Circular Strategies Workshop
Exercise overview

1. Split into groups of 3
2. Pick one of the following products
   - Office Chair
   - Cosmetics Packaging
   - Training Shoe
   - Kitchen Accessories
   - Food Packaging
3. Apply circular design principles to come up with a better solution
4. Share ideas
Pick one of the following products:

Office Chair  | Cosmetics Packaging  | Training Shoe  | Kitchen Accessories  | Food Packaging

**EXPLORE**

**WHAT ARE THE FUNCTIONAL AND EMOTIONAL NEEDS AND REQUIREMENTS?**

For example, the underlying functional need of a car is to get from one place to another. Emotional needs might be a sense of freedom or a car as status symbol.

**INTERVIEW A USER**

**IDEATE**

**ARE THERE DIFFERENT OR BETTER WAYS TO MEET THESE NEEDS BY APPLYING CIRCULAR STRATEGIES?**

Brainstorm to come up with as many ideas by combining the circular strategy cards. For example, for a car it may be car sharing service, car rentals, leasing, trade-in, remanufacturing, etc.

**USE CIRCULAR STRATEGY CARDS FOR INSPIRATION**
Pick one of the following products:

- Office Chair
- Cosmetics Packaging
- Training Shoe
- Kitchen Accessories
- Food Packaging

**Circular Strategies**

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**USE CIRCULAR STRATEGY CARDS FOR INSPIRATION**

Brainstorm ideas. Go for quantity.

**INTERVIEW A USER**
**Product as a Service**

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce upfront costs for users, create stickier customer relationships, and incentivise investment in the most resource efficient technologies.

*Pictured:* Philips sells lighting as a service, retaining ownership of the lights and customers have no upfront installation costs.

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**Product Life Extension**

Extending the lifecycle of products to ensure they remain economically useful through remanufacturing, repairing, upgrading or smart material choices.

*Pictured:* Caterpillar has focused on components at end of life to same-good condition, reducing costs, waste, energy and need for raw inputs.

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**Closed loop / Take back**

Providing a service to collect old or used products and recovering the value in the materials by recycling or reusing them to make new products.

*Pictured:* Desso created a take-back programme for its flooring made of yarn that can be separated from the carpet and used over and over again.

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**Modularity**

A design that divides a product into separate parts that can then be independently upgraded and replaced.

*Pictured:* Fairphone’s modular design and spare parts make it easy for anyone to repair, allowing its phones to last as long as possible.

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**Embedding intelligence**

Building technology into materials or products to gather user data and generate valuable insights to improve the customer experience.

*Pictured:* 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.

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**Smart material choices**

Considering a product’s end of life treatment in the choice of materials and inputs, i.e. durable, biodegradable, recycled or recyclable materials.

*Pictured:* Customers of Splish subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the waste or can be sent back for refill.
Circular Strategies

**DESIGN**

**YOUR SELECTED IDEA**
Describe and illustrate your selected idea. Try to be visual and give it a memorable name.

**DEVELOP RATIONALE**

**WHY IS IT BETTER FOR THE USER?**
How does it improve the user experience? What are the economical or practical benefits?

**WHAT MAKES IT CIRCULAR?**
Does it increase circularity of materials? Is it regenerative?

**WHAT SYSTEMS NEED TO BE IN PLACE?**
What feedback or data would be important to have? What infrastructure is needed? Who would you need to collaborate with?
Great design is never finished.
Thank you!