

THE CIRCULAR ECONOMY AND SMART CITIES

CERTIFIED 15 HOURS ONLINE COURSE

 25 March- 6 May 2024

 Online

 English Language

 Program & Certificate free for IUM Alumni

ABOUT

A circular economy model requires firms in different sectors across the value chain to integrate disruptive technology and design business and financial models that are based on longevity, renewability, reuse, repair, upgrade, refurbishment, serviceability, capacity sharing, and dematerialisation. Organisations still have to take into consideration cost management and control, but they have to think about the financial impact - rethinking products and services and designing end user value propositions that offer increased efficiency, effectiveness, and performance. Despite the importance and potential benefits of the circular economy, the private sector is yet to adopt this new approach at either the strategic or operational level for many different reasons. Companies need to achieve economic and financial viability, efficiency and productivity, and also ensure corporate social responsibility (CSR). One of the main applications of a circular economy is in the development of Smart Cities and this is where the economic and financial decision-making requires focusing on socially and environmentally impactful operating system in these cities. This course will explore how a Circular Economy model can contribute to the concept of Smart Cities.

PROGRAM OVERVIEW

Among the topics to be addressed is understanding the difference between traditional economic models and circular economic models, notably within the context of smart cities; establishing the business and financial cases for adopting a circular economy model at all levels in the economy; addressing the different aspects related to circularity from a business standpoint; and discussion of real business cases related to circularity and smart cities.



PROGRAM OBJECTIVES & KEY TOPICS

- Explore the evolving ESG regulation landscape
- Understand how to incorporate ESG factors into investment decisions
- Apply frameworks to measure and monitor sustainable investment opportunities
- Be ready to address the changes linked to CSRD, ISSB and SFDR
- Gain insights into the climate and biodiversity linked risks inherent in investment opportunities
- Discover how to integrate risks into financial models
- Think critically about how and where to add value while avoiding "impact washing"

Session 1 - 25 March

Sustainability Strategy and the Circular Economy

Session 2 - 8 April

The Circular Economy as an Enabler

Session 3 - 15 April

Case Studies - Analysis
Smart Cities and Characteristics

Session 4 - 22 April

Intelligent Assets and Digitalisations as Enablers to CE

Session 5 - 29 April

Case Studies Analysis

Session 6 - 6 May

Policies and Government in Enabling a Circular Economy

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Professor of Financial Economics & Policy as a Management Practice; member of the Economics and Policy group at the University of Cambridge Judge Business School; and Director of the Circular Economy Centre (CEC) at University of Cambridge Judge Business School, Professor Soufani holds a Master's degree in applied economics and a PhD in Financial Economics.



Khaled Soufani
Professor of Financial Economics & Policy

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TIMING

25 March- 6 May 2024
Mondays from 5.30-7.30 pm
25 March
08, 15, 22, 29 April
06 May
6 online sessions of 2 hours
3 hours of asynchronous learning
sessions

ADMISSION CRITERIA & FEES

Business executives with a
minimum of 3 years experience

Bachelor's degree

Program and Certificate : Free for
IUM alumni

CONTACT US



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PROGRAM FACULTY

Khaled Soufani



Professor of Financial Economics & Policy as a Management Practice; member of the Economics and Policy group at the University of Cambridge Judge Business School; and Director of the Circular Economy Centre (CEC) at University of Cambridge Judge Business School, Professor Soufani holds a Master's degree in applied economics and a PhD in Financial Economics.

Professor Soufani has published extensively in economics and finance in areas relating to financial management, corporate restructuring, M&A, private equity, venture capital and family business and the financial and economic affairs of small to medium-sized enterprises. His research also includes work on economic growth and innovation relating to the circular economy and fast-growing markets and economies. His work is widely cited and included in policy reports by organisations such as the UNICE, EU, OECD and the Institute of Directors. His work has also been cited and published by the World Economic Forum where he is an Agenda Contributor. He sits on the editorial boards of several international academic journals. Before joining academia, Professor Soufani worked in investment banking in the area of bond and money market trading. Professor Soufani has been the academic programme director for many Executive Education programmes for major companies and financial institutions as well as government organisations.

SUSTAINABLE LUXURY

CERTIFIED 15 HOURS ONLINE COURSE



23 April - 13 June 2024



Online



English Language



Program & Certificate free for IUM Alumni

ABOUT

In a world where luxury brands are no longer just evaluated on the quality and exclusivity of their products, but also on their commitment to sustainability, this course serves as a critical platform for understanding and integrating these paradigms.

This course will cover topics on how luxury brands can embrace environmental and social responsibility. Participants will explore sustainable sourcing, ethical practices, and innovative strategies for sustainable luxury. This program combines lectures, case studies, and practical workshops. You will join rich and engaged conversations on reshaping luxury into a force for positive change, gaining the skills and insights needed to lead in this transformative era.

PROGRAM OVERVIEW

This program provides a holistic understanding of sustainable practices in the luxury industry, covering aspects of supply chain management, branding, consumer behavior, sustainable practices and future trends.



PROGRAM OBJECTIVES & KEY TOPICS

- Explain the historical evolution of the luxury industry and its impact on consumer behavior.
- Analyze real world luxury brand case studies to identify effective and ineffective brand management strategies.
- Evaluate the ethical and sustainability implications of luxury brand management decisions and critically analyze the ethical dilemmas faced by luxury brands.
- Assess the effectiveness of various metrics and KPIs for measuring luxury brand performance.
- Formulate a crisis management plan for a luxury brand facing reputation challenges, considering public relations, social media, and stakeholder communication.
- Evaluate the long term viability of luxury brand business models in an evolving global marketplace.

Session 1 - 23 April

Introduction to Sustainable Luxury: Understanding Sustainability and Luxury and the evolution

Session 2 - 25 April

Ethical Sourcing and Production in Luxury

Session 3 - 2 May

Sustainable Luxury Branding and Marketing

Session 4 - 27 May

The Rise of New Luxury Consumers

Session 5 - 6 June

Innovations and Technology as an Accelerator towards Sustainable Luxury

Session 6 - 13 June

Future of Luxury

* Guest Lecturers from the Industry will be invited.



Navigate the evolution of luxury with our course, where quality and exclusivity meet sustainability. Immerse yourself in discussions on ethical practices, sustainable sourcing, and innovative strategies. This critical platform empowers you to lead in reshaping luxury for a positive, sustainable future.



Dr. Jinju Heo,
Visiting Professor of
Luxury Management

TIMING

23 April - 13 June 2024

From 5.30-7.30 pm

Tuesday: 23 April

Thursdays: 25 April, 2 May, 6 &
13 June

Monday: 27 May

6 online sessions of 2 hours

3 hours of asynchronous learning
sessions

ADMISSION CRITERIA & FEES

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PROGRAM FACULTY

Dr. Jinju Heo

Dr. Jinju Heo is a distinguished figure in the fields of luxury, sustainability, and innovation. With a multifaceted career spanning teaching, advisory roles, and research, she has established herself as an expert, particularly in the integration of sustainability within the luxury sector. As an innovation advisor to Chanel, Dr. Heo has imparted crucial insights to one of the world's most iconic luxury brands, showcasing her profound expertise in luxury innovation and sustainable practices.

Her extensive experience includes handling various innovation and sustainability projects, with a notable focus on Environmental, Social, and Governance aspects in luxury firms. This experience is further enriched by her work with several major clients across different sectors.

A respected lecturer, Dr. Heo's academic endeavors extend to top tier French and Swiss business schools, along with a prominent South Korean international school of business. Her teachings delve deep into luxury innovation, sustainability, and circular economy business models, offering invaluable insights to her students.

Dr. Heo holds the position of Senior Research Fellow at the Circular Economy Research Center, Ecole des Ponts ParisTech, where she also earned her Doctorate specializing in Innovation, Technology, and Sustainability. Her academic contributions include practice based work and contributions to peer reviewed journals, underscoring her commitment to advancing the understanding and implementation of sustainable practices in luxury. She was also appointed at the newly founded at Glion Research Innovation Center at Glion higher institute of education in 2023.

