



Growing Circular: From linear to circular (Module 1)

06 May 2026, 15:42

Thomas Vandenhaute
Stefan Milis

The fundamentals, strategies and design choices to grow circular

The first module in the Growing Circular e-learning series provides technology companies with a clear introduction to the circular economy. You will find out what this concept entails and why it is so important for every business today. We challenge the traditional “take-make-dispose” model and demonstrate how circularity is the key strategy for developing products and business models that are resilient, competitive and future-proof.

The first module is ideal for anyone who wants to gain an understanding of how to think in accordance with the principles of the circular economy. No prior knowledge is required.

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

What is Growing Circular?

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 understanding to implementation and organisational embedding. .

[Go to website](#)

What will you learn in Module 1 of the circular economy e-learning course?

In this module, you will explore the fundamentals of the circular economy:

What is the circular economy and why is it important

You will learn about the basic principles of the circular economy and how they differ from linear economic models. You will also gain an understanding of the various strategies that companies employ. The focus is on providing clear explanations, linked to the practical business reality.

How do you create value through the circular economy?

You will find out:

- How companies derive value from circular strategies
- What the key archetypes of circular business models are
- How these relate to various markets, products and customer needs

Practical examples illustrate how companies are already translating circular approaches into viable business models.

What role does product design play in the circular economy?

Product design plays a major role in determining how circular a solution is. In this module, you will explore design principles that support repair, reuse, refurbishment, remanufacturing and recycling. You will also learn how design options align with the chosen business model to create effective circular solutions.

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