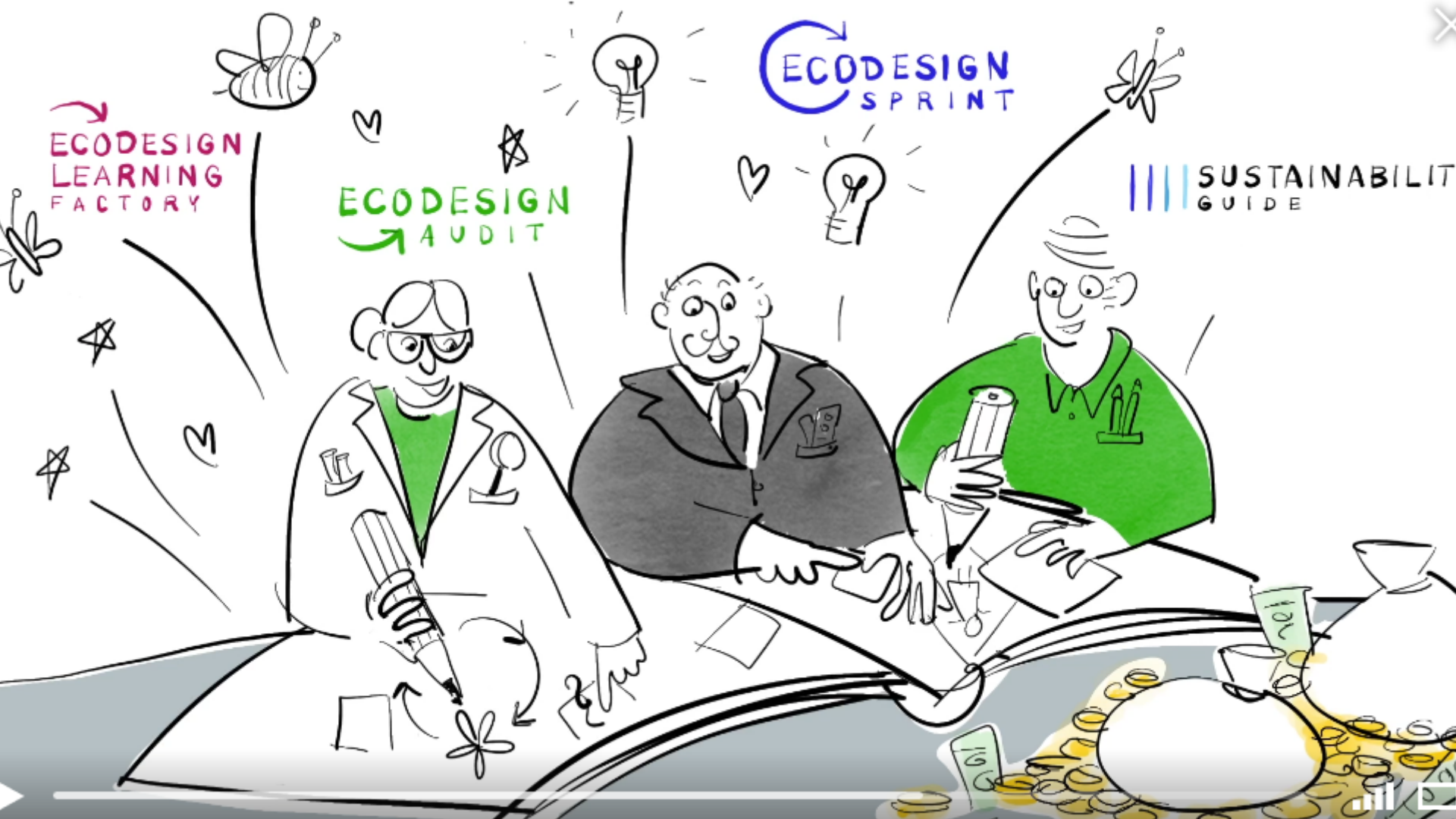


ECODESIGN  
LEARNING  
FACTORY

ECODESIGN  
AUDIT

ECODESIGN  
SPRINT

SUSTAINABILITY  
GUIDE





# **DESIGN** **resource efficient and circular**

The importance of design  
for the circular transition

# WELCOME



Ronja Scholz



Aino Vepsäläinen

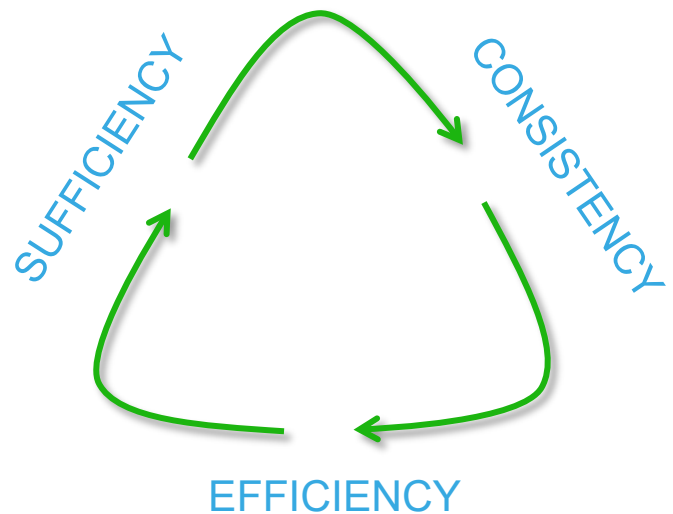
**DESIGN FORUM**  
FINLAND

Circular design is about

**RESOURCE**

**EFFICIENCY**

trinity



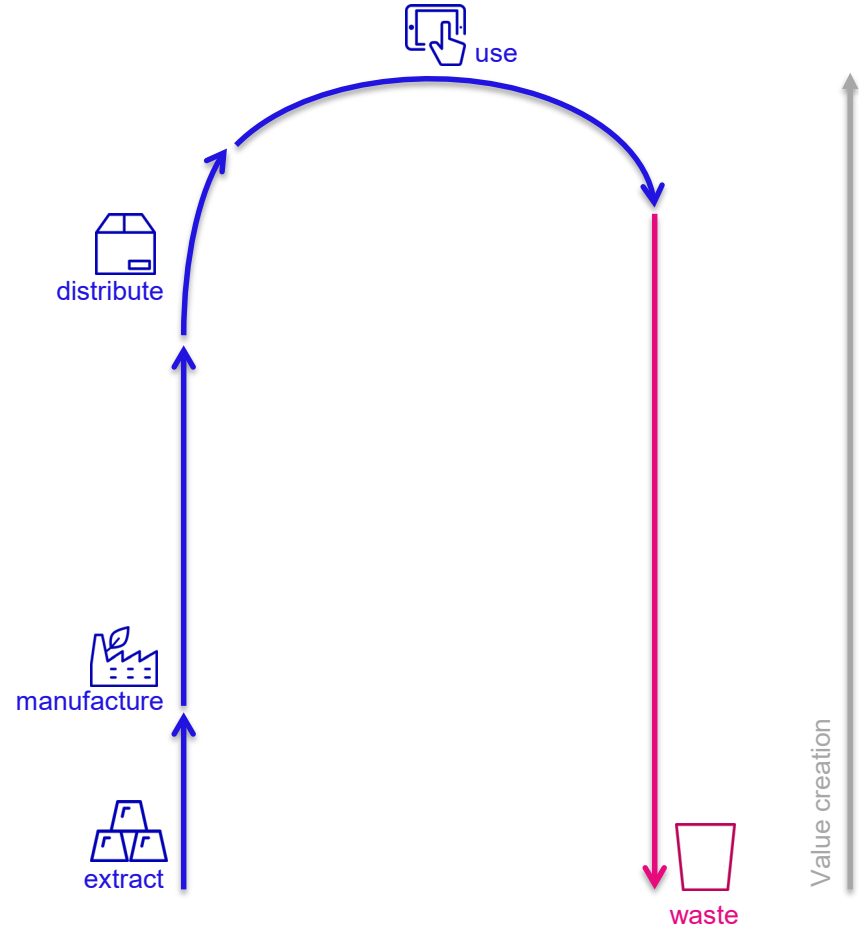
# THE LINEAR ECONOMY

is a resource incentive one-way street



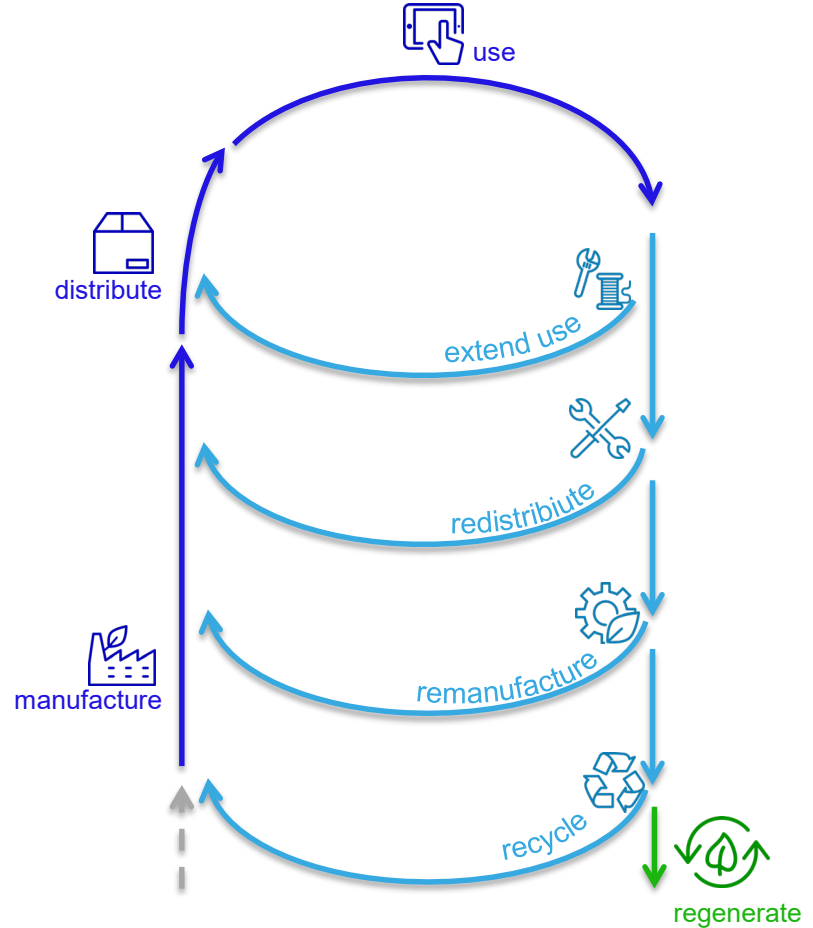
and the linear economy is

# 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	upgradable
un	maintainable
ir	reparable
in	compatible
non	dismountable
un	recyclable

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



Product Design example

# WOODIO > SINKS MADE FROM WOOD CHIPS

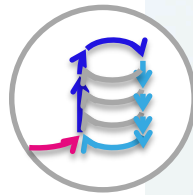
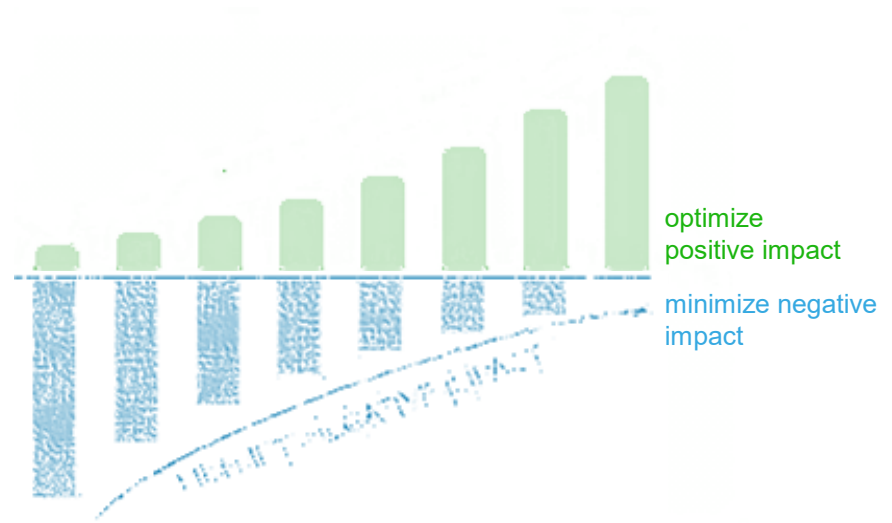


Photo: Pauliina Salonen

# DESIGNING POSITIVE IMPACT

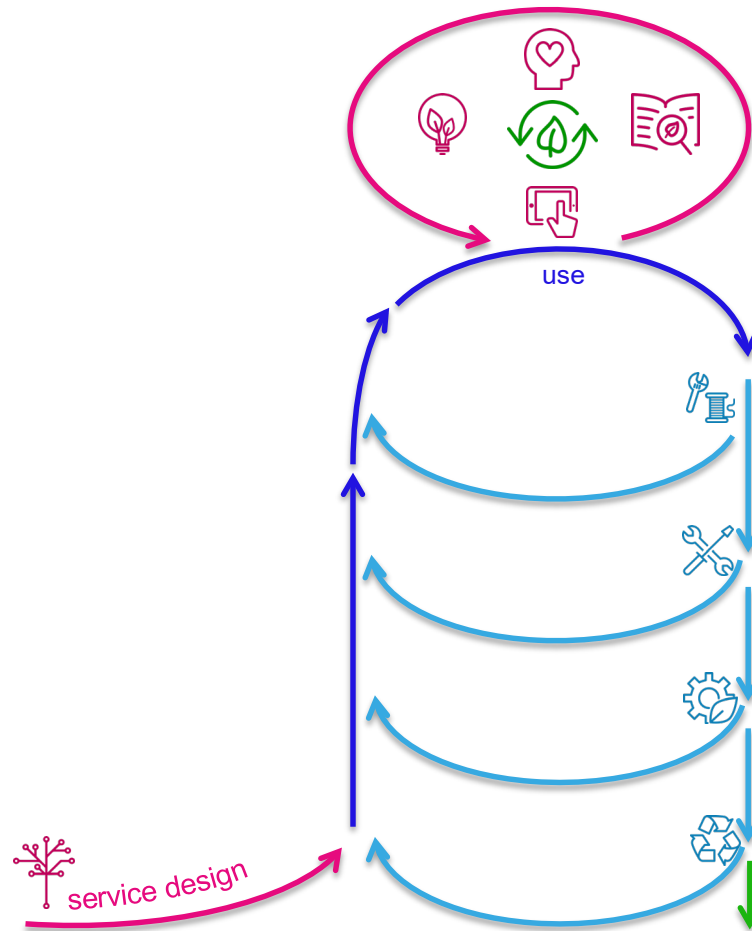
‘BEING LESS BAD  
IS **NOT** BEING MORE GOOD’

– Michael Braungart & William McDonough. Cradle to Cradle



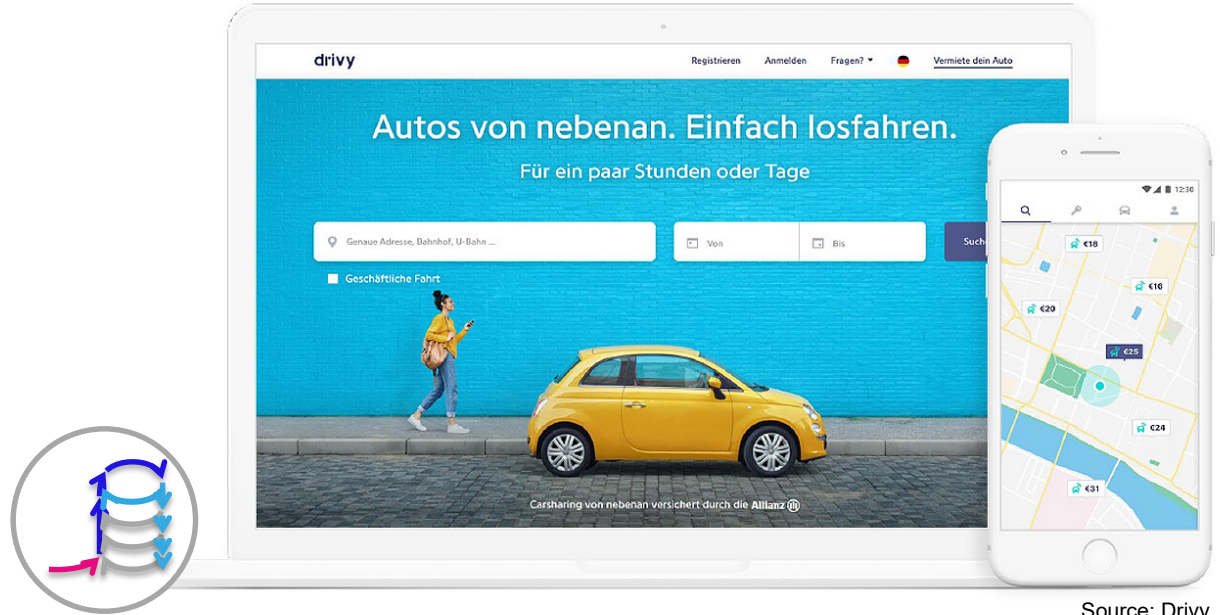
Service design creates

# USER INTERACTIONS



Service Design example

# DRIVY > PRIVATE CARSHARING (P2P)



Source: Drivy

Let's design together!

# CIRCULAR MINDSET

be creative!

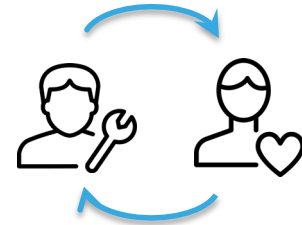


Choose one material and  
think of something else to  
do with

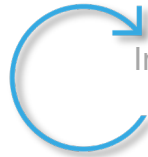


Pic any object  
next to you

OR



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



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

Fraunhofer  
IZM

FRAUNHOFER-INSTITUT FÜR  
ZUVERLÄSSIGKEIT UND  
MIKROINTEGRATION IZM

Haupteingang / Main Entrance  
Besucher / Visitors

Forschungsfabrik  
Mikroelektronik

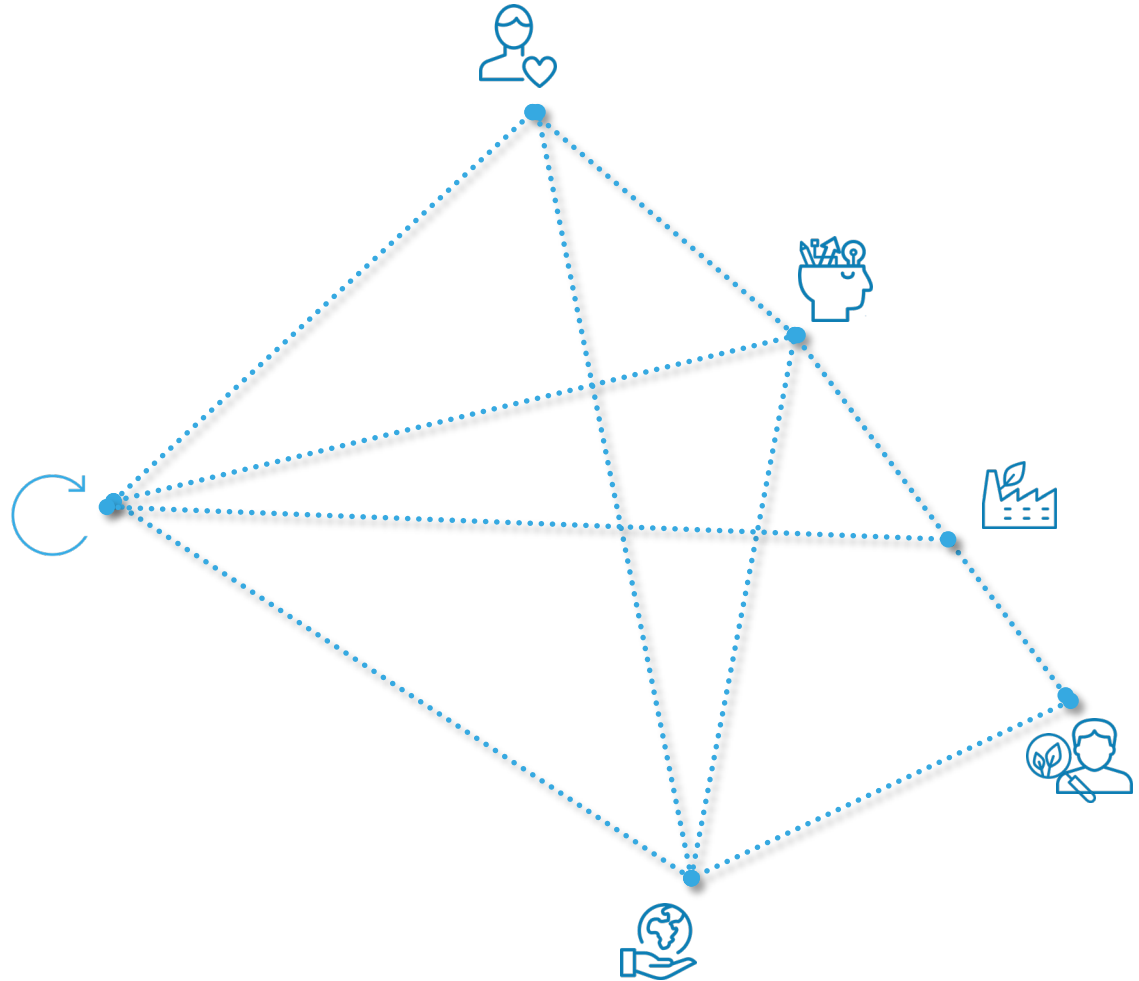


ECODESIGN  
CIRCLE 4.0

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 DISAINI — ESTONIAN  
KESKUS — DESIGN  
CENTRE

**IDZ** International  
Design Center Berlin



DESIGN FORUM  
FINLAND

**SVID** Swedish  
Industrial Design  
Foundation

**GDYNIA**

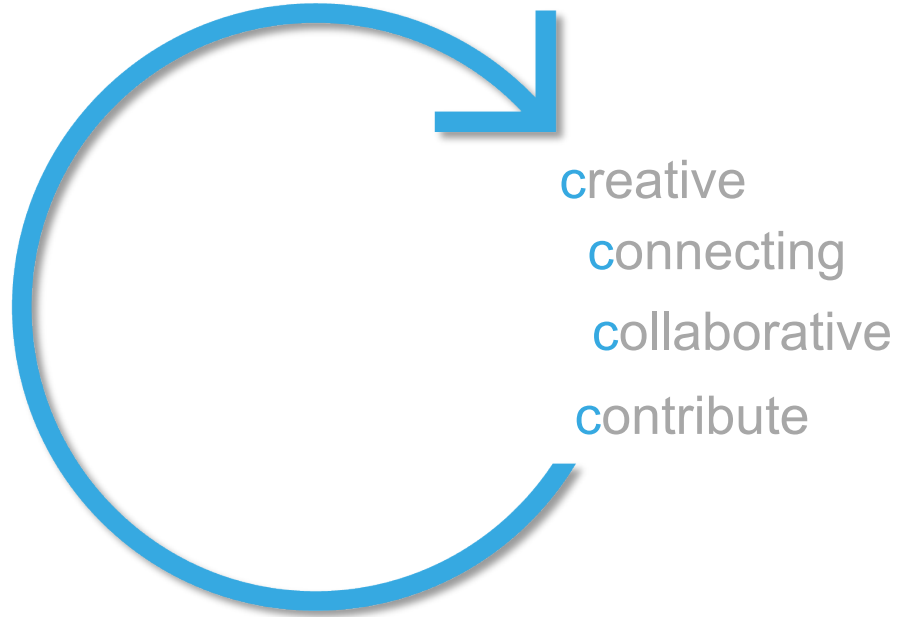
ppnt gdynia



design  
centre

# CIRCULAR DESIGN

is closing the loops



# THANK YOU

Let's connect!



Ronja Scholz  
[ronja.scholz@tu-berlin.de](mailto:ronja.scholz@tu-berlin.de)



Aino Vepsäläinen  
[aino.vepsalainen@designforum.fi](mailto:aino.vepsalainen@designforum.fi)

[www.sustainabilityguide.eu](http://www.sustainabilityguide.eu)  
[www.ecodesigncircle.eu](http://www.ecodesigncircle.eu)