

ECODESIGN  
LEARNING  
FACTORY

ECODESIGN  
AUDIT

ECODESIGN  
SPRINT

SUSTAINABILITY  
GUIDE



# **DESIGN resource efficient and circular**

The importance of design  
for the circular transition

# WELCOME



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Aino Vepsäläinen

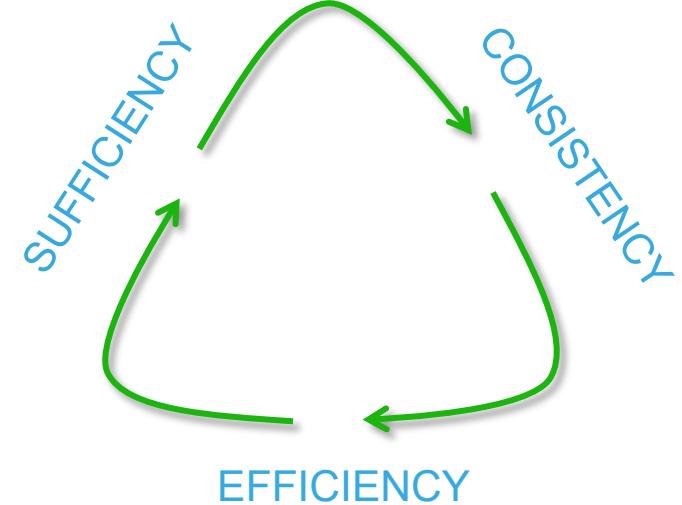
**DESIGN FORUM**  
FINLAND



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND  
EUROPEAN UNION

Circular design is about

# **RESOURCE** **EFFICIENCY** trinity



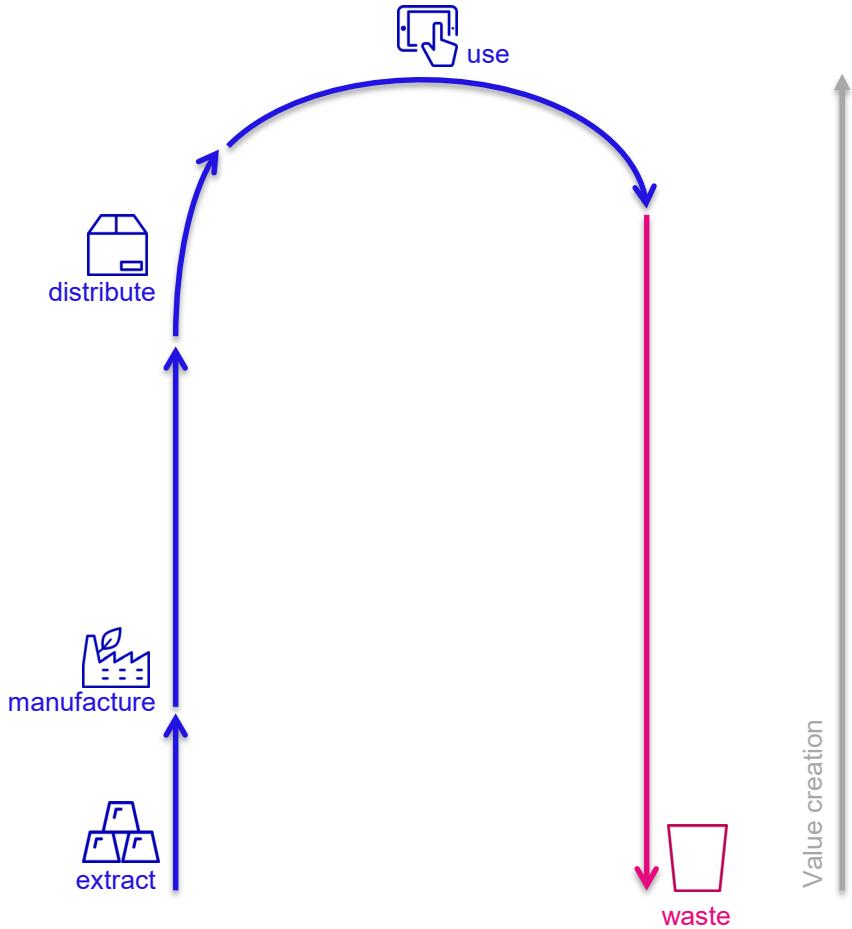
# THE LINEAR ECONOMY

is a resource incentive one-way street



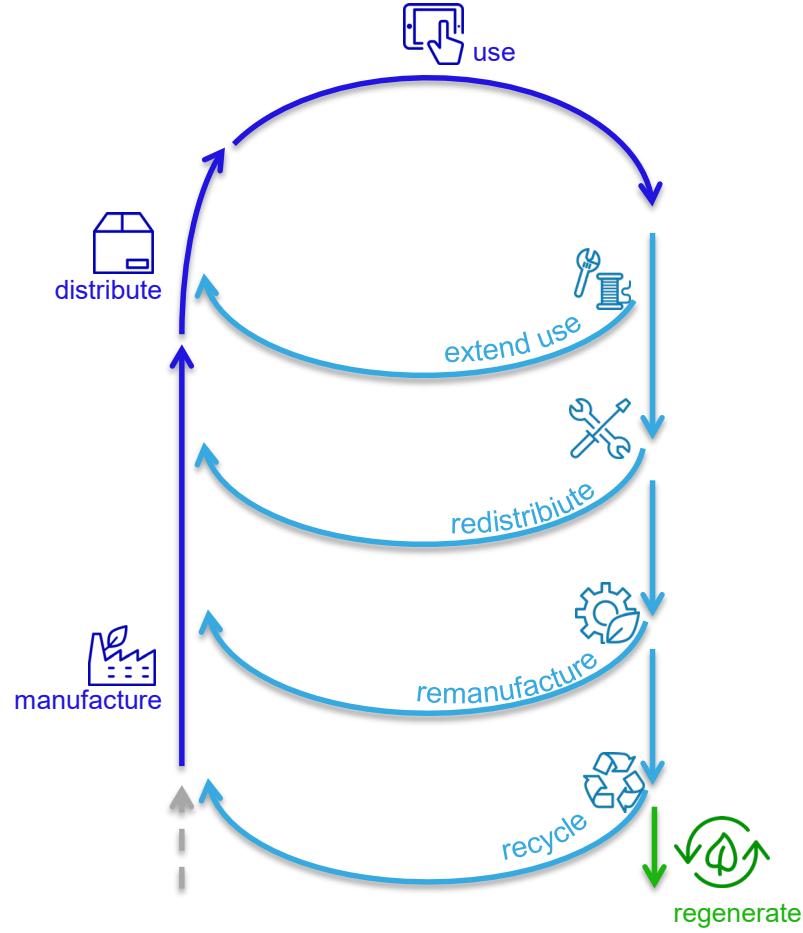
and the linear economy is

# WASTING VALUE



# IN THE CIRCULAR ECONOMY

products, components and materials are kept in their highest potential



# 80 % OF A PRODUCTS FOOTPRINT

are determined during  
the design phase

non  
un  
ir  
in  
non  
un

upgradable  
maintainable  
reparable  
compatible  
dismountable  
recyclable

It's a design decision  
and it can't be retrofitted

Product Design example

# **WOODIO > SINKS MADE FROM WOOD CHIPS**

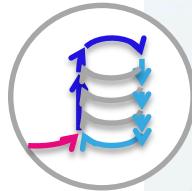
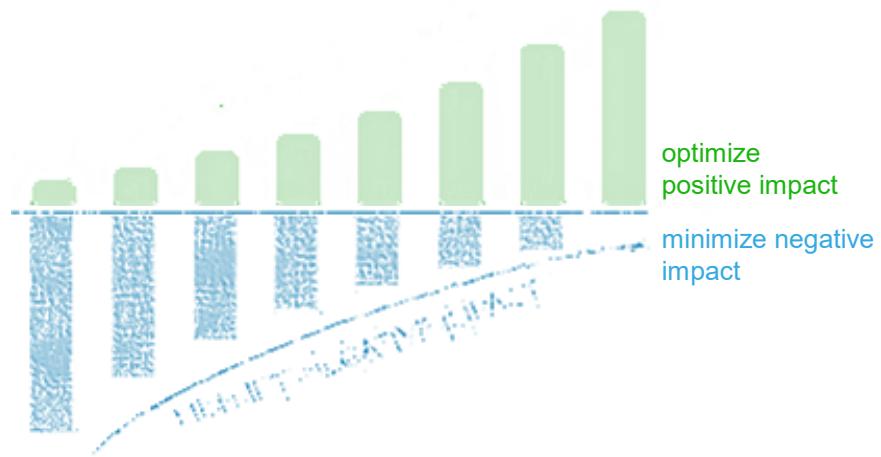


Photo: Pauliina Salonen

# DESIGNING POSITIVE IMPACT

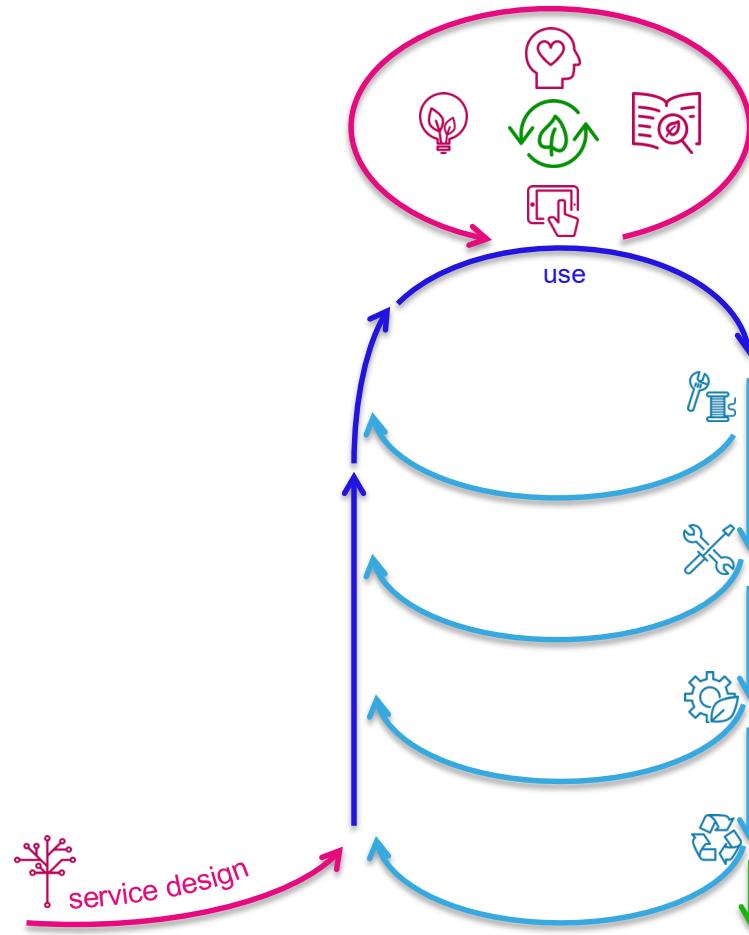
‘BEING LESS BAD IS NOT BEING MORE GOOD’

– Michael Braungart & William McDonough. Cradle to Cradle



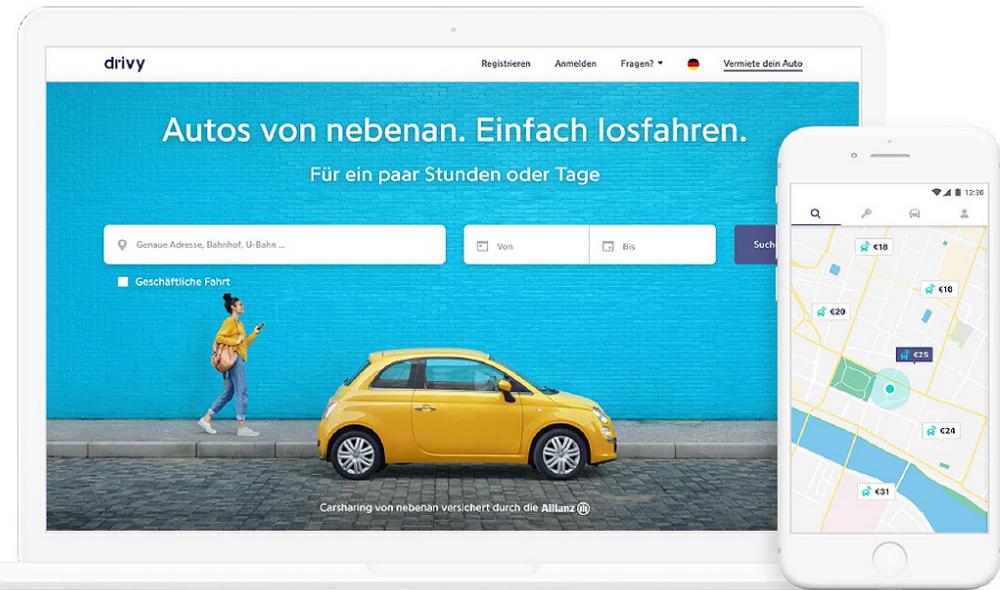
Service design creates

# USER INTERACTIONS



Service Design example

# DRIVY > PRIVATE CARSHEARING (P2P)



Source: Drivy

Let's design together!

# CIRCULAR MINDSET



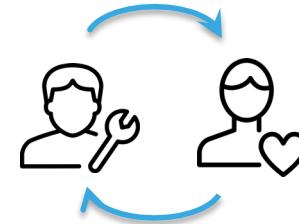
Choose one material and  
think of something else to  
do with



Pic any object  
next to you



OR



Think of someone who could  
use this at another  
time/place/purpose



In the CHAT write ONE sentence:  
The Object - and your solution.

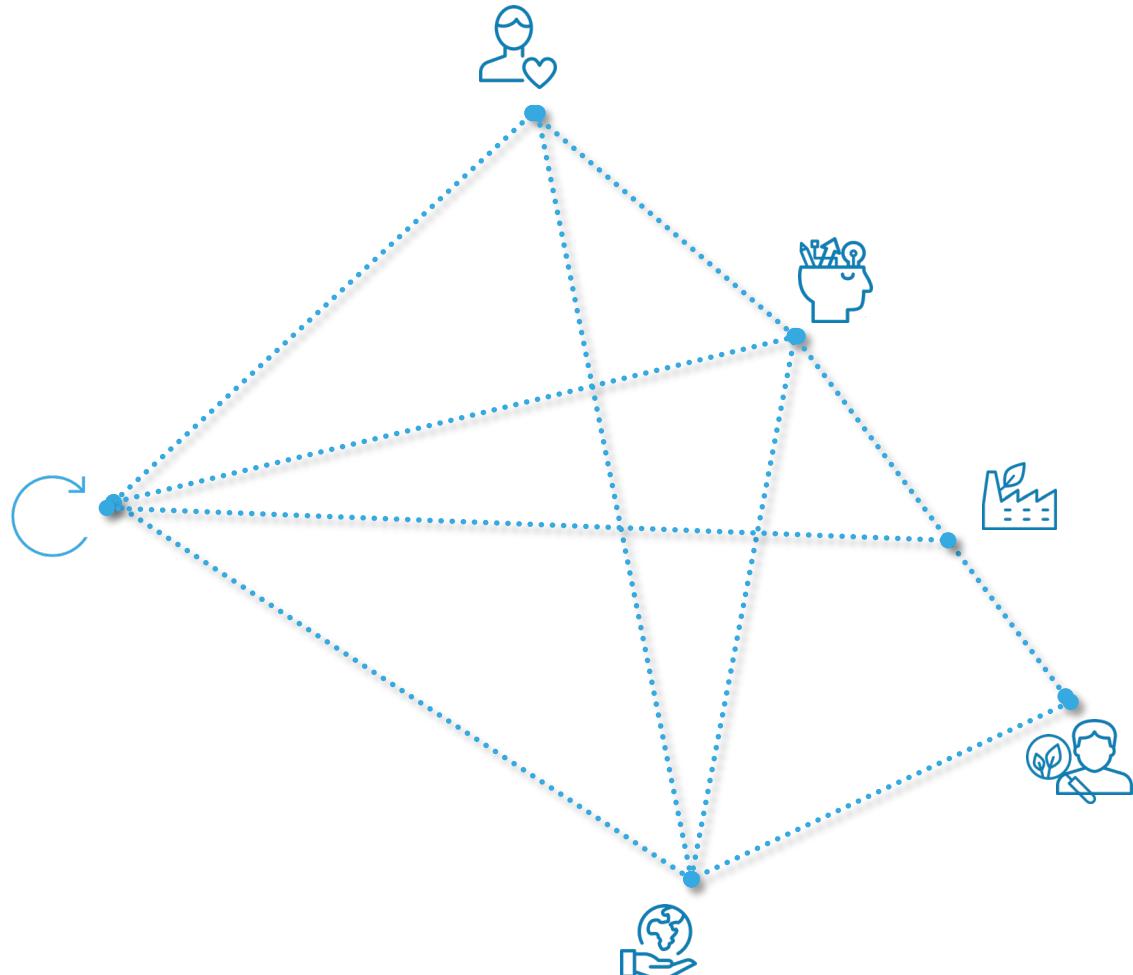


ECODESIGN  
CIRCLE 4.0

Design centers

# CONNECTING EXPERTS

establishing circular design  
networks  
knowledge  
practices  
policies



# Facilitating **CO-CREATION**



# THE FORMATS



Interactive  
**introduction** to  
circular economy &  
circular design



From abstract...



Cooperative  
**assessment** of  
the opportunities  
within a company



..to concrete



Co-creative  
circular  
product-service  
**development**



# GET AN IDEA

Get inspired!



# PROJECT PARTNER

Get in contact!



EESTI ESTONIAN  
DISAINI—DESIGN  
KESKUS CENTRE

**IDZ** International  
Design Center Berlin

 MedinaArt

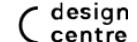


**DESIGN FORUM**  
FINLAND

**SVID** Swedish  
Industrial Design  
Foundation

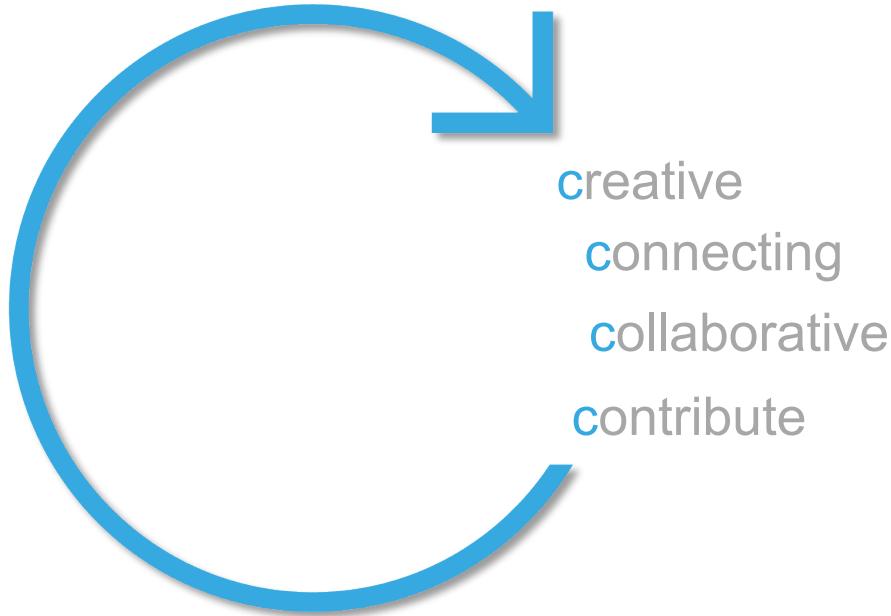
**GDYNIA**

 ppnt gdynia

 design  
centre

# CIRCULAR DESIGN

is closing the loops



# THANK YOU

Let's connect!



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