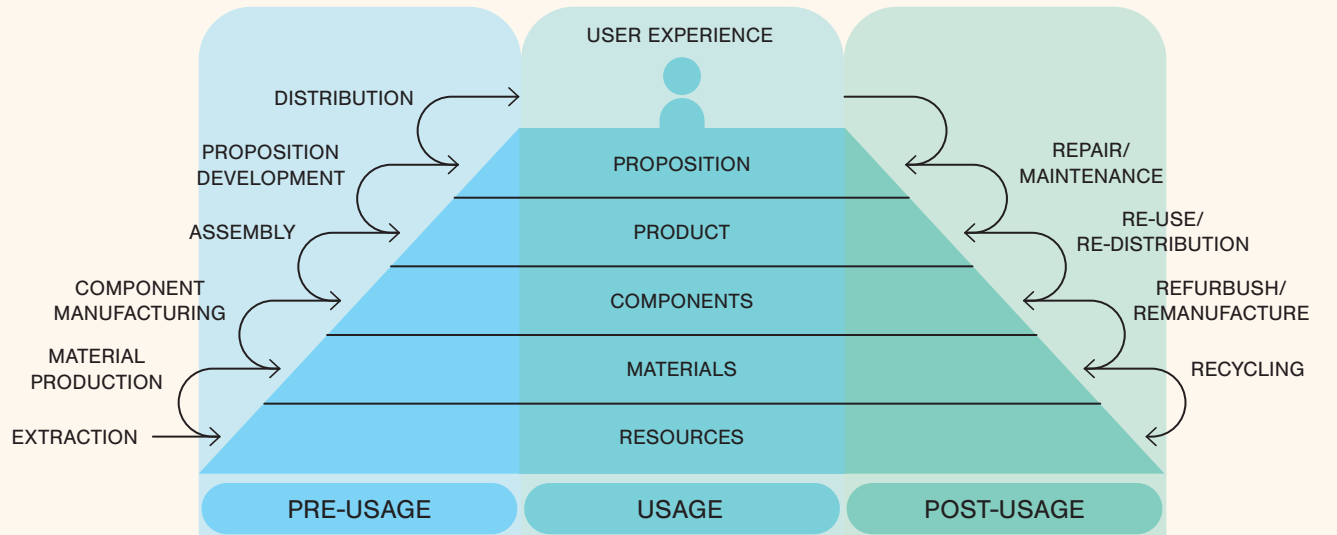


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RETHINK

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



MATERIALS AND PRODUCTION

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



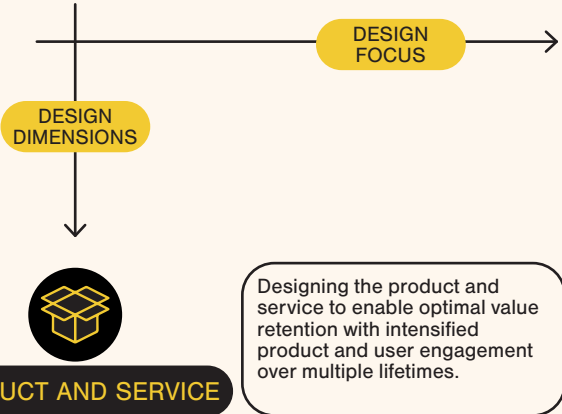
USAGE

Actions with or on behalf of benefit of the product / the service in order to achieve the desired functionality and user experience.



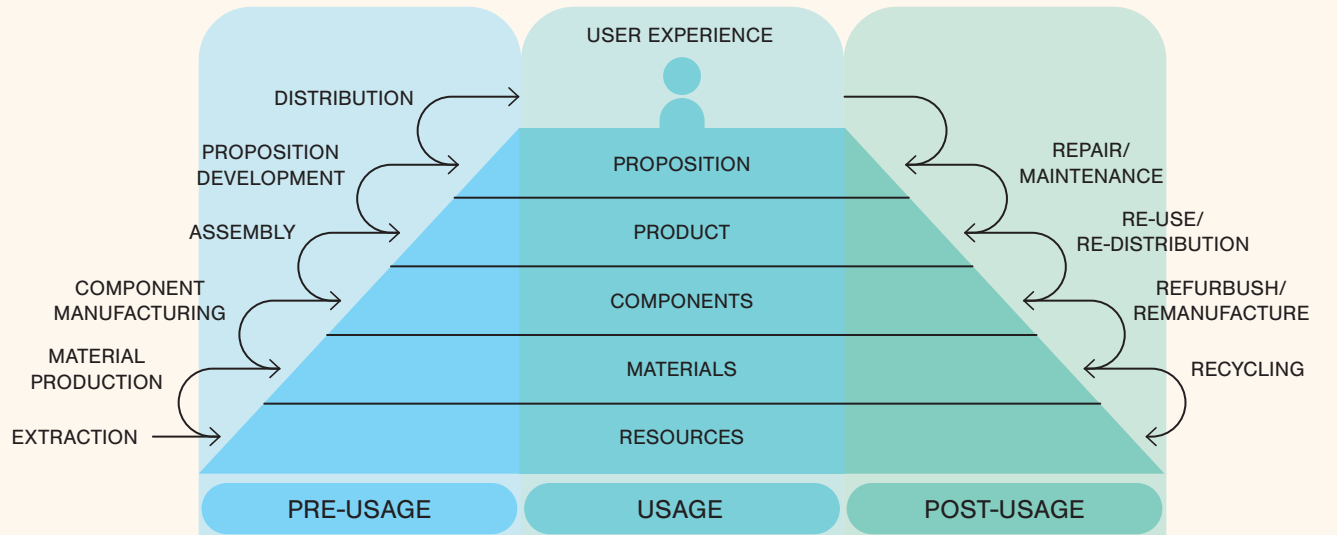
END OF USE

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



<p>Is a new product needed or can I modify an existing product?</p>	<p>Apply recycled and/or bio-based materials or material with a lower footprint as ...</p> <p>How can fewer materials be utilized?</p> <ul style="list-style-type: none"> • By redesigning the product • Through more efficient use in production • By reuse of production waste 	<p>How can energy consumption during production be reduced?</p> <p>How can repair of the product be facilitated in the product and facilitated with a service?</p>	<p>For example;</p> <p>How to use materials that are more easily recycled? Type of material and method of combining.</p> <p>How can the product be made more suitable for refurbishing? For example, through access to key components.</p>
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DESIGN DIMENSIONS

DESIGN FOCUS

<p>Defining how value creation and retention is structured, how revenues are generated and costs allocated at the level of an individual provider.</p>	<p>Can I add service after the sales moment to existing products or services.</p>	<p>How can production costs be reduced?</p> <p>How can weight and size be reduced for lower logistics costs?</p> <p>How do I organize ownership over the product life cycle?</p>	<p>How can I upgrade the product during usage of the product?</p> <p>Can a paid service be added for upgrading the product during use?</p> <p>How can I capitalize on social return?</p>	<p>How can the residual value of recycling be increased?</p> <p>Can the product be collected and offered on a secondary market?</p>
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BUSINESS MODEL

Defining how value creation and retention is structured, how revenues are generated and costs allocated at the level of an individual provider.

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