**2016-17, UCIL20032 Summative Task 3**

**Business, Leadership & the Circular Economy**

Task Context:

In December 2015 the European Union adopted the ‘Circular Economy Action Plan’, which included measures covering the whole product life cycle: from design, sourcing, production and consumption to waste management and the market for secondary raw materials (European Commission 2017). This adoption of circular economy principles by the EU followed 10 years after China embedded circular economy principles into its 11th Five-Year Plan (Mathews & Tan, 2016). Both the EU and Chinese plans offer support for, and targets towards, among other things, reducing resource use and increasing recycling.

While the infrastructure and legal frameworks needed to support a fully circular economy are not yet in place, and it is not yet clear how UK legislation might change after the UK exits the EU, the global direction of travel is towards circular economy principles.

Task Description:

You are an employee of a large, UK-based, design and manufacturing company that sells products in the UK and around the world. \*\*

Your senior leadership team is keen to understand what it might take to embed circular economy principles into how your company does business and, consequently, become a leader in the sector. You have been asked to give a presentation to your senior leadership team on this topic.

**The purpose of your presentation** is to identify for your audience the advantages and challenges of applying circular economy principles, using real world examples of existing leadership in action to support your argument.

**For your assignment you are required to write the text of the presentation you will deliver (1,500 words, excluding references).**

In your presentation you should:

* **provide a *brief* overview of** the value of applying circular economy principles, and the challenges of doing so (see the stimulus texts provided below)
* **identify at least 2 practical examples of the application of circular economy principles to product design, manufacture and/or retail**, that you think demonstrate leadership and best practice in the sector
* **justify and evaluate your choices** by identifying potential strengths and limitations of your chosen examples.
* **From your evaluation, draw out 3 or more recommendations for practical actions your company might take**
* **refer to at least 2 of the stimulus texts listed below** in your presentation

\*\*You can choose to specify your company’s focus/product type(s)

Additional Guidance:

You might also find it useful to refer to the Leadership Framework to help you structure your approach to this task.

Although your presentation should be written to be read aloud, you may, if you wish, include images, graphs or tables to illustrate your argument in the text of your presentation.

**Stimulus Texts**

To help you research your briefing you have been provided with several **stimulus texts** (listed below). These pieces have been chosen as starting points for your thinking and we expect you to **refer to** **at least 2** of them in the text of your presentation.

Your presentation should also draw on **your own wider reading** and on what you have learnt from the online unit.

Bocken, N. M. P., de Pauw, I., Bakker C. & van der Grinten B. (2016) Product design and business model strategies for a circular economy*, Journal of Industrial and Production Engineering*, 33:5, 308-320, Available from: [10.1080/21681015.2016.1172124](file:///\\ds.man.ac.uk\csistgdrive\sdce\Manchester%20Leadership%20Programme\2016-17\Assessment\Online_SEM%202\Summative%20Development\10.1080\21681015.2016.1172124)

As argued by John Donahoe, at the time of writing CEO of eBay Inc.: “The greenest product is the one that already exists, because it doesn’t draw on new natural resources to produce”

**References Cited:**

**All sources, including those given here, must be fully and appropriately referenced, using a recognised referencing system. Further guidance on referencing can be found in the ‘Academic Writing: Support & Guidance’ section of the ‘Assessment’ folder in Blackboard.**