

# Circular Strategies

Pick one of the following products:



OFFICE CHAIR



COSMETICS  
PACKAGING



TRAINING SHOE



KITCHEN  
ACCESSORIES



FOOD PACKAGING

## EXPLORE (10 MINS)

WHAT ARE THE FUNCTIONAL AND EMOTIONAL NEEDS AND REQUIREMENTS?

For example the underlying functional need of a car is to get from one place to another. Emotional needs might be a sense of freedom or a car as status symbol.

INTERVIEW A USER

## IDEATE (20 MINS)

ARE THERE DIFFERENT OR BETTER WAYS TO MEET THESE NEEDS BY APPLYING CIRCULAR STRATEGIES?

Brainstorm to come up with as many ideas by combining the circular strategy cards.  
For example, for a car it may be car sharing service, car rentals, leasing, trade-in, remanufacturing, etc.

USE CIRCULAR STRATEGY CARDS FOR INSPIRATION



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## DESIGN (10 MINS)

### YOUR SELECTED IDEA

Describe and illustrate your selected idea. Try to be visual and give it a memorable name.

Large empty rounded rectangular box for drawing and description.

## DEVELOP RATIONALE (15 MINS)

### WHY IS IT BETTER FOR THE USER?

How does it improve the user experience?  
What are the economical or practical benefits?

Large empty rounded rectangular box for rationale.

### WHAT MAKES IT CIRCULAR?

Does it increase circularity of materials?  
Is it regenerative?

Large empty rounded rectangular box for rationale.

### WHAT SYSTEMS NEED TO BE IN PLACE?

What feedback or data would be important to have? What infrastructure is needed?  
Who would you need to collaborate with?

Large empty rounded rectangular box for rationale.

