DESIGN FOR CIRCULAR ECONOMY

Initiation Date: Autumn 2014

Completion Date: Spring 2016

Subsequent developments: Circular Design Guide

CO.PROJECT MEMBERS

Agency of Design, Biomimicry Institute, DSM, eBay, Novelis, SunPower, TU Delft, WRAP

WHAT WAS THE AIM OF THE CO.PROJECT?

Between Oct 2014 and April 2016, the CE100 group ran a Co.Project with the aim of developing a "living" set of principles for what it means to design for a circular economy.

WHAT WERE THE CO.PROJECT FINDINGS?

Further to a literature review of existing design principles, the Co.Project identified the following eleven circular design features.

CIRCULAR DESIGN:

1. goes beyond 'do less bad'
2. is systems design
3. is inseparable from business model design
4. is profitable design
5. targets the inner loops
6. is collaborative
7. is inspired by living systems
8. is effective
9. can consider short use-cycles
10. Is about material design and selection
11. is adaptive

These were listed on Red Pen

WHAT WHERE THE CO.PROJECT'S KEY LEARNINGS AND INSIGHTS?

Key learnings from the Co.Project were summarised as follows:

- Ideas around 'good' design practices are open to interpretation and changing all the time, and the core aspects of the compelling circular economy framework chime in with a body of existing and useful design guidelines
- This process also revealed the distinct challenge of designing for multiple audiences with different levels of understanding, business functions and industry backgrounds
- There is a need for clear design guidance that reflects recent growth in circular economy momentum, with updated terminology and understanding

CIRCULAR DESIGN GUIDE LAUNCHED JANUARY 2017

Building on what was learnt in the co.project and other insights, the Circular Design Guide was developed in 2016 as a collaboration between the Ellen MacArthur Foundation and IDEO together with more than 400 co-creators.

The Circular Design Guide:

- is a free online resource for creators of products, services and systems.
- is designed for different levels of experience, and for any stage in the innovation process.
- includes a brief introduction to foundational concepts of the circular economy, as well as how to shift mindset, 24 practical design tools, and additional resources.

COLLABORATIVE PROJECT

Since its launch, it has been used by thousands of innovators from over 150 countries.

A community of circular designers can also be joined on LinkedIn

We hope you enjoy using the tool, exploring and discovering ways to develop the circular economy in your focus field.

TO FIND OUT MORE:

To learn more go to circulardesignguide.com or reach out to feedback@circulardesignguide.com

Simon Widmer
Project Manager
Simon.widmer@ellenmacarthurfoundation.org

ELLEN MACARTHUR FOUNDATION

The Ellen MacArthur Foundation was created in 2010 to accelerate the transition to a circular economy. The Foundation's work focusses across five areas: insight and analysis, business and government, education and training, systemic initiatives, and communication. The Foundation collaborates with its Global Partners (Danone, Google, H&M, Intesa Sanpaolo, Nike, Philips, Renault, Unilever) and its CE100 network (Corporates, Universities, Emerging Innovators, Governments & Cities, and Affiliate organisations), to build capacity, explore collaboration opportunities, and to develop circular business initiatives.

CE100

The Circular Economy 100 is a pre-competitive innovation programme established to enable organisations to develop new opportunities and realise their circular economy ambitions faster. It brings together corporates, governments and cities, academic institutions, emerging innovators and affiliates in a unique multi-stakeholder platform. Specially developed programme elements help members learn, build capacity, network and collaborate with key organisations around the circular economy.

CO.PROJECT

Co.Projects are opportunities for formal pre-competitive collaboration between CE100 members. They are driven by members, for members and their focus can range from research initiatives to pilots to toolkits. Co.Projects leverage the CE100 network with the aim of exploring opportunities and overcoming challenges which are commonly and collectively faced by organisations making the transition to a circular economy, and which organisations may not be able to address in isolation.

To discover more projects, click these buttons

DISCOVER OTHER CO.PROJECTS

CIRCULAR DESIGN GUIDE

CE100 MEMBERS AREA

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