ISTITUTO DI MANAGEMENT
Scuola Superiore Sant'Anna

CESM Seasonal School

19-23 October 2020

The main target of the Circular Economy and Sustainability Management (CESM) seasonal school is represented by students from different backgrounds interested in the field of efficient resource management and circular economy. The CESM course explores organizational aspects and innovation facets related to all phases of the product life cycle; moreover, it provides practical overview of how processes, decisions and business models should change in light of the new circular economy paradigm. In more detail, the CESM seasonal school consists of training modules on issues such as: circular economy assessment, circular design, strategy development & business models, communication, etc. Finally, a laboratory will be scheduled to apply what students have learned in all previous lessons. Therefore, the training objectives of CESM encompass: helping participants to acquire a framework of useful skills to seize the opportunities in the economic shift; managing the challenges and transformation processes in a circular logic in order to encourage the practical application of the knowledge gained.

Schedule

Monday 19 Oct 2020

Lecture: SUSTAINABILITY, ENVIRONMENTAL AND CIRCULAR ECONOMY MANAGEMENT
Goals of the lecture: Understand the principles, approaches and tools to support corporate management of sustainability and the circular economy.
Lecturer: Prof. Marco Frey
Schedule: 9.00-13.00

Lecture: CIRCULAR ECONOMY ASSESSMENT
Goals of the lecture: Understanding the main methods for measuring circularity, how to use the main tools available today and how to carry out risk assessments integrated with key aspects of the circular economy.
Lecturer: Dr. Natalia Gusmerotti
Schedule: 14.00-18.00

Tuesday 20 Oct 2020

Lecture: CIRCULAR ECONOMY INNOVATION MANAGEMENT
Goals of the lecture: Understand the main theories and approaches to business innovation, how to develop innovation strategies in the company, know the main connections between innovation and the circular economy.
Lecturer: Dr. Tiberio Daddi
Schedule: 9.00-13.00

Lecture: MANAGING TECHNOLOGIES SUPPORTING CIRCULAR ECONOMY
Goals of the lecture: Understand how to identify and develop technologies to support the circular economy.
Lecturer: Prof. Francesco Rizzi
Schedule: 14.00-18.00

Wednesday 21 Oct 2020

Lecture: CIRCULAR ECONOMY STRATEGY DEVELOPMENT AND BUSINESS MODELS

Goals of the lecture: Understand circular economy business strategies and circular business models, know how to use methods and tools for the development of business strategies.
Lecturer: Dr. Filippo Corsini
Schedule: 9.00-13.00

Lecture: GREEN SUPPLY CHAIN MANAGEMENT FOR CLOSING THE LOOP
Goals of the lecture: Understand the approaches for green and sustainable management of the supply chain, know how to develop strategies for the integration of the supply chain and how to use tools to close cycles.
Lecturer: Prof. Marco Frey
Schedule: 14.00-18.00

Thursday 22 Oct 2020
Lecture: CIRCULAR ECONOMY DESIGN
Goals of the lecture: Understand the main approaches, techniques and tools for the design of circular products and processes, know how to use those tools to support CE design.
Lecturer: Prof. Fabio Iraldo
Schedule: 9.00-13.00

Lecture: MARKETING IN A CE PERSPECTIVE
Goals of the lecture: Understand the main marketing techniques and tools, be able to recognize marketing campaigns based on circular economy, know how to develop marketing tools based on circular economy, know how to investigate the attitudes of consumers in the circular economy.
Lecturer: Prof. Francesco Testa
Schedule: 14.00-18.00

Friday 23 Oct 2020
Lecture: COMMUNICATION FOR CIRCULAR ECONOMY
Goals of the lecture: Understand internal and external communication techniques, know how to develop strategies for internal and institutional communication in a circular economy perspective.
Lecturer: Dr. Nora Annesi
Schedule: 9.00-13.00

Lecture: LABORATORY AND FINAL EVALUATION
Goals of the lecture: Application of what has been learned in previous lessons in group work on concrete cases that will be previously attributed.
Lecturers: Dr. Natalia Gusmerotti / Dr. Filippo Corsini
Schedule: 14.00-18.00