

Circular Framework

- 1 Define which product you want to explore in the circular value chain. You can work with an existing product or a new product idea.

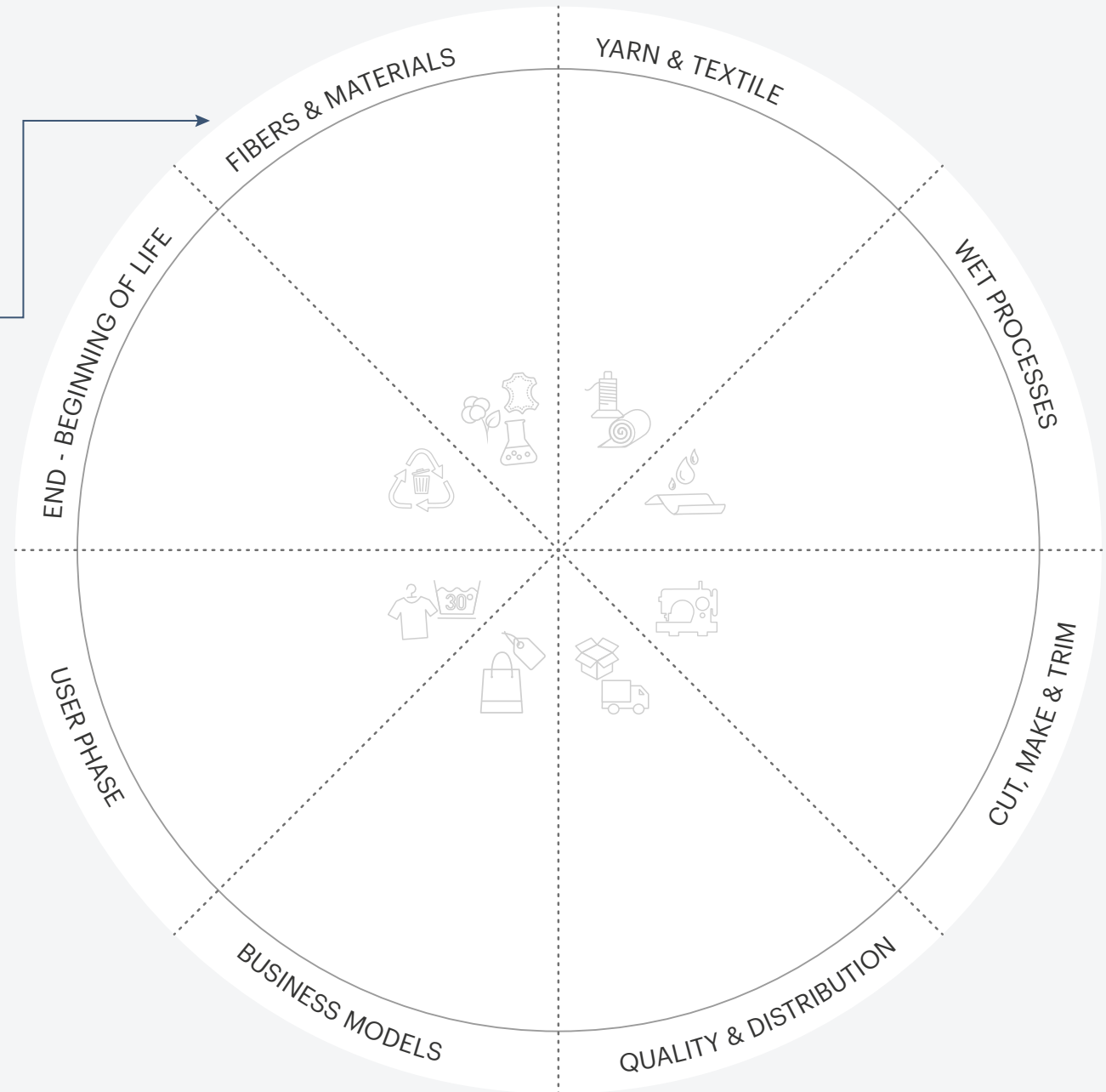


- 2 **Using the Value Chain Cards:**

Start at 'Fibers and Materials' and write down what needs to be considered along the value chain to develop a circular product that 'closes-the-loop'. (Move clock-wise)

Use the Brainstorming questions on the cards to guide you as you move through the value chain.

When you reach 'End-Beginning of Life' go to next page (Step 3).



3 Using the 'Business Models' and 'Design Strategies' Cards:

Ideate how can you extend the life of this product; explore different services and alternatives to keep your product out of the landfill, and flowing in a circular loops.

