



## ORGANIZERS

School of Business and Management at  
UCLan Cyprus, MBA Programme at  
UCLan Cyprus, CEDAR

## TITLE

**New Business models in the era of  
Circular Economics**

by *Prof. Panikkos Poutziouris*  
Professor of Entrepreneurship and Family Business,  
Rector at UCLan Cyprus

MONDAY

**12<sup>th</sup> NOVEMBER 2018**

Room CY017, UCLan Cyprus

## SUMMARY

The new competitive order has been changing as established and new firms are now developing business models based on the principles of circular economics.

This seminar will expound how new circular economics is reshaping strategic thinking and business operations (adopting Reduce-Reuse-Recycle-Rethink). It will illustrate how entrepreneurs, strategists and policy makers are promoting new business models e.g. B2B, B2C, C2C C2B, which are based on the treble bottom line: Planet, People, Profits. In the post industrial revolution, there is a growing emphasis on innovation that can maximise value from inputs across all stages of 'production' of goods and services by optimising the use of resources, prolonging the use of materials, extending product life cycles, sharing economic resources, recovering/harvesting, re-manufacturing and regenerating products and materials at the end of each of their service life.

## PROGRAMME

18:00-18:10 Registration/Networking

18:10-18:55 Dr Panikkos Poutziouris: New Business models in the era of Circular Economics

18:55-19:10 Q&A

registrations/info at 24694000  
or at events@uclancyprus.ac.cy



# NEW BUSINESS MODELS IN THE ERA OF CIRCULAR ECONOMICS



## BIOGRAPHY

**Prof. Panikkos Poutziouris** is Professor of Entrepreneurship and Family Business, the Rector at UCLan Cyprus and the Founding Chair of the Center for Entrepreneurial Development Alliance and Research (CEDAR). For two decades, he was a Senior Lecturer and later a visiting Associate Professor of Entrepreneurship and Family Business at the Manchester Business School of Manchester University and more recently a Fellow at Judge Business School, University of Cambridge, working on Circular Economics and Entrepreneurial Development Models. Professor Poutziouris teaches, educates, researches and advises around the world on the development of entrepreneurship and family business. He has served as an advisor – consultant for the Family Business Expert Group working for the European Commission, Directorate of Enterprise and Industry and for OECD on Entrepreneurship Policy. He is a former President of the International Family Enterprise Research Academy and as an active Fellow of the Family Firm Institute (USA) has supported and organized a number of research, academic and practitioner initiatives across frontiers.