



# Plastics X Circularity

## Curriculum



THE  
INCUBATION  
NETWORK  
By The Circulate Initiative  
& SecondMuse

# About The Incubation Network

The Incubation Network is an impact-driven initiative that **sources, supports and scales holistic innovative solutions to combat plastic pollution** through strengthening entrepreneurial ecosystems with a diverse network of key partners.

Part of a **highly collaborative community of investors, innovators, partners and programs**, The Incubation Network works together with industry players to tackle key barriers to address plastic leakage and advance a circular economy. It is a partnership between non-profit organization, The Circulate Initiative and impact innovation company SecondMuse.



Each year, **about eight million tons of plastic waste enters our ocean** - that equates to five full trash bags along every inch of the coastline globally. With about 60% of ocean plastics stemming from mismanaged waste from South and Southeast Asia, a clear starting point for action is the optimization of land-based plastic waste management in this region.

To address these issues, The Incubation Network works with partners across Indonesia, Vietnam, Philippines, Thailand and India to **identify, generate and accelerate innovative and investible solutions**.

# The Plastics X Circularity Curriculum



Photo credit : Freepik.com

## The Need

Our interactions with early-stage entrepreneurs in the plastics circular economy sector have revealed that support is needed around three key areas that lay the foundation for optimal impact to be created:

- ✔ Relevant skill sets to navigate the evolving sector
- ✔ Access to cutting-edge resources contextualized to the sector and geography
- ✔ Strong support systems to help entrepreneurs move away from a journey of isolation to one of shared goals and vision

## The Opportunity

With our partners, The Incubation Network is launching the **first curriculum in South and Southeast Asia that is developed with a focus on plastic waste and circularity** to support early-stage entrepreneurs.



## The User

The program is designed specifically for **Entrepreneurial Support Organizations supporting pre-seed and seed stage entrepreneurs** and teams who are operating across the plastic circular economy value chain.

**If you are facing one or more of the challenges stated above, the curriculum calls for you!**

# The Specifics

## Components of the Plastics X Circularity Curriculum

The curriculum provides a host of benefits that can complement the development of your programs:

### Self-paced and flexible learning

9 modules and 31 sub-modules that meet the learning needs of plastic entrepreneurs

### Specific to Plastic Circular Economy

Content is deeply tailored to plastics & waste management entrepreneurs

### Radically applicable

Balance content delivery with practical, easy-to-implement activities



## Peek Into The Curriculum

Our robust learning curriculum has 31 sub-modules which sit across nine capacity building areas. These include:



Business Strategy



Product Development and Research and Development



People Practices



Marketing and Sales



Financial Management



Fundraising



Execution



Impact



Governance

## Hear From The Beta Testers + Users

"The best thing about the Plastics X Circularity Curriculum is ***how applicable it has been to how we are currently developing as a company.*** The timing for our participation in the program lined up with the launch of our new product, so going through modules didn't involve hypothetical decision making or structuring but had direct relevance to what we are building. ***Regardless of what stage you are at, the course is set up in a way so that the material can be applied to make your work and your business run more smoothly*** - right now! The real highlight and additional added value was the 1:1 mentorship calls, where we reviewed the material and were able to ask questions and receive tips and advice.

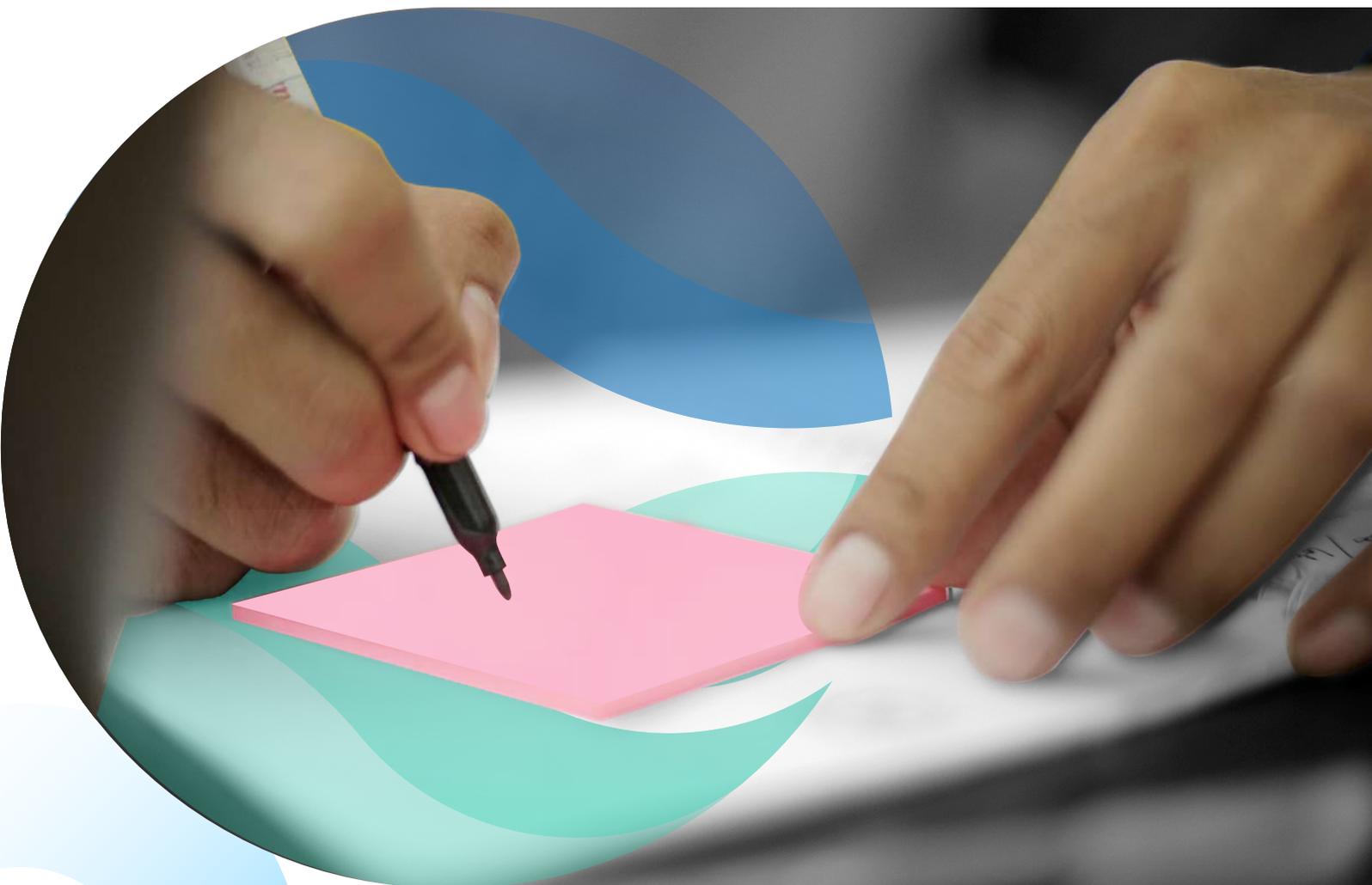
***We highly recommend this course and will continue to use the course materials as a valuable resource.***"



NU CYCLE

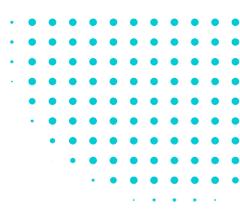
Team Nu Cycle, Indonesia

# Other Beta Testers + Users Include:





Plastics X Circularity  
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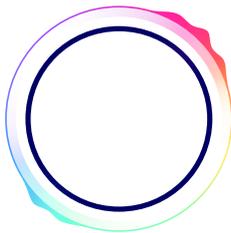
# How To Reach Us

Email us with your questions at [hello@incubationnetwork.com](mailto:hello@incubationnetwork.com)



Sign up to join The Incubation Network as a Community Member for access to our network-exclusive resources.

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