Circular Strategies Workshop
Exercise overview

1. Split into groups of 3

2. Pick one of the following products

3. Apply circular design principles to come up with a better solution

4. Share ideas

- Office Chair
- Cosmetics Packaging
- Training Shoe
- Kitchen Accessories
- Food Packaging
Pick one of the following products:

- Office Chair
- Cosmetics Packaging
- Training Shoe
- Kitchen Accessories
- Food Packaging

**Circular Strategies**

**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**
Pick one of the following products:

OFFICE CHAIR  COSMETICS PACKAGING  TRAINING SHOE  KITCHEN ACCESSORIES  FOOD PACKAGING

EXPLORER
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.

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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 relations, and incentivise investment in more resource-efficient technologies.

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

Product Life Extension

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

Pictured: Caterpillar has focused on components at end of life, allowing them to be reused in new products, reducing costs and need for raw inputs.

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 polyamide yarn that can be separated from the adhesive and used over and over again.

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.

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.

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 Splish subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.
Circular Strategies

**DESIGN**

**YOUR SELECTED IDEA**

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

**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.
Thank you!