

# Designing for the circular economy

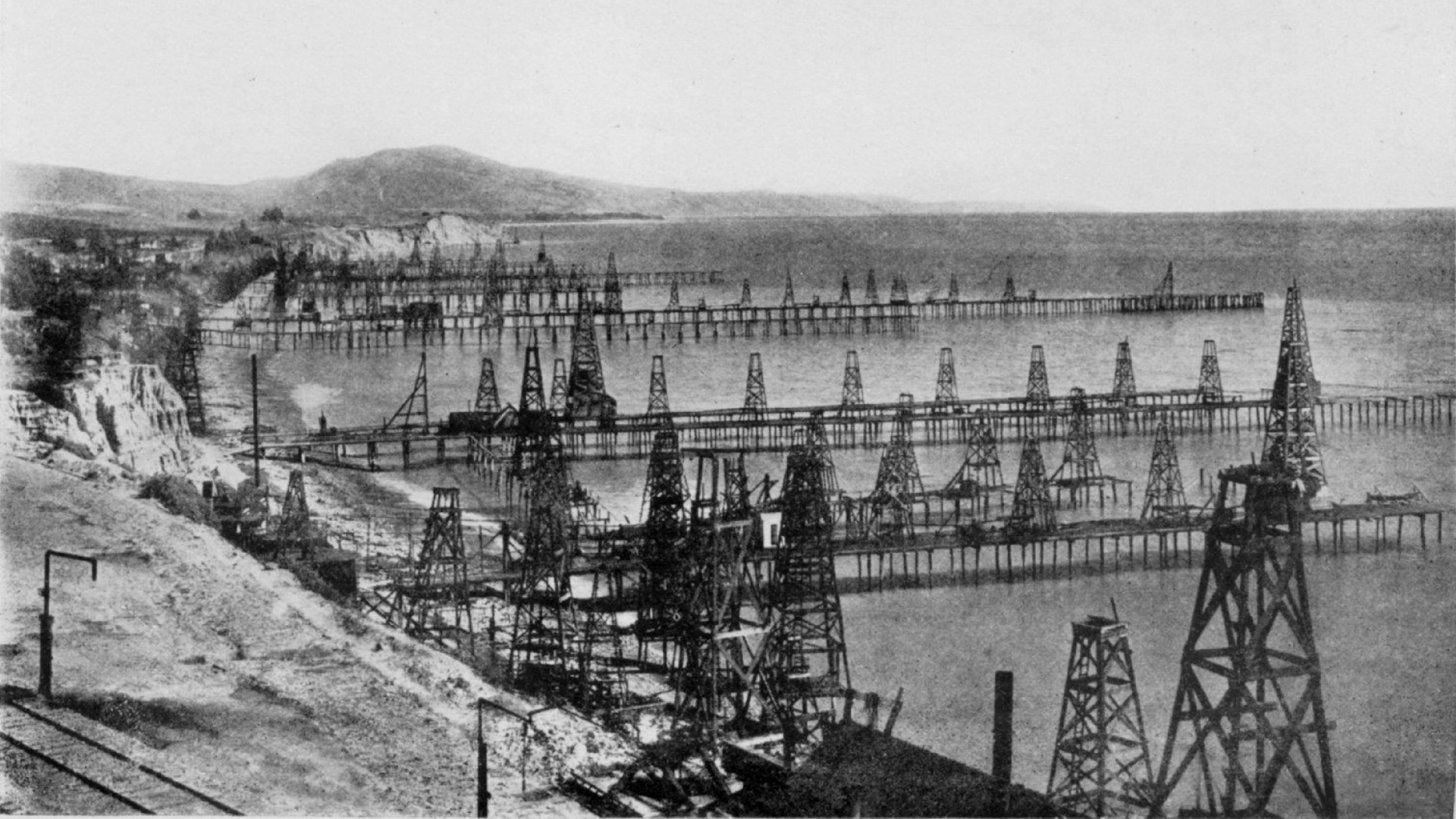
SWITCH-Asia Leadership Academy

Joe and Chuan



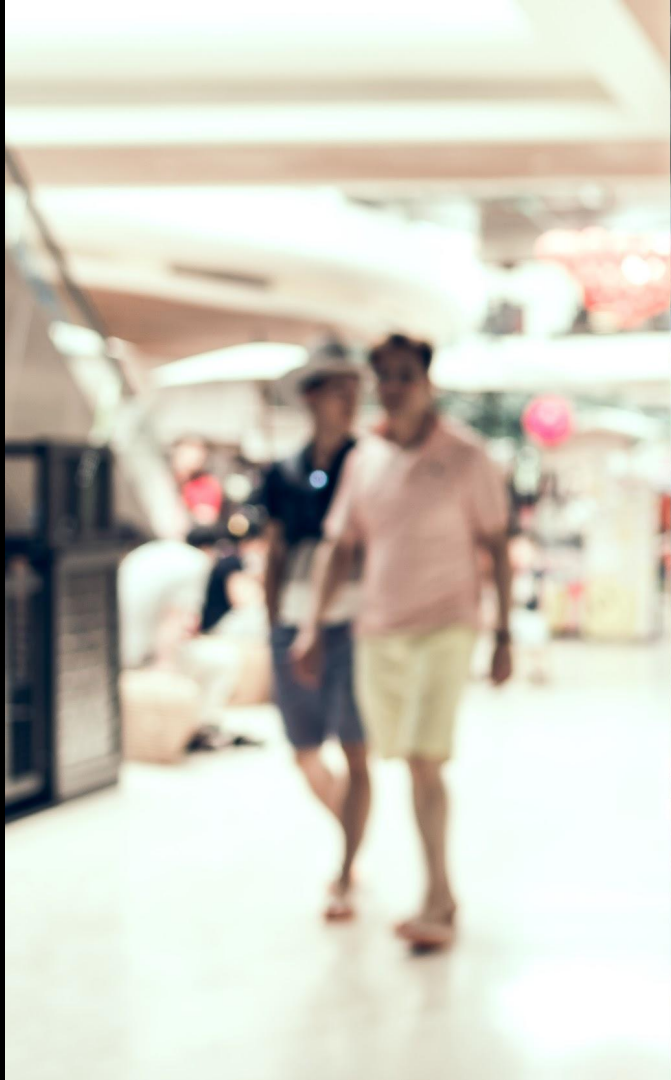












# SPECIAL DEAL

Limited time offer!

\*term and conditions apply



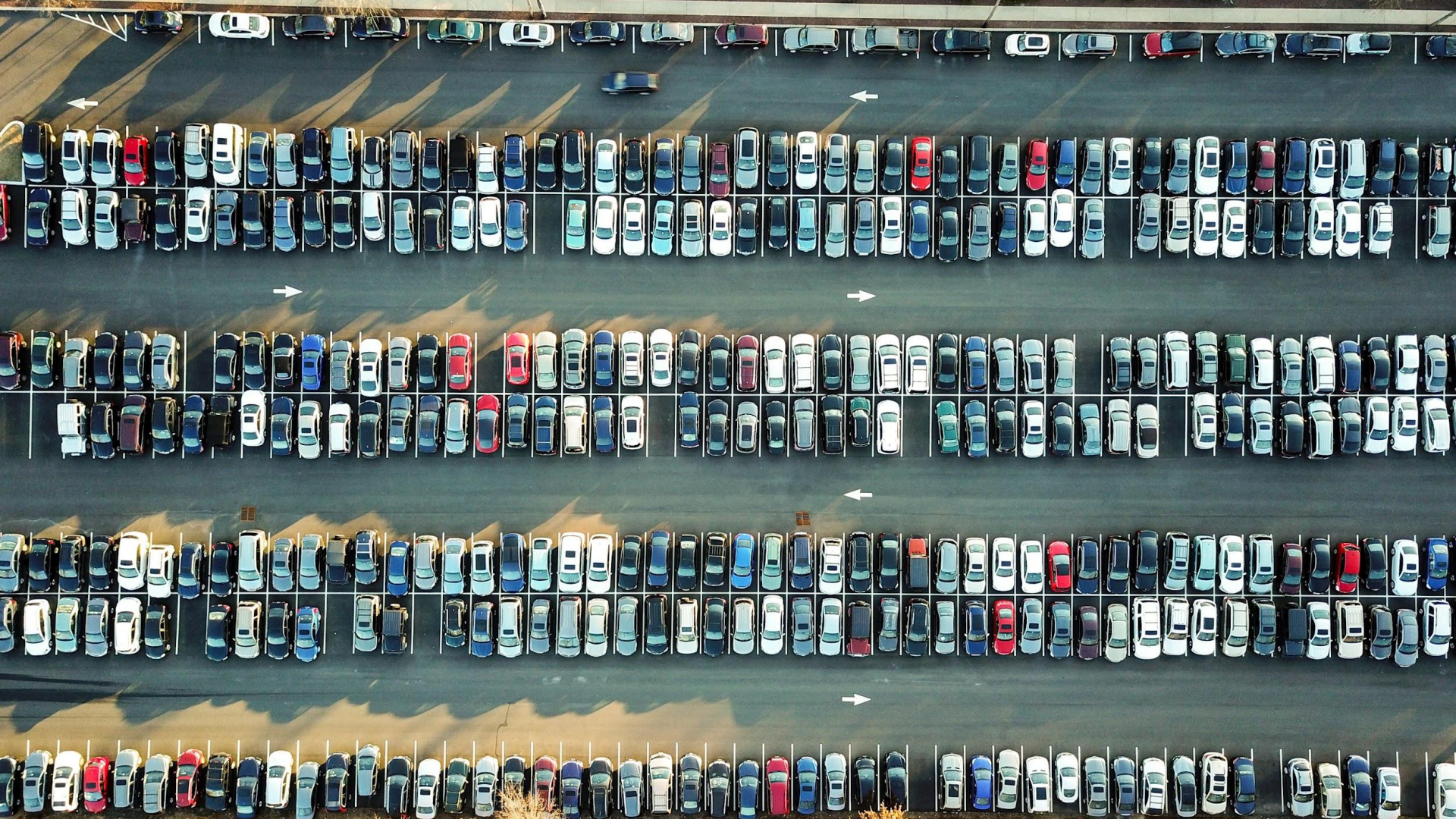






Take - make - waste





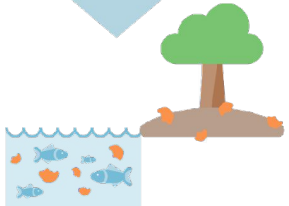
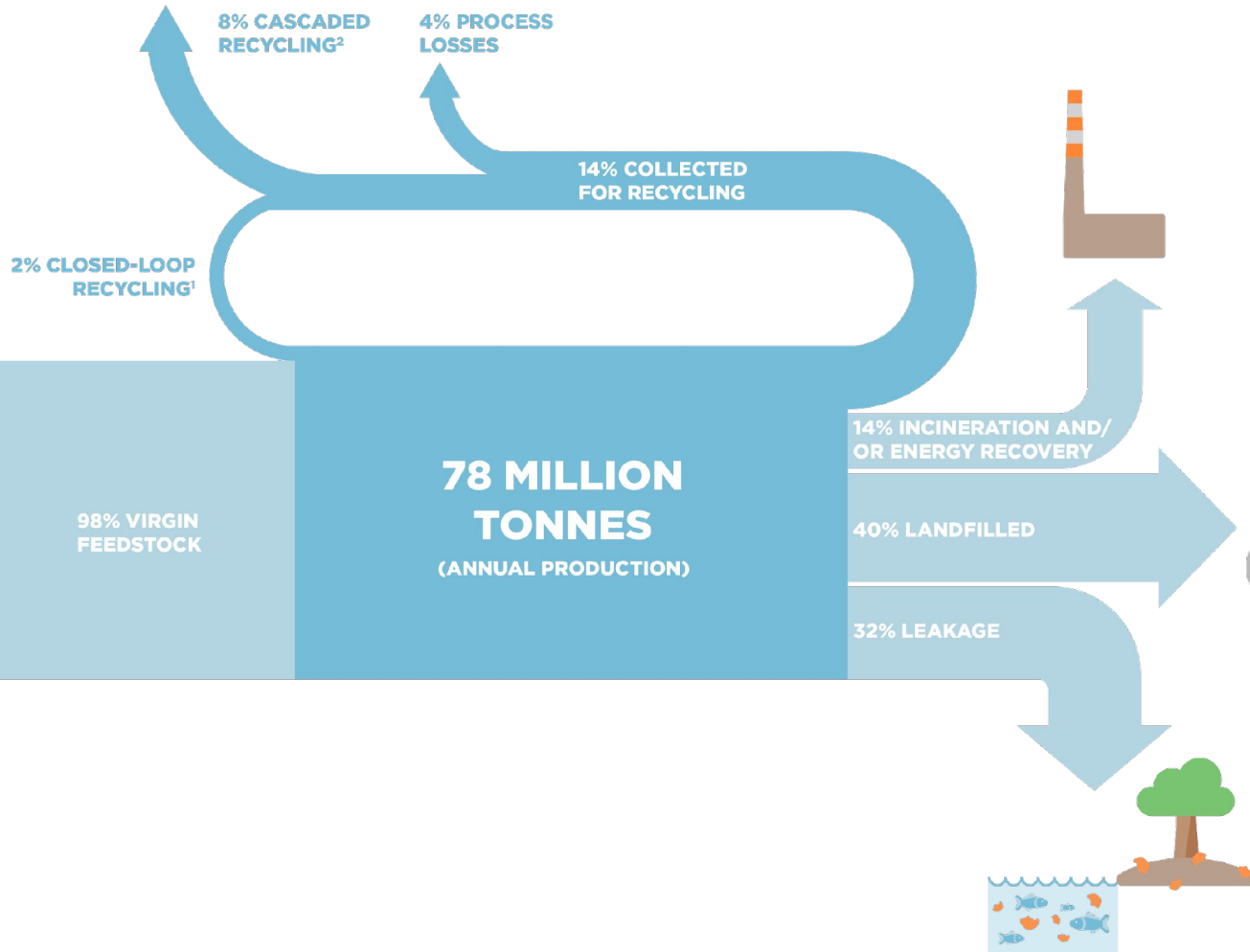


An aerial, top-down view of a large parking lot. The lot is filled with hundreds of cars parked in neat, parallel rows. The cars are mostly light-colored, with some darker ones scattered throughout. The perspective is from directly above, showing the layout of the parking spaces and the overall density of the vehicles. The text is overlaid in the center of the image.

The average car  
spends 92% of its life  
parked.

# 86%

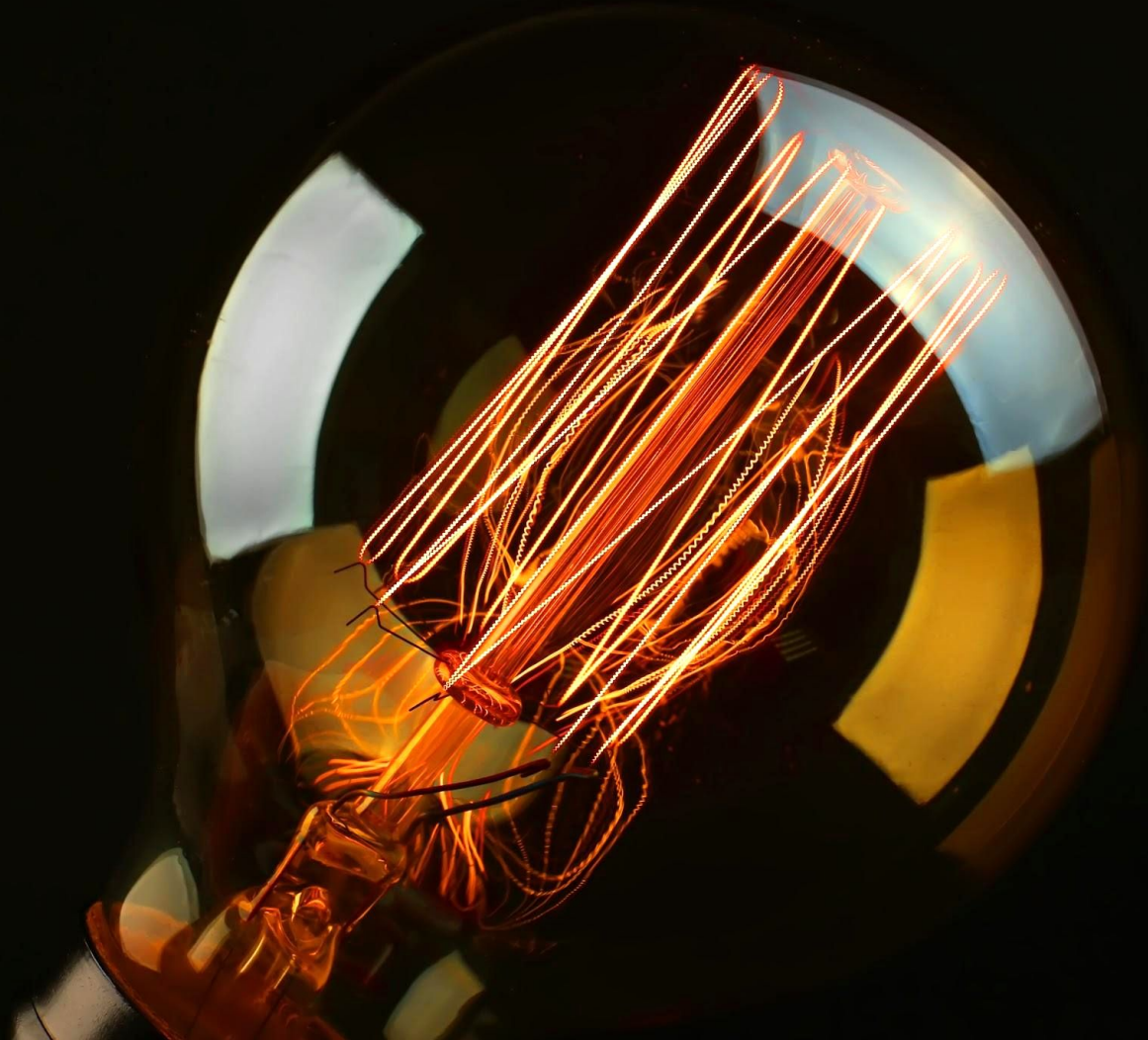
Landfilled, incinerated,  
leak into natural systems















**ELIMINATE  
WASTE AND  
POLLUTION**





Lush Lens

A glowing orange filament light bulb is the central focus, with a circular pattern of light behind it. The text is overlaid on the image.

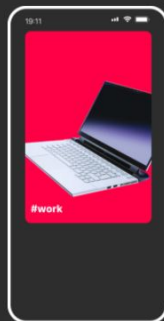
# **CIRCULATE PRODUCTS AND MATERIALS**



# CHOOSE. USE. RECIRCULATE.

Get the tech you want whenever you need it. Simply, flexibly, sustainably.

Get started



## Dyson V11 Torque Drive Extra Cordless Vacuum Cleaner



220 AW, 0.76L container, Up to 60 min, Torque-Drive floor nozzle

€27.90 per month for 12 months, afterwards cancel anytime

FREE Grover Care

Includes Purchase Option

Delivery in 1-3 business days

Select your minimum rental period


3+

6+

12+  
MONTHS

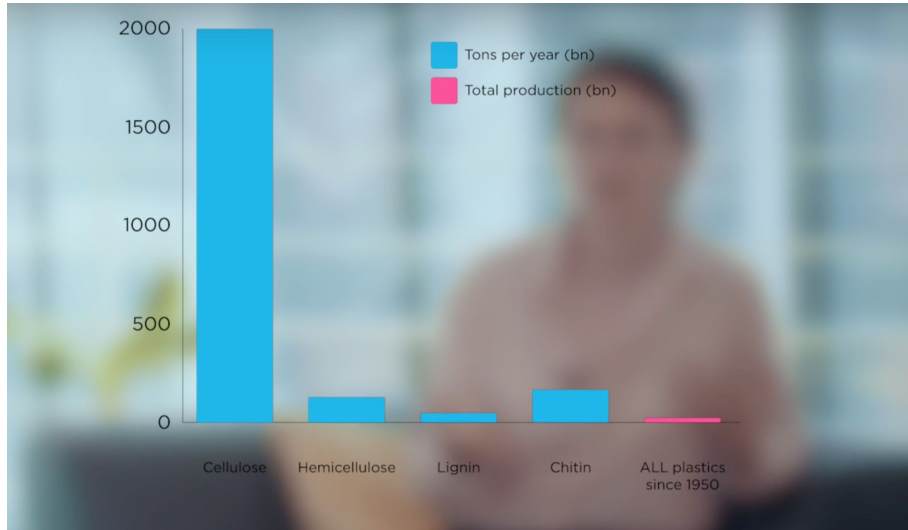
Nickel / Violet


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## Recipe

# Mica bioprint

Created By: [Jeremy Faludi](#) [Corrie Van Sice](#) [Yuan Shi](#)

Code: [Add to Favourites](#)





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**It's about design.**

DESIGN





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# Design in a Circular Economy



**Everything** around us  
**has been designed**  
by someone



**Important decisions**  
are made during the  
design stage



Once designed, **it's**  
**hard to reverse**



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**Circular Design** is design for the  
circular economy

**3 principles** + **systems thinking**

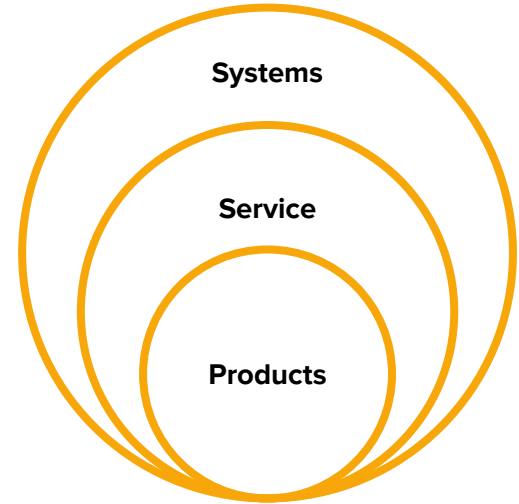
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Design is a powerful tool to enable the circular economy at *product, service and system levels.*





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# Zoom In to the users' needs

DESIGN



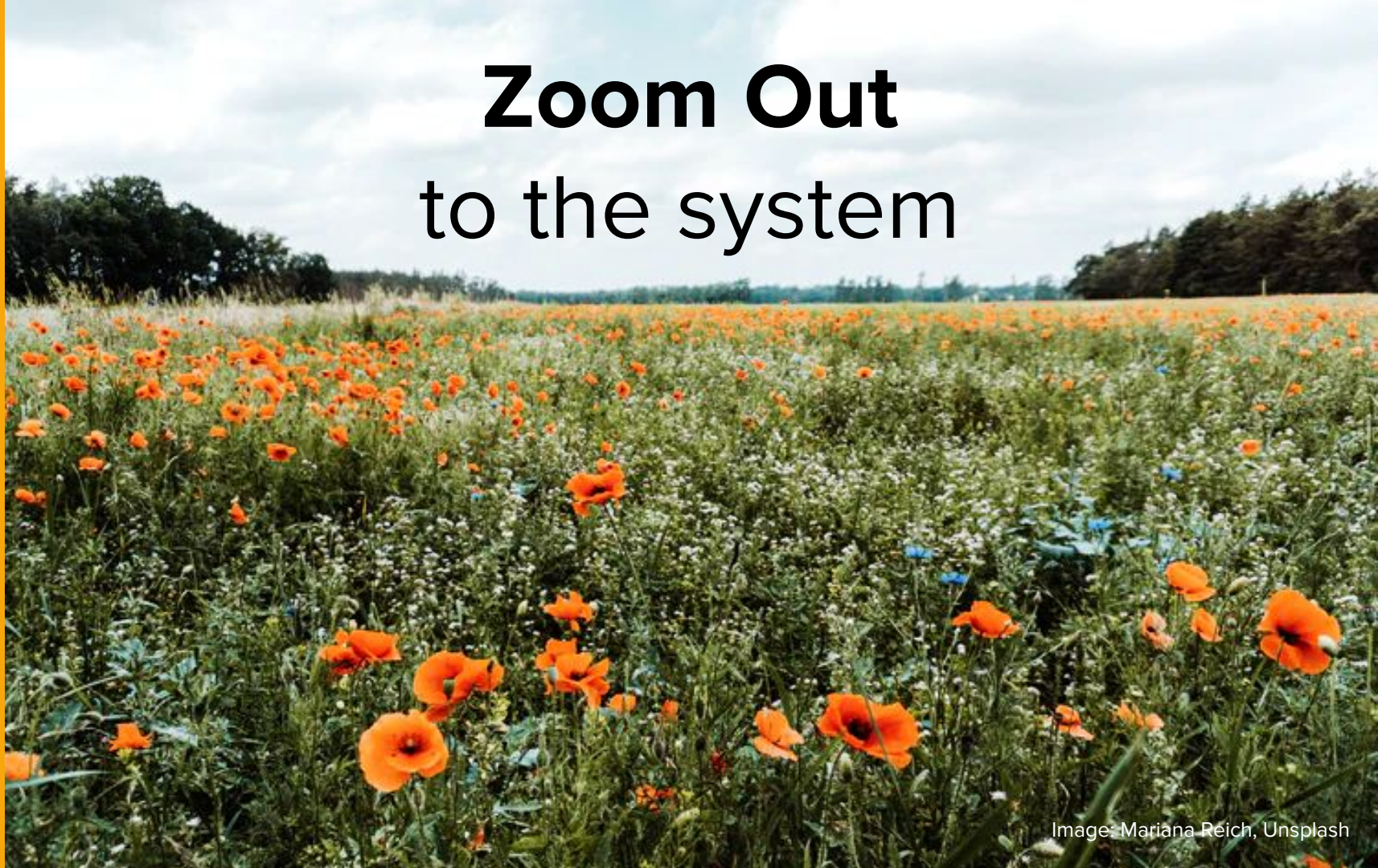
Image: Boris Smokrovic, Unsplash





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# Zoom Out to the system



DESIGN

Image: Mariana Reich, Unsplash



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NEW  
Z/S/G





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/



Surround the problem

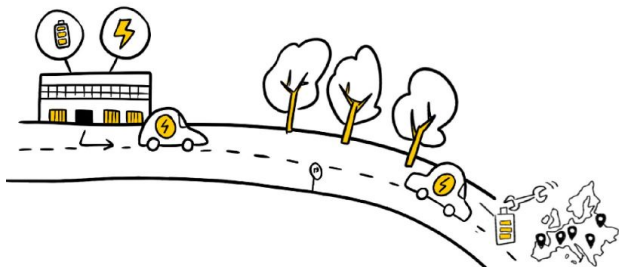


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**GROUPE  
RENAULT**

**VEOLIA**



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Find the right **points of intervention** in the system



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# Build in **feedback loops**

UCL  
ZS/G





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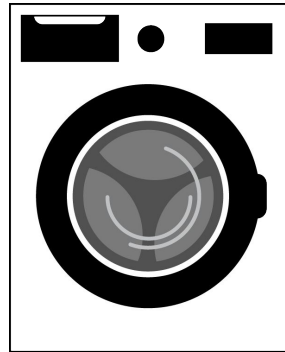
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# Your turn!



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