



KPMG Circular Advantage

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Tackling the Circularity Challenge – The Circular Advantage Program

The circular economy is rising up the corporate agenda. Resource scarcity, volatile commodity prices, changing consumer preferences and amplified competition are forcing businesses to rethink wasteful and inefficient models of production and consumption.

What is the Circular Economy?

The circular economy (CE) is not about recycling – nor is it about waste management. The circular economy is a new economic development paradigm that focuses on **profitably optimizing resource usage** in order to reduce waste management costs and infuse more resilience into an economy. Applied strategy in the circular economy guides companies in cost reduction and innovation around this resource optimization lens.

This is why nations and companies all around the world are enthusiastic about the circular economy – when planned properly, it produces enhanced corporate profits while also delivering more sustainable outcomes! It is indeed possible for “green” to be “gold”!

How Can Your Firm Profit from the Circular Economy?

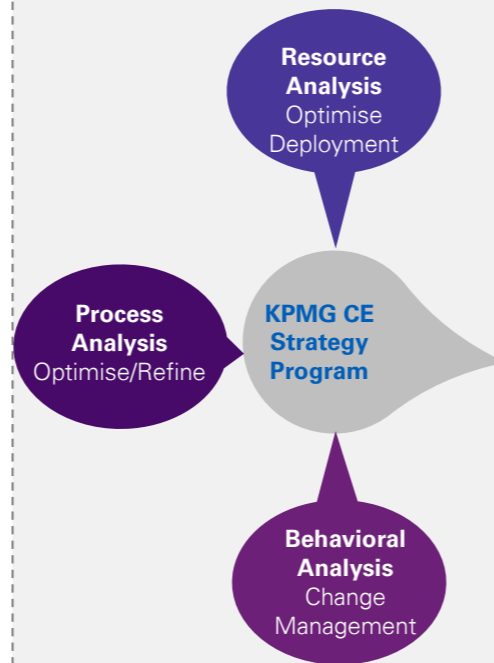
The Circular Advantage is focused on results. It is an 18-module online, applied executive education program that guides corporate leaders step by step through the development of circular economy strategies. It does this through leading edge content, dynamic collaborative learning models and an online platform that is perfect for busy professionals that want to acquire skills that are relevant for personal and organizational success.

The success of the program is underpinned by its project-based learning approach. Participants gradually develop their circular economy strategies in collaborative groups that challenge status quo, support creativity and nurture innovation. These learning cohorts are designed to optimize innovation and minimize competitive threats. All participants are required to sign non-disclosure agreements to ensure authentic collaboration and sharing can take place. Together participants build lasting connections, impassion each other and uncover potential CE collaborations – while designing CE strategies that add corporate and societal value.

By the end of this program, participants design and present CE Roadmaps that can serve as strategic guides in prioritizing and implementing impactful CE initiatives.

KPMG and the Circular Economy

Operations Analysis



KPMG brings a unique approach to engaging with our clients to collaborate and EMPOWER success.

- E Establish a Regeneration Vision**
A series of collaborative engagements where we work with our client to establish a new vision to guide circular economy thinking.
- M Measure to Manage (Benchmark)**
Benchmarks are established from which to measure progress through implementation of implementation of Circular Transition Indicators, a global tool that KPMG co-developed with a consortium leading firms.
- P Prepare to Succeed through Training**
A series of capacity building workshops to help train your employees to take leadership roles in circular economy thinking.
- O Opt for Innovation through Collaboration**
Part of the preparation process involves the identification and cultivation of interorganisational and intra-organisational innovation alliances under the premise that opting for collaboration in innovation taps into the diversity necessary for fostering out-of-the-box thinking. We will help you nurture alliances that optimise your CE strategy.
- W Win Hearts through Celebrations and Rewards**
KPMG helps you to align incentives to win hearts and impassion employees.
- E Employ Design Thinking to Rethink Practice**
This foundation establishes the launch pad from which to employ design thinking in collaborative sessions to identify circular economy solutions that are context relevant and endorsed by employee buy-in. We utilise our proprietary open innovation crowd-sourcing collaboration platform to accelerate the identification and refinement of CE initiatives relevant to your corporate objectives.
- R Reframe Business Boundaries and Refresh**
Finally, to maintain momentum, we work with organisational leadership to progressively reframe business boundaries and refresh strategy to ensure business outputs continue to be market relevant.

Tackling the Circularity Challenge – The Circular Advantage Program

The Circular Advantage is KPMG’s unique circular economy corporate strategy training program. Over an 18-module online collaborative program where participants work on company relevant projects with other corporate leaders, the Circular Advantage delivers a master class experience for business leaders. At the end of the program, participants deliver presentations that encapsulate circular economy strategic roadmaps for their companies.

What Exactly Will You Learn?

The content covered in the Circular Advantage program aligns with KPMG’s corporate CE consulting and advisory model. The main goals of the first part of the program are to optimise deployment and use of resources, optimise and refine processes for maximum efficiency, and realign behaviours in order to weed out practices that lead to inefficient behaviour while nurturing practices which are both efficient and innovative. Meanwhile, in the latter half of the program, participants learn how to apply design thinking lenses to spur on product and service innovation.

The Content

Phase 1: Preparing for Success

The first three modules help participants to understand the essence of circular economy strategy and how this strategic approach aligns with emerging trends. Module 3 ensures that participants are prepared to succeed by showing them how to extract maximum value from the program.

Phase 2: Resource Kaizen

In phase 2, the applied work begins. Participants are led through a number of exercises design to identify opportunities for improvement in resource usage & selection, process management and performance management. By the end of **module 6**, each participant is expected to have identified **9 profitable circular economy opportunities** for their respective organizations.

Phase 3 and 4: Strategic Alignment and Design Thinking

In the middle phases, the program shifts focus to the strategic side of CE planning. After learning how to align corporate systems and incentivization for CE strategy development, participants are led through a series of design thinking activities aimed at helping enhance existing products & services, identifying new and profitable products & services and identifying new avenues for collaborative business development. Emerging from **Phases 3 and 4** participants will have created at least **6 new innovations** to add to the 9 initiatives identified in the first part of the program.

Phase 5: Roadmap Development

In the final phase, participants will be working on project plans to prioritize and implement **15 profitable circular economy initiatives** for their businesses. To conclude the program, participants will present their CE strategies to an awards panel.

The Circular Advantage – Program Outline

Phase 1 – Preparing for Success

- o **Module 1** – Introduction to the program
- o **Module 2** – Introduction to the Circular Economy
- o **Module 3** – Preparing for the Circular Advantage

Phase 2 – Resource Kaizen

- o **Module 4** – Assessing Resource Development
- o **Module 5** - Assessing Process Efficiency
- o **Module 6** – Assessing and Modifying Behaviour

Phase 3 – Organisational Alignment

- o **Module 7** – Establishing Vision and Benchmarks
- o **Module 8** – Preparing your Teams for Success

Phase 4 – Design Thinking

- o **Module 9** – Design Thinking (RESOLVE)
- o **Module 10** – Design Thinking (Bakker’s Product Model)
- o **Module 11** – Design Thinking (Innovation and Waste Resources)

Phase 5 – Roadmap Development


- o **Module 12** – Preparing CE Roadmap Strategic Core
- o **Module 13** – Preparing the CE Roadmap Project Plan
- o **Module 14** – Financing a Circular Economy Transition
- o **Module 15** – Establishing and Managing CE Networks
- o **Module 16** – CE Roadmap Peer Evaluation
- o **Module 17** – CE Roadmap Revision
- o **Module 18** – CE Roadmap Presentation and Awards

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What Past Participants Have Said About the Program

In 2020, KPMG ran a pilot of the Circular Advantage Program with representatives from over 20 businesses from within Hume and Kingston City Councils. The group was made up of a diverse range of businesses from sectors including logistics, industrial manufacturing, food processing, food and product wholesale, textiles, waste management, and engineering. Read and watch some of our participants thoughts about the program below:




Nestlé
Good food, Good life

[Watch here](#)



**eagle
lighting
australia**

[Watch here](#)



Edlym

[Watch here](#)



enable

[Watch here](#)



Simplot
AUSTRALIA

[Watch here](#)



McKINNA

[Watch here](#)

"I love the fact that you have taken the time to spend some time on teaching us how to learn... who would have thought that I would be learning this at 62? but I have enjoyed it thoroughly".

"I have most enjoyed learning about the different concept of CE and thus opening the thoughts process of how to introduce some of them into our ways of working at my business".

"It has opened my mind to a side of business that I never thought possible and I am excited at the prospect that every decision we make has an effect not just on our business but society at large".

"Every week I am amazed at the quality and depth of knowledge of the people in the break out rooms and how much I learn from them and Scott who is invaluable in this learning and then applying process".

"I have enjoyed the content and feel it truly is expanding my knowledge and understanding of the model I currently work in and therefore how to adjust it to become a CE".



Business Briefing Sessions

Session 1:

17 June 2021, 10am-11:15 am



CIRCULAR ECONOMY
VICTORIA

Session 2:

24 June 2021, 10am-11:15 am



June 17 Sign-up: <https://events.humanitix.com/circular-advantage-program-business-information-session-1>

June 24 Sign-up: <https://events.humanitix.com/circular-advantage-program-business-information-session-2>

Tackling the Circularity Challenge – The Circular Advantage Program

Our program partners and facilitators



Dr Scott Valentine
KPMG
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Scott joined KPMG in January 2020 and is the developer of the Circular Advantage Program. He is passionate about helping organisations and regions to create and implement circular economy strategies, working with governments to establish circular economy support strategies and advising on energy efficiency and energy transitions in both the public and private sectors. He is a Committee Member of Standards Australia's ISO working group in Circular Economy and Chair of the Australian Circular Economy Hub advisory board. He is a former Professor and Associate Dean of Sustainability and Urban Planning at RMIT and a former Assistant Dean of Research at the National University of Singapore.



Tom Rochford
KPMG
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Tom is a Senior Consultant in KPMG's Climate Change and Sustainability team. He has extensive experience working with organisations from financial services, mining and retail around constructing and implementing sustainability strategies. These strategies seek to differentiate the organisation in the market and set realistic and meaningful targets that drive impact within a company. At its core, he believes the circular economy should be a core consideration in any strategy as often, the impact of a well designed strategy is one that creates new opportunities and improve outcomes for a company.



Ian Davies
Hume City Council
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An experienced environmental scientist/engineer and sustainability practitioner, Ian manages the Circular Business Network (3 days a week) for Hume City Council. Establishment of the Circular Business Network and its predecessor the Business Efficiency Group (BEN), which was established in 2008, was an Economic Development initiative. The Circular Business Network assists Hume businesses to look for ways to utilise the principles and practice of circularity to improve energy usage and efficiencies, reduce and re-purpose waste, optimise water use, and develop sustainable business practice through a circularity lens.



KPMG is proud to announce a collaborative alliance with Planet Ark's Australian Circular Economy Hub (ACE Hub) – Australia's foremost promoter of the circular economy.



CIRCULAR ECONOMY
VICTORIA

For Victorian businesses, sign up is through either participating Councils or through Circular Economy Victoria.



Hume was inaugural host of the Circular Advantage 2020. This year too, Hume has agreed to host business registrations only for businesses located in Hume City. There are benefits provided to local businesses for doing so.

Please fill in the form [here](#) for further information.