DESIGN + circular economy
The linear model is ripe for disruption
Linear material flows: Plastics packaging

86%

Landfilled, incinerated or leak into natural systems

Source: New Plastics Economy initiative, Ellen MacArthur Foundation
Source: New Plastics Economy initiative, Ellen MacArthur Foundation
Linear material flows: Fibres

85%

Landfilled, incinerated, leak into natural systems or lost during production

Source: Make Fashion Circular, Ellen MacArthur Foundation
The circular economy: regenerative by design
Take → Make → Dispose

Restorative & Regenerative
Circular economy principles

- Design out waste & pollution
- Keep products & materials in use
- Regenerate natural systems
What if we could redesign everything for a circular economy?
THE EVOLUTION OF DESIGN THINKING
Tim Brown, CEO of IDEO, explains how the design process is evolving to support the circular economy.

THE POWER OF FEEDBACK MECHANISMS
Tim Brown on why embedding feedback into your design is crucial for the circular economy.

ADOPTING A SYSTEMS MINDSET
When designing for the circular economy, we need to get comfortable with the idea of zooming in and out.

DESIGN FOR THE CIRCULAR ECONOMY
Tim Brown explains the circular economy and why designers need to get involved.
“Design is the first signal of human intention”
William McDonough
What is our intention?
Circular design

Designing products, services and systems for a circular economy
Circular design

Zooming in on user needs and zooming out to a systems perspective
Circular design

Creating intentionally from the outset
Circular design

Safe & circular material choices
Dematerialisation

Formats choices
From product to service

Product life extension
Embedding intelligence

Modularity

Designing for inner loops
Designing for leaky nutritious loops

For illustration purposes. Not exhaustive
Redesigning delivery models

Brian Bauer
Sustainability Manager at Algramo
Redesigning delivery models

Petr Baca
Founder and CEO of MIWA
Redesigning formats and shapes

Tom Chan
Co-founder of TrioCup
Redesigning product-service systems

Safia Qureshi
Founder and CEO of CupClub
Innovating materials: Sachets

Rodrigo Gonzalez

Co-founder and CEO of Delta
Innovating materials: Sachets

David Christian
Co-founder of Evoware
What if YOU could redesign everything for a circular economy?
A tool to support you

CircularDesignGuide.com
Introduction

24 methods

Videos & resources

Case studies

Mindsets
Run a workshop with your team

Workshops

Circular Strategies
Are there different or better ways to meet user needs by applying circular strategies?

Circular Ventures
In a circular economy, the most interesting opportunities may lie between organisations.
It’s easy to get started
The circular design community

300,000 Circular Design Guide users in 150 countries

Source: tiny.cc/circulardesigners
Join #CircularDesigners on Instagram
“We are called to be architects of the future, not its victims”

Buckminster Fuller
Thank you

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Appendix