

PRACTICAL EXERCISE

Circular Strategies Workshop

PRACTICAL EXERCISE

THE
CIRCULAR
DESIGN
GUIDE



IDEO



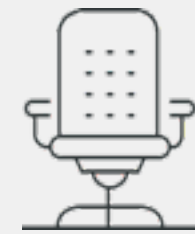
Exercise overview

1

Split into groups of 3

2

Pick one of the following products



OFFICE CHAIR



COSMETICS
PACKAGING



TRAINING SHOE



KITCHEN ACCESSORIES



FOOD PACKAGING

3

Apply circular design principles to come up with a better solution

4

Share ideas



WORKSHEET

Circular Strategies

Pick one of the
following products:



OFFICE CHAIR



COSMETICS
PACKAGING



TRAINING SHOE



KITCHEN ACCESSORIES



FOOD PACKAGING

EXPLORE

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

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

OFFICE CHAIR



FUNCTIONAL

OFFICE CHAIR



EMOTIONAL

WORKSHEET

Circular Strategies

Pick one of the following products:



OFFICE CHAIR



COSMETICS PACKAGING



TRAINING SHOE



KITCHEN ACCESSORIES



FOOD PACKAGING

EXPLORE

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

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

Brainstorm ideas. Go for quantity.

CIRCULAR STRATEGIES

Product as a Service

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce upfront costs for users, create stickier customer relationships and incentivise investment in the most resource efficient technologies.

Pictured: Philips sells lighting as a service. By retaining ownership of the lights and equipment, customers have no upfront installation costs.

+

CIRCULAR STRATEGIES

Embedding intelligence

Building technology into materials or products to gather user data and generate valuable insights to improve the customer experience.

Pictured: Bundles uses Internet of Things technology to provide customers with a pay-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

=



CIRCULAR STRATEGIES



Product as a Service

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce upfront costs for users, create stickier customer relationships and incentivise investment in the most resource efficient technologies.

Pictured: Philips sells lighting as a service, retaining ownership of the lights and ensuring customers have no upfront installation costs.

CIRCULAR STRATEGIES



Modularity

A design that divides a product into separate parts that can then be independently upgraded and replaced.

Pictured: Fairphone's modular design and spare parts make it easy for anyone to repair, allowing its phones to last as long as possible.

CIRCULAR STRATEGIES



Product Life Extension

Extending the lifecycle of products to ensure they remain economically useful through remanufacturing, repairing, upgrading or smart material choices.

Pictured: Caterpillar has focused on remanufacturing components at end of life to same-as-new condition, reducing costs, waste, emissions and need for raw inputs.

CIRCULAR STRATEGIES



Embedding intelligence

Building technology into materials or products to gather user data and generate valuable insights to improve the customer experience.

Pictured: Bundles uses Internet of Things technology to provide customers with a pay-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

CIRCULAR STRATEGIES



Closed loop / Take back

Providing a service to collect old or used products and recovering the value in the materials by recycling or reusing them to make new products.

Pictured: Desso created a take-back programme for its flooring made of recycled yarn that can be separated from the backing and used over and over again.

CIRCULAR STRATEGIES



Smart material choices

Considering a product's end of life treatment in the choice of materials and inputs, i.e. durable, biodegradable, recycled or recyclable materials.

Pictured: Customers of Splosh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.

WORKSHEET

Circular Strategies

DESIGN

YOUR SELECTED IDEA

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

Pick one of the following products:



OFFICE CHAIR



COSMETICS PACKAGING



TRAINING SHOE



KITCHEN ACCESSORIES



FOOD PACKAGING

DEVELOP RATIONALE

WHY IS IT BETTER FOR THE USER?

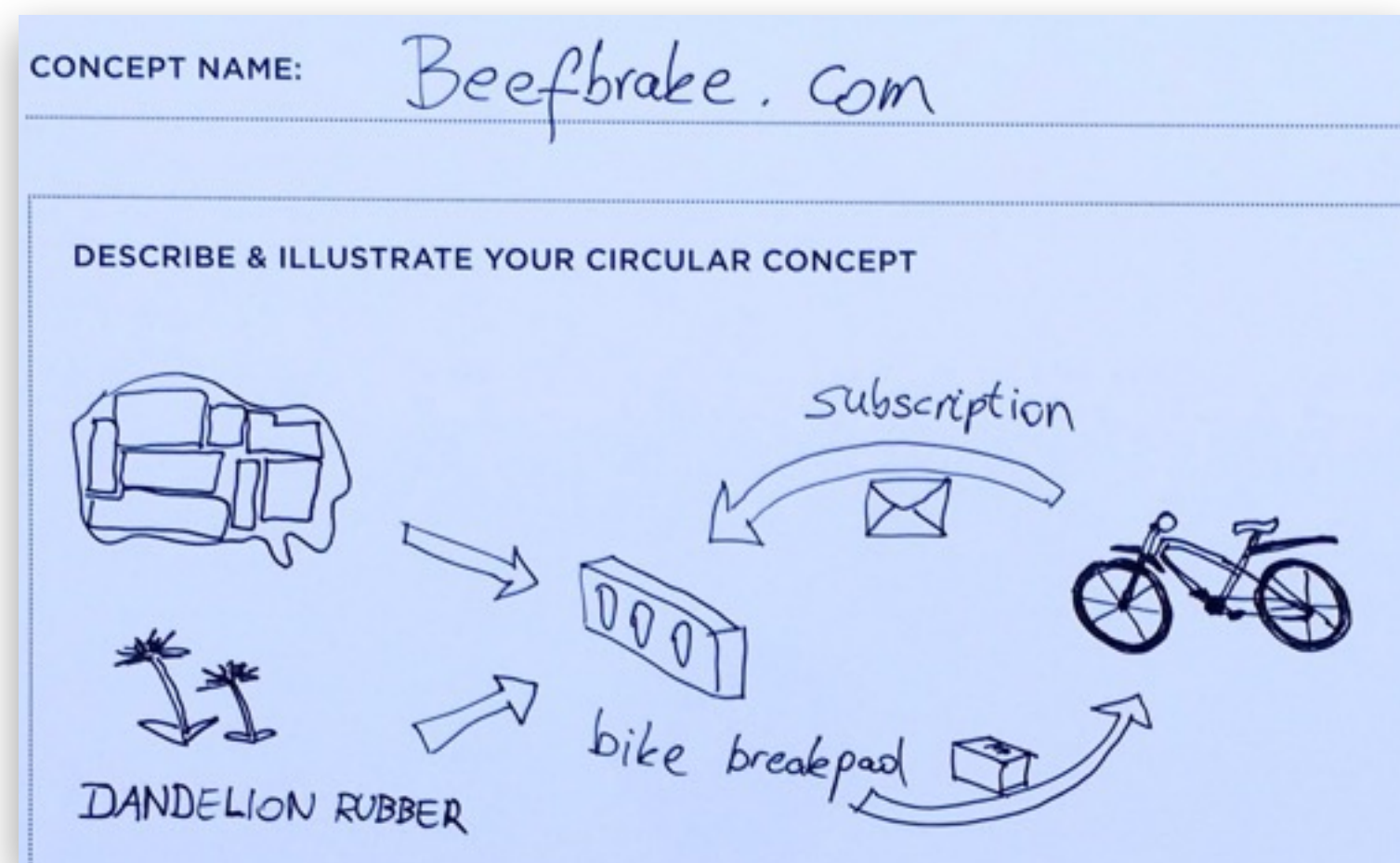
How does it improve the user experience?
What are the economical or practical benefits?

WHAT MAKES IT CIRCULAR?

Does it increase circularity of materials? Is it regenerative?

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?



Great design is never finished.

CIRCULAR DESIGN PROVOCATIONS



CIRCULAR DESIGN PROVOCATIONS



Thank you!

WWW.CIRCULARDESIGNGUIDE.COM

THE
CIRCULAR
DESIGN
GUIDE



IDEO

