



Life Cycle Design

develop

product

service

circular strategy



45-60 min



1-5 people



canvas
Sticky notes

Develop a holistic product-service-system, discover and close gaps in the loops.

To design products and services in a circular way, a holistic circular concept needs to be in place at the very beginning of the development. How can loops be closed, what operational requirements are needed which partners can supply solutions and how can they benefit? This method helps ideate and develop solutions for all loops and the initial (product) design.

Description

Find solutions how to close every loop in the Circular Economy. Start with the inner loop and move outwards from there. The icons may help to identify needs but there may be more strategic decisions to be taken. Decisions that are related to the very product or service design can be noted in the left column.

Discuss and decide whether the offer focusses on a specific loop or if all approaches are evenly important. How can the closing of the other loops be insured? Who is needed? In a second step mark important stakeholder and dimensions: what is design related, what partners are involved, how is this system profitable, where is environmental impact created, where are risks of negative impact?

For Facilitators

Not for every concept all loops are equally important. Yet to ensure a positive impact, all loops need to be considered and measures to ensure no gaps should be in place. According to the value loss, it's helpful to let participants start with the inner loop or alternatively with the focus loop for the specific concept. If the idea is very precise already the step of stakeholder identification can be merged. Otherwise make sure participants understand what actions and means of value creation can be fulfilled with internal capacities and where auxiliary support is needed.

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