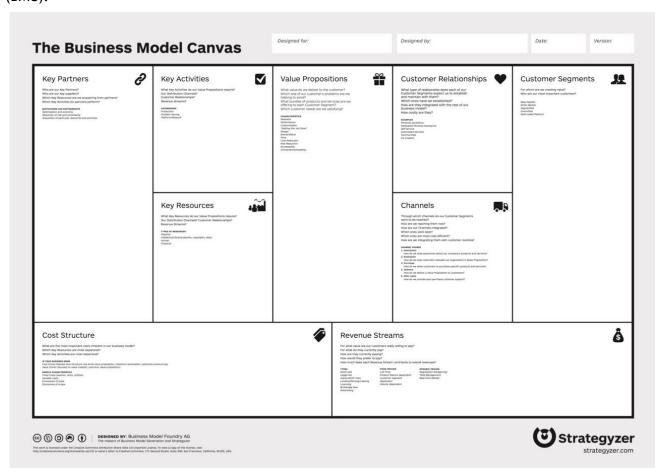


# Group assignment circular economy

#### Step 1

Choose a company and describe the business model. You can use the Business Model Canvas (BMC).



### Step 2

Surf to <a href="https://www.circulator.eu/">https://www.circulator.eu/</a>. The circulator helps you to navigate potential circular strategies. Have a look at your BMC from step 1 and brainstorm in the group how you can make the business model more circular. You can focus on a specific product, service or building block.

As an entry point you can use the 'Explore Archetypes', 'Strategies Mixer' or 'Browse the cases'

























# FIND A CIRCULAR BUSINESS MODEL THAT FITS

The Circulator helps you to navigate potential circular strategies and learn from inspiring cases.

Choose one of the entry points:







Mix different strategies and see what works for you. Check out live cases that match your mix



Freely browse our case database and find inspiration in the experience of others.

## Step 3

Give 3 concrete advice to the company to make their business model more circular. Make a small presentation and make clear how the BMC changes after your advice. Which building blocks will be impacted?

