



# Go Full Circle

Course Guide  
2023

Delivered by:



Supported by:

**CIRQUE  
DU SOIL**

# Go Full Circle course guide 2023

## Acknowledgement of Country

We acknowledge the Traditional Owners and their Elders past and present as the original custodians of Victoria's land and waters and recognise their enduring connection to the people, soil, water, air, and everything in between.

We pay our deep respects to the Wurundjeri Woi-wurrung people and Bunurong people of the Kulin Nation and extend that respect to all Aboriginal and Torres Strait Islander peoples.

We acknowledge their living connection to the Country, their relationship with the land and all living things extending back over sixty millennia.

Circular Economies, to us, embody healthy country and healthy people. Through this knowledge sharing program we aim to improve the balance and respect for nature.

## Unleash the Power of the Circular Economy: Adapting Your Business for the Future

### About the program

Introducing the [Go Full Circle program](#), a tailor-made program for local businesses to revolutionise their operations and unlock environmental, social, and financial advantages.

Embark on an eight-week journey that will equip you with the knowledge, tools, and network to thrive in the circular economy. Our immersive virtual course, divided into four dynamic modules, will kick-start your business' transformation, to take you beyond just "sustainability".

Engage with a new community of like-minded people through 4 interactive sessions, where you'll dive deep into the theories, tools, and practical insights of the circular economy through local, practical real-life case studies. Then, armed with this newfound wisdom, you'll spend the following weeks at your own pace applying these concepts to your business, creating your own network of support with shared peer to peer learning, ensuring you walk away with a strategy, hands-on learning experience and a community of like-minded businesses to support you into the future.

Each participant will be provided with a one-hour 1 on 1 session with a course facilitator to provide additional assistance throughout their learning journey. 1 on 1 sessions are available in the second half of the course, and will be confirmed on an individual basis.

## Who is this course for?

- For businesses located in Boroondara, Melbourne, and Stonnington Council Areas.
- This course is designed for owners or staff with the ability to implement new practices in their business.
- It has been designed predominantly for businesses from the hospitality, retail and professional services sectors, however we encourage all businesses to apply.
- This is designed to be an online experience. Participants will need to have a computer or tablet with a microphone and camera that can support Zoom.

## Reasons to do this course

Join us in reshaping the future of business, as we empower you to embrace the circular economy and propel your company to better practices.

Enrol in the [Go Full Circle Program](#) today and unlock boundless possibilities for a brighter, sustainable tomorrow!

### **Ignite Innovation**

Discover real and tangible circular opportunities to create value and practice using the tools needed to successfully implement them within your business.

### **Collaborative Transformation**

Collaborate with others and learn how to apply circular design tools to real business environments, revealing fresh perspectives and effective approaches to tackling challenges. Forge connections with like-minded businesses and local councils, forming a supportive network that assists your journey towards circularity.

### **Thrive Economically and Improve Patronage**

Explore where and how you can apply substantial cost savings through waste reduction and minimisation, or create new revenue streams, while attracting and retaining customers who value responsible businesses.

### **Attract and Retain Top Talent**

Showcase your dedication to the planet: attract and retain exceptional staff members who take pride in your improved mission for the environment.

### **Future-Proof Your Success**

Safeguard your supply chains and your business' resilience in the face of ever-changing requirements.

## Key dates

Stage	Date and time	Action
Applications open	Monday 10 July	Sign up via the <a href="#">Go Full Circle registration form!</a>
Virtual Information Session	Wednesday 2 August 3 pm to 4:15 pm	Join us to learn more about the circular economy and how Go Full Circle will support you to apply it to your business.  Session held via Zoom.
Applications close	Sunday 20 August 5 pm	Make sure you have submitted your application to be considered.
Applicants notified of outcome	From Thursday 3 August to Monday 21 August	Participants who meet all the criteria may have their places confirmed prior to confirmation date
Participants onboarded	By Friday 25 August	Program participants are sent welcome packs and onboarded into learning platform

## Course timeline

Sessions	Date and time	Topic
Online Workshop 1	Wednesday 30 August 3 pm to 4:30 pm	Foundations of the Circular Economy
Online Workshop 2	Wednesday 13 September 3 pm to 4:30 pm on	Circular Economy in Practice
Online Workshop 3	Wednesday 4 October 3 pm to 4:30 pm on	Experimentation and Overcoming Barriers to Change
Online Workshop 4	Wednesday 18 October 3 pm to 4:30 pm on	Building Momentum
Wrap-Up and Networking Event (In person)	Thursday 2 November 6:30 pm to 8:30 pm	Sharing and celebrating participant stories

## **Course learning outcomes**

By the end of the course, participants will:

1. Gain knowledge on circular economy principles, business models and relevance to action for climate change.
2. Gain the ability to practise systems thinking and identify value creation opportunities in their business and community contexts.
3. Gain the skills to build collaborative partnerships to successfully implement circular principles.
4. Have short, medium and long term milestones to guide their businesses transition to circular models.
5. Identify the circular opportunities in their sector and business, understand their unique barriers.
6. Gain the capability to implement ongoing circular change initiatives to your business.

## **Expectations of course participants**

- Ability to commit to approximately 5-6 hrs per/week, totalling 40-50 hours across the entire 8 week course.
- Ability to join the 4 virtual group sessions (see times above) and an individual 1 on 1 consultation session.
- Have the support of leadership to action initiative plans within the organisation (if the participant is not the business owner).
- Participants will need to have stable internet, a computer or tablet with a microphone and camera that can support Zoom.

## Course schedule and structure

Dates	Topic and activities
30 August to 12 September	<p>Foundations of the Circular Economy:</p> <ul style="list-style-type: none"> <li>• Macro picture: Climate Change</li> <li>• Meso picture: Australia's context</li> <li>• Micro picture: Role of us as local business and opportunities to address challenges</li> <li>• Introduce upcoming concepts, tools, and capabilities</li> </ul> <p>90 min Virtual Session on Wednesday 30 August from 3 pm to 4:30 pm — examine and discuss local case studies</p> <p>Guest Speaker: Tim McNamara, Alley Oop, Space of Waste.</p> <p>Practice and Applied learning:</p> <ul style="list-style-type: none"> <li>• Harnessing our “why”</li> <li>• Build connection: who’s who in the zoo</li> <li>• Identify levers/CE initiatives for CE impact</li> </ul>
13 September to 26 September	<p>Circular Economy in Practice:</p> <ul style="list-style-type: none"> <li>• Life-cycle analysis</li> <li>• Circular Business Models, product as a service.</li> <li>• Reverse Design</li> <li>• The 12 ‘R’s</li> </ul> <p>90 min Virtual Session on Wednesday 13 September from 3 pm to 4:30 pm — workshop: Ideal future state in 1, 2, 3 years</p> <p>Guest Speaker: Pippa James, CIBI / Grainz / Tivoli St Bakery</p> <p>Collaborative Practice:</p> <ul style="list-style-type: none"> <li>• Exploring the “what” and the “how”</li> <li>• Co-Learning (in-person): Identifying and prioritising focus areas.</li> <li>• Building our communities of practice (sectors and initiatives)</li> </ul>
27 September to 3 October	Break — no sessions

Dates	Topic and activities
4 October to 17 October	<p>Experimentation and Overcoming Barriers to Change</p> <ul style="list-style-type: none"> <li>• Transformation Tools</li> <li>• Supply-Chain Mapping</li> <li>• Design Thinking</li> </ul> <p>90 min Virtual Session on Wednesday 4 October from 3 pm to 4:30 pm</p> <p>Guest Speaker: Luke Phillips, Into Coffee / Into Carry</p> <p>Practice and Applied learning:</p> <ul style="list-style-type: none"> <li>• Knowing “who” and “when”</li> <li>• Identifying barriers and challenges, and Prioritising goals</li> <li>• Ideating strategies to overcome barriers and challenges</li> </ul>
18 October to 31 October	<p>Building Momentum</p> <ul style="list-style-type: none"> <li>• Circular Economy Initiative Planning</li> <li>• Change Management Tools               <ul style="list-style-type: none"> <li>▪ Behavioural Change</li> <li>▪ Organisational Comms</li> <li>▪ Building conditions for cooperation</li> </ul> </li> </ul> <p>90 min Virtual Session on Wednesday 18 October from 3 pm to 4:30 pm</p> <p>Guest Speaker: Hayley Moffiet-Wong, Head of Sustainability at Good360 Australia</p> <p>Collaborative Practice: Co-Learning (in-person) — Reflection and Goal Setting</p>

## **What past participants have said about Go Full Circle**

“[We joined Go Full Circle] to understand what circular economy best practices are, as well as hear and share what other businesses are focusing on.”

“[Go Full Circle gave us the] opportunity for growth and networking.”

“This program posed an opportunity for us to engage with experts in the Circular Economy field, build relationships with fellow businesses and speak directly to representatives of local government. It felt like a safe and constructive place to discuss our challenges.”

“Awesome to meet other participants and network and also great to see and chat with speakers. Have already created so many more exponential actions and learnings and feel inspired that we can all make a difference.”

“Having the knowledge of how to go about implementing the change, [and] being around like-minded people in different areas was really helpful. I now have a much better understanding of the Circular Economy model and values and how to be flexible in the implementation.”

“[From the Go Full Circle Program I learnt] that it’s not only about implementing the environmental actions that are already out there like recycling etc but having to Rethink a new way of doing business that aligns with circular economy values that will drive real results in the future.”

“I learnt that there’s more to it than just recycling and reusing. When I started, I was only thinking about paper/cardboard recycling and how to manage soft plastics. The program really helped me review and rethink how the business can reduce waste by going through the 12 R’s and finding the opportunities to be a more sustainable business.”

“[The main thing I took away from the Go Full Circle program was] a reminder that small steps create a bigger journey. So, the importance of ‘all the small things’ - there is no ‘one’ way to achieve circularity - it needs to be embedded in the thinking of ALL practices.”

## **Go Full Circle 2023 Facilitator Bios — Cirque du Soil**

### **Jean Darling — Lead Facilitator & CE Consultant**

Jean is Founder and Managing Director at Cirque du Soil and has led a wide range of circular economy projects from concept to project delivery, specialising in circular design innovation and circular business models. As a trained Architect and Placemaker, she has a creative systems thinking and design approach to collaborative capacity and partnership building programs through strategic place based intervention and has led and managed proficient multi-stakeholder projects across multidisciplinary teams, across various industries and sectors across all levels. Prior to this, she consulted for DHHS, local Councils and community organisations, and was Senior Consultant at Edge Environment in their Circular Economy and Life Cycle Thinking team. She is also an accredited Regenerative Practitioner (Regenes Institute USA), and her expert knowledge will be lent on to ideate, connect and troubleshoot challenges as this project works toward practical and economically viable circular economy outcomes.

### **Stephen Mason — Lead Facilitator & CE Consultant**

Stephen is an expert in education, experienced keynote presenter and MC within the education and social enterprise sector, and leverages his MBA in Global Sustainable Management from Anaheim University's Kisho Kurokawa Green Institute throughout his work to mentor businesses on the development of skills needed to establish socio-environmentally oriented social enterprises. He has over 15 years experience leading the development of learning management systems, and streamlined the user experiences for operators and participants in numerous platforms, including designing and delivering programs relating to global professional practice (GPP). An expert facilitator, he delivers bespoke professional education to diverse groups, and facilitates face-to-face and virtual professional development and technical training to over 1,500 adults throughout Victoria annually.

### **Marta Malchevski — Facilitator & Participatory Designer**

Marta holds a Bachelor in Communications and Media, majoring in Politics, Economies & Business, and draws on 7+ years on social impact projects involving complex collaborations in systems level problems with Government (all levels), non-profits and business. Her expertise lies in facilitating design challenges that hinge on forging the conditions for participation among diverse groups. Her experience in leading teams, bringing the right tools for the right problem, and guiding the sense-making in the face of complexity has helped organisations to drive social impact outcomes, particularly in the education, employment, and circular economy space. Her interests lie in dissecting system dynamics to forge strategies for positive environmental and social outcomes with sustained, long-term returns.

**The Go Full Circle Program 2023 is proudly delivered  
by:**



**BOROONDARA**  
*City of Harmony*  
City of Boroondara



**CITY OF MELBOURNE**  
City of Melbourne



City of  
**STONNINGTON**

City of Stonnington

**Supported by:**



Cirque Du Soil