Circular Strategies Workshop

Are there different or better ways to meet user needs by applying circular strategies? In this workshop, you will redesign an everyday product by reflecting on the functional and emotional needs that it serves and using the circular strategy cards to brainstorm new solutions that are better for people and planet.

**Audience:** great entry level exercise suitable for any audience of professionals or students.

**Time:** minimum time is 1 hour to run the exercise. You might want to add time for sharing back.

**Materials & Printing tips:**
- Presentation
- 6 Circular strategy cards - A5 print size
- Worksheet - print in A3 or bigger
- Markers or pens
Facilitator guide

1. Introduction & group formation (5 minutes)

- Explain the overall workshop objective.
- Split into groups of ideally 3-4 people
- Ask each team to pick one of the following products

![Office Chair](image1)
![Cosmetics Packaging](image2)
![Training Shoe](image3)
![Kitchen Accessories](image4)
![Food Packaging](image5)

2. Explore functional and emotional needs (15 minutes)

- **Ensure understanding by providing examples:**
  Car 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.
  Office chair - the functional needs of a chair include ergonomics, health, comfort, convenience.
  From an emotional point of view office chair (think leather armchair) may communicate hierarchical status, or others encourage collaboration or creativity.

- **Interview a user:** Pick a member of your team to be the user. The person should be a user of the product you picked. Take notes in post its as you listen.

- **Understand how they might use the product or service:** Ask open-ended questions about your topic such as: What are the best/worst parts about...?

- **Ask about the why:** Ask questions such as “Can you tell me why that is important?” as often as you can.

- **Seek to understand how they live their lives or operate their business:** explore potential areas to leverage with new ideas.

- **Share observations in the team and move to insights:** Ask ‘what is broken in the experience?’
  Ask ‘what they identified as missing from the experience?’
3. Ideate new products or services (15 minutes)
Are there different or better ways to meet these needs by applying circular strategies?

- **Get familiar with the strategies**: get teams to reading out all the cards in each group.
- **Brainstorm using the Circular Strategy Cards**: 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. Go for quantity. Try different card combinations.

4. Design your solution (15 minutes)

- **Pick an idea**: that better serves user need while applying circular principles
- **Describe and illustrate your selected idea**: Try to be visual and give it a memorable name.

5. Develop your rationale (10 minutes)

- **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?

6. Share back (extra 10 minutes)

- Pick 2-3 groups who worked in different product categories
- Ask them to share their final idea and explain why is it better for the user and what makes it circular.
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.

**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.

**INTERVIEW A USER**

**USE CIRCULAR STRATEGY CARDS FOR INSPIRATION**
Circular Strategies

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USE CIRCULAR STRATEGY CARDS FOR INSPIRATION

Brainstorm ideas. Go for quantity.

INTERVIEW A USER
CIRCULAR STRATEGY CARDS

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 more resource-efficient technologies.

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

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-surface condition, reducing costs, waste, and need for raw inputs.

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: Dessco created a take-back programme for its flooring made of recycled yarn that can be separated from the surface and used over and over again.

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.

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 for washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

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 will safely dissolve as part of the product 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.

CONCEPT NAME: Beeftrace.com

DESCRIBE & ILLUSTRATE YOUR CIRCULAR CONCEPT

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?

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Great design is never finished.
Thank you!
Circular Strategies

**EXPLORE (10 MINS)**

**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 a status symbol.

**IDEATE (20 MINS)**

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Circular Strategies

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YOUR SELECTED IDEA
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DEVELOP RATIONALE (15 MINS)
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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?
Product as a Service

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce cost volatility and create stickier customer relationships.

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

Product Life Extension

Extending the lifecycle of products to ensure they remain economically useful by maintaining or even improving them through remanufacturing, repairing or upgrading.

_Pictured:_ Caterpillar has focused on returning components at end of life to same-as-new condition, reducing costs, waste, emissions and need for raw inputs.
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*Pictured: Customers of Splosh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.*
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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 recyclable yarn that can be separated from the backing and used over and over again.*
Modularity

A design that divides a product into smaller parts that can then be independently created, used 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.*