



Growing Circular: From theory to circular innovation (Module 2)

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Thomas Vandenhaute
Stefan Milis

Turn circular ideas into concrete business solutions

“Getting Started”, the second e-learning module in the three-part Growing Circular series, focuses on the transition from theory to action. Many companies understand the principles of the circular economy, but struggle to translate them into concrete products, services and business models. This second e-learning course bridges that gap. Step by step, you will develop a concrete and validated circular offering for your company.

Growing Circular is a series of free e-learning courses designed to help companies in the technology sector understand and develop the principles of the circular economy and integrate them into their organisations. The learning programme supports your business at every stage of the circular transition: from initial awareness to strategic integration, and from theory to practical application and organisational embedding.

[Accept marketing-cookies to watch this video.](#) For FireFox users, disable the ‘Enhanced tracking protection’ of your browser to view this video.

The second e-learning module builds on the foundations laid in e-learning 1 and introduces a structured and iterative process developed by Sirris. By means of two iterations, you can switch between product design, business models and ecosystem thinking. This enables you to refine your ideas step by step to build a coherent circular solution that creates value for both your business and the stakeholders involved.

What will you learn in the second circular economy e-learning course?

Across nine modules, supported by practical templates and reflection exercises, you will be guided step by step to turn an initial idea into a validated circular solution.

Applying circular strategies to products and services

You will learn how to translate circular economy strategies into practical decisions for product and service design, tailored to your products, technologies and market context.

Designing circular business models

You will learn how circular business models increase customer value and strengthen performance and relationships, whilst reducing the impact on materials and the environment.

Understanding and shaping value chains and ecosystems

Circular solutions rarely stand alone. You analyse your value chain, identify key stakeholders and pinpoint assumptions and knowledge gaps. This enables you to underpin your circular value proposition.

From idea to an integrated circular offering

Two iteration cycles will guide you as you integrate product design, business models, value propositions, business cases and ecosystem relationships step by step, enabling you to progress from a rough concept to a robust and validated circular solution.

Get started with Growing Circular!

The three e-learning modules form a coherent and flexible learning pathway:

1. [Understanding the circular economy and why it is essential](#)
2. Developing circular products, services and business models
3. [Embedding circular thinking in your strategy, structure and day-to-day operations](#)

The courses are entirely online and self-paced. You can learn at your own speed and apply what you've learnt to your own business context straight away.

[Discover the Growing Circular e-learning series](#)

Read the interview behind the Growing Circular courses

Read the [interview with Agoria experts Els Fonteyne and Mira Tayah](#), the creators of the Growing Circular e-learning courses, and discover why companies should embrace circular thinking today.

[Read the interview](#)

Authors



Thomas Vandenhaute



Stefan Milis