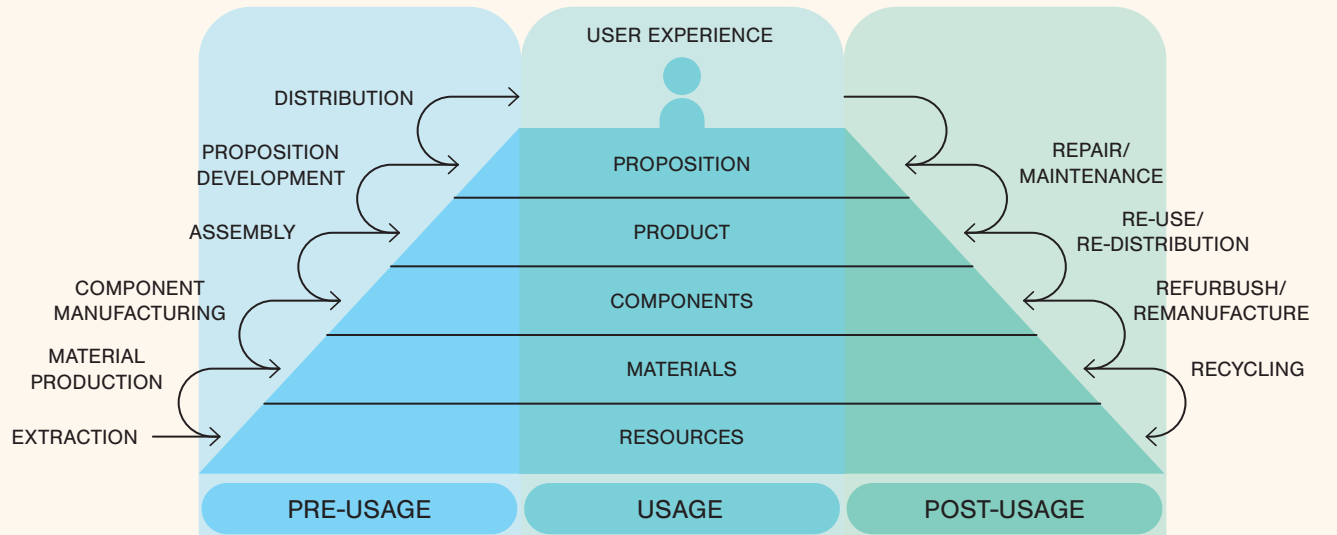


framework circular design



RETHINK

Rethinking the complete product-service concept in which the need is fulfilled in an alternative way.



MATERIALS AND PRODUCTION

Series of steps performed to transform raw materials into products and develop a proposition.



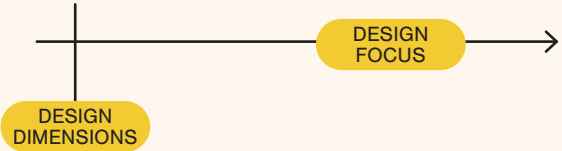
USAGE

Activities with or for the benefit of the product/service to realize the desired functionality and user experience.



END OF USE

Series of steps performed to return the product to the value chain after use.



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.

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.

VALUE SYSTEM

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