



CIRCULAR DESIGN | Why and how

The importance of design for a circular transition

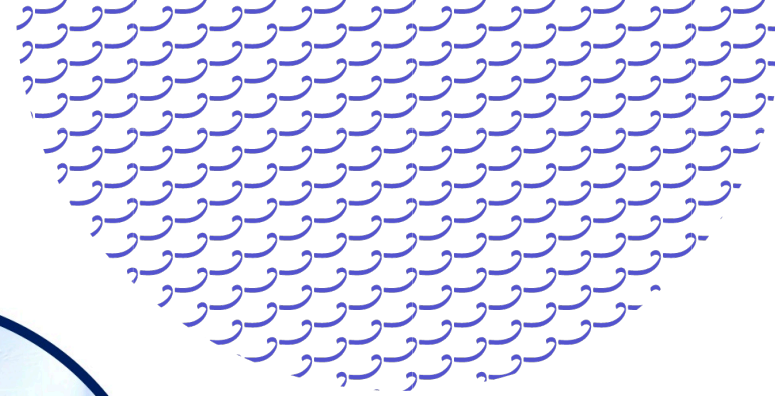
How to use this presentation

Working on the [Ecodesign Circle project](#) we realized that nearly everyone wants a compelling story,
... about why we have to design our economy differently,
... how to implement ideas and most important
... what benefits beyond „doing good“ circular design provides.

Hence we put together this slide deck that shall help you understand the importance of design in the circular economy and convey the story to potential beneficiaries.
It's organized in chapters, so feel free to skip pages.
In the end, you also find blank pages to add slides to your need.

Should you use the **logos**? We believe yes! We are establishing a strong network of Circular Design practitioners and would love for you to join us on that important cause! On the next pages you can **place your own logo!**

WELCOME



Dr. Max Marwede
Design lead, research fellow



Tapani Jokinen
Strategic design consultant



Ronja Scholz
circular design researcher

contact:
ronja.scholz@izm.fraunhofer.de

What is the first thing that comes to your mind, when you think of the word...

CIRCULAR ECONOMY?

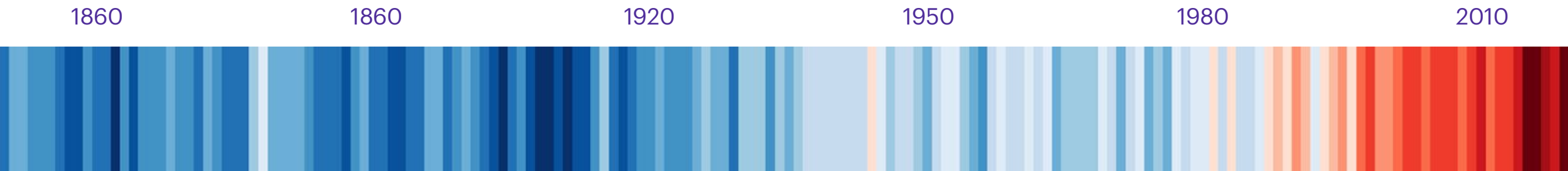
tell in the chat

Why we need to

TALK!

We should not only be worried about

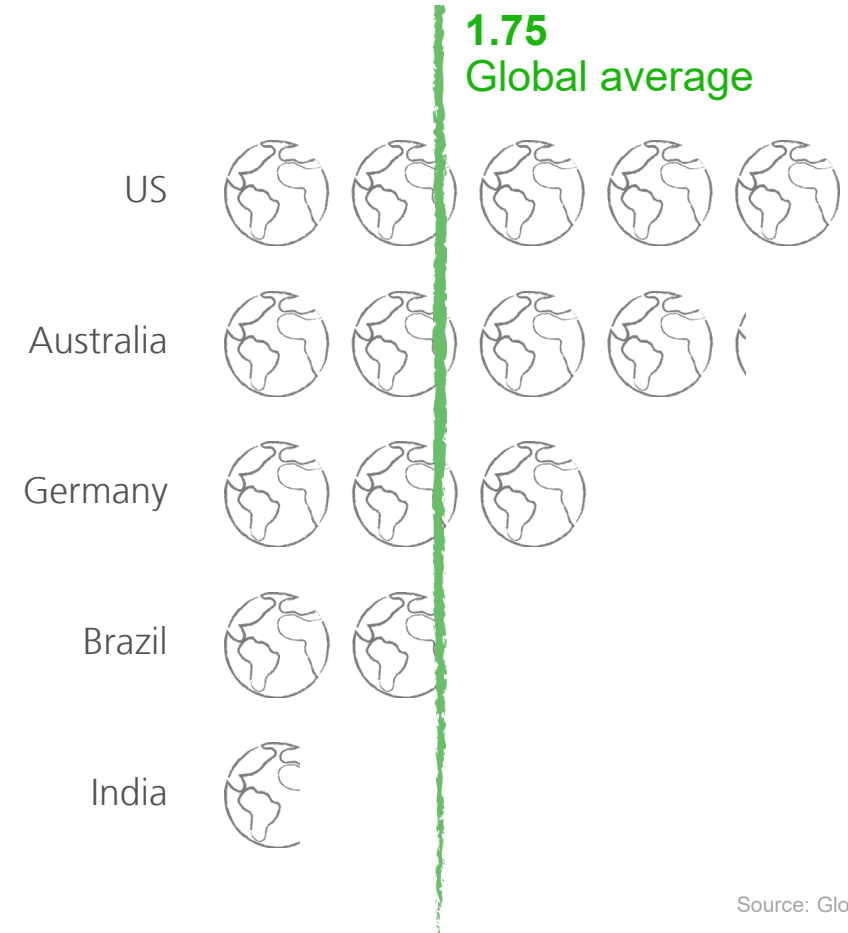
TEMPERATURE



Source: based on Ed Hawkins' 'warming stripes', Data from RCC-ACIS.org

We are using too much OF EVERYTHING

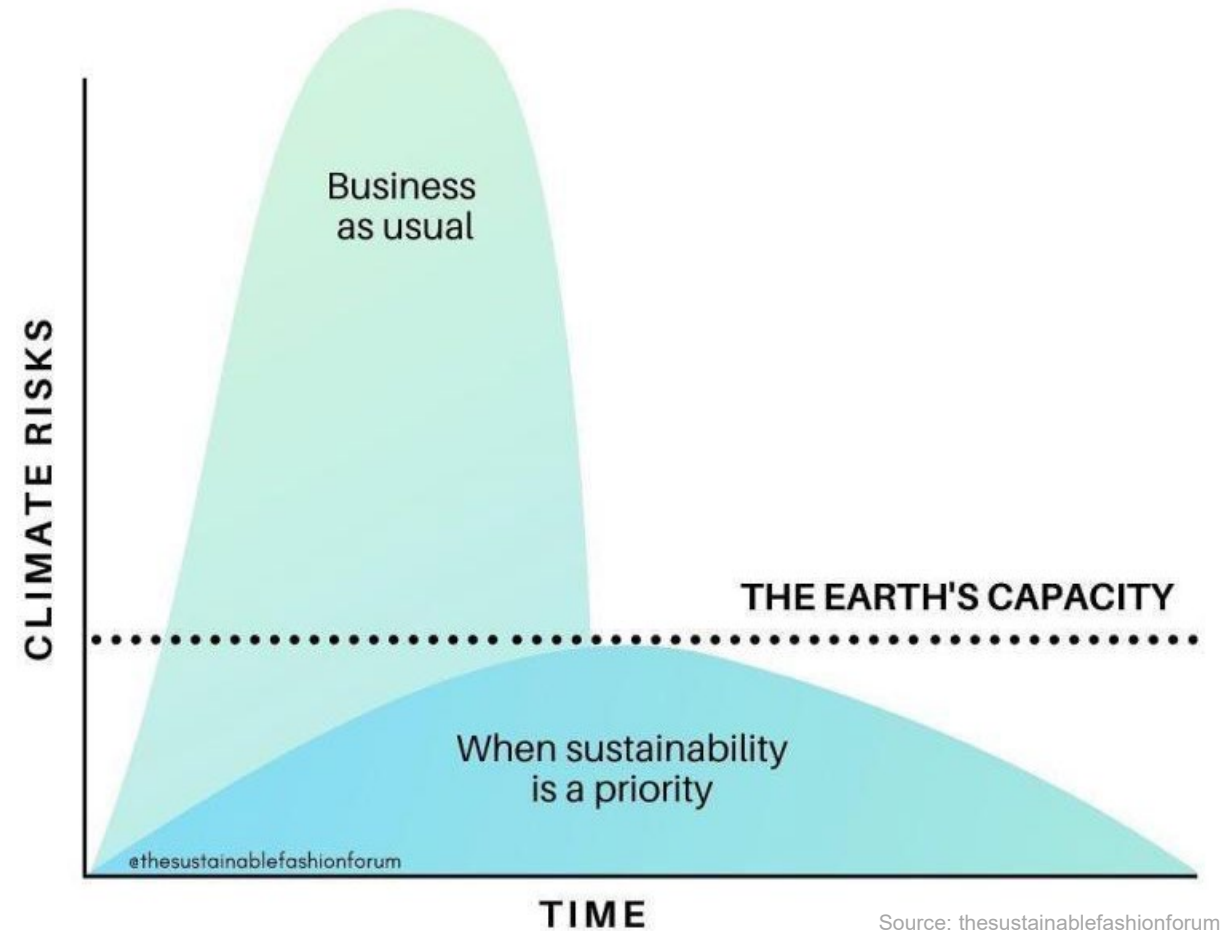
Number of planets we'd need
if world's population were to live like...



Source: Global Footprint Network

We have to

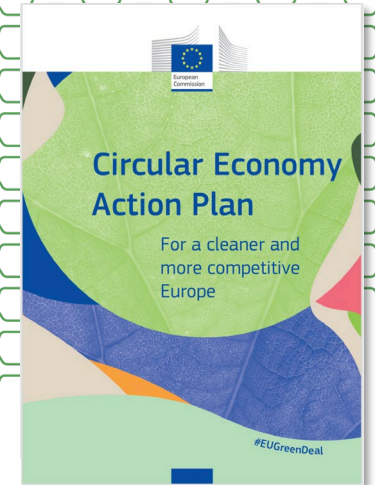
FLATTEN THIS CURVE TOO!



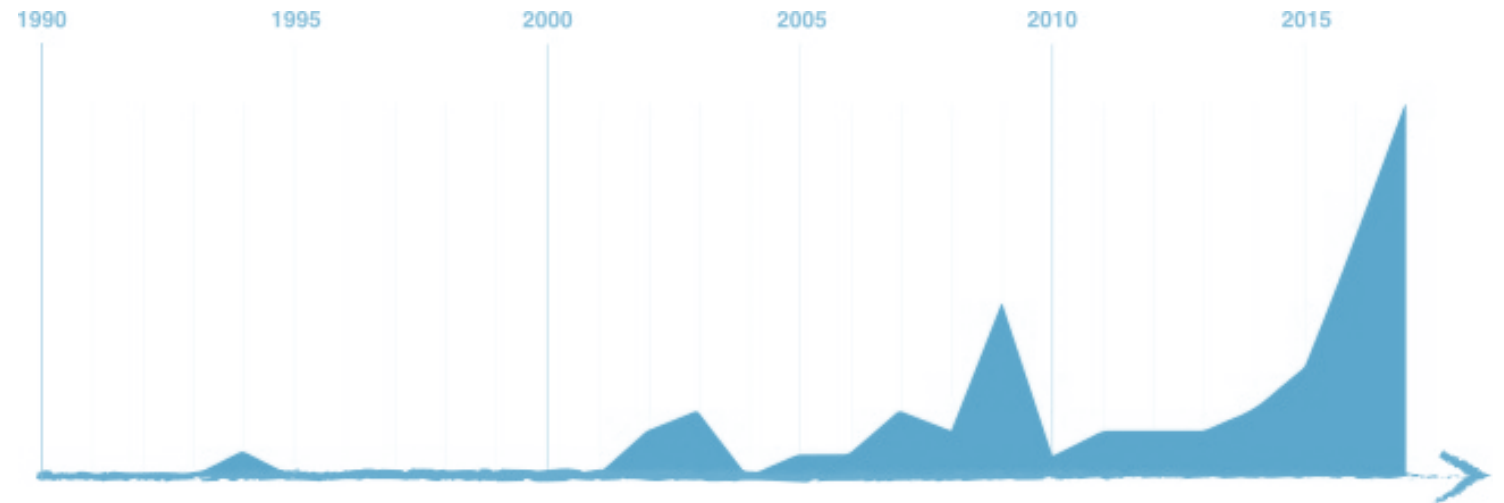
Source: thesustainablefashionforum

REGULATORS

...are setting new goals and restrictions



New regulations on single-use plastics, 1990-2017

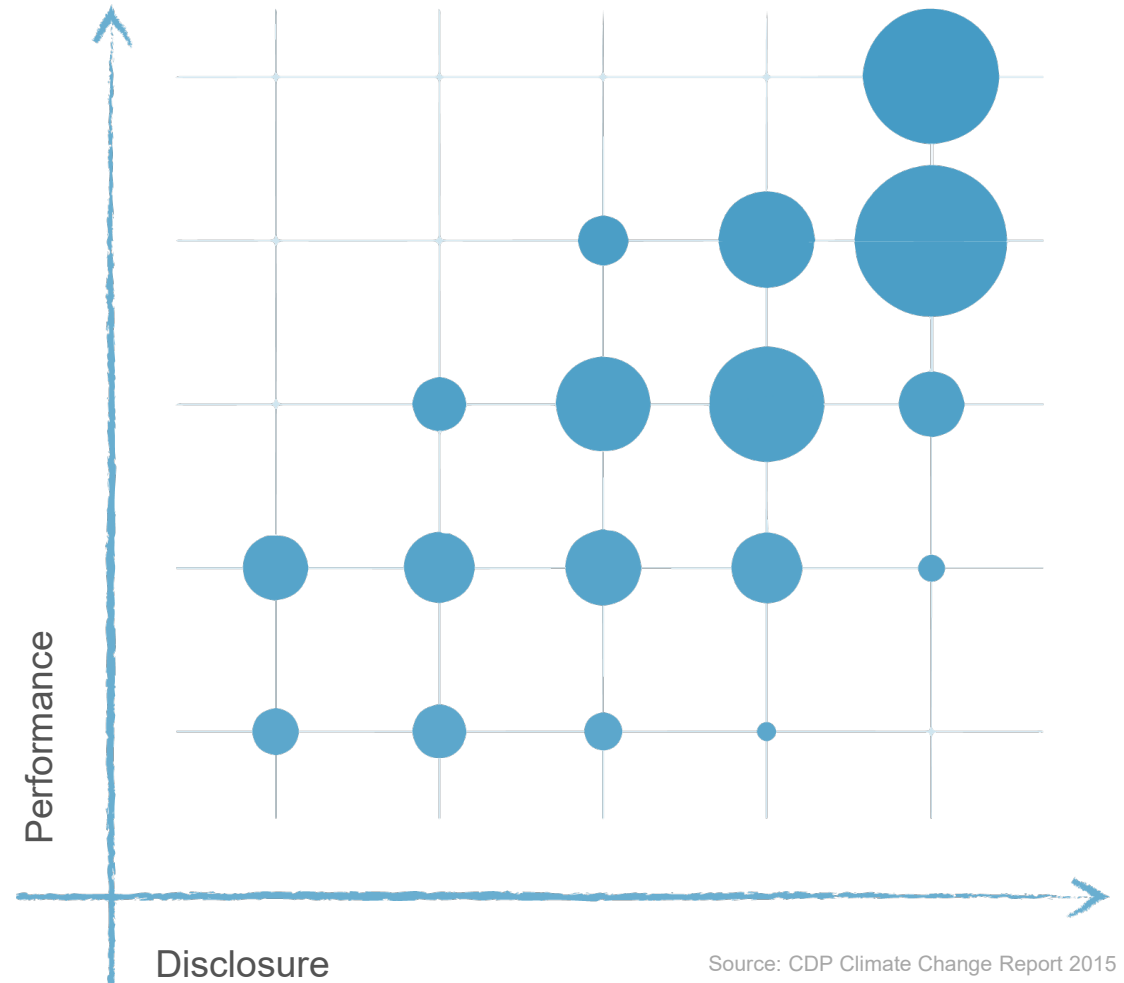


Source: UNEP 2018, p. 24

INVESTORS

...are demanding transparency

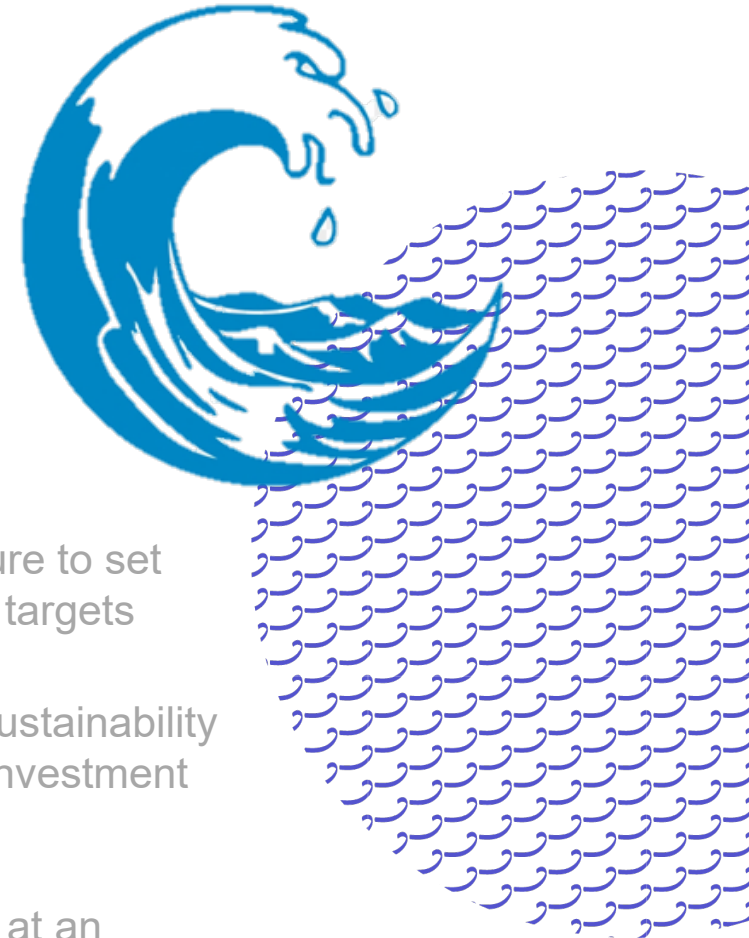
Correlation between disclosure and performance



Source: CDP Climate Change Report 2015

A DISRUPTIVE STORM

...is forming for companies across all sectors



Customers demand digital and sustainable products and services

Regulators are putting in place stricter regulation that mandate sustainable principles and practices

Talent expect more from employers, and want to work for companies that share their values

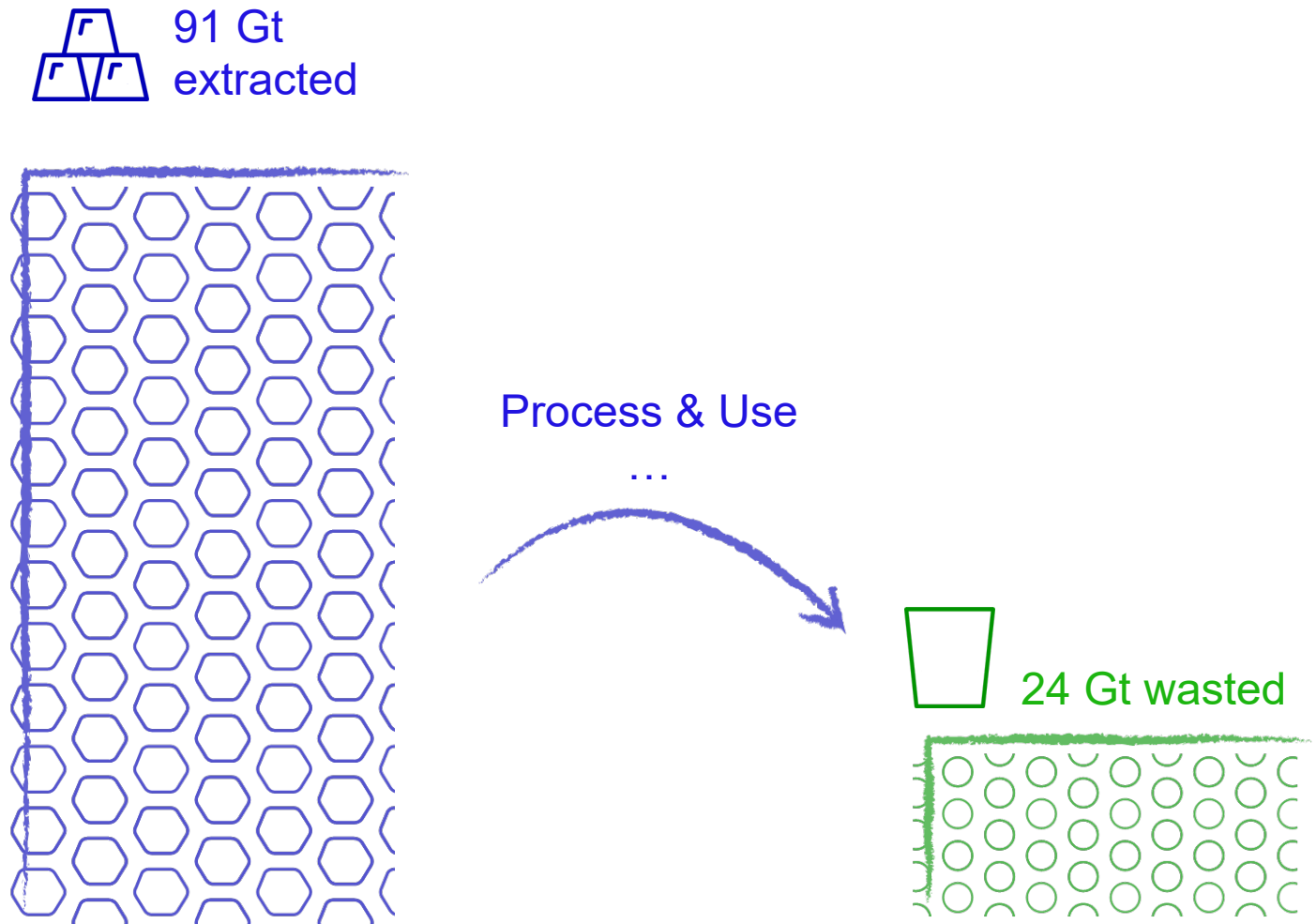
CEOs are feeling the pressure to set and commit to sustainability targets

Investors are considering sustainability metrics as key part of their investment decisions

New competition emerges at an increasing pace enabled by rapidly evolving technology

And the potential is

HUGE



Source: PACE 2020, The Circularity Gap Report, pp. 18

From Linear ... to

CIRCULAR

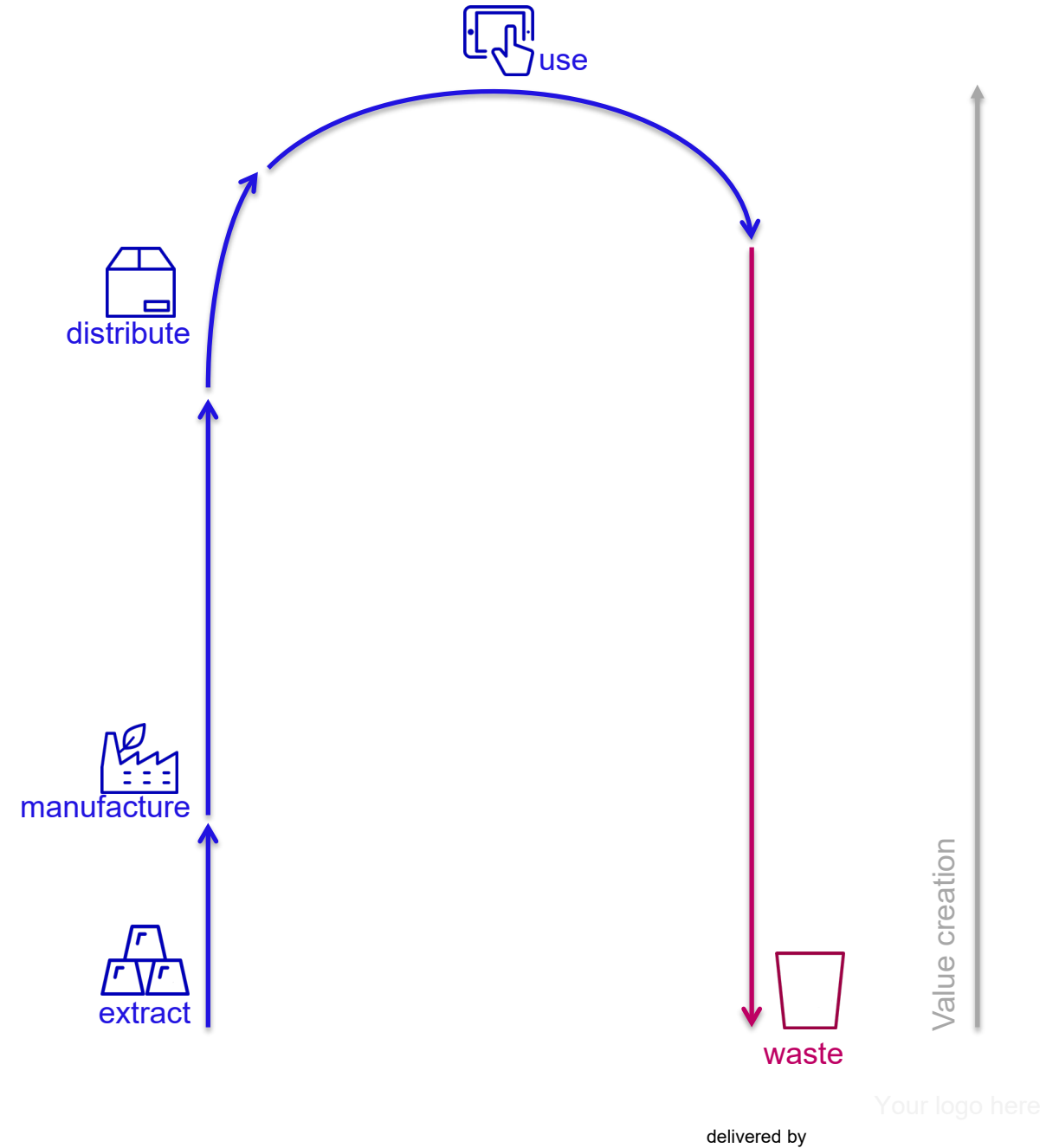
THE LINEAR ECONOMY

is a one way street



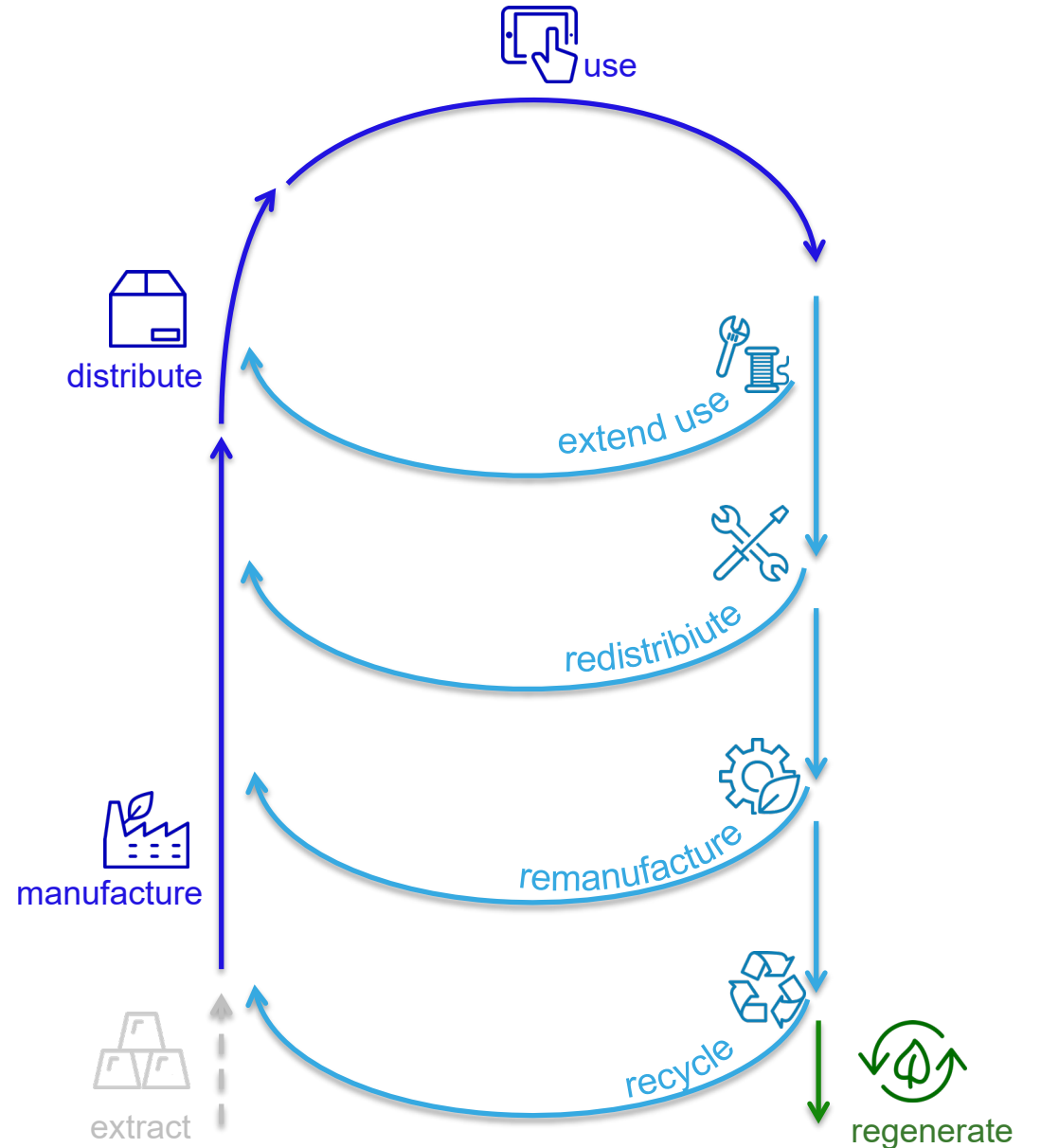
And the linear economy is

WASTING VALUE!



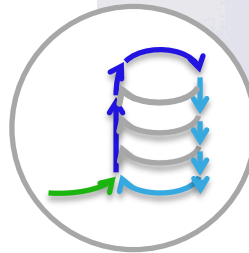
IN THE CIRCULAR ECONOMY

products, components
and materials are kept at
their highest potential.



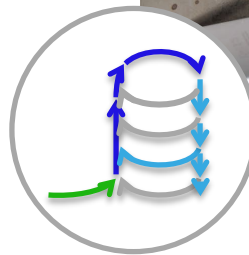
ADIDAS MADE SHOES ...FROM SHOES

A first generation of a 100% recyclable shoe was designed, and used as source material for the second generation.



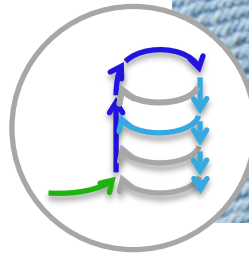
APPLE WANTS THEIR IPHONES BACK!

Apple's Daisy robot disassembles iPhones and retrieves high value components that would be lost in traditional recycling.



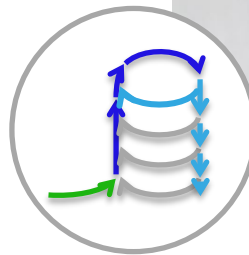
YOUR MUD JEANS WILL GET BETTER OVER TIME

Jeans can be leased, and returned to be repaired or resold as vintage items.



KAER SELLS COOL AIR, NOT MACHINES

Customers pay for air condition as a service, the company takes care of design, installation and maintenance.

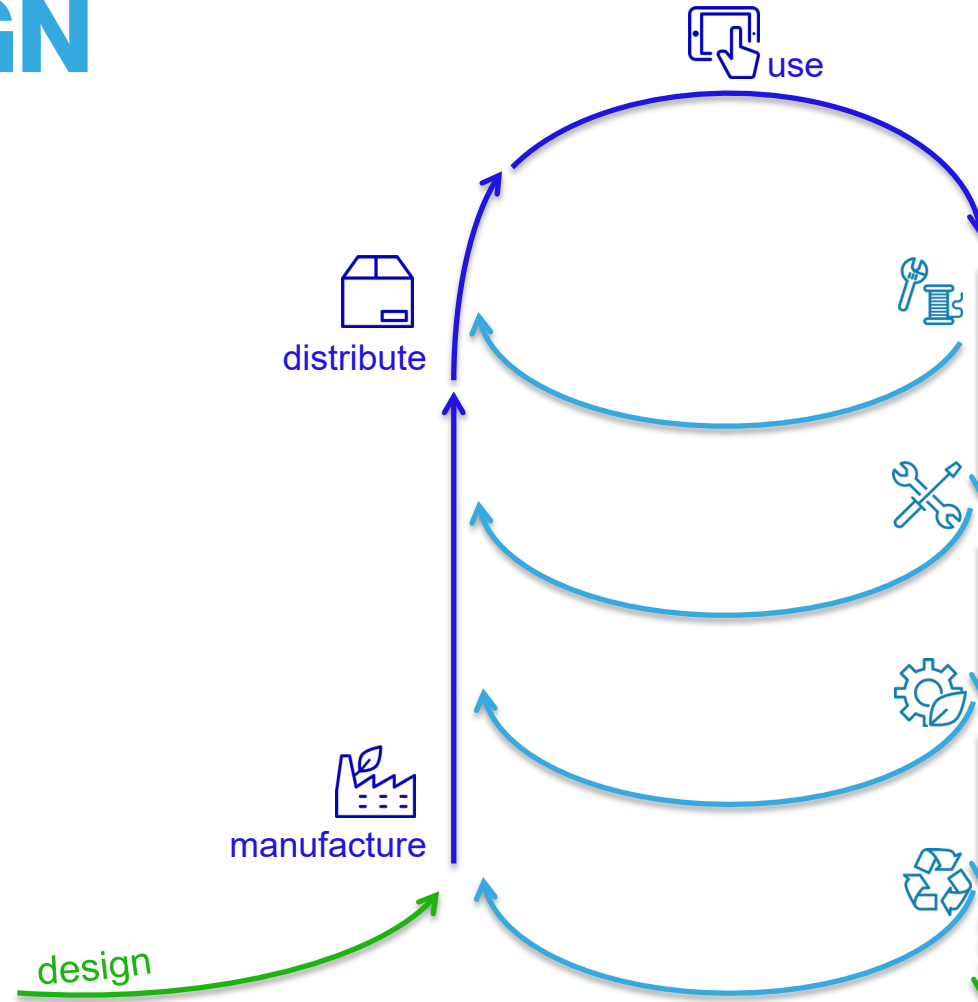


So why circular

Design?

80 % of a products footprint are determined

DURING THE DESIGN PHASE



Closing the loops is a

DESIGN DECISION

non	upgradable
un	maintainable
ir	reparable
in	compatible
non	dismountable
un	recyclable

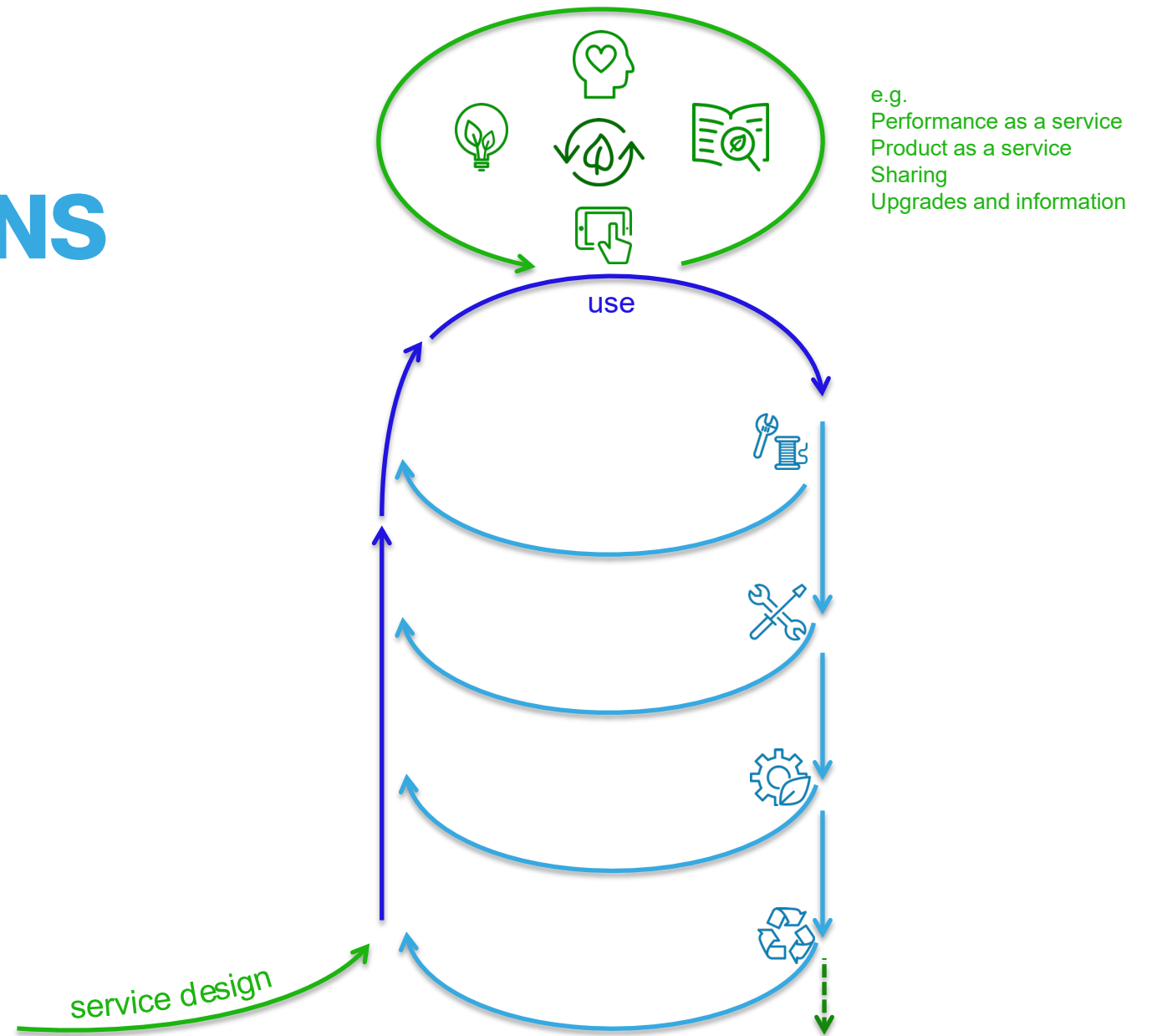
and it can't be retrofitted

And why circular

Serivces?

Service design creates

USER INTERACTIONS



Services allow for

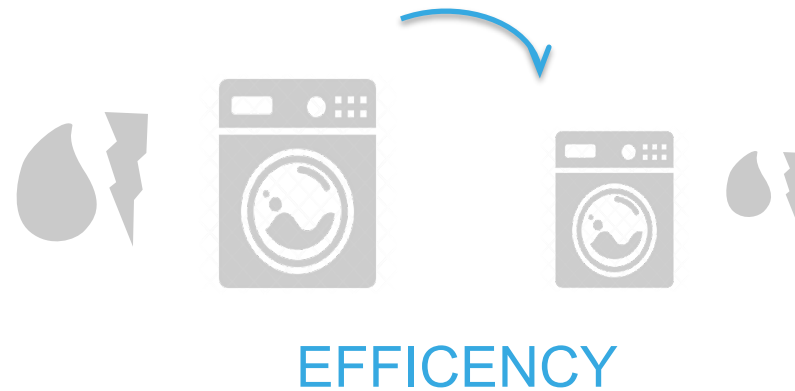
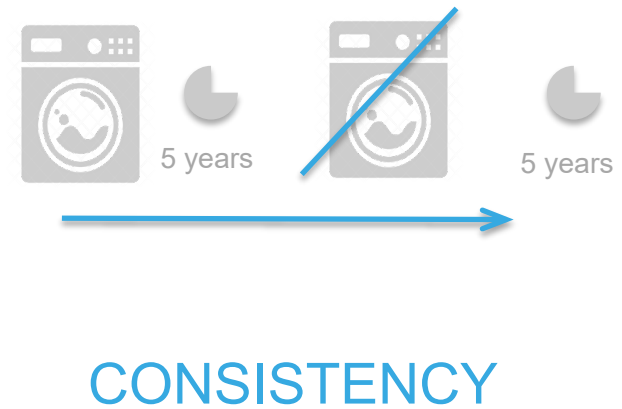
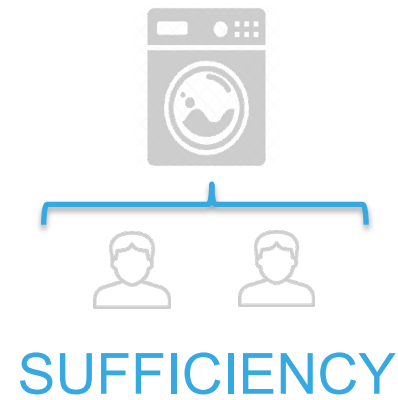
A WHOLE NEW DIMENSION OF

SUFFICIENCY
EFFICIENCY
CONSISTENCY



Use resources ~~efficiently~~

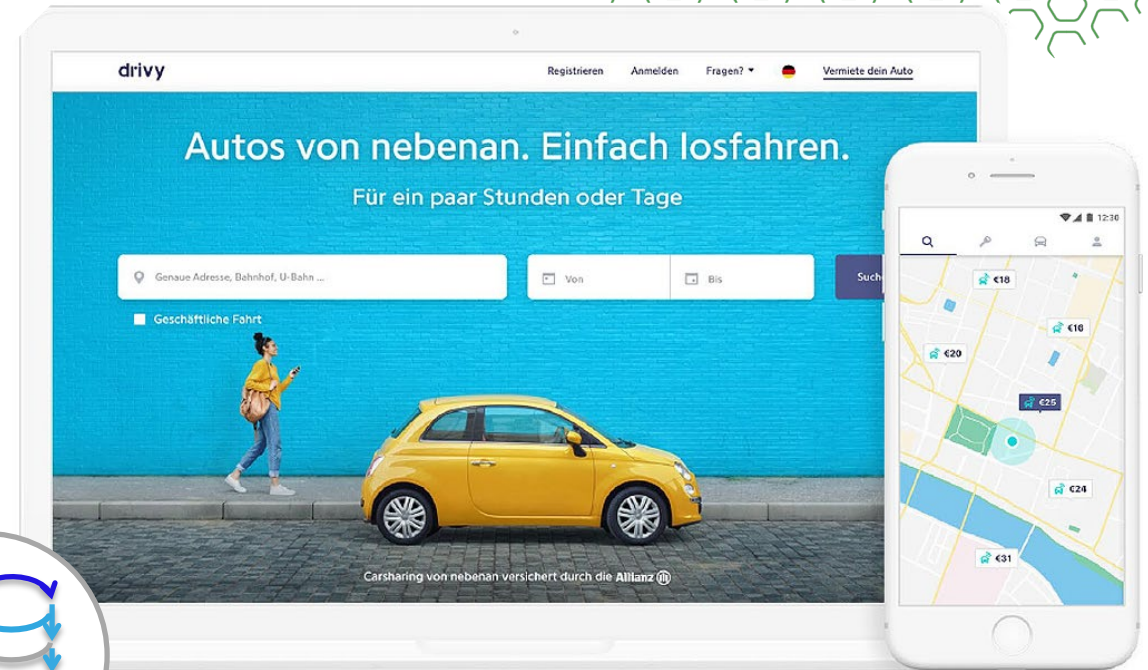
EFFECTIVELY



©: Ronja Scholz, Fraunhofer IZM

DRIVY > PRIVATE CARSHARING (P2P)

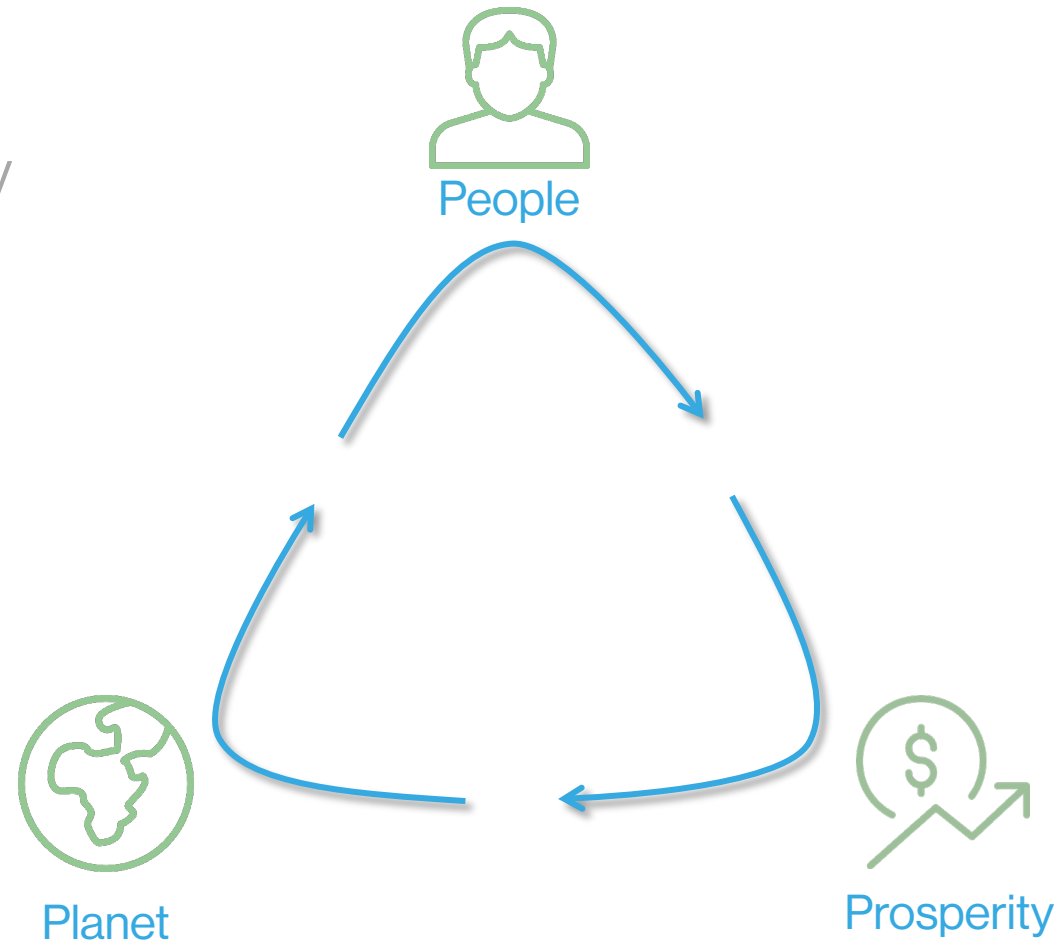
A service provider organizes private (peer to peer) car sharing. Adapting the services to the users needs of security and reliability, they build their business on using resources effectively and reducing the need for owned cars.



We have the

OPPORTUNITY

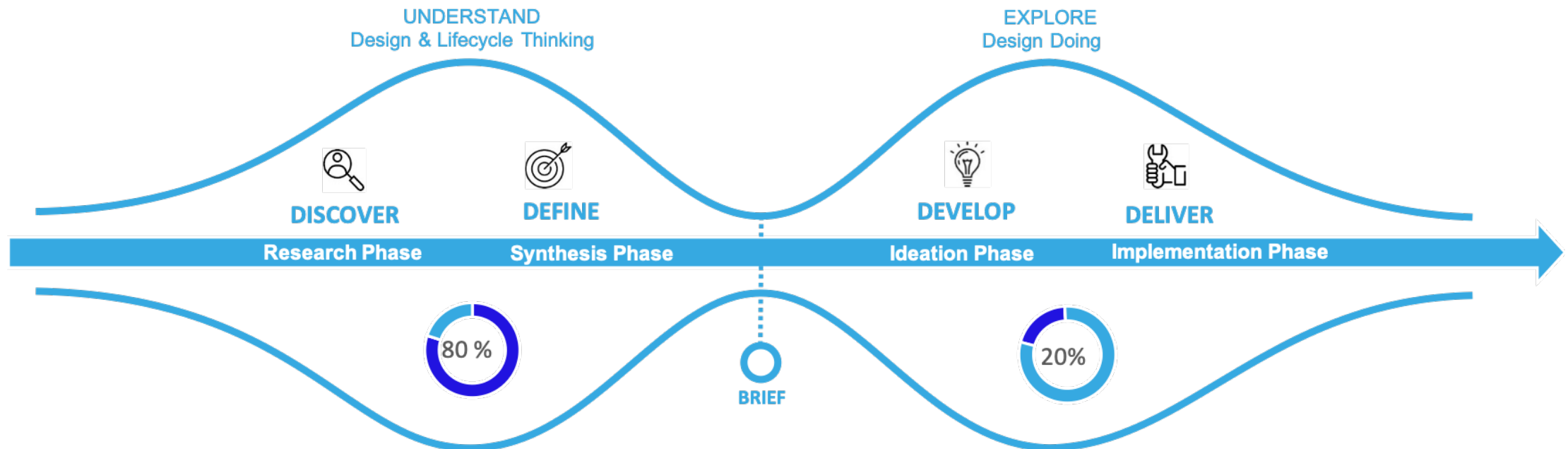
to design experiences that are intentionally regenerative and restorative, propagating value for all actants within an ecosystem



How to **design circular**

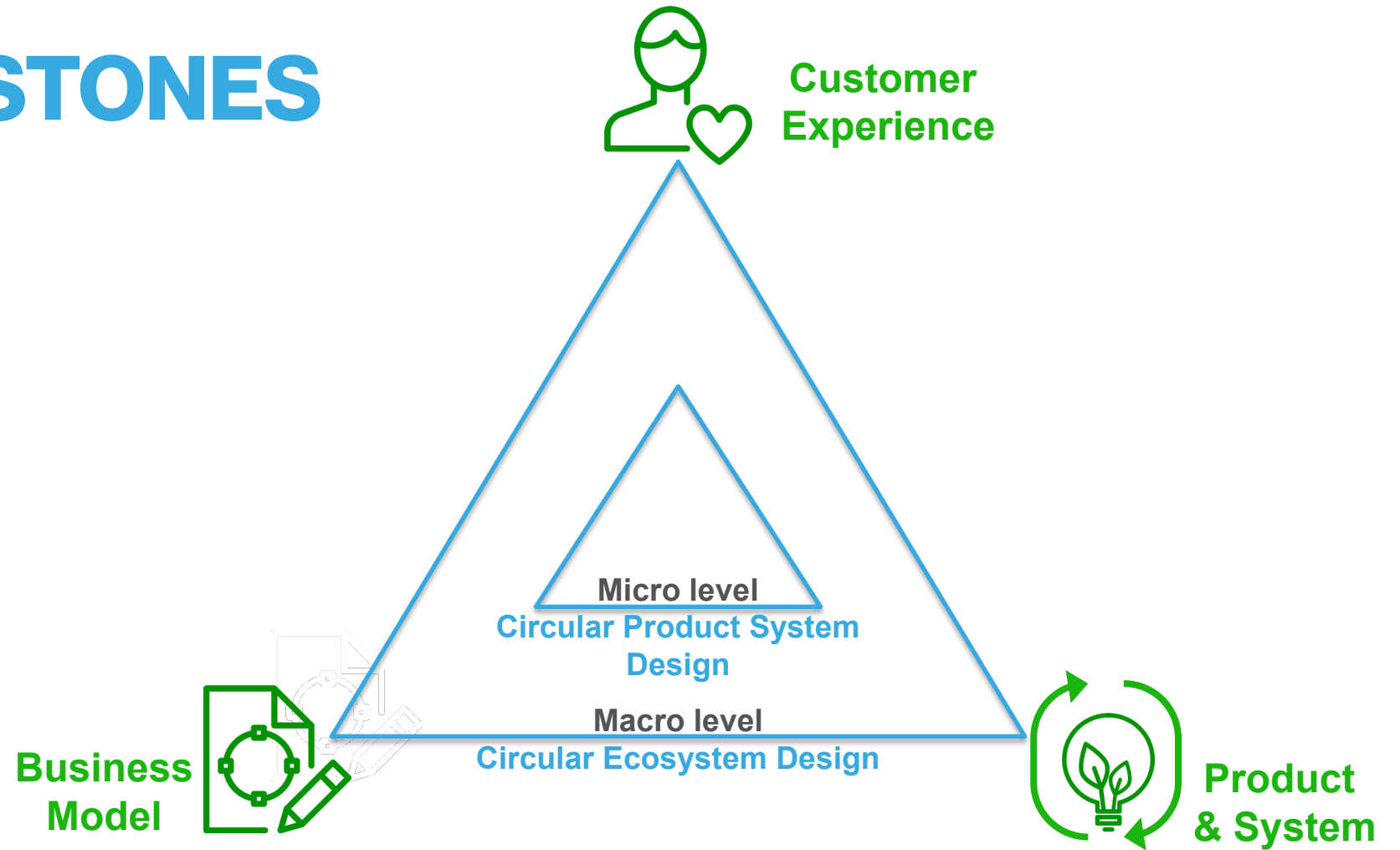
The circular

DESIGN PROCESS

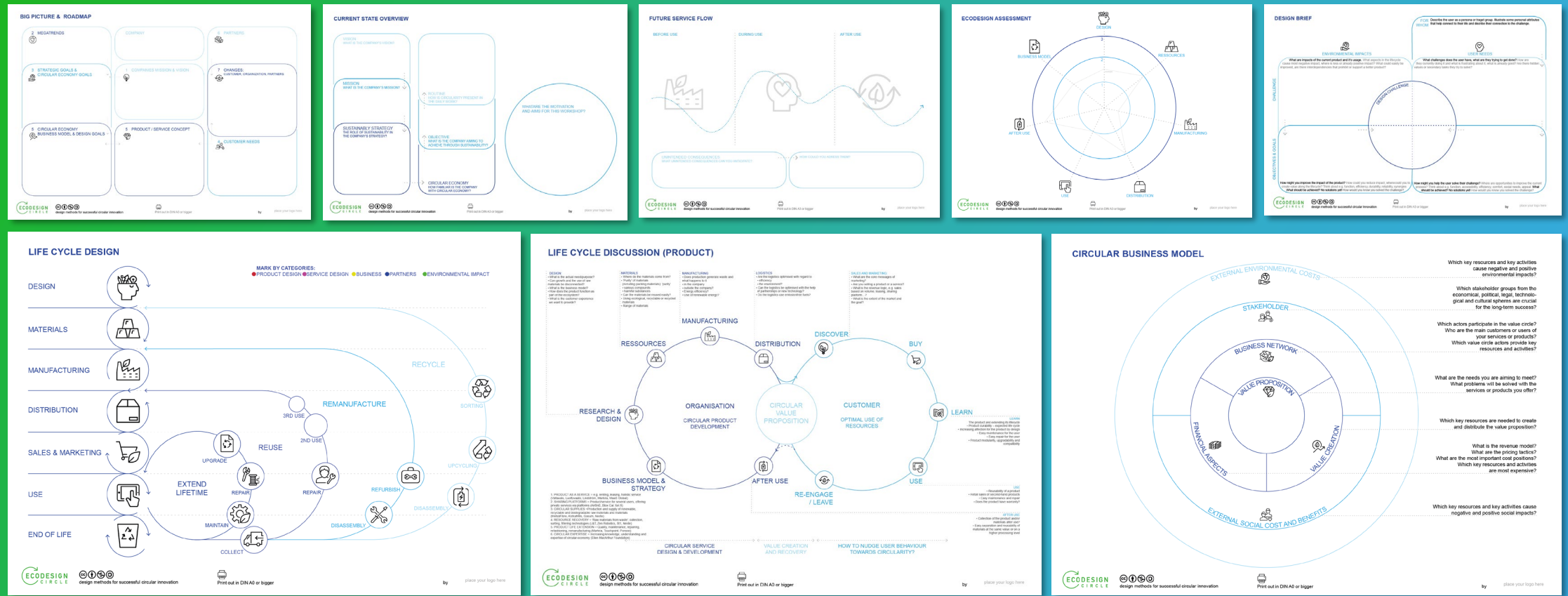


Circular Design

3 CORNER-STONES



A variety of TOOLS AND METHODS ...



Hand-picked for INDIVIDUAL WORKSHOPS



Exemplary Muralboard for a customized virtual innovation workshop

And that's why we should

GET STARTED!



Intrigued? More questions?

Let's have a chat!

Ronja Scholz

ronja.scholz@izm.fraunhofer.de

Empty pages?

For your adaptation

NEUE HAAS / ARIAL 40 PT

Arial 24 pt

WELCOME

