

Masterclass for Leveraging Circular Economy for Small Businesses in Malaysia Post COVID-19

PROGRAM

March 22, 2021			
TIME	SESSION TITLE	TOPICS	HOURS
9:00 – 9:30	REGISTRATION		0.5
9:30 – 9:45	WELCOME & INTRODUCTION		0.25
9:45 – 11:00	<u>SESSION 1</u> INTRODUCTION TO CIRCULAR ECONOMY	<ul style="list-style-type: none"> Understanding the Concept of Circular Economy (CE) Why should we adopt CE? What are the opportunities? Global Overview of CE Initiatives – What can we learn? 	1.25
11:00 – 11:30	MORNING BREAK		0.5
11:30 – 12:30	<u>SESSION 2</u> CASE STUDIES ON CIRCULAR ECONOMY	<ul style="list-style-type: none"> Inspiring examples on CE as relevant for small businesses 	1
12:30 – 13:00	Q & A		0.5
13:00 – 14:00	LUNCH BREAK		1
14:00 – 15:00	<u>SESSION 3</u> BUSINESS MODELS ON CIRCULAR ECONOMY	<ul style="list-style-type: none"> Life Cycle Thinking CE Business Models across Life Cycle <ul style="list-style-type: none"> Examples 	1
15:00 – 16:00	<u>SESSION 4</u> OPPORTUNITIES IN MALAYSIA	<ul style="list-style-type: none"> CE related Policies and Opportunities in Malaysia 	1
16:00 – 16:30	OPEN HOUSE (INTERACTIVE SESSION)		0.5
16:30	END OF DAY 1		

March 23, 2021			
TIME	SESSION TITLE	TOPICS	HOURS
9:00 – 9:30	REGISTRATION		0.5
9.30 – 11:00	<u>SESSION 5</u> PREPARING BUSINESS PLAN FOR CIRCULAR BUSINESS	<ul style="list-style-type: none"> • Innovating the Concept • Preparing a Project Plan • Developing a Business Plans • Mobilizing Finance 	1.5
11:00 – 11:30	MORNING BREAK		0.5
11:30 – 12:30	<u>SESSION 6</u> EXAMPLES OF BUSINESS PLANS	<ul style="list-style-type: none"> • Sample Business Plans 	1
12:30 – 13:00	Q & A		0.5
13:00 – 14:00	LUNCH BREAK		1
14:00 – 15:30	<u>SESSION 7</u> CHALLENGES & OPPORTUNITIES IN CIRCULAR ECONOMY IN THE COVID TIMES	<ul style="list-style-type: none"> • <u>Potential Threats</u> <ul style="list-style-type: none"> ○ Health & Safety ○ Single Use Plastic and COVID Contaminated Waste Management ○ Risks on Material Handling and Recycling • <u>Opportunities</u> <ul style="list-style-type: none"> ○ Responding to Change in Consumption Patterns ○ Emergence of New Products & Services ○ Sustainable Packaging 	1.5
15:30 – 16:00	INSTRUCTIONS ON THE ASSIGNMENT OF BUSINESS MODELS		0.5
16:00	END OF DAY 2		

March 24 , 2021			
TIME	ACTIVITY	TOPICS	HOURS
Own timing	ASSIGNMENTS	<ul style="list-style-type: none"> Participants work in a group of 3 to develop a business plan for an assigned / chosen case 	4

March 25 , 2021			
TIME	ACTIVITY	TOPICS	HOURS
Own timing	ASSIGNMENTS	<ul style="list-style-type: none"> Participants will work in a group of 3 to develop a business plan for an assigned / chosen case 	4

March 26 , 2021			
TIME	ACTIVITY	TOPICS	HOURS
Own timing	ASSIGNMENTS	<ul style="list-style-type: none"> Participants will work in a group of 3 to develop a business plan for an assigned /chosen case 	4
6:00 PM	SUBMISSION OF ASSIGNMENT	<ul style="list-style-type: none"> All participants are requested to submit their assignments by 6:00 PM on March 26th via google forms in the format shared 	

March 27 and March 28 2021			
TIME	ACTIVITY	TOPICS	HOURS
-	ASSIGNMENT REVIEW	<ul style="list-style-type: none"> Assignments will be reviewed. Overall comments will be compiled. 	-

March 29, 2021

TIME	SESSION TITLE	TOPICS	HOURS
9:30 – 10:00	REGISTRATION		0.5
10:00 – 12:00	<u>SESSION 8</u> MENTORING SESSION	<ul style="list-style-type: none">• Feedback session where the participants will receive overall observations on the assignments submitted• Mentoring Session - Guidance and Experience Sharing on Implementing CE Business	2
12:00 – 12:30	<u>SESSION 9</u> KNOWLEDGE RESOURCES CEKONNECT NETWORK	<ul style="list-style-type: none">• Key Resources on CE• About CEkonnnect Network	0.5