



# Design for a Circular Economy

GLOBE EU *Securing the EU's Resource Efficiency - A Systemic Approach*

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**Eliminate.**

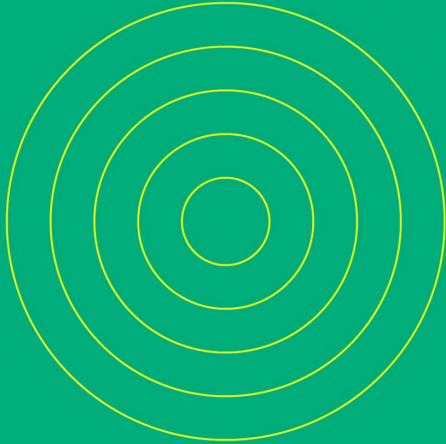


**Circulate.**

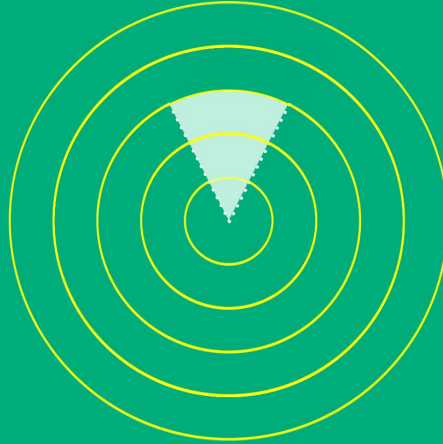


**Regenerate.**

# 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 STRATEGY CARDS

CIRCULAR STRATEGIES




**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.

CIRCULAR STRATEGIES




**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.

CIRCULAR STRATEGIES




**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 remanufacturing components at end of life to same-as-new condition, reducing costs, waste, emissions and need for raw inputs.

CIRCULAR STRATEGIES

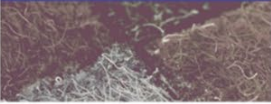


**Embedding intelligence**

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 play-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

CIRCULAR STRATEGIES




**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 natural materials that can be separated from the glue and used over and over again.

CIRCULAR STRATEGIES



**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 Sploosh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.

CIRCULAR STRATEGY CARDS

# CIRCULAR DESIGN IS ALSO

the  
**conditions**  
that enable

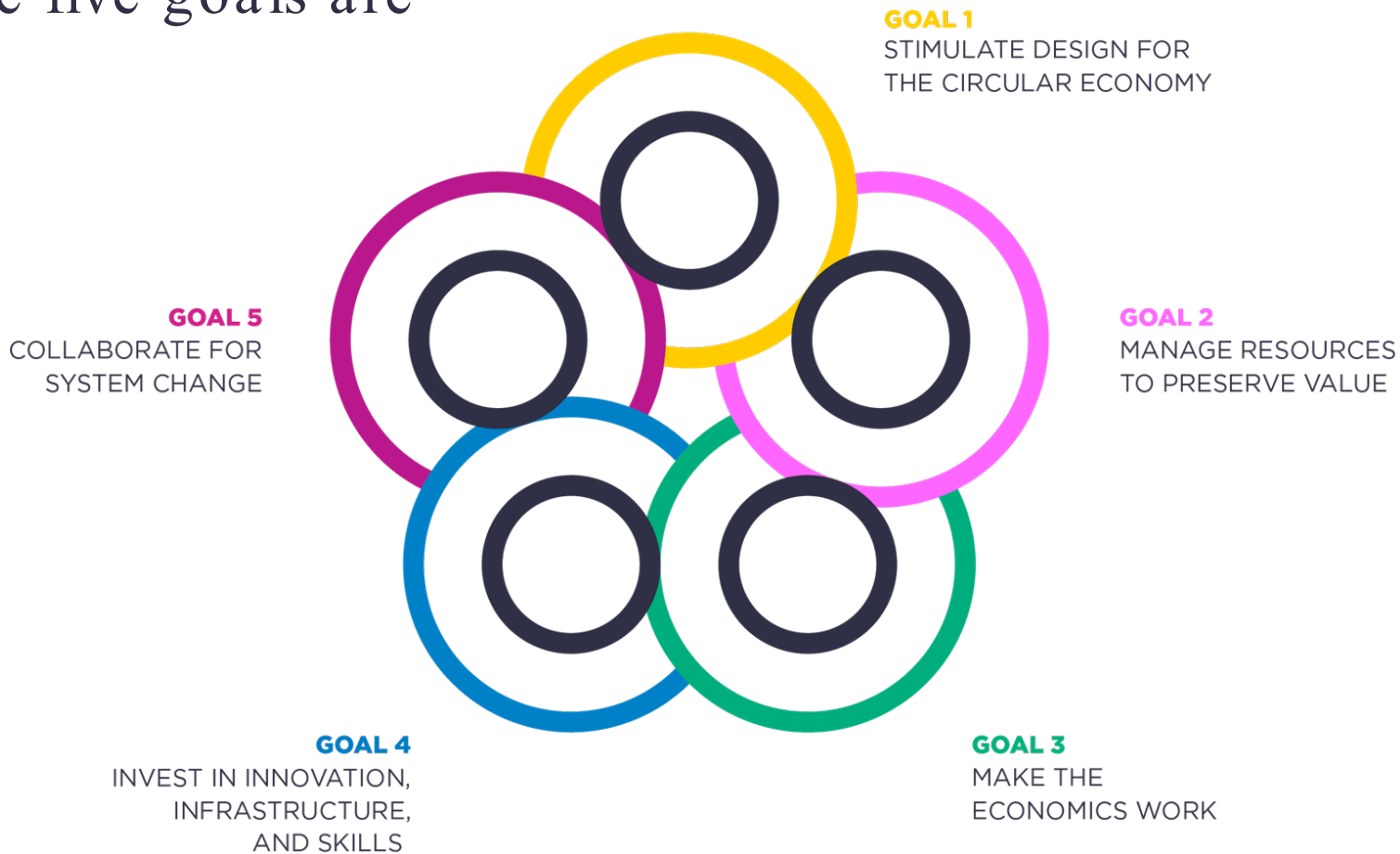


**CIRCULAR STRATEGY CARDS**

- 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 richer customer value, and incentivize investment in the most resource-efficient technologies.  
*Example:* Philips sells lighting as a service, retaining ownership of the lights so 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.  
*Example:* Caterpillar has incentivized components at end of life to same conditions: reusable, repairable, 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.  
*Example:* Dees created a take-back programme for its flooring made of a yarn that can be separated from the floor and used over and over again.
- Modularity**  
A design that divides a product into separate parts that can then be independently upgraded and replaced.  
*Example:* 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.  
*Example:* Bundles uses internet of Things technology to provide customers with a pay-per-wash service on washing machines. The washing tariff is adjusted retroactively based on actual usage data.
- Smart material choices**  
Considering a product's end of life treatment in the choice of materials and product, i.e. durable, biodegradable, recycled or recyclable materials.  
*Example:* Customers of Spinly subscribe to receive packages of concentrated cleaning products which they can safely dissolve on part of the product or can be sent back for refill.

**CIRCULAR STRATEGY CARDS**

# What the five goals are



# Thank you!

Reference link :

<https://policy.ellenmacarthurfoundation.org/universal-policy-goals>

<https://ellenmacarthurfoundation.org/an-adaptive-strategy-for-circular-design>

