

DESIGN



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Business & Government

Catalysing circular activities across the global economy

Insight & Analysis

Providing robust evidence about the benefits of the circular economy transition

Systemic Initiatives

Transforming key material flows to scale the circular economy globally

Education & Learning

Inspiring learners to re-think the future through the circular economy framework

Communication

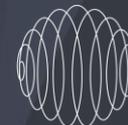
Engaging a global audience around the circular economy



NEW PLASTICS ECONOMY



CIRCULAR FIBRES INITIATIVE

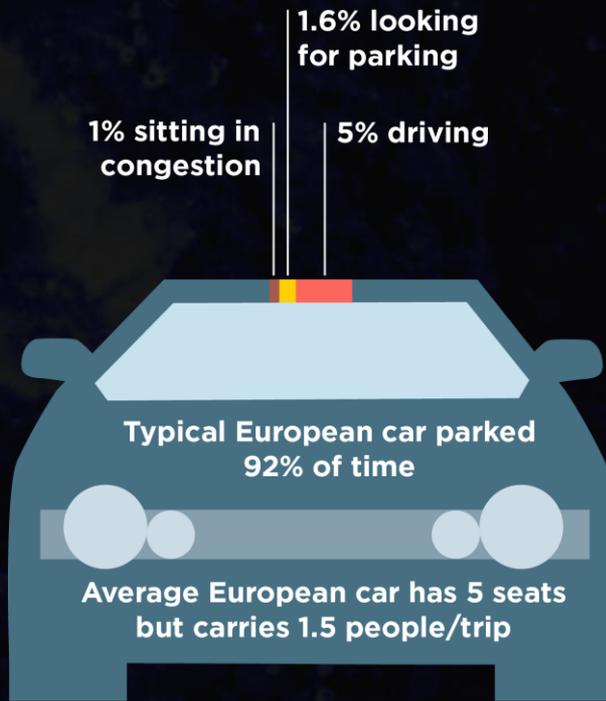
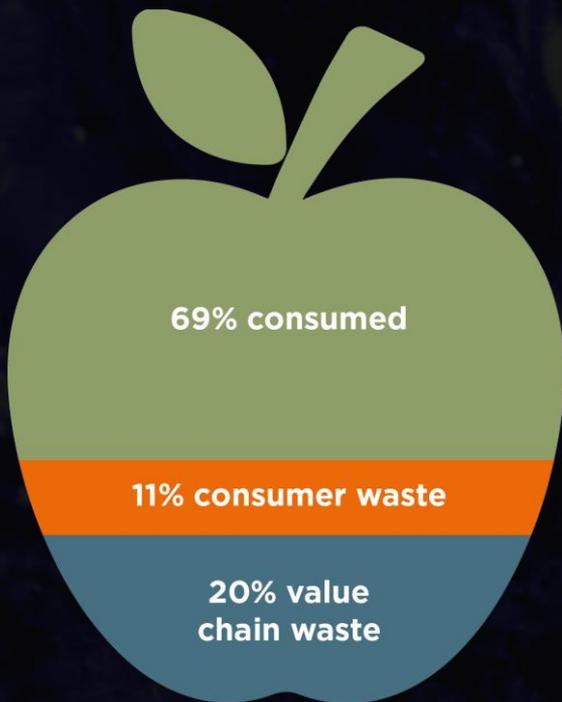


CIRCULATE





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60% of European offices are not used even in working hours

50% of residential dwellers report living in too much space



Source: Growth within: a circular economy vision for a competitive Europe

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DESIGN IS the application of intent

the process through which we create
the material, spatial, visual and
experiential environments...

Montreal Design Declaration

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Source: materiom.com

MATERIOM

Nature's recipe book.



“You cannot unscramble an omelette”

Alysia Garmulewicz

DE
S
N/G



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Zooming in
on user needs

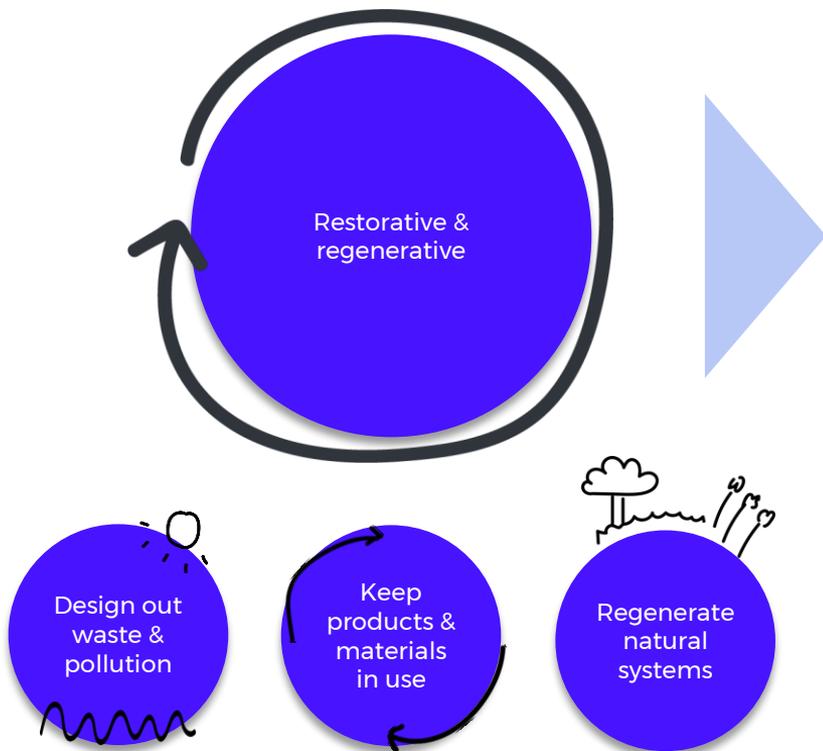
Zooming out
to a systems perspective

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Circular economy vision & principles



Design strategies

Safe & circular material choices

Dematerialisation

Format choices to avoid leakage

From product to service

Product life extension

Modularity

Embedding intelligence

Designing for inner loops

Designing for leaky nutritious loops

* For illustration purposes. Not exhaustive

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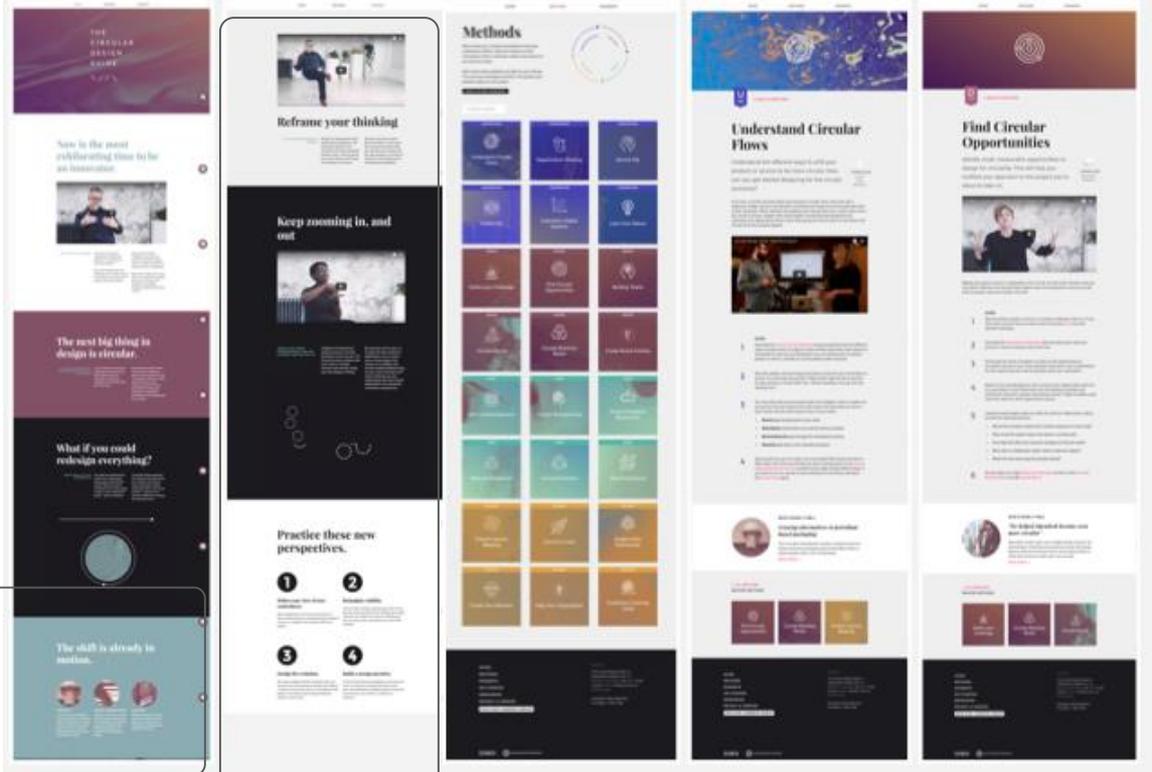
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The Circular Design Guide: A free tool

Introduction

Methods

Videos & resources



Case studies

Reframe your thinking

Keep zooming in, and out

Practice these new perspectives.

1. Reframe your thinking
2. Keep zooming in, and out
3. Practice these new perspectives
4. Reframe your thinking

Mindsets

UCL
ZS/SG



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It's easy to get started



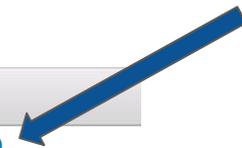
INTRO

METHODS

MINDSETS

STORIES

RESOURCES



Circular Strategies

Are there different or better ways to meet user needs by applying 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 richer customer relationships and incentivise investment in the more resource efficient technologies.
Illustrated: Philips sells lighting as a retaining ownership of the lights and customers have no upfront install.

Product Life Extension
Extending the lifecycle of products to ensure they remain economically useful through remanufacturing, repairing, upgrading or smart material choices.
Illustrated: Caterpillar has focused on components at end of life to same-a-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.
Illustrated: Devo created a take-back programme for its flooring made of 100% yarn that can be separated from the glue and used over and over again.

Modularity
A design that divides a product into separate parts that can then be independently upgraded and replaced.
Illustrated: Apple'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.
Illustrated: 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.

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.
Illustrated: Customers of Spalsh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for reuse.

Source: tiny.cc/circularstrategies

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Increasing interest in designing for the circular economy

300,000 Circular Design Guide users in 150 countries



12,000 members on LinkedIn

A screenshot of the LinkedIn group page for 'Circular Design Guide'. The page shows the group name, a 'Standard group' badge, and a member count of 12,056. The group manager is Simon Widmer, who joined in Dec 2016. There are options to 'Manage group', 'Your communities', 'Groups', and 'Discover more'. A post by Marc Barto, Creative Economy Programme Lead at British Council, is visible, dated 1d. The post text says: 'Interesting opportunity for designers based in London: Join us for a workshop on circular design at the Design Museum'. Below the post is a colorful geometric pattern and the text 'Circular Strategies workshop'. On the right side of the page, there are options to 'Invite members', 'About this group', and 'Group rules'. The 'About this group' section states: 'This group is about design & the circular economy. It's run jointly by IDEO and the Ellen MacArthur Foundation. Share your learnings, questions & success stories here.' The 'Group rules' section says: 'Welcome to the Circular Design Guide group, a network of people who see design differently and are co-creating the circular economy based on the Circular Design Guide > www.circulardesignguide.com'.

Source: tiny.cc/circulardesigners

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