# Circular Ventures Workshop

THE
CIRCULAR
DESIGN
GUIDE

IDEO

ELLEN MACARTHUR
FOUNDATION

# Achieving scale
# through collaboration

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We believe that multi-stakeholder collaborations can contribute to scale the impact of circular economy and generate value for people, planet and business.

How might we scale circularity by leveraging our combined strengths and weaknesses?

# Design a circular joint venture that is

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- Restorative
- Inclusive
- Scalable

# Exercise overview

Split into groups of 4 people from different companies

**1** **YOUR SUPERPOWERS**
What do we have? What do we bring to the table?
(30 min)

**2** **COLLABORATIVE CHALLENGE**
How might we work together?
(15 min)

**3** **CIRCULAR VENTURE DESIGN**
What value can we create by collaborating?
(50 min)

**4** **PITCH**
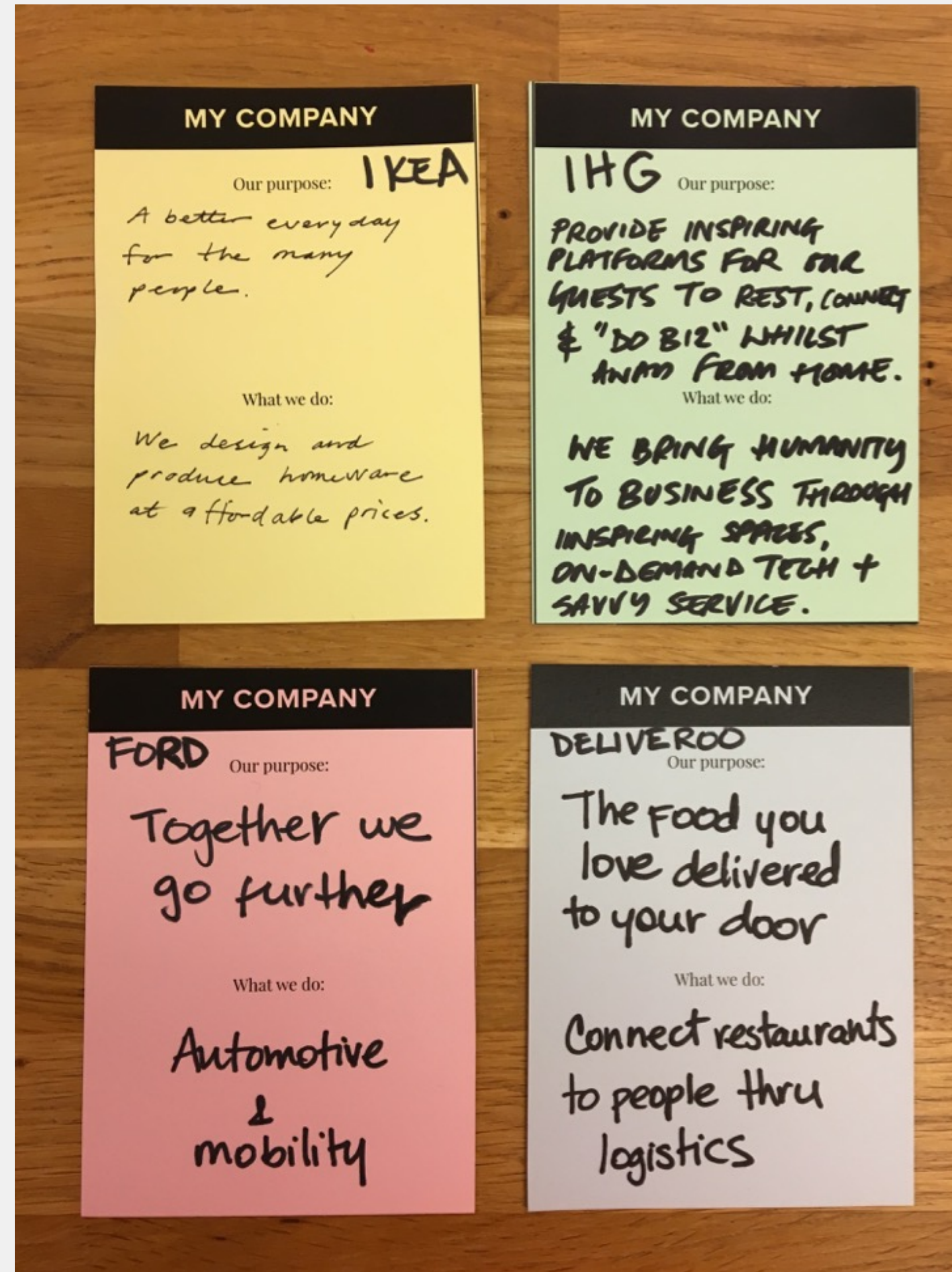Share back one concept in 3 minutes
(15 min)

1

# Superpowers

# MY COMPANY

Pick a colour

- What company or organisation are you part of?
- What does it do?
- Why does it do it?

## ASSETS

Think about...
What are your most valuable assets and your key capabilities? (Tangible & intangible)

Examples:
- Energy / Land / Materials
- Infrastructure / buildings
- Knowledge / Data
- Technology / Platforms
- Highly skilled employees
- Brand value
- Technical capabilities & methods

## WASTE

Think about...
What by-products do you generate?
Do you have surplus/ unused capacity?

Examples:
- Production waste
- Packaging
- Food waste
- Under-utilised space
- Surplus stock
- Unused data
- Idle time
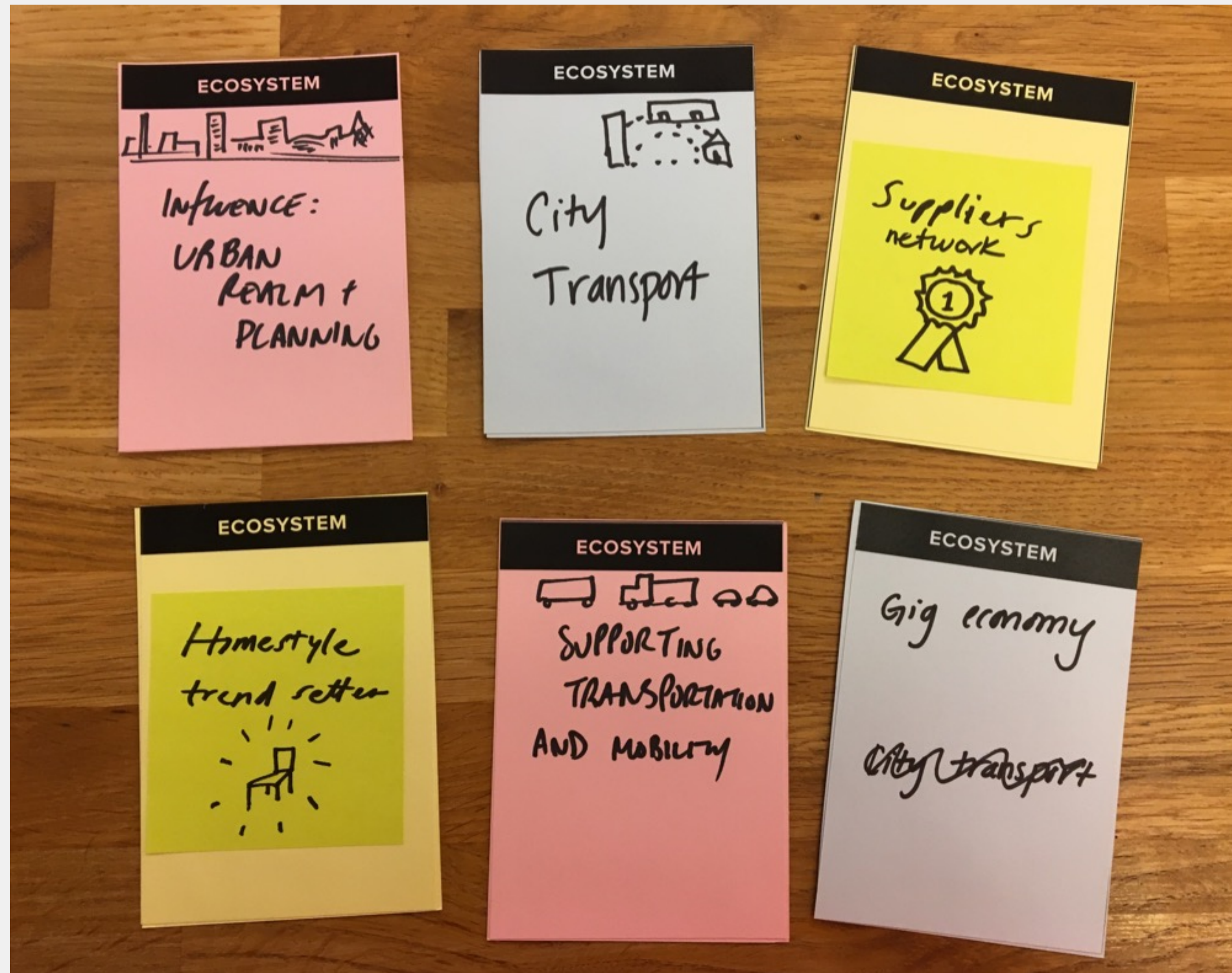
# ECOSYSTEM

Think about…
Your role in the wider ecosystem.
What or who do you influence?
What's the value chain you are part of?

Examples:
- Trend setting
- Scale / Buying power
- Key partnerships
- Suppliers network
- Local or global economy

# Superpowers exercise (25 mins)

What do we have? What could we each bring to the table?

**1** **INTRODUCE YOURSELF**
Fill out your company card and put it on the poster

**3** **SHARE WITH THE GROUP**
Read out your partners' superpowers to the group

**2** **SUPERPOWERS BRAINSTORM**
Work in pairs. Fill out at least 2 cards per category

2

# Collaborative Challenge

**CHALLENGE**

# Closed Loop

How might we collaborate to create a closed loop system to recirculate materials after use?

**CHALLENGE**

# Waste as a Resource

How might we collaborate turn waste into a resource?

**CHALLENGE**

# Asset Sharing

How might we work together to maximise the use of physical infrastructure or assets?

**CHALLENGE**

# Feedback Loops

How might we make use of each other's data to create new service offerings that improve the circularity of materials?

Asset Sharing

How might we work together to maximise the use of physical infrastructure or assets?

CASE STUDY: SPACIOUS

CHALLENGE

Closed Loop

How might we collaborate to create a closed loop system to recirculate materials after use?

CASE STUDY: SPECIAL

CHALLENGE

ECOSYSTEM — Gig economy

ECOSYSTEM — City transport

WASTE — Unbalanced supply + demand in driver...

WASTE — Left over stock

ASSET — SPACE!!! (sometimes connected)

SUPERPOWER — Logistics software / Ability to...

WASTE — 3D data

ECOSYSTEM — We are an EXCELLENT 3rd choice !!

WASTE — Hand jobs? etc.

SUPERPOWER — DATA!!!!

ECOSYSTEM — LITTLE INFLUENCE

ASSET — PEOPLE + CULTURE!! award winning service teams

SUPERPOWER — HIGH ONE FAMILY

WASTE — DATA TELEMATICS

ASSET — # drivers + restaurant partners

WASTE — FOOD + BEVERAGE Waste

# Collaborative Challenge (15 mins)

**1** **READ THE CHALLENGE CARDS**
As a group

**2** **BRAINSTORM**
Which of your Superpowers could help solve the challenge?

**3** **PICK YOUR CHALLENGE**
Choose one or two that you feel you are best positioned to address together

3

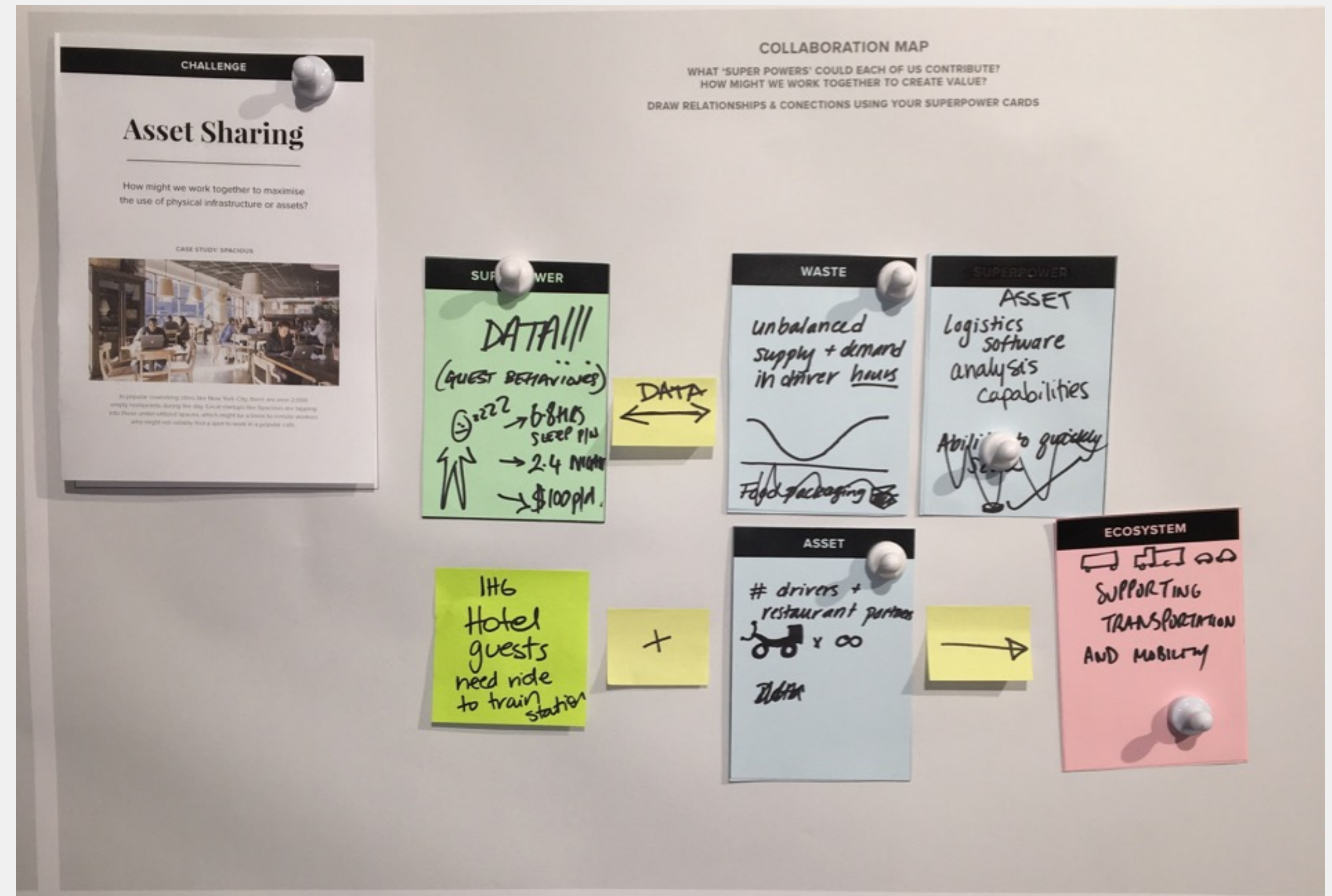# Circular
# Joint Venture

# Collaboration map

(30 mins)

**1** **JOIN SUPERPOWERS!**
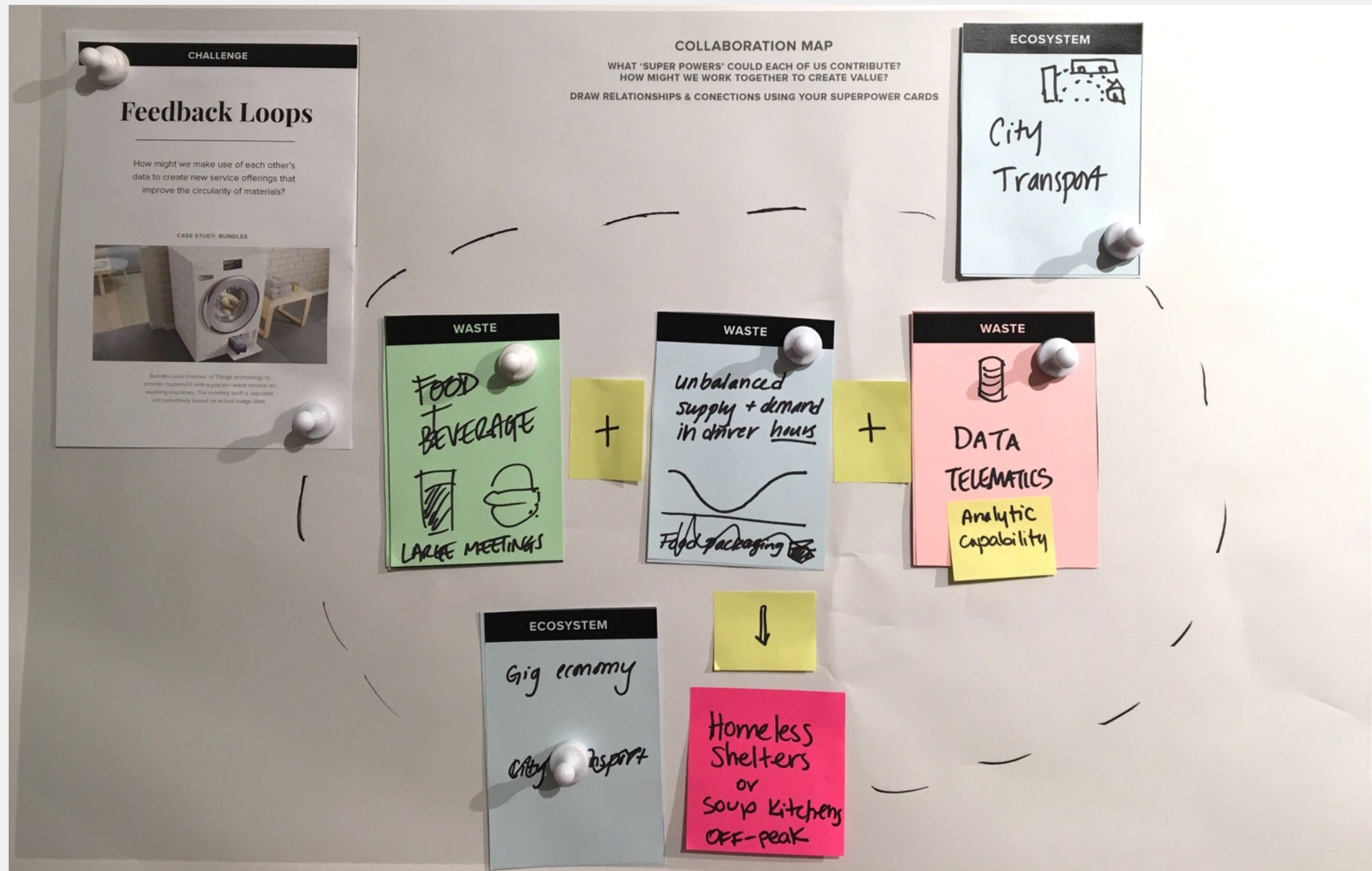What superpowers could each of us contribute?

**2** **HOW MIGHT WE WORK TOGETHER?**
Draw relationships and connections

CHALLENGE

# Feedback Loops

How might we make use of each other's data to create new service offerings that improve the circularity of materials?

CASE STUDY: BUNDLES

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.

COLLABORATION MAP

WHAT 'SUPER POWERS' COULD EACH OF US CONTRIBUTE?
HOW MIGHT WE WORK TOGETHER TO CREATE VALUE?

DRAW RELATIONSHIPS & CONECTIONS USING YOUR SUPERPOWER CARDS

ECOSYSTEM

City Transport

WASTE

FOOD + BEVERAGE

LARGE MEETINGS

+

WASTE

Unbalanced supply + demand in driver hours

Food packaging

+

WASTE

DATA TELEMATICS

Analytic Capability

ECOSYSTEM

Gig economy

City Transport

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Homeless Shelters or Soup Kitchens OFF-peak

# Venture Concept

(20 mins)
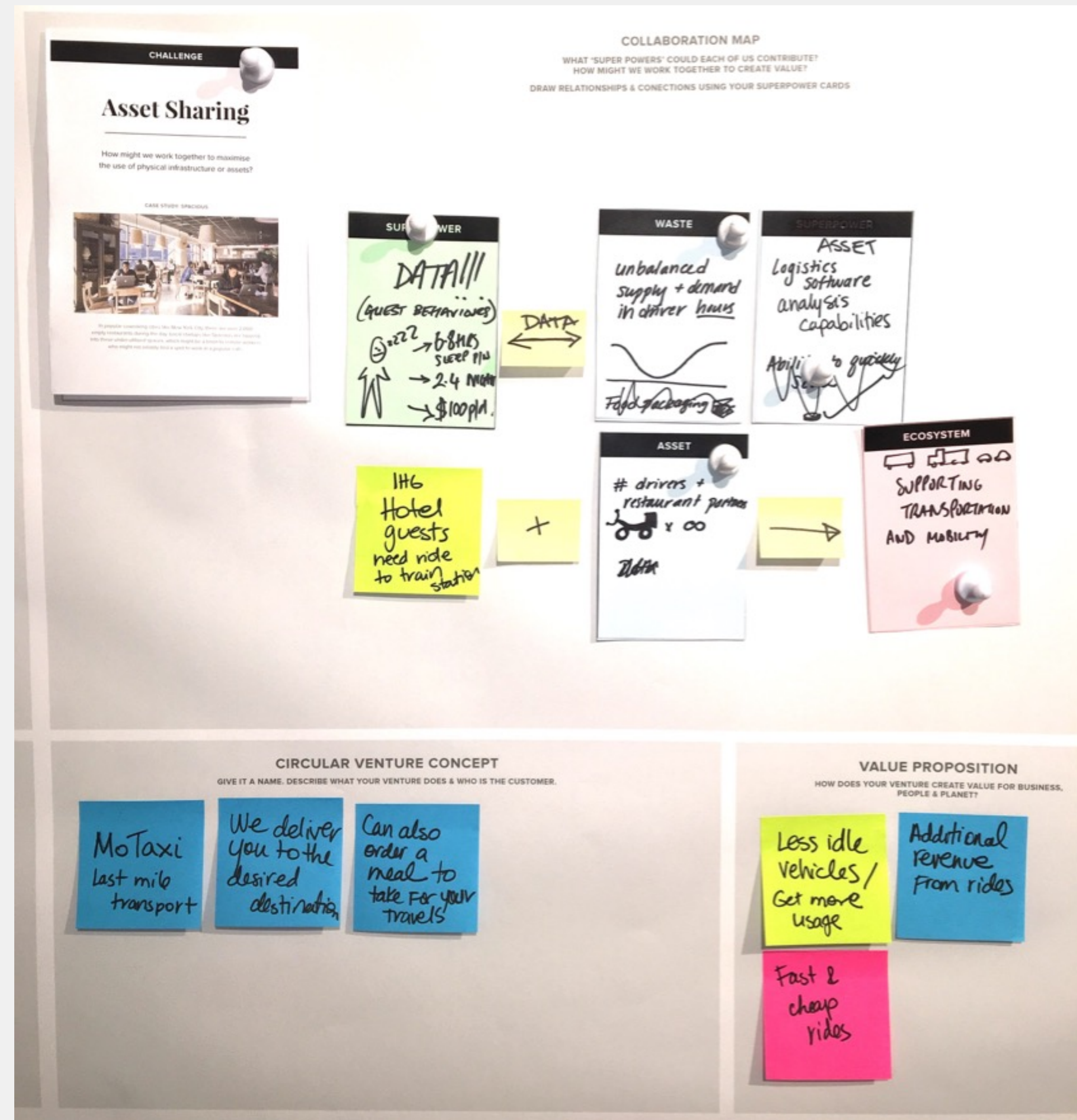
**1** GIVE IT A NAME

**2** DESCRIPTION
What does it do?
Who is the customer?

**3** VALUE PROPOSITION
How does it create value for business, people and the planet?

**4**

# Pitch time!

Explain a concept in 3 minutes

# Thank you!

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