

3.2

THE MORE YOU KNOW ABOUT **CIRCULARITY**, THE EASIER IT WILL BE FOR YOU TO SCALE AND INCREASE YOUR IMPACT.

A circular economy is an industrial economy that promotes greater resource productivity, aiming to reduce waste and avoid pollution. Making your product, service or organization more circular can help you build small successes and scale your solution over time. The design thinking approach allows you to explore new ways to create sustainable,

resilient, long-lasting value in the circular economy – giving you the creative confidence to redesign the world around you.

This resource will help you scaffolding your approach to the project you are about to take on. It helps to identify small, measurable opportunities to design for circularity.

Type:

#tool

Subject:

#circular design

Keywords:

#project challenge definition

#circular economy

#design thinking



Instructions

STEP 1.

Start by picking a product, service or a business challenge to focus on.

STEP 2.

Start by writing down what your product or service is trying to solve.

STEP 3.

Go through the series of questions to help you find opportunities for circularity. If you answered 'yes' to any of the questions, write down a few considerations for each opportunity that could be realised within your organization.

STEP 4.

Based on the considerations for each answer, do any of your opportunities stand out as a good place to start? What feels most immediately achievable with potential for improved customer and business value? It might be helpful to get input from others on which opportunity to pursue.

STEP 5.

Using the circular opportunity worksheet, create an outline for what you might pursue, asking yourself the following questions:

- Would this innovation improve the customer experience in some way?
- What would this system require that doesn't currently exist?
- How might this affect your business strategy and financial needs?
- What roles or collaborators might I need to make this happen?
- What's the next step to get this process started?

Worksheet 1.

Look for opportunities to become more circular.
 Answer each of the following questions.
 Remind yourself of what core needs your offering is solving.

PROLONGING PRODUCT LIFE	N	Y	CONSIDERATIONS
Can your product become a service in some way?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you make it easier for your users to repair it themselves?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you design your product to be more modular so individual components can be upgraded or replaced easier?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you provide a maintenance service to sustain the life of the product?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you work directly with your manufacturer to restore your products after their first use cycle?	<input type="checkbox"/>	<input type="checkbox"/>	

PURPOSEFUL INPUTS & OUTPUTS	N	Y	CONSIDERATIONS
Can you utilise waste or recycled materials for your materials?	<input type="checkbox"/>	<input type="checkbox"/>	
Can any of your materials be sourced more locally?	<input type="checkbox"/>	<input type="checkbox"/>	
Can your production be more localised?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you minimise the waste stream your product produces?	<input type="checkbox"/>	<input type="checkbox"/>	
Can your product contribute to the biocycle in some way?	<input type="checkbox"/>	<input type="checkbox"/>	



Worksheet 2.

Pick any opportunity you identified on the previous sheet and flesh it out.

THE
CIRCULAR
DESIGN
GUIDE

WORKSHEET

Circular Opportunities

Pick any opportunity you identified on the previous sheet and flesh it out.

MY CIRCULAR OPPORTUNITY IS :

WOULD THIS INNOVATION IMPROVE THE CUSTOMER EXPERIENCE IN SOME WAY ?

WHAT WOULD THIS SYSTEM REQUIRE THAT DOESN'T CURRENTLY EXIST ?

HOW MIGHT THIS AFFECT YOUR BUSINESS STRATEGY AND FINANCIAL NEEDS ?

WHAT ROLES OR COLLABORATORS MIGHT I NEED TO MAKE THIS HAPPEN ?

WHAT'S THE NEXT STEP TO GET THIS PROCESS STARTED ?

About: Circular Design Guide

IDEO and the Ellen MacArthur Foundation released the first design thinking guide for the circular economy. Created to drive awareness of the circular economy, the practical guide encourages innovators, entrepreneurs and corporate change-makers to ask new questions about value creation and long-term business health, and apply circular principles to their own organizations. The tool includes 24 methods and a resource bank enabling change makers, entrepreneurial innovators and students to get to grips with the circular economy.

www.circulardesignguide.com

Source:

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