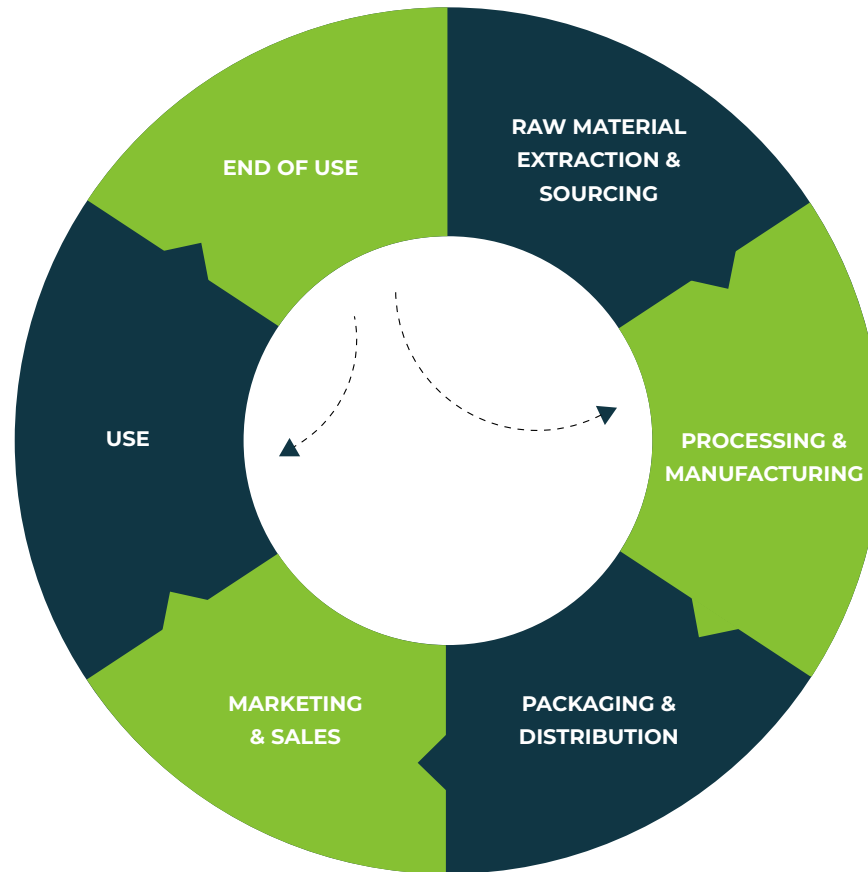


Circular Design Strategies Wheel



- Create a platform to facilitate the reuse of products or material exchanges
- Create a take back management system to reclaim products/ materials to be cycled again for manufacturing (technical nutrients) or safely returned to the earth (biological nutrients)
- Remanufacture or refurbish the product to be sold again
- Recycle the materials

- Design to encourage behaviour change (lower impact consumption)
- Reduce energy, water and material requirements during use
- Make the product or service easy to upgrade
- Design for easy disassembly, maintenance and repair

- Offer performance or access to a product instead of ownership (renting, leasing, subscription, product-as-a-service)
- Offer services to extend the life of a product (repair service, extended warranty)
- Leverage circularity as part of your branding (highlight and guarantee claims)

- Substitute scarce/toxic/high impact materials with lower impact alternatives
- Minimise use of virgin raw materials
- Source recycled, reclaimed, and waste by-product materials
- Source materials locally
- Regenerate ecosystems where materials and resources are being extracted

- Create a system to track material/ nutrient flows
- Dematerialise
- Use resources efficiently (energy, water and materials)
- Localise production instead of outsourcing
- Manufacture products on-demand to eliminate unused stocks
- Design for durability
- Design using biomimicry

- Reduce weight and volume of products and packaging
- Create a reusable packaging system
- Use packaging that can be safely returned to the earth
- Choose lower impact transportation methods

About the Circular Design Strategies Wheel

Designers, innovators and entrepreneurs can use this tool to design products, services, systems or business models in a circular way. The wheel provides practical circular design strategies that can be implemented across the different life cycle stages, from raw material extraction to the end of use.

We created this tool as an inspiration guide to show how we can move beyond the linear 'take-make-use-waste' economy and instead design solutions that accelerate the transition towards a circular economy.

The circular design strategies listed on the wheel are not exhaustive. We encourage you to expand on them and explore other strategies that would be appropriate for your local context and situation.

Content and inspiration sourced from:

[Introduction to the Circular Economy and CCAAsia's Framework Webinar](#) by Circular Cities Asia;

[Circulator Tool](#) by EIT Raw Materials; [Ecodesign Strategy Wheel](#) by Permission to Play

Explore which strategies you could use to make your solution circular and brainstorm how you might implement them.

