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
69% consumed

11% consumer waste

20% value chain waste

1% sitting in congestion

5% driving

1.6% looking for parking

Typical European car parked 92% of time

Average European car has 5 seats but carries 1.5 people/trip

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
DESIGN IS the application of intent
the process through which we create
the material, spatial, visual and
experiential environments...

Montreal Design Declaration
“You cannot unscramble an omelette”

Alysia Garmulewicz
Zooming in on user needs

Zooming out to a systems perspective
Circular economy vision & principles

Restorative & regenerative

Design strategies

Safe & circular material choices
Dematerialisation

Format choices to avoid leakage
From product to service

Product life extension
Embedding intelligence

Modularity

Designing for leaky nutritious loops

Designing for inner loops

Regenerate natural systems

Keep products & materials in use

Design out waste & pollution

* For illustration purposes. Not exhaustive
The Circular Design Guide: A free tool

- Introduction
- Methods
- Videos & resources

Case studies
Mindsets
It’s easy to get started

Circular Strategies

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

Source: tiny.cc/circularstrategies
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