



## SHANGHAI TRAINING REINVENT BUSINESS MODELS WITH THE CIRCULAR ECONOMY



Tuesday, October 28th



2:00 PM - 5:30 PM



English



CCI FRANCE CHINE Shanghai



Offline only



**A practical workshop for Procurement, Marketing & CSR to  
achieve Net Zero goals and turn regulatory pressure into  
competitive advantage**

### Introduction

This workshop is designed for leaders and strategists in **Procurement, Marketing, Product Design, Supply Chain, and CSR**. You are tasked with future-proofing the business:

- **Procurement** seeks to de-risk the supply chain, control costs, and meet supplier sustainability mandates.
- **Marketing** aims to build authentic brand reputation, respond to consumer demand for sustainability, and communicate tangible value.
- **CSR/Leadership** must deliver on **Net Zero commitments** and navigate complex regulations.

Your collective success is measured by the ability to align these functions to navigate complexity and deliver tangible results.

## What is the urgent context?

Your supply chain, cost, and net zero goals face unprecedented pressure from a regulatory big squeeze:

- **The EU is tightening the vise** with stringent new EPR rules, Digital Product Passports (DPP), and the Carbon Border Adjustment Mechanism (CBAM).
- **China's 14th Five-Year Plan** actively drives a “circular transition,” directly linking circular economy measures to its **Dual Carbon Goals** (peak carbon by 2030, neutrality by 2060). This isn't optional—it's foundational to operating in and with China.

Circular economy is the strategic answer. It's how you turn compliance into advantage, waste into value, and commitments into action—directly tackling the 45% of global emissions tied to production and materials.

## What will we do practically?

### 1. Part 1: The Net Zero Imperative – From Linear Risk to Circular Resilience

Map the pressures: diagnose the carbon and economic costs of the linear model and decode the specific threats and opportunities presented by EU and Chinese regulations for Procurement and Marketing.

### 2. Part 2: The Retain Value Hill – Where Your Company Value Lies

Explore the **Value Hill framework** to align Procurement, Marketing, and CSR around a common vision and identify concrete levers:

- **Pre-Use:** Designing for value addition (eco-design, modularity).
- **In-Use:** Optimizing value (product-life extension, sharing models).
- **Post-Use:** conserving value (reverse logistics, remanufacturing).
- **Enablers:** Supporting circularity (digital passports, circular procurement).

### 3. Part 3: Designing Your Circular Pilot for Net Zero

Build a portfolio of circular strategies that reduce emissions and select one to develop into a concrete, small-scale pilot project with defined goals, metrics, and first steps.

## Key Objectives

- Align Procurement, Marketing, and CSR on a common circular strategy that addresses cost, risk, brand value, and regulation.
- Translate complexity into clear impacts on supplier selection and brand communication.
- Design and commit to a pilot project to test a circular strategy, creating a blueprint for scaling success toward Net Zero.

## Training Details

**Date :**

Tuesday, October 28th

**Time :**

2:00 PM - 5:30 PM

**Language :**

English

**Price :**

1494 RMB\* for CCI FRANCE CHINE Members

2134 RMB\* for Non – Members

*\*Including 6,72% VAT*

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