



ELLEN
MACARTHUR
FOUNDATION

DESIGN TO CHANGE
PRODUCTS
INNOVATION
INSTITUTE

Safe & Circular Materials Journey Mapping

EXPLORE

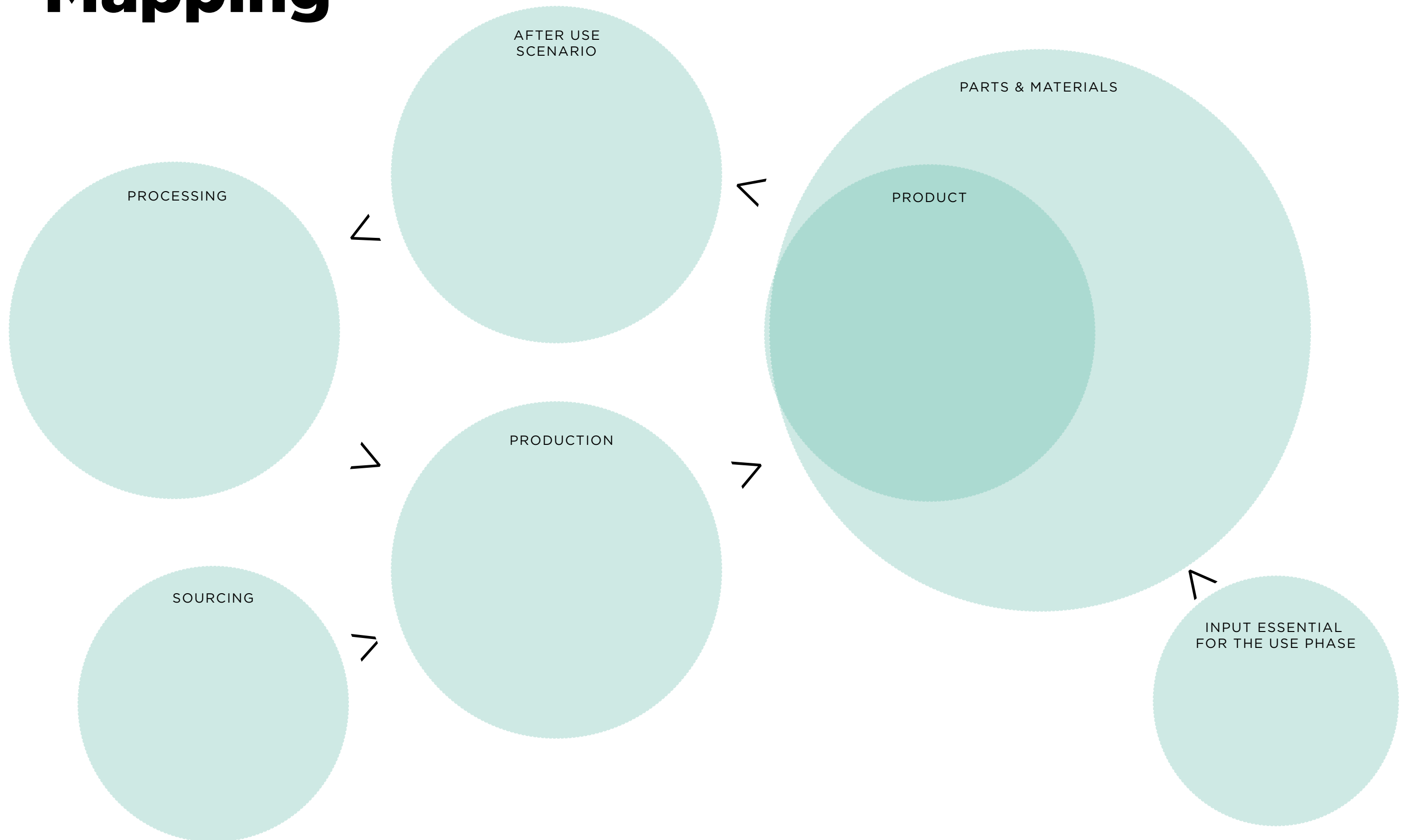
MAP THE SYSTEM. WHAT DO YOU NEED TO MAKE AND USE THE PRODUCT?
WHAT HAPPENS WITH IT AFTER ITS USE PHASE?

IDENTIFY

WHICH AREAS REQUIRE CHEMICALS OF CONCERN AND WHY? IS ANY
INFORMATION MISSING ON THE MAP?

APPROACH

WHICH APPROACH IS MOST SUITABLE FOR EACH AREA: TRANSPARENCY,
CHEMICAL MANAGEMENT OR INNOVATION? WHAT IS THE ROLE OF DESIGNERS?





ELLEN
MACARTHUR
FOUNDATION



Safe & Circular Materials Journey Mapping

EXPLORE

MAP THE SYSTEM. WHAT DO YOU NEED TO MAKE AND USE THE PRODUCT?
WHAT HAPPENS WITH IT AFTER ITS USE PHASE?

IDENTIFY

WHICH AREAS REQUIRE CHEMICALS OF CONCERN AND WHY? IS ANY
INFORMATION MISSING ON THE MAP?

APPROACH

WHICH APPROACH IS MOST SUITABLE FOR EACH AREA: TRANSPARENCY,
CHEMICAL MANAGEMENT OR INNOVATION? WHAT IS THE ROLE OF DESIGNERS?

