Circular Ventures Workshop
Achieving scale through collaboration

We believe that multi-stakeholder collaborations can contribute to scale the impact of circular economy and generate value for people, planet and business.
How might we scale circularity by leveraging our combined strengths and weaknesses?
Design a circular joint venture that is

- Restorative
- Inclusive
- Scalable
Exercise overview

Split into groups of 4 people from different companies

1. **YOUR SUPERPOWERS**
   What do we have? What do we bring to the table?
   (30 min)

2. **COLLABORATIVE CHALLENGE**
   How might we work together?
   (15 min)

3. **CIRCULAR VENTURE DESIGN**
   What value can we create by collaborating?
   (50 min)

4. **PITCH**
   Share back one concept in 3 minutes
   (15 min)
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Superpowers
Pick a colour

- What company or organisation are you part of?
- What does it do?
- Why does it do it?
ASSETS

Think about...
What are your most valuable assets and your key capabilities? (Tangible & intangible)

Examples:
- Energy / Land / Materials
- Infrastructure / buildings
- Knowledge / Data
- Technology / Platforms
- Highly skilled employees
- Brand value
- Technical capabilities & methods
WASTE

Think about... What by-products do you generate? Do you have surplus/unused capacity?

Examples:
- Production waste
- Packaging
- Food waste
- Under-utilised space
- Surplus stock
- Unused data
- Idle time
Think about...
Your role in the wider ecosystem.
What or who do you influence?
What's the value chain you are part of?

Examples:
- Trend setting
- Scale / Buying power
- Key partnerships
- Suppliers network
- Local or global economy
Superpowers exercise (25 mins)

What do we have? What could we each bring to the table?

1. INTRODUCE YOURSELF
   Fill out your company card and put it on the poster

2. SUPERPOWERS BRAINSTORM
   Work in pairs. Fill out at least 2 cards per category

3. SHARE WITH THE GROUP
   Read out your partners' superpowers to the group
Collaborative Challenge
Closed Loop
How might we collaborate to create a closed loop system to recirculate materials after use?

Waste as a Resource
How might we collaborate to turn waste into a resource?

Asset Sharing
How might we work together to maximise the use of physical infrastructure or assets?

Feedback Loops
How might we make use of each other’s data to create new service offerings that improve the circularity of materials?
Collaborative Challenge (15 mins)

1. READ THE CHALLENGE CARDS
   As a group

2. BRAINSTORM
   Which of your Superpowers could help solve the challenge?

3. PICK YOUR CHALLENGE
   Choose one or two that you feel you are best positioned to address together
Circular Joint Venture

Photo credit: #WOCInTechChat
Collaboration map
(30 mins)

1. **JOIN SUPERPOWERS!**
   What superpowers could each of us contribute?

2. **HOW MIGHT WE WORK TOGETHER?**
   Draw relationships and connections
**Venture Concept**

(20 mins)

1. **GIVE IT A NAME**

2. **DESCRIPTION**
   - What does it do?
   - Who is the customer?

3. **VALUE PROPOSITION**
   - How does it create value for business, people and the planet?
Pitch time!
Explain a concept in 3 minutes
Thank you!