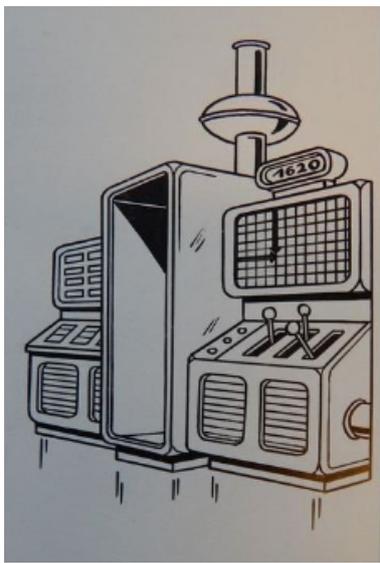


Questions, questions, more and more hard to answer questions!

What are the questions concerning circularity and the changing world we must ask ourselves? What will the future bring and what impact will those challenges have on our life and our business? Material scarcity, the ban on single use products, servitisation (turn buyers into users), digitalization, standardization. And these are only some of the pitfalls awaiting us!



Luckily, we have Responsible Office Masterclasses 2023. Like Aristotle revealed in his secret of secrets, Mieke Pieters does that for us concerning circularity. This is truly a teletime machine with visionary binoculars. Participants are very happy to be able to join this pragmatic and interactive sessions.



Ron Stoffels, Product Manager, Hamelin Benelux: Responsible Office Masterclass 2/5 was easy to understand. We had a good explanation of the circular business models and mindsets and some good examples. I'm looking forward to the following sessions.

The "R strategy" is a compass in this swamp and it helps us to determine the Risks, Circular Principles and Opportunities. We make a "Struggle" set on the Miro interactive board together. Sharing our struggles becomes an eye opener. We all struggle with the same things and we learn from each other how to solve them.

Smarter product use and manufacture	R0	Refuse	Make product redundant by abandoning its function or by offering the same function with a radically different product
	R1	Rethink	Make product use more intensive (e.g. through sharing products or by putting multi-functional products on market).
	R2	Reduce	Increase efficiency in product manufacture or use by consuming fewer natural resources
Extend lifespan of product and its parts	R3	Reuse	Re-use by another consumer of discarded product which is still in good condition and fulfils its original function
	R4	Repair	Repair and maintenance of defective product so it can be used with its original function
	R5	Refurbish	Restore an old product and bring it up to date
	R6	Remanufacture	Use parts of discarded product in a new product with the same function
	R7	Repurpose	Use discarded products or its part in a new product with a different function
Useful application of materials	R8	Recycle	Process materials to obtain the same (high grade) or lower (low grade) quality
	R9	Recovery	Incineration of material with energy recovery

How can we decouple growth and prosperity for our company with increasingly scarce raw materials? Turn waste into gold or even better, design your product for infinity. We will look closer at this subject in the coming sessions, together with what the new European Circularity laws are preparing for us. If you watch closely, it becomes clear that circularity is not an annoying must do to save the planet. It is the most wonderful business opportunity, and the revolution of revolutions since the invention of fire.

Masterclasses 09:30 to 12:30 CET ONLINE Zoom:

- 1) 29 September 2023: *Challenges and opportunities in the circular economy. Via recording**
- 2) 20 October 2023: What is the circular economy? Interesting circular business models? *Via recording**
- 3) 24 November 2023: Legal changes in Europe and in your country; threats or opportunities?
- 4) 1 December 2023: Identify circular opportunities in your company, circular development and design.

5) 15 December 2023: closing meeting in Merelbeke Belgium 10:00 - 15:30 CET. Free catering included. **Please join this MARKET DIALOGUE and invite your customers that are interested to learn more on circularity. Participants of this Masterclass, experts, private and public buyers will be present. Free of charge for everyone.** HYBRID: this closing meeting can also be followed online.

All sessions will be recorded so that you can watch them afterwards if you are unable to attend one or more sessions.

Don't miss this essential training for a super low budget thanks to sponsorship by Bosta:
If you want to participate in the next sessions, you can still do so.
 In that case you will also receive the recordings* of prior sessions.