

Map out the areas of circularity

1.Extraction

2.Production

3.Distribution

4.Usage

5.Disposal

5 Business Models of Circularity

Cut out each card

Sharing Platform



A service platform allows people to collaborate and share a product amongst themselves without singular ownership by the customer.

Example:

Ridesharing functions on the principle of owners sharing their assets, fuel, and time with others in exchange for money. A company provides a platform where private car owners can offer their car and a ride to people who need one.

Product As A Service



Products that are used by one or more customers as a pay-as-you-use arrangement.

Example:

Clothing rental models can provide customers with access to a variety of clothes while decreasing the demand for new clothing production. Short-term rental models offer a compelling value proposition, particularly when taking changing customer needs and fashion trends into consideration.

5 Business Models of Circularity

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Circular Supplies



Products made from fully renewable, recyclable, or biodegradable resource inputs.

Example:

A shoe company makes their shoes from 100% recycled materials. PET plastic bottles can be recycled into polyester fibers (rPET) which are made into fabric used to make athletic shoes. After usage, the customer can return the shoes to be recycled into other shoe parts.

Resource Recovery



Services that work to eliminate resources, materials, or waste from leaking into the environment and maximizing the value of it to reenter the loop.

Example:

The methane produced in landfills can be recycled and used for the production of electricity and thermal energy, effectively diverting waste from landfills and eliminating tons of greenhouse gas emissions.

Product Life Extension



Services that offer to extend the life of an otherwise discarded product through repairing, upgrading, or reselling back into the loop.

Example:

Customers can get a discount on future purchases by bringing their old gear back and the brand will repair and restore before reselling it. This extends the life of the garment that would otherwise be disposed.

Circular Business Case Study

- 1 What does the company do?
- 2 Do they offer goods, services, or both to their customers?
- 3 Which of the 5 circular economy business models does the company utilize?
- 4 What linear problem is the company trying to solve through circularity?
- 5 How do they keep materials in a closed loop system? (e.g. recycle plastic bottles to make new products)
- 6 How do they reduce or eliminate waste?
- 7 Does their business model help regenerate natural systems?
- 8 What added value do they offer customers and the environment with their circular model?
- 9 As a designer, how could you help make their business even more circular?

Lifecycle Mapping

