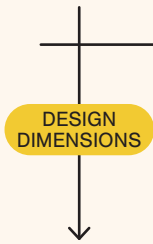
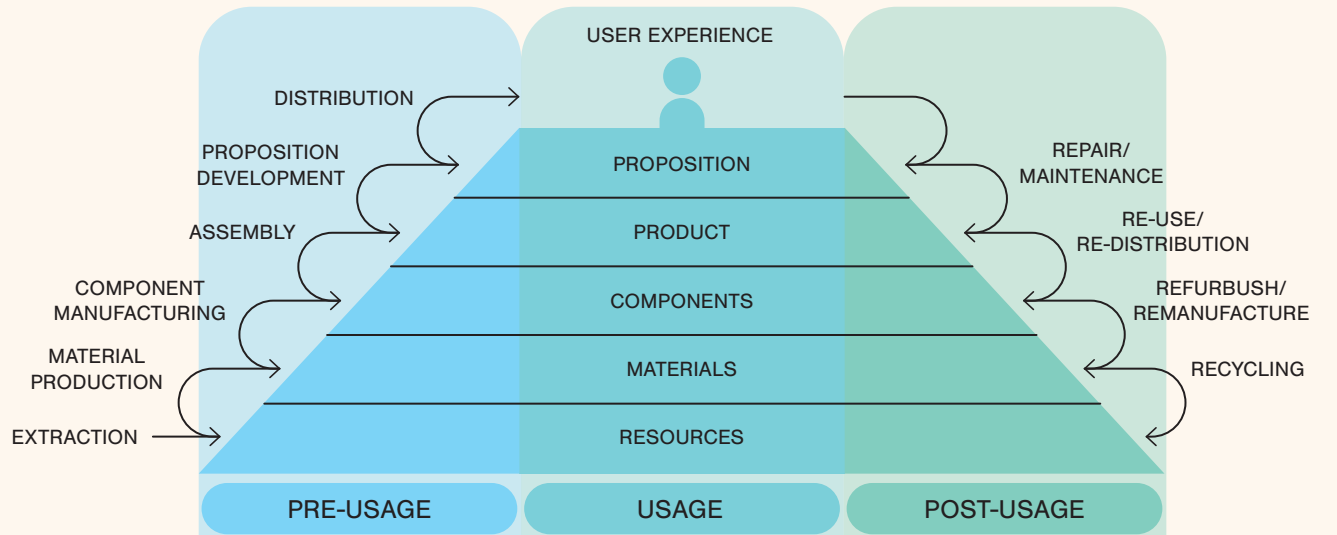
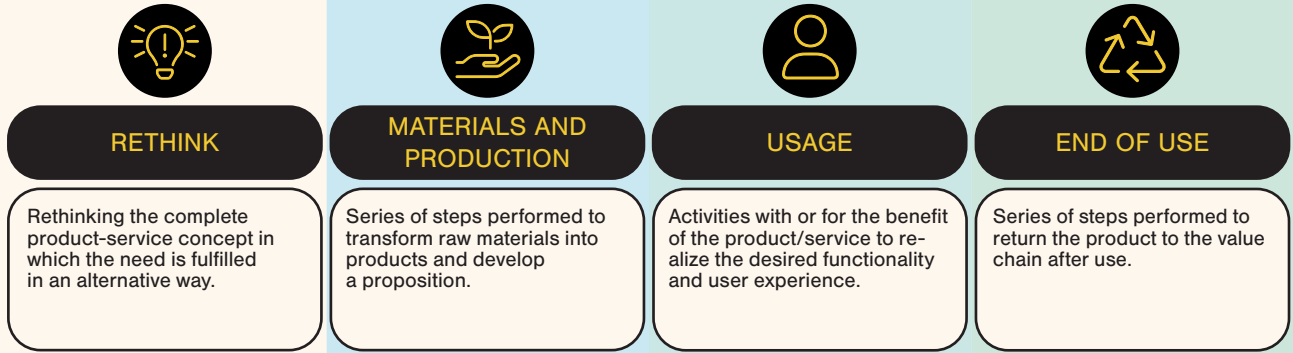


framework circular design



DESIGN FOCUS



PRODUCT AND SERVICE

Designing the product and service to enable optimal value retention given a more intensive involvement with the product and the user over multiple product life stages.

How can the (social) need be fulfilled alternatively with a lower environmental impact?

Design of physical components with minimal environmental impact.

Design the use phase for maximum value retention and minimum environmental impact.

Enabling multiple usage cycles.

BUSINESS MODEL

Defining the way in which value creation and preservation is organized, how revenues are generated and costs are allocated at the level of an individual provider.

How can the (social) need be alternatively fulfilled with a positive financial or social return in the chain for the provider and in the chain?

Costs and benefits over the entire life cycle in positive balance.

Positive economic return for longer and more intensive use for user and provider.

Positive economic return in multiple cycles.

VALUE SYSTEM

Setting up the responsibilities, processes and preconditions on a collective level between multiple chain and (new) system parties.

How should the chain be organized in order to realize the (social) need in an alternative way?

Information exchange for material preservation in the chain.

Facilitating necessary interactions with other chains.

Facilitate necessary interactions in the chain to optimize end-of-use.