



The PepsiCo Masterclass: Circular Economy Integration in Global Design



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PEPSICO



Project Overview

PepsiCo embarked on a mission to redefine its operations and embrace Circular Economy (CE) principles. Recognising the importance of its global Design and Innovation function in implementing this change, PepsiCo sought a custom program to instil a comprehensive understanding of the key principles of CE among participants.

The University of Exeter Executive Education Team, chosen due to its partnership with the Ellen MacArthur Foundation and global recognition in CE education, collaborated closely with PepsiCo to produce The PepsiCo Masterclass.



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The programme was a 4-week, fully online programme, which consisted of 270 participants from across the PepsiCo Global Design Function. Attendees were split into two cohorts of 135 participants.

“The University team spent time and effort helping us adjust the program to our particular needs with great understanding and empathy.”

Rutilo Rojas, Design Director, Sustainability, PepsiCo, Inc.

Implementation

The University constructed relevant online material developed by leading researchers in the Circular Economy. That went alongside live online sessions, featuring a team of experienced academics and industry experts in field of CE. These sessions were delivered via Zoom and included interactive elements such as Mural Boards, discussions, and Q&A. Self-study was conducted on the learning platform, NovoEd.



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The programme culminated in a final week where participants were tasked to create and pitch presentations internally at PepsiCo. This presentation served as a practical application of the acquired knowledge within the organisational context. The overall study time of this course was 10 hours.



A certificate of completion (non-credit bearing), was awarded to participants who successfully completed the programme.

“The team were excellent, timely, and always open to collaborate”

Rutilo Rojas, Design Director, Sustainability, PepsiCo, Inc.

Outcome

The University constructed relevant online material developed by leading researchers in the Circular Economy. That went alongside live online sessions, featuring a team of experienced academics and industry experts in field of CE. These sessions were delivered via Zoom and included interactive elements such as Mural Boards, discussions, and Q&A. Self-study was conducted on the learning platform, NovoEd.



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Moreover, the programme fostered collaboration among designers from diverse disciplines, proving invaluable for the team. While it's too early to quantify the long-term impact, PepsiCo remains committed to tracking actions throughout the year.

The University of Exeter's support and collaboration have been outstanding, and the success of this inaugural program has positioned further engagements on the horizon. PepsiCo have expressed a keen interest in continuous collaboration, hoping to delve deeper into case studies tailored to the food and beverage industry's unique challenges.

The Masterclass has not only educated but has set the stage for PepsiCo to become a beacon of sustainability within its industry, with continuous education and collaboration at the core of its approach.

“We would definitely be open to engage with another bespoke programme with the University of Exeter in the future!”

Rutilo Rojas, Design Director, Sustainability, PepsiCo, Inc.



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