Design methods for successful circular innovation funded by teams of 2-4 people. 30-40 min per phase.

Canvas: sticky notes in different colours.

Note! Depending on the total amount of workshop participants the team should be split into groups - each group focusing on one or two phases. Collect all ideas and vote which are the most interesting ideas for further development.

It may be helpful to guide the group here and pay attention to the questions that come up, as they can reveal hidden aspects to the challenge. Also, make sure teams do not get lost over one specific question and remind of the overall objective from time to time.

Description

Discuss various opportunities in the group with the help of the questions and circular opportunities/needs relating to the life cycle stage.

The questions are for your inspiration and they may generate new questions, feel free to write down your questions, too. They might be the most important to answer.

Please remember that this is the stage where all ideas can fly, so don’t be shy with your ideas.

Write down one idea per sticky note; use one colour for company’s operations and another for circular service needs.

After having collected all ideas, discuss or vote which are the most interesting ideas for further development.

For Facilitators

Note! Depending on the total amount of workshop participants the team should be split into groups - each group focusing on one or two phases. Collect all ideas and vote which are the most interesting ideas for further development.

It may be helpful to guide the group here and pay attention to the questions that come up, as they can reveal hidden aspects to the challenge.

Also, make sure teams do not get lost over one specific question and remind of the overall objective from time to time.
Life cycle model CUSTOMER

Customer perspective is the subjective response customers have to any direct or indirect contact with a company. The customer journey therefore can only be considered as one whole where the individual phases add to the picture.

In this exercise the goal is to look at the service from the customers side and focus on the interactions between customer and your service idea.

Description

Individually or in small teams read through the customer activities and circular service needs and discuss how these are reflected in the company’s organisation.
Spot opportunities for improving the circularity of the company’s services based on the questions.
Add opportunities on post-its next to the different stages.
If there are new questions coming up, write them down, too in a different colour.

For Facilitators

Depending on the team size and the experience with user centricity this task should be done individually or in smaller teams.
Recap together the spotted opportunities and evaluate their relevance for the company and their clients.
Cluster and sort where necessary.
A vote for the most potential opportunities will help to focus for the further development.
LIFE CYCLE MODEL CUSTOMER

**DISCOVER**
- Customer activities
  - Searching for service providers
  - Encountering marketing
  - Getting recommendations
  - Circular service need
  - Communicating benefits of circular services
  - Making sense of circular economy on the systemic level, ‘big picture’ & communicating its meaningfulness
  - Communicating benefits of circular services

**BUY**
- Customer activities
  - Evaluating the service
  - Making a decision
  - Paying or subscribing for the service
  - Circular service need
  - Convincing customer of the benefits
  - Communicating the value of the service also from a circular perspective

**LEARN**
- Customer activities
  - Starting to use the service for the first time
  - Understanding how the service benefits circularity
  - Circular service need
  - Onboarding the customer
  - Establishing the basics of circular behaviour

**USE**
- Customer activities
  - Using the service
  - Updating the service
  - Circular service need
  - Increasing and communicating about the benefits of the service
  - Nudging towards increased circularity and new behaviours
  - Supporting the customer when questions and problems arise

**RE-ENGAGE OR LEAVE**
- Customer activities
  - Recommend the service
  - Increase use of the service
  - Buy additional services
  - Circular service need
  - Extend use: repair, remake
  - Reuse: recycle, return, resell
  - Communicating options for extending the use
  - Communicating options for ending use

**RESOURCES**
- Research & Design
- Manufacturing
- Distribution
- Organisation
- Circular Service Development
- Business Model & Strategy

**CIRCULAR VALUE PROPOSITION**

**CUSTOMER**

**OPTIMAL USE OF RESOURCES**

**ECODESIGN CIRCLE**
- design methods for successful circular innovation

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