

Circular Design Canvas

METHOD DESCRIPTION

The purpose of the workshop

Introduce participants to circular design thinking with the help of a concrete example and guided by the focus areas of the Circular Design Canvas.

After the workshop participants should understand key design considerations in the development of circular products and services.



Workshop duration:
4 hours



Who should be involved?
Key ecosystem actors



Participants:
15-18 (optimum)
divided into 3 teams



Suggestions for preparatory assignments

Familiarize yourself with key circular design principles and approaches. Reading recommendations:

- [Ellen MacArthur Foundation Design Guide](#)
- [10 Principles of Circular Design](#) (Nike Circular Design)
- [Design and the Circular Economy](#) (Ellen MacArthur Foundation)



Recommended workshop setup

Face-to-face workshop recommended; online workshop possible



Assets needed

Printed canvas for a face-to-face workshop (size's A0 on the wall and printed A1 & A3 worksheets for teams) OR online canvases (e.g. Miro or Padlet)



Other hints and tips

The Circular Design Canvas and workshop will provide participants with a basic understanding of key design considerations in the development of circular products and services.

Instructions

How to prepare for the exercise



Send a calendar invitation to a 3,5 -hour workshop



Send an e-mail to participants with pre-reading recommendations approx. 1-2 weeks before the workshop



Familiarize yourself with key circular design principles and approaches



Select product(s) for the workshop either general example products or products selected by participants. Each team can have another product.



Pre-work hand-out material, posters and presentation.

How to run the workshop



Introduce / recap key circular design principles and introduce exercise



Exercise 1: Background

Review the selected product, fill in the product specific information and consider / document focus areas of the "Produce" phase.

Exercise 2: Produce Phase

Review the selected product and consider it in the context of the current customer and organizational needs and impacts.

Exercise 3: Use Phase

Imagine using the product for its intended purpose and consider / document focus areas of the "use" phase.

Exercise 4: Sustainable Value Proposition

Considering the outcome of exercises 1 and 2, formulate a unique sustainable value proposition for the re-design product.



Present results back to the group and discuss questions and additions from other teams.



Reflect on the experience, challenges and new insights with the full group. Discuss how participants will apply the new techniques learned in their everyday work life.