



ELLEN  
MACARTHUR  
FOUNDATION

DESIGN TO CHANGE  
PRODUCTS  
INNOVATION  
INSTITUTE

# Safe & Circular Materials Journey Mapping

## EXPLORE

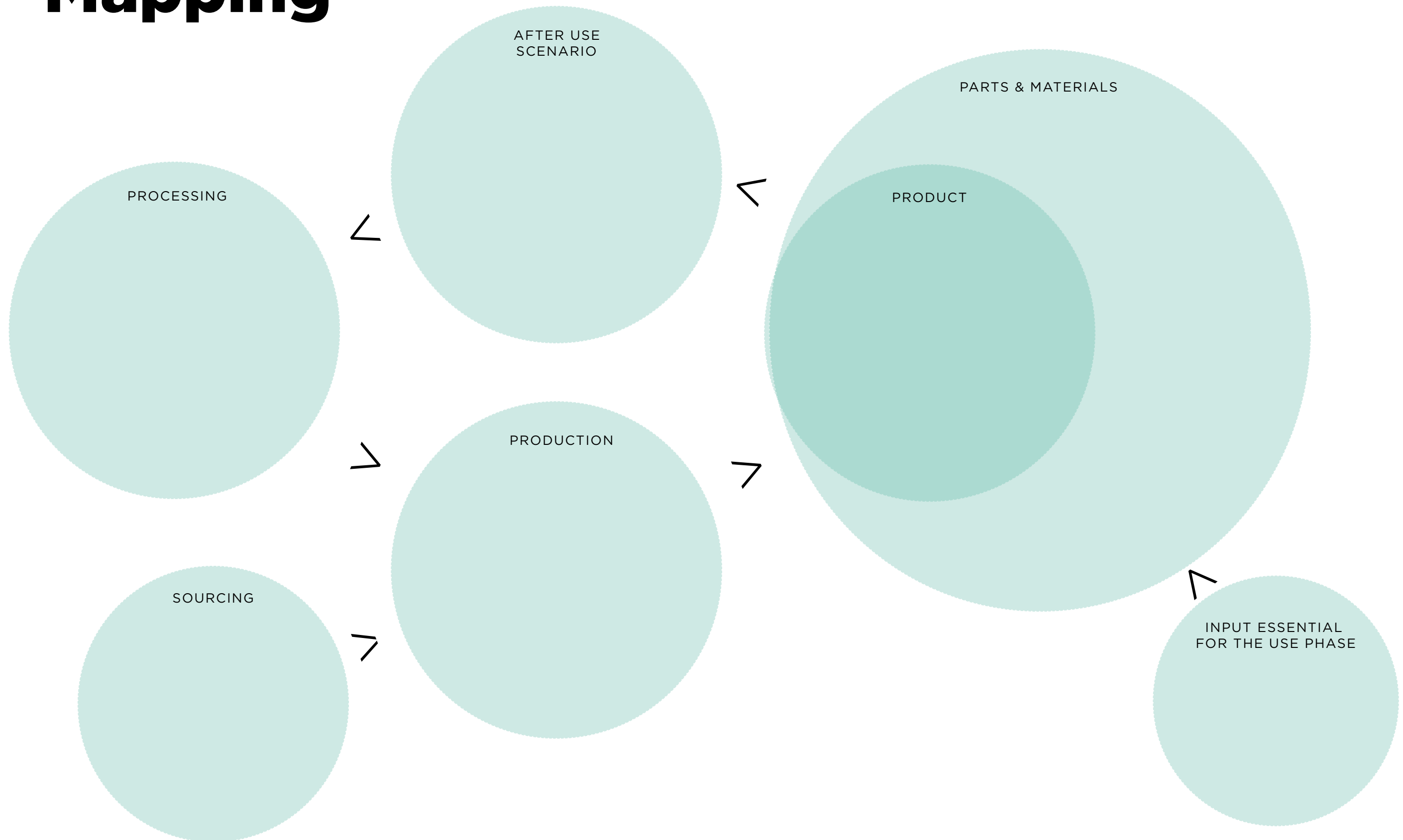
MAP THE SYSTEM. WHAT DO YOU NEED TO MAKE AND USE THE PRODUCT?  
WHAT HAPPENS WITH IT AFTER ITS USE PHASE?

## IDENTIFY

WHICH AREAS REQUIRE CHEMICALS OF CONCERN AND WHY? IS ANY  
INFORMATION MISSING ON THE MAP?

## APPROACH

WHICH APPROACH IS MOST SUITABLE FOR EACH AREA: TRANSPARENCY,  
CHEMICAL MANAGEMENT OR INNOVATION? WHAT IS THE ROLE OF DESIGNERS?





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