycle. Typically, producers pay for Producer Responsibility Organisations (PROs) services according to the share by weight of their products put on the market. BMOs have a important role to organise the collective procedures.

While EPR starts with compliance, it often becomes the foundation for something much more strategic. Brands use EPR infrastructure to power take-back programs, resell refurbished products, design better packaging, and win trust from increasingly eco-conscious B2B buyers and consumers.

Learning Objectives

- Understand the concept of extended producer responsibility
- Recognise the benefit to navigate the EU legal framework

Content / Speaking Points

Extended Producer Responsibility (EPR) is a policy approach aimed at addressing waste management and promoting sustainability. EPR places specific obligations on producers requiring them to take responsibility for the end-of-life management of their products. EPR systems are different in each country but have common basic principles, such as packaging and product design improvement for greater recyclability or reusability, and reducing materials used, especially virgin materials.

As the EU enforces EPR regulations, stakeholders in third countries are encouraged to engage with the EU's regulatory processes to better understand and adapt to these changes. **Online module 3 supports navigating the EU legal framework on the circular economy.**

Slide 46: Are You Facing Trade Barriers?

Slide Purpose and Narrative

This slide introduces **the European Commission's "Single Entry Point" as a key mechanism to report and address trade barriers**, including those linked to sustainability and circular economy regulations. It also promotes the Access2Markets platform, which supports exporters in navigating EU trade rules, sustainability requirements, and market access conditions.

Learning Objectives

- Understand how the EU facilitates dialogue with partner countries on trade barriers and regulatory compliance.
- Recognise the tools available for reporting issues and obtaining trade intelligence.
- Explore how companies can proactively adapt to changing sustainability standards in trade.

Content / Speaking Points

The Single Entry Point (SEP) is **the first port of call for EU stakeholders experiencing unjustified trade barriers or breaches of sustainability commitments in partner countries**. It allows businesses and organisations to raise concerns with the European Commission's Directorate-General for Trade.

Access2Markets is a complementary tool providing guidance on tariffs, rules of origin, product requirements, sustainability criteria, and trade agreements. It is designed to help businesses, especially SMEs, navigate complex market entry requirements and stay informed about evolving EU rules.

Workshops, videos, and user guides on Access2Markets help companies understand how to align with EU standards, including those linked to circular economy legislation.

- ✓ Trade tools like SEP and Access2Markets are essential for making sustainability requirements transparent and for ensuring that circular economy ambitions do not become technical trade barriers.

Interactive Exercises (if relevant)

Discussion question: *Have you or businesses in your network faced sustainability-related trade barriers when exporting to the EU?*

Brainstorm prompt: *How could exporters in your business environment be better informed or supported to comply with EU circular economy regulations?*

Reflection question: *What role can national trade agencies or business associations play in using tools like SEP and Access2Markets?*

Slide 47: Questions & Answers – Closure of the Training Session

Slide Purpose and Narrative

Thank you for your attention. We've covered a broad set of topics, from regulatory trends and trade implications to tools supporting compliance and market access.

This is now your space to ask questions, share reflections, or bring up examples from your own work.

Whether it's about EU regulations, how to support MSMEs in aligning with circular economy standards, or barriers you see in practice, we'd love to hear from you. Who would like to get us started?