



CIRCULAR ENGINEERING AND DESIGN

The most comprehensive training program on circular economy for
engineers and business professionals in Israel



לשכת מסחר ישראל-אמריקה
ISRAEL-AMERICA
Chamber of Commerce



We are happy to invite you for the new addition of the
“**Circular Engineering and Design**” program

Wednesdays 10:00-12:00 (Israel time)
Starting November 3rd, 2021



Program

Session number	Date	Topic
1.	24.11.2021	Understanding current threats to environmental sustainability and what are some solutions The session will give an overview of the threats to global sustainability and discuss the concept of ecological footprint, planetary boundaries and climate change.
2.	01.12.2021	Introduction to circular engineering and economy During this session, we will discuss circular design, circular business models, reverse logistics, supply chain collaboration, and biomaterials.
3.	08.12.2021 15.12.2021	Circular design – how can better engineering create a circular solution Two sessions on the cradle-to-cradle framework, life cycle analysis, design for reuse, design for recycling, design for remanufacturing, and design for recycling.
4.	22.12.2021	Circular business models During this session we will go over concepts like anything-as-a-service, life extension, sharing economy, and reuse.
5.	29.12.2021	New year's break
6.	05.01.2022	Looking deeper – circularity in plastics During the 5th session of the programme, we will unravel the value of plastic, and its risks – quantifying the problem, end of life solutions for plastics and policy measures, types of recycling (chemical/mechanical, systemic barriers to recycling, and circular models for plastic use.
7.	12.01.2022	Looking deeper – circularity in packaging During this session, the role of packaging, and understating the problem they present, strategies to transform the market, design options, and the onnection between available infrastructure and package design will be discussed.
8.	19.01.2022	Policy arena, and measuring circularity What regulation of CE is in place? How do we measure circularity? What is the role Industrial symbiosis?

Session number	Date	Topic
9.	26.01.2022	Digitalizing circularity How can digital solutions accelerate circular transformation? Israeli circular innovators sharing their solutions.
10.	02.02.2022	Group work - mini hack to solve circular challenge Challenges presented by Israeli companies
11.	09.02.2022	Presentation of the groups' solutions, course summary

“The course is an excellent training for managers and engineers in companies whatsoever, as can be expressed in the large cadre of industrial participants in this batch. I will definitely recommend that other participants from our company will join the next batch.”

(Manager in an agricultural company - Cohort 1)

“As someone who didn’t know anything about the subject, I think that my knowledge has grown and expanded greatly... I think the combination between students and people from the industry was amazing for me. I see myself in their positions do the same things, enriching my knowledge at every moment of my life.”

(Afeka Student - Cohort 1)

“The course was wonderful and rich with important information and there is no doubt this is where the future is heading. I think we should add another batch so that we move faster, bring this field to center stage, and encourage investments.”

(Member AMCHAM Israel CE Forum - Cohort 1)

Course description

The course is an introduction to the field of circular engineering and economy, the role and the tools engineering has in developing an answer to environmental challenges, and to new business models offered by the circular economy. The course will present the solutions proposed by the circular economy, the principles behind them, the supporting tools, and will give you hands-on experience in attempting to tackle real life circular challenges from industry.

Upon completing the course, you will

Understand the principles of circular engineering and economy. During 11 weeks of training, you will implement knowledge from your specific engineering / business discipline to develop circular solutions to the environmental challenges that your organization is facing. With this knowledge, you will understand who you need to collaborate with in order to implement circular solutions and improve the environmental performance of your organization and its products.

The teacher



Avi Blau, Head of Afeka institute of circular engineering and economy. Senior sustainability consultant to Israeli ministry of finance, ministry of defense and ministry of environmental protection covering renewable energies, green building, energy efficiency, green procurement, and green innovation. As Israel's leading expert on circular economy, Blau is directing the UNIDO project on circular plastics in Israel and is a frequent speaker on circular economy at national fora.

This course is for you

If you:

- want to get practical tools to improve the footprint of your organization;
- want to direct product design and marketing into sustainable options;
- want to introduce circular economy into your organization;
- are interested in practical sustainable business and design tools;
- understand the circular economy and want to learn how to implement it;
- want to go deeper in the field of sustainability and circular economy.

Course details

The course will be taught in hybrid form, which means that offline and online participation is possible. Classes will be held physically at Afeka Campus, Mivtsa Kadesh St 38, Tel Aviv.

Fees

Corporate	3,400 ILS
AMCHAM member company or local/national government representative	3,000 ILS

VAT included. Please reach out if you are paying from abroad.

15% discount for more than 2 members from the same company/organization will be applied.

Registration

To register for the course, click [**here**](#).

Contact

For questions or more information, please contact Camille Janssen at [**camille@circularity.co.il**](mailto:camille@circularity.co.il)