Welcome to the workshop

CREATIVE INNOVATION FOR A CIRCULAR ECONOMY

European Economic and Social Committee, JDE62
7 March 2019, 11:00 – 12:20

Objective

- Underline the importance of creative thinking in developing innovative circular solutions
- Share the circular design guide as a practical and fun tool to inspire creative thinking towards circularity
- Tackle practical cases to showcase the key role human creativity plays in facing and overcoming challenges

Leader

Ladeja Godina Košir
Circular Change
@Ladeja68
@CircularChange

Schedule

Welcome by the Leader

Keynote: what is needed to transform circular ideas into market-proof solutions?
Douwe Jan Joustra
C & A Foundation
@djjoustra

Introduction to the Circular Design Guide
Maja Johannessen
Ellen MacArthur Foundation
@MajaJohannessen
@circulareconomy

8 challenges in circular design
Tina Košak Koren
Floios Jewelry
Eva Garibaldi
Paper + bioplastics
Matej Fegus
Donar
Romina Giovanetti
Ecoembes
Emanuele Bompan
Renewable Matter
Karin Huber-Heim
Bertalanffy Center for the Study of System Science
Raymond Slaughter
Centre for Sustainable Consumption and Production
Marjolein Brasz
Amsterdam Economic Board
@ecombebs
@EmanueleBompan
@RenewableMatter
@csrc_karin
@BCSSS_Vienna
@scp_centre
@Circulein
@AmEcBoard

3 breakout sessions to co-create innovative circular solutions
Conclusions on tackling circular design with creative thinking
Setting the scene

When do we ‘innovate’ for the circular economy? How do new ideas, disruptive processes and thinking outside the box spread? Let’s find out and propose new pathways to stimulate creative thinking and how to make new ideas hit the ground in the real economy. A good disruption is the driving force of the circular economy transition. For this, innovations are needed and the collaboration of creative minds is unavoidable. Who can foster that innovation and how? In this workshop, participants will tackle 8 practical cases using theCircular Design Guide to shape innovative creative solutions with circular thinking. Three of these were selected through an open competition in the framework of the Creative & Circular project, which is being run by Circular Change in partnership with the Centre for Creativity. With this design competition, they aim to integrate circular design thinking in Slovenia’s creative industries to stimulate a cultural shift from the linear consumption of products towards a circular economy of services and do so by supporting promising architectural, design and craftsmanship projects with capacity building towards entering the market and commercial internationalisation.

By tackling these cases and further challenges pitched by the Amsterdam Economic Board (how can a city embrace its creative potential?), Renewable Matter (how to empower a new, circular narrative in media?), CSSP (how to engage consumers in the co-creation of solutions for circular fashion) and BCSSS (how to manage creative collaboration processes?), participants have to use their creativity hands-on. In using the Circular Design Guide presented initially, participants will thus discover how ‘fun’ collaboration in (eco) design can shape a serious business driving the circular economy.

Questions for discussion

- What particular barriers do innovators face in tackling design challenges, especially when applying new technologies? What mental and physical tools do citizens need as designers to unlock creative solutions?
- Are we equipped to measure innovation or do we require new indicators? How can data show the contribution of circular design to innovative technologies, digitalisation and social engagement? Can this facilitate access to finance?
- How can stakeholders channel the urgency of Agenda 2030 to foster circular innovation? What contribution does creative thinking towards circular solutions make in achieving SDG 9 (industry, innovation & infrastructure), 12 (sustainable production & consumption) & 17 (partnership for the goals)?

Coming up

- A report showcasing the keynote as a success story, presenting the Circular Design Guide and summarising the challenges pitched in this workshop, including the innovative circular solutions developed by participants, will be published on the ECESP website and sent to all conference participants.
- Presentations will be published on the conference webpage upon authors’ consent.
- Circular Change will continue the Creative & Circular project with an exhibition in Slovenia’s Museum of Design and Architecture, and presentations at Circular Change’s 4th annual conference May 16-17 in Maribor.
- This year’s Young Balkan Designers competition will also focus on circular design with the support of Circular Change. A first in the region, awards will be presented May 24-26 in Belgrade at the 10th Mikser Festival: ‘CIRKULIŠI’!

About the lead

Ladeja Godina Košir is recognised as the regional “engine of circular economy”. She is the founder and executive director of the Circular Change platform, finalist of The Circular Leadership Award 2018 and Chair of the European Circular Economy Stakeholder Platform. Ladeja has more than 20 years’ experience in communications on economic and societal transformation across the Adriatic region, empowering a new narrative of circular culture.

Circular Change is a private non-profit organisation serving as the entry point for circular economy projects across Europe. Instrumental in the stakeholder-led drafting of the Roadmap towards the Circular Economy for Slovenia, adopted by Slovenia’s government in May 2018, the platform also serves as Slovenian Circular Hotspot within the Circular Hotspot Network. Overall, the platform advocates for a stronger link between design and circular economy as a key to creating products that are useful, efficient, repairable and beautiful.

Want to keep the conversation going? Contribute your good practice on circulareconomy.europa.eu, join the online forum or drop us a line: CESTakeholderEU@esc.europa.eu