

# CESM Seasonal School

19-23 October 2020

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The main target of the Circular Economy and Sustainability Management (CESM) seasonal school is represented by students from different backgrounds interested in the field of efficient resource management and circular economy. The CESM course explores organizational aspects and innovation facets related to all phases of the product life cycle; moreover, it provides practical overview of how processes, decisions and business models should change in light of the new circular economy paradigm. In more detail, the CESM seasonal school consists of training modules on issues such as: circular economy assessment, circular design, strategy development & business models, communication, etc. Finally, a laboratory will be scheduled to apply what students have learned in all previous lessons. Therefore, the training objectives of CESM encompass: helping participants to acquire a framework of useful skills to seize the opportunities in the economic shift; managing the challenges and transformation processes in a circular logic in order to encourage the practical application of the knowledge gained.

## Schedule

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### *Monday 19 Oct 2020*

**Lecture:** SUSTAINABILITY, ENVIRONMENTAL AND CIRCULAR ECONOMY MANAGEMENT

**Goals of the lecture:** Understand the principles, approaches and tools to support corporate management of sustainability and the circular economy.

**Lecturer:** Prof. Marco Frey

**Schedule:** 9.00-13.00

**Lecture:** CIRCULAR ECONOMY ASSESSMENT

**Goals of the lecture:** Understanding the main methods for measuring circularity, how to use the main tools available today and how to carry out risk assessments integrated with key aspects of the circular economy.

**Lecturer:** Dr. Natalia Gusmerotti

**Schedule:** 14.00-18.00

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### *Tuesday 20 Oct 2020*

**Lecture:** CIRCULAR ECONOMY DESIGN

**Goals of the lecture:** Understand the main approaches, techniques and tools for the design of circular products and processes, know how to use those tools to support CE design.

**Lecturer:** Prof. Fabio Iraldo

**Schedule:** 9.00-13.00

**Lecture:** MANAGING TECHNOLOGIES SUPPORTING CIRCULAR ECONOMY

**Goals of the lecture:** Understand how to identify and develop technologies to support the circular economy.

**Lecturer:** Prof. Francesco Rizzi

**Schedule:** 14.00-18.00

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### *Wednesday 21 Oct 2020*

**Lecture:** CIRCULAR ECONOMY STRATEGY DEVELOPMENT AND BUSINESS MODELS

**Goals of the lecture:** Understand circular economy business strategies and circular business models, know how to use methods and tools for the development of business strategies.

**Lecturer:** Dr. Filippo Corsini

**Schedule:** 9.00-13.00

**Lecture:** GREEN SUPPLY CHAIN MANAGEMENT FOR CLOSING THE LOOP

**Goals of the lecture:** Understand the approaches for green and sustainable management of the supply chain, know how to develop strategies for the integration of the supply chain and how to use tools to close cycles.

**Lecturer:** Prof. Marco Frey

**Schedule:** 14.00-18.00

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*Thursday 22 Oct 2020*

**Lecture:** CIRCULAR ECONOMY INNOVATION MANAGEMENT

**Goals of the lecture:** Understand the main theories and approaches to business innovation, how to develop innovation strategies in the company, know the main connections between innovation and the circular economy.

**Lecturer:** Dr. Tiberio Daddi

**Schedule:** 9.00-13.00

**Lecture:** MARKETING IN A CE PERSPECTIVE

**Goals of the lecture:** Understand the main marketing techniques and tools, be able to recognize marketing campaigns based on circular economy, know how to develop marketing tools based on circular economy, know how to investigate the attitudes of consumers in the circular economy.

**Lecturer:** Prof. Francesco Testa

**Schedule:** 14.00-18.00

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*Friday 23 Oct 2020*

**Lecture:** COMMUNICATION FOR CIRCULAR ECONOMY

**Goals of the lecture:** Understand internal and external communication techniques, know how to develop strategies for internal and institutional communication in a circular economy perspective.

**Lecturer:** Dr. Nora Annesi

**Schedule:** 9.00-13.00

**Lecture:** LABORATORY AND FINAL EVALUATION

**Goals of the lecture:** Application of what has been learned in previous lessons in group work on concrete cases that will be previously attributed.

**Lecturers:** Dr. Natalia Gusmerotti / Dr. Filippo Corsini

**Schedule:** 14.00-18.00

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