

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

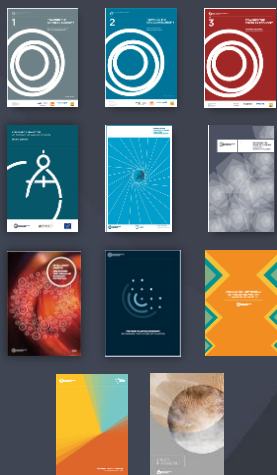
Transforming key material flows to scale the circular economy globally

Education & learning

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

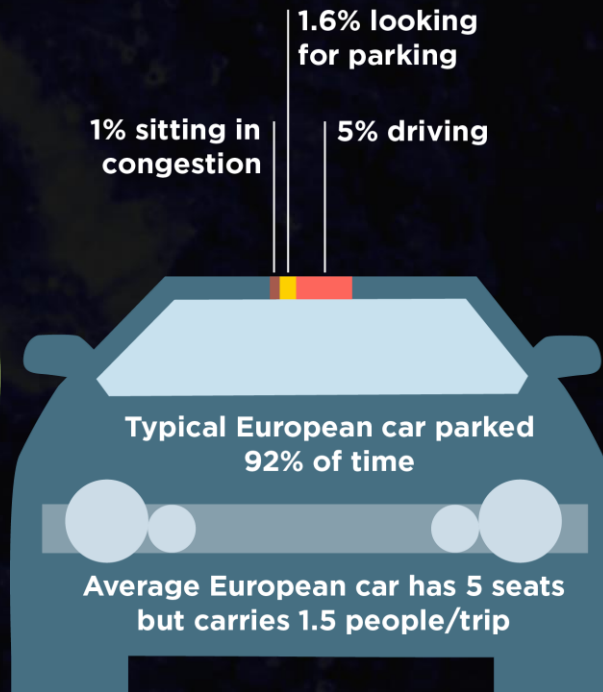
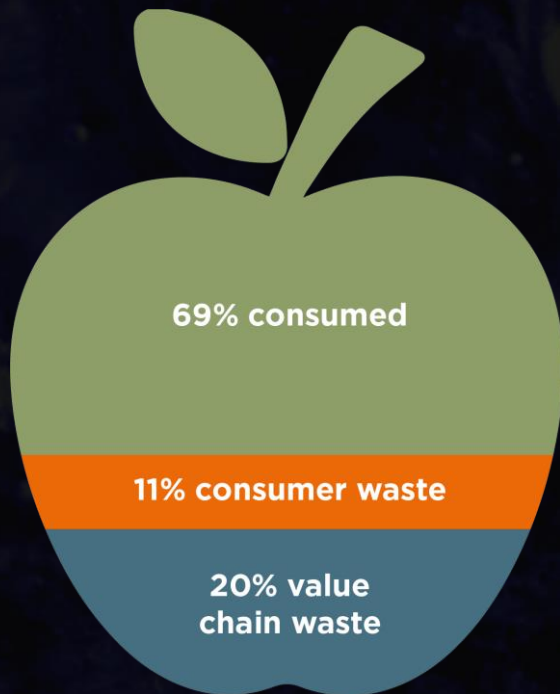
Communication

Engaging a global audience around the circular economy





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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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MATERIOM

Nature's recipe book.



Source: materiom.com

“You cannot unscramble an omelette”

Alysia Garmulewicz

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Zooming in
on user needs

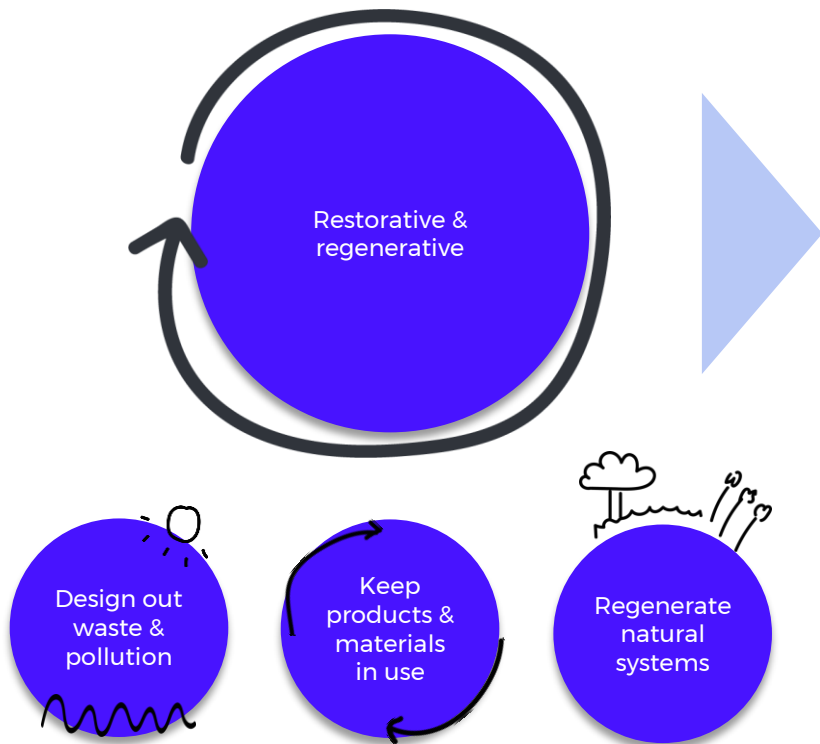
Zooming out
to a systems perspective

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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

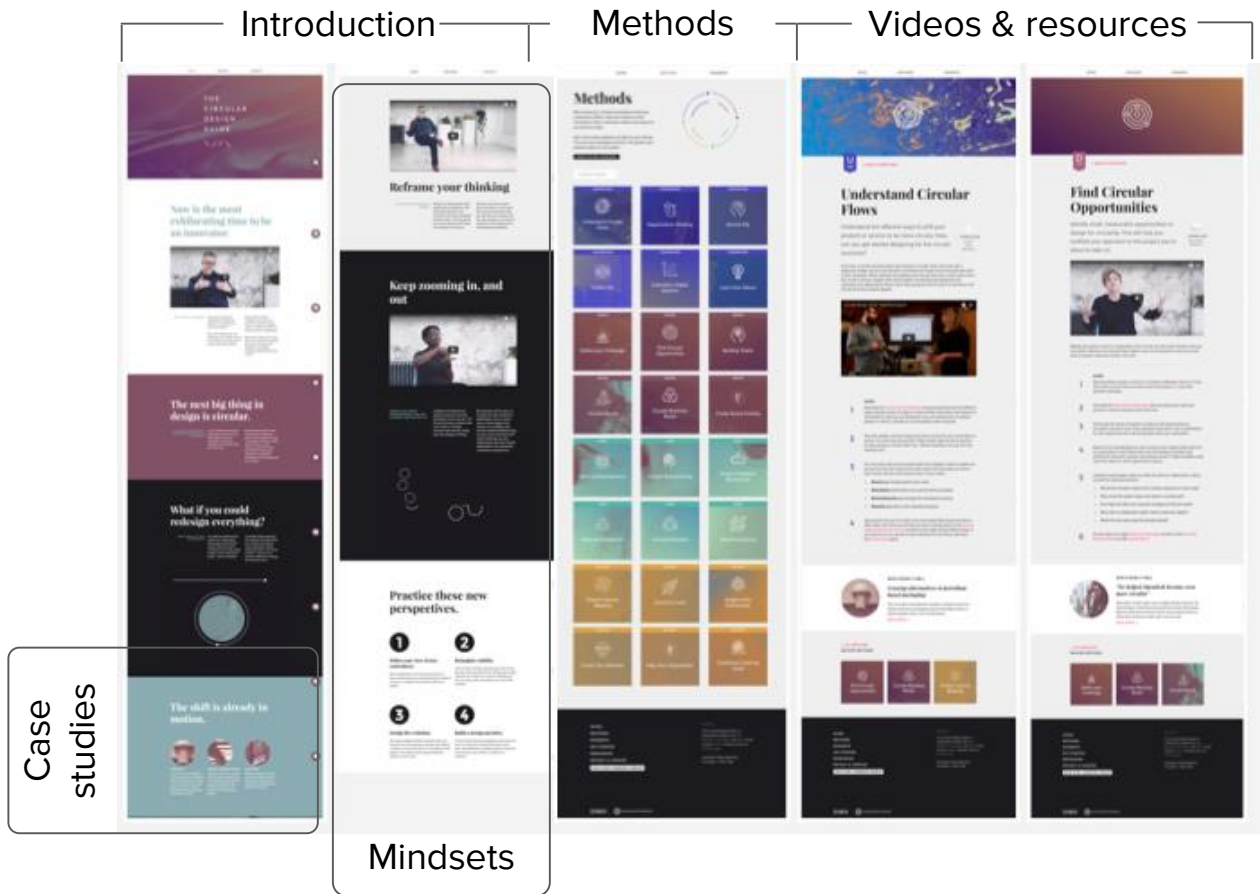
* For illustration purposes. Not exhaustive

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The Circular Design Guide: A free tool





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It's easy to get started



INTRO

METHODS

MINDSETS

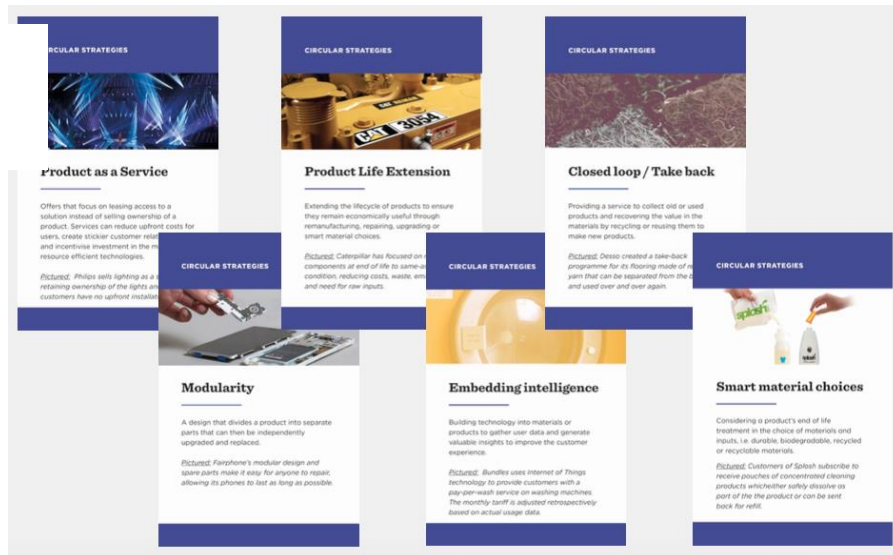
STORIES

RESOURCES



Circular Strategies

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



Source: tiny.cc/circularstrategies

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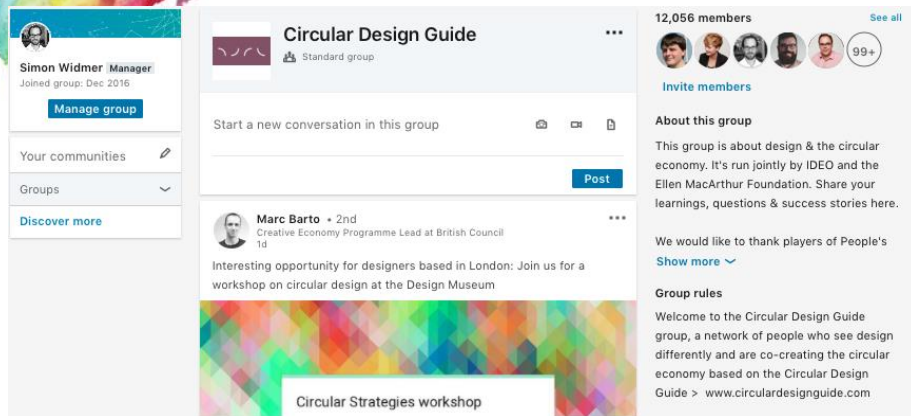
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Increasing interest in designing for the circular economy

300,000 Circular Design Guide users in 150 countries



12,000 members on LinkedIn



Source: tiny.cc/circulardesigners

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