CIRCULAR DESIGN MINDSET

- Zooming in and zooming out: designing within a context
- Widening the scope of value creation
- Evolving with continuous feedback
CIRCULAR DESIGN IS
PRODUCT/SERVICE/BUSINESS STRATEGIES
CIRCULAR DESIGN IS ALSO

the conditions that enable
What the five goals are

GOAL 1
STIMULATE DESIGN FOR THE CIRCULAR ECONOMY

GOAL 2
MANAGE RESOURCES TO PRESERVE VALUE

GOAL 3
MAKE THE ECONOMICS WORK

GOAL 4
INVEST IN INNOVATION, INFRASTRUCTURE, AND SKILLS

GOAL 5
COLLABORATE FOR SYSTEM CHANGE
Thank you!

Reference link:
https://policy.ellenmacarthurfoundation.org/universal-policy-goals
https://ellenmacarthurfoundation.org/an-adaptive-strategy-for-circular-design