



Modos

Sustainable Business Training.



DRAFT

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Introduction to MODOS

National and international policies and regulations are setting increasingly higher standards in terms of energy consumption, waste and resource management. In addition, emerging social, financial and environmental issues present challenges to business and societies alike. Addressing such challenges requires a systemic resource efficiency approach from producer to final consumer, such as those set out under the EU Circular Economy Action Plan. The alignment with new business models focused around sustainability and circular economy principles provide not only a social benefit, but also a competitive advantage and a source of profitability for value-driven entrepreneurship. While new business models are taking hold, traditional business strategies risk becoming an actual obstacle to companies and investors. The transition to a circular economy in fact is already happening.

MODOS is an entrepreneurship programme that encourages the development of innovative and sustainable business. It is designed for SMEs eager to improve their environmental performance and to explore new business opportunities, by focusing on both operational and business benefit. The aim of the training is to provide companies with the entrepreneurial skills, knowledge and toolkit on circular economy, sustainability and resource efficiency, so that they can apply and replicate them into their own business. The programme is supported by Dublin City Council (DCC) in collaboration with the Eastern Midlands Waste Region Office (EMWR).



The training will be run over a **7-weeks period** and it is designed to combine lecturing elements with dynamic learning including case studies and workshops. The case studies will be delivered by champion companies showcasing their business experience in the application of sustainable principles. The rest of the training will be delivered on behalf of DCC by lecturers with different expertise according to each module. The lecturers will be assisted by a project coordinator who will supervise the whole course rollout, and by mentors who will guide the participants in the workshop activities. MODOS is a **project-based programme**: participant companies will be invited to develop their own circular economy project by applying the tools and knowledge gained over the course to their business case. At the end of the 7-weeks period each participant will present its circular

economy business case and will be assisted in the review of their progress by the panel of expert mentors.

A **launching event** for the MODOS entrepreneurship programme will be held approximately in January 2019. The first cohort of participant companies will be identified through a questionnaire that candidates will be asked to complete. The survey will serve as a benchmark for the selection and for future performance evaluation. The first MODOS pilot group will include 15-20 companies.

The 2018/2019 roll out of MODOS is a **pilot** programme. If successful, the programme will be expanded, run on a wider scale and will serve as the evidence-based output for further research.

This programme is supported by the Sustainable Energy Authority of Ireland (SEAI), Irish Business and Employers Confederation (IBEC) and Small Firms Association (SFA).

Training features

- 7-weeks course
- Combination of lecturing, case studies and workshop
- Professional trainers, sectoral experts and company representatives
- Project-based programme
- Pilot scheme

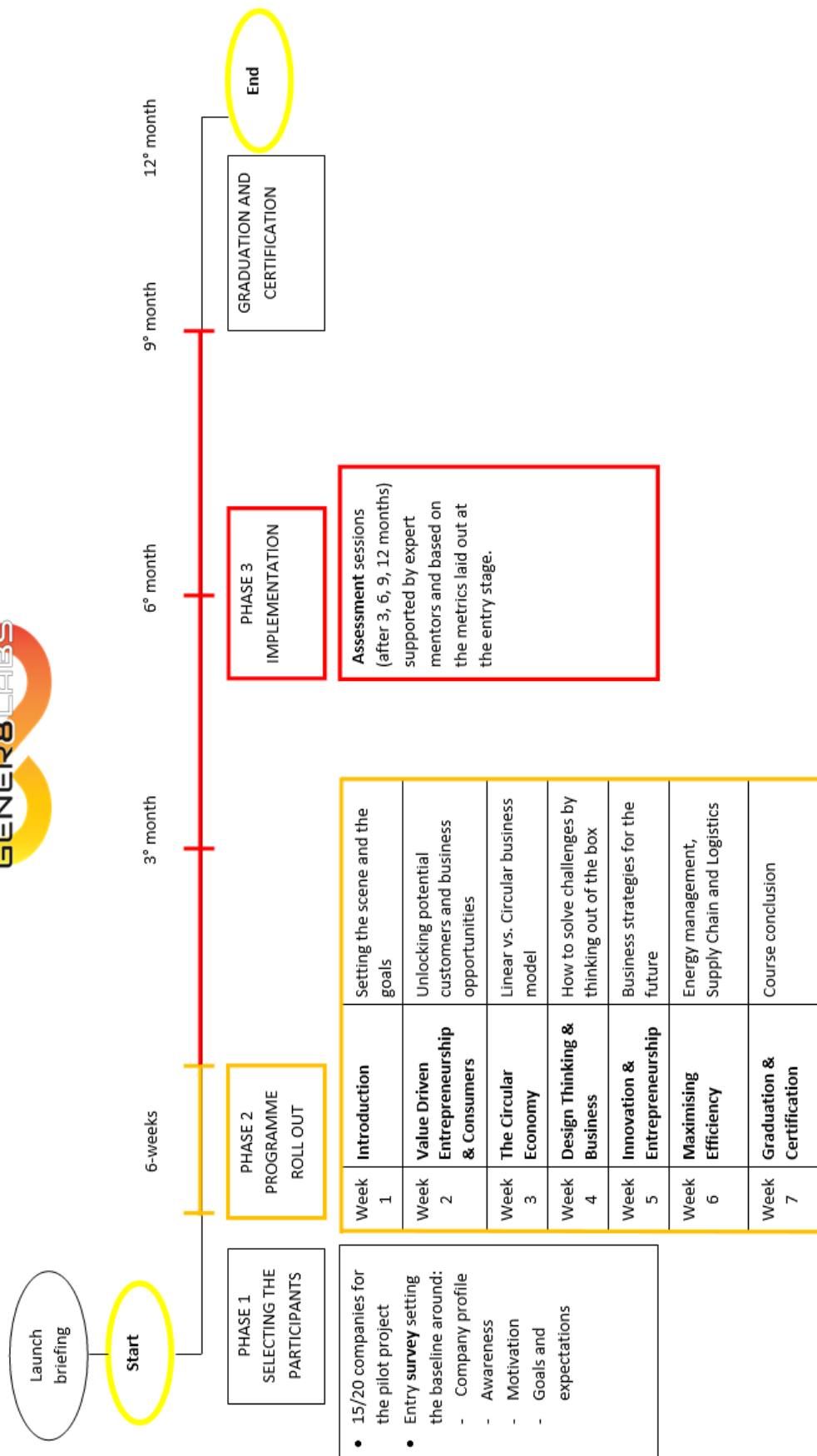
Why attend

- Upskill
- Increase company credibility
- Learn from best experts in the field and firsthand experience
- Knowledge sharing and peer to peer learning
- Operational benefit – cost reduction
- Business benefit - win new business
- Competitive advantage
- Increase talent retention
- Networking

Who should attend

- Small and medium enterprise (5-50 employees)
- Further details about company's credentials need to be identified

Programme layout



General schedule for training sessions

| Module (Week) | |
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| Sponsored/featured by: (i.e. SEAL; ECOMERIT; EPA, etc.) | |
| 8:30-9am | Registration and Networking |
| 9-9:30am | Recap of homework exercise and learning validation |
| 9:30-10:40am | <i>Learning block 1:</i> Lecture 1 (40' approx.) Case study 1 (20' approx.) Q&A (10' approx.) |
| 10:40-11:10am | Coffee Break and Networking |
| 11:10am-12:20pm | <i>Learning block 2:</i> Lecture 2 (40' approx.) Case study 2 (20' approx.) Q&A (10' approx.) |
| 12:20-1pm | Workshop (40' approx.) |
| 1-2pm | Networking lunch |

Potentially, different modules can be structured differently.

Training Modules

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| W1 | Setting the context Familiarize with the circular economy principles |
| W2 | Value Driven Entrepreneurship Unlocking potential customers and business opportunities |
| W3 | The Circular Economy Linear vs Circular business model |
| W4 | Design Thinking and Entrepreneurship How to solve challenges by thinking out of the box |
| W5 | Innovation & Entrepreneurship Business strategies for the future |
| W6 | Maximizing Efficiency Resource Management, Supply Chain and Logistics |
| W7 | Recap and Conclusion |

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|------------------------|---|
| W1 | <i>Setting the context</i> <i>Familiarize with the circular economy principles</i> |
| Reference stakeholder | IBEC (Anne Murphy); EPA (Simon O'Rafferty); Clear Stream Solutions (Brian O'Kennedy) |
| Delivery of the module | Brian O'Kennedy (Clear Stream Solutions), Anne Murphy (IBEC), Joanne Rourke (EMWRO), Simon O'Rafferty (EPA) |
| | <p>This introductory module aims to make the audience familiarizing with the main Circular Economy concepts, process and terminology. The first part of the module outlines the basis and set the context which are functional for the development of a circular economy plan. At the end of Day#1 in fact each company will be invited to identify their own sustainability goals and investigate how those principles can be applied to their own business. The outcome of this first brainstorming session will be the development of a circular economy project tailored on each business case, which will be carried on and will evolve over the course of the 7-weeks training.</p> |
| Lecture 1 | <ul style="list-style-type: none"> • set the context for the course • explaining the basic terms and concepts relating to Circular Economy • policy and legislation, CE models, CE thinking, CE process • set out the business case for circular economy, including reference to how it unlocks potential customers and business opportunities, make the case for circular economy |
| Case Study 1 | |
| Lecture 2 | <ul style="list-style-type: none"> • the importance of communicating with customers, supplier and other stakeholders • link to marketing, entrepreneurship and value-based business to help participants |
| Case study 2 | |
| Workshop A | Develop a Circular Economy project for your business – identify top challenges and areas of improvement. |

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| W2 | <i>Value Driven Entrepreneurship</i> <i>Unlocking potential customers and business opportunities</i> |
| Reference Stakeholder | Szilvia Szabo (The Impacter) |

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| Delivery of the module | Szilvia Szabo? In case the module is moved and changed to <i>Stakeholder Engagement</i> we'll probably need new reference stakeholder and new lecturer |
| | The production and service markets are experiencing a real paradigm shift towards sustainability. This transition is driven by a new generation of consumers who are increasingly aware and are demanding products which reflect their social and environmental values. Transparent, sustainable and purpose driven businesses are favoured by consumers, supported by specific funding schemes and investors, and chosen by employees looking for a friendly working environment. With this in mind, W2 module aims to unlock the potential of value-driven entrepreneurship. |
| Lecture 3 | <ul style="list-style-type: none"> • Trends and Legislation • Sustainability Development Goals • Value driven business models • The importance of collaboration and stakeholders engagement. |
| Case Study 3 | Non-live case study – M&S? |
| Lecture 4 | <ul style="list-style-type: none"> • Company branding • Value driven customers • Marketing and communication. |
| Case Study 4 | Live case study – possibly on supply chain (Szilvia Szabo) |
| Workshop B | |

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| W3 | <i>The Circular Economy</i> <i>Linear vs Circular business model</i> |
| Reference stakeholder | Clear Stream Solutions (Brian O'Kennedy); IBEC (Anne Murphy); EMWRO (Joanne Rourke); EPA (Simon O'Rafferty) |
| Delivery of the module | Simon O'Rafferty (EPA) |
| | Following up an introductory overview on the main concepts of the circular economy and its context, the third module expands and investigates more in depth the concepts previously explored in W1. The Circular Economy module aims for the participants to re-think the way they design, use and manufacture their materials and products. This is one of the most |

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| | relevant modules of the training. The outcome of W3 is to provide a clear understanding of how the circular economy works. |
| Lecture 5 | <ul style="list-style-type: none"> Optimizing material quality and usage Product life-cycle: design, manufacturing and packaging |
| Case study 5 | |
| Lecture 6 | <ul style="list-style-type: none"> Life-cycle analysis (resource use) Circular Economy design principles |
| Case Study 6 | |
| Workshop C | |

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| W4 | <i>Design Thinking and Entrepreneurship</i> <i>How to solve challenges by thinking out of the box</i> |
| Reference stakeholder | IDI & Designing Business (Aileen Dempsey) |
| Delivery of the module | |
| | Design thinking is a tool usually used within the creative industry which can be used to improve management strategies; to create customer-centric products and services; to anticipate and respond to new trends and technologies; to design experiences and interactions; to develop systemised solutions (IADT). The W4 session will illustrate how to combine this 5-steps methodology with the entrepreneurship mind-set, to encourage innovative, proactive and dynamic business management. |
| Lecture 7 | <ul style="list-style-type: none"> Principles and process of design thinking: Empathize, Define, Ideate, Prototype, Test. Generating solution methods: design research, brainstorming, visualisation and mapping. Critical thinking. Problem solving for complex issues. Obstacles to problem solving, ideation and innovation. Lean methodology. Business Model Canvas. |

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| Case study 7 | |
| Lecture 8 | <ul style="list-style-type: none"> • Customer profiling. • Storytelling. • Design thinking for sustainable and innovative entrepreneurship. • Opportunity generation and recognition. |
| Case Study 8 | |
| Workshop D | |

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| W5 | <i>Innovation & Entrepreneurship Business strategies for the future</i> |
| Reference stakeholder | Bank of Ireland (Jean Murphy); Rehab Group (David Pollard) |
| Delivery of the module | |
| Lecture 9 | Innovation |
| Case study 9 | |
| Lecture 10 | Entrepreneurship |
| Case study 10 | |
| Workshop E | |

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| W6 | <i>Maximizing Efficiency Resource Management, Supply Chain and Logistics</i> |
| Reference stakeholder | SEAI (Helen Williams and Andrea Carroll); EcoMerit (Phil Walker)? |
| Delivery of the module | SEAI; Phil Walker (EcoMerit)? |
| | W4 module focuses on the optimization of production processes, products distribution and related services. Compliance with the current and upcoming energy standards allows companies to save money while maximizing their efficiency. The showcase of relevant case studies and a practical workshop will provide the participants with in |

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| | depth knowledge and toolkit to develop an appropriate strategy for their business, for a better understanding and continuous improvement. |
| Lecture 11 | <ul style="list-style-type: none"> • Energy: understanding usage and consumption, bills and fares, learning how to minimize costs. • Energy management systems, auditing and monitoring. |
| Case Study 11 | |
| Lecture 12 | <ul style="list-style-type: none"> • Water: understanding usage and consumption, bills and fares, learning how to minimize costs. • Waste: understanding usage and consumption, bills and fares, learning how to minimize costs. • Procurement. • Closed loop supply chain. • Reverse logistics. |
| Case Study 12 | |
| Workshop F | |

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| W7 | Conclusion |
| | Graduation ceremony. |
| | <ul style="list-style-type: none"> • Pitch the business case to a panel. • Meet the buyer |