

1.4

## NEW BUSINESS MODELS

### What are we going to do today

Timeline and main activities 4 HOURS

- **Presentation** of the theoretical part (60 min)
- **Brief discussion** and comments on the topic (20 mn)
- **Activity one:** write some examples of old and new business models (20 mn)
- **Activity two:** discuss of it with your colleague (20 min)
- **Break** (20 min)
- **Activity three:** list advantages and disadvantages of new business models (20 min)
- **Questions and wrap up session** (50 mn)
- **Evaluation** (30 min)

### Overall description

The purpose of the session is to think about new theories of production in order to create opportunities and economic value. In addition, ideas will be developed that include solutions already on the market and new challenges

### Key learning points

- Recognize new business models: what are they and why are they used?
- Examples of new business models
- Relevance for female entrepreneurs; the value of the women at work: why is so important?
- Theory on rethinking in CE: from the linear to the circular economy
- Examples of CE
- Stakeholders analysis
- Legal implications and barriers in each country
- Practical examples of strategies to make the shift to CE



<b>What will you prepare during this session</b>	<ul style="list-style-type: none"> <li>- Theory on rethinking production and the fact that in CE you could start the process at any point of production.</li> <li>- Stakeholders analysis</li> <li>- Legal implications and barriers in each country</li> <li>- Practical examples on how companies design commercial structures and strategy to make the shift to CE</li> </ul>
<b>To do list AFTER this session</b>	At home, everyone writes on own personal Business Model Canvas, suggestions, progresses and so on.
<b>Additional comments and instructions</b>	For next time, we kindly ask you to bring your Personal Business Canvas!