Circular Joint Venture Design Workshop

In a circular economy, the most interesting opportunities may lie between organisations. Tapping into them will require a collaborative approach. "How might we scale circularity by leveraging the combined strengths and weaknesses of our organisations?" In this workshop, you will put on your entrepreneur's hat to design a new circular joint venture based on your group's shared superpowers.

Audience: Works best with a diverse group coming from different companies or organisations.
Time: Allow 2 hours.

Materials & Printing tips:

- Markers, post its, blue tack or pins, tape.
- 1 Poster per group: plotter printing 900mm x 1500mm or draw it on a flipchart or whiteboard.
- 4 Challenge cards per group: 2-sided print, A6 white paper.
- 1 set of Superpower cards per participant: we suggest to print each set in a different colour paper (e.g. pastel coloured cardboard) so you can identify the company/organisation.
  Each set includes 16 cards of 4 different types as follows:
  - 1 company card (blank at the back)
  - 5 waste cards (2-sided print)
  - 5 ecosystem cards (2-sided print)
  - 5 asset cards (2-sided print)

  Have extra blank cards of each colour in case they need more of one of the categories.

Facilitator guide

1. Introduction & group formation (10 minutes)

Materials: presentation

- Explain the overall workshop objective.
- **Split into groups**: Each group should have 3-4 people coming from different companies or organisations.

2. Identify your superpowers (30 minutes)

Materials: markers + 1 set of superpower cards per participant (see printing tips) + tape

- **Introductions:** Ask each participant to pick a deck of cards of a different colour and fill out their "My Company" card. Then go around and have each person introduce themselves to the group, read their card and place it on the poster. (5 minutes)
- **Superpower Brainstorm**: Get everyone familiar with the different types of superpowers by reading out loud the examples in the back. Each participant fills out their superpower cards, at least one per category (assets, waste, ecosystem). Keep extra cards handy in case other more relevant superpowers come to mind later in the exercise. (10 minutes)
- **Share in the group**: ask each person to share their organisation's superpowers (15 minutes)

3. Select a collaborative challenge (15 minutes)

Materials: markers + 4 challenge cards per group + tape

- **Get familiar with the challenges:** Read one challenge card at a time to the group including the example and place in the center of the table. Get them to think about "Which of your superpowers could be a part of the solution?" and as them to quickly place on the table any cards that may be relevant at the challenge. Don't overthink it. You'll have time in the next phase to discuss. Repeat the process for each of the 4 challenge card.

- **Select a challenge:** ask the group to choose one or two challenges that they feel best positioned to address together. It may be that not all of you can contribute to the same challenge, but at least two people must collaborate. Tape the challenge card on the poster.

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4. Draw your collaboration map (30 minutes)

Materials: superpower cards, marker, post its, blue tack or pins to be able to move the cards around the poster if needed

It's time to get your entrepreneur's hat on and design a new venture together.

- **Leverage your superpowers:** What superpowers could each organisation contribute? Any new superpowers that did not come up before that we should add?
- **Map the relationships:** draw the relationships and connections on the poster using your superpower cards. (See slides for examples)

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5. Design your circular venture (20 minutes)

Materials: poster & markers

- **Brainstorm business ideas:** How might we work together to create value and address our collaborative challenge? How could a circular business or service could better serve user needs?
- **Synthesise your venture concept:** fill out the bottom part of the poster.
  Name: come up with a brand for your venture.
  Description: What does your business do? Who is the customer?
  Value proposition: How does it create value for business, people and the planet?

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6. Share back (15 minutes)

Materials: filled out poster

Ask teams to present 1 concept in 3-5 minutes each.

Circular Strategies Workshop

Are there different or better ways to meet user needs by applying circular strategies?
In this workshop, you will redesign an everyday product by reflecting on the functional and emotional needs that it serves and using the circular strategy cards to brainstorm new solutions that are better for people and planet.

Audience: great entry level exercise suitable for any audience of professionals or students.
Time: minimum time is 1 hour to run the exercise. You might want to add time for sharing back.

Materials & Printing tips:

- Presentation
- 6 Circular strategy cards - A5 print size
- Worksheet - print in A3 or bigger
- Markers or pens

Facilitator guide

1. Introduction & group formation (5 minutes)

- Explain the overall workshop objective.
- Split into groups of ideally 3-4 people
- Ask each team to pick one of the following products

2. Explore functional and emotional needs (15 minutes)

- **Ensure understanding by providing examples:**
  Car 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.
  Office chair - the functional needs of a chair include ergonomics, health, comfort, convenience. From an emotional point of view office chair (think leather armchair) may communicate hierarchical status, or others encourage collaboration or creativity.
- **Interview a user**: Pick a member of your team to be the user. The person should be a user of the product you picked. Take notes in post its as you listen.
- **Understand how they might use the product or service:** Ask open-ended questions about your topic such as: What are the best/worst parts about…?
- **Ask about the why:** Ask questions such as “Can you tell me why that is important?” as often as you can.
- **Seek to understand how they live their lives or operate their business:** explore potential areas to leverage with new ideas.
- **Share observations in the team and move to insights:** Ask ‘what is broken in the experience?’ Ask ‘what they identified as missing from the experience?’

3. Ideate new products or services (15 minutes)

Are there different or better ways to meet these needs by applying circular strategies?

- **Get familiar with the strategies:** get teams to reading out all the cards in each group.
- **Brainstorm using the Circular Strategy Cards:** 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. Go for quantity. Try different card combinations.

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4. Design your solution (15 minutes)

- **Pick an idea**: that better serves user need while applying circular principles
- **Describe and illustrate your selected idea:** Try to be visual and give it a memorable name.

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5. Develop your rationale (10 minutes)

- **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?

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6. Share back (extra 10 minutes)

- Pick 2-3 groups who worked in different product categories
- Ask them to share their final idea and explain why is it better for the user and what makes it circular.