

Circular design toolkit

This toolkit is made for those willing to make the **circular and regenerative economy** a reality.

It has been designed to help you **understand**, **apply** and **implement** projects and models that answer fundamental needs through **system thinking** and **cooperation**.

This work was made for you to design for regeneration, share, reuse, remix, rework...



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Circulab - Circular Design kit*



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Our mission is to accelerate ecosystem regeneration. And we believe everyone has a role to play to redesign our systems and communities. Since 2012, our ambition is to inspire you by giving powerful and accessible tools to design with sobriety and circular thinking in mind.

Hi there, welcome to the Circular design toolkit

**You are about to discover the links between
the design and the regeneration of ecosystems.**

We are Justine and Brieuç,
cofounders of Circulab,
and we will guide you
on your journey.



Justine Laurent



Brieuç Saffré

How does this guide work?

Start with the purpose

1

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How this toolkit was born



WIITHAA

Wiithaa, c'est le nom aborigène d'un oiseau en Australie, le bowerbird, qui s'arrange pour construire son habitat pour chasser et redessiner son habitat pour chasser.

En reprenant cette démarche, celle d'un oiseau autrement dit recycler en ajoutant, nous passons d'une économie linéaire à une économie circulaire.

Sur www.wiithaa.com, nous proposons des solutions aux collectivités ou entreprises, de la conception aux lieux, matériaux et objets.

Aujourd'hui, venez découvrir le monde où les designers font revivre des objets.

WIITHAA

Design & Architecture de l'Économie Circulaire

It all started

with a small bird. A bird that transforms waste into colorful nests: the bower bird. That bird inspired us to build our own nest. We launched the design agency «Wiithaa» (its aboriginal name) to make the notion of waste disappear, and we first targeted the event industry.



2012



WIITHAA
activate the circular economy



Step by step,

we built our experience on upcycling, reusing and designing events. Then we realised that considering the end-of-life of materials and products from the beginning of any project was a great source of economic, social and environmental opportunities, and that this was true not only for the event industry, but basically for any business.

This was when a building company, sharing our vision, asked us to help them redesign their business model by applying the principles of circular economy. We created our first canvas and creativity tools. The Circulab method was born.

2014



From then on,

we decided to reuse our tools and method with other companies to raise awareness and transform their business models. To make that happen, we involved facilitators and consultants to work with us, who themselves were eager to train and use these same tools and methodology.

This is how we built a strong community of certified partners: the Circulab community.

2015



Our community

grew to include people who chose to apply our tools and method to train students, understand business models and design new projects based on the principles of circular economy.

At this moment, our community of certified consultants covered more than 15 countries and already touched more than 30'000 people.

Wiithaa and Circulab came together under a single brand to be more global and gain more impact.

2019



After all these years, we still have the same purpose in mind.

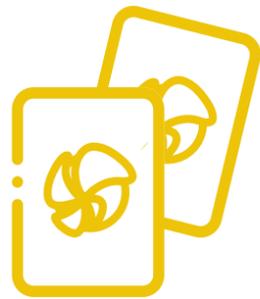
Now more than ever, we want to accelerate the regeneration of ecosystems by helping companies, entrepreneurs and communities to promote circular economy and design for regeneration.

This is why we want our methodology and tools to be accessible and practicable by as many people as possible.

2021



Today, the Circulab toolbox



More than

50 000

players around
the world.



Tools
translated into

8

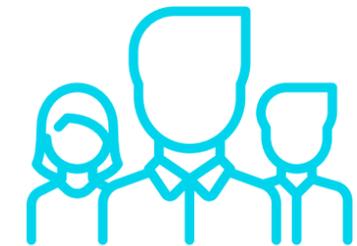
languages



Active on

5

continents



A pool of
more than

80

experts

Understand circular design

2

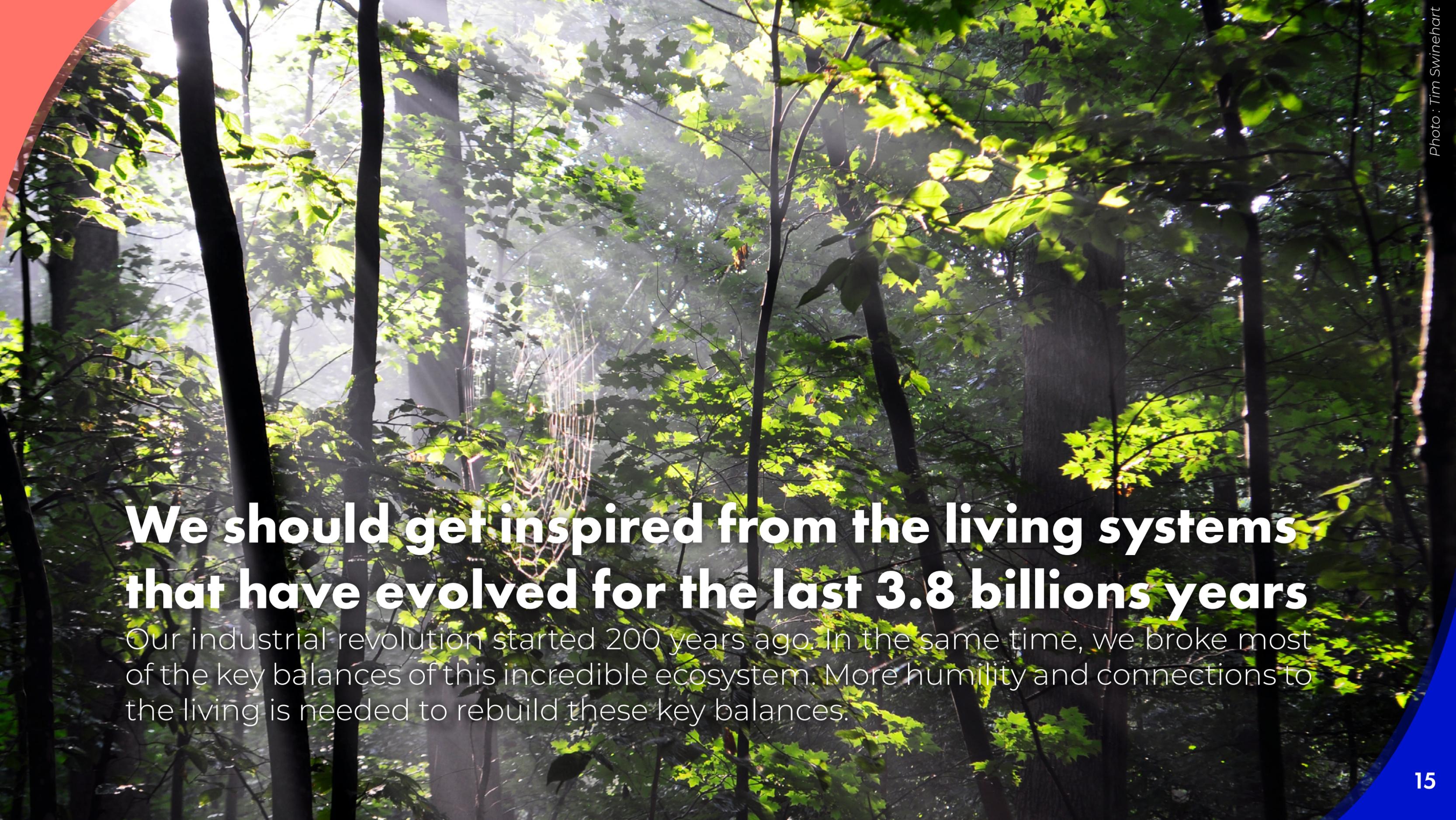
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Why circular economy and design should come together

As we are part of a complex system

Everything is connected, we need to zoom in / zoom out and see the connections before doing anything.



A lush green forest with sunlight filtering through the trees and a spider web in the center.

We should get inspired from the living systems that have evolved for the last 3.8 billions years

Our industrial revolution started 200 years ago. In the same time, we broke most of the key balances of this incredible ecosystem. More humility and connections to the living is needed to rebuild these key balances.

Consider waste as a resource

We are the only species to produce waste that no other species reuses. All our waste are a lack of imagination and a failure at the design stage. By considering them as resources, we can regenerate more than ever.

Optimize rather than maximize

No tree grows forever, why should our cities or businesses? In forest, the energy, the nutrients, even water are shared to enable a shared growth.

And multiply local synergies

The more intense your networking and knowledge sharing, the more resilient and sober your ecosystem is.

**The design stage determines
80% of a product's
environmental impact.**

source: European Commission: Ecodesign Your Future

Everything is the result of a design process

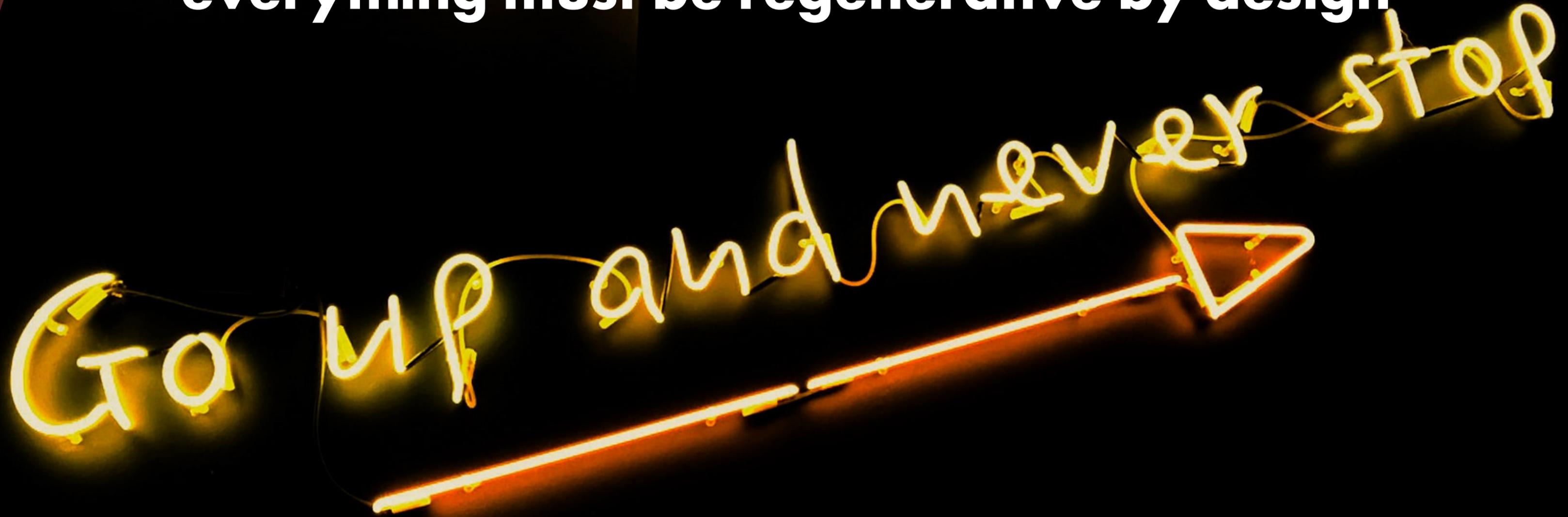
From your socks to any building, there has always been a design stage but the end of use has not considered correctly.

A photograph of a bowerbird's nest. The nest is a large, intricate structure made of dry sticks and twigs, built in a natural, wooded setting. The nest is surrounded by a large pile of blue plastic bottle caps and sticks, which are used as decorative elements. The background is filled with green foliage and more sticks.

Everyone designs

It is a bowerbird nest, it doesn't know the very notion of waste but he designs the most beautiful places to charm its females.

**To create positive impacts,
everything must be regenerative by design**





*« Systems can't be controlled,
but they can be designed
and redesigned. »*

Donella Meadows

**Our whole system needs
to be redesigned
using systems thinking**

What if we redesigned everything this way?

From the product
to the system

Grab hold the tools

3

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**Get ready
to take action**

First, check what your need

This toolbox can be used by different users, and for different contexts and goals. How do you identify yourself?

1 What is your profile?



2 What is your context?



3 What is your objective?



**Grab hold of
your tools**

Circulab
 **toolbox**

Our tools



Inspiration

- Podcasts
- Books
- Blog

Mapping

- Circular canvas
- Partners map
- Value chain canvas

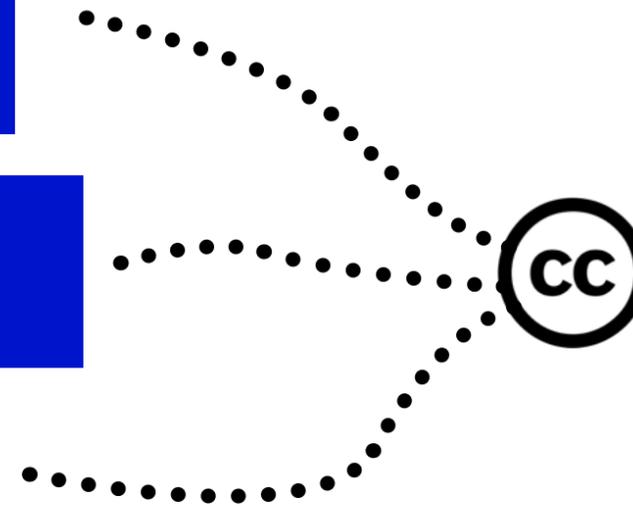
Action

- Complement the tools and facilitate the problem-solving process

Training tools

Strategic tools

Design tools



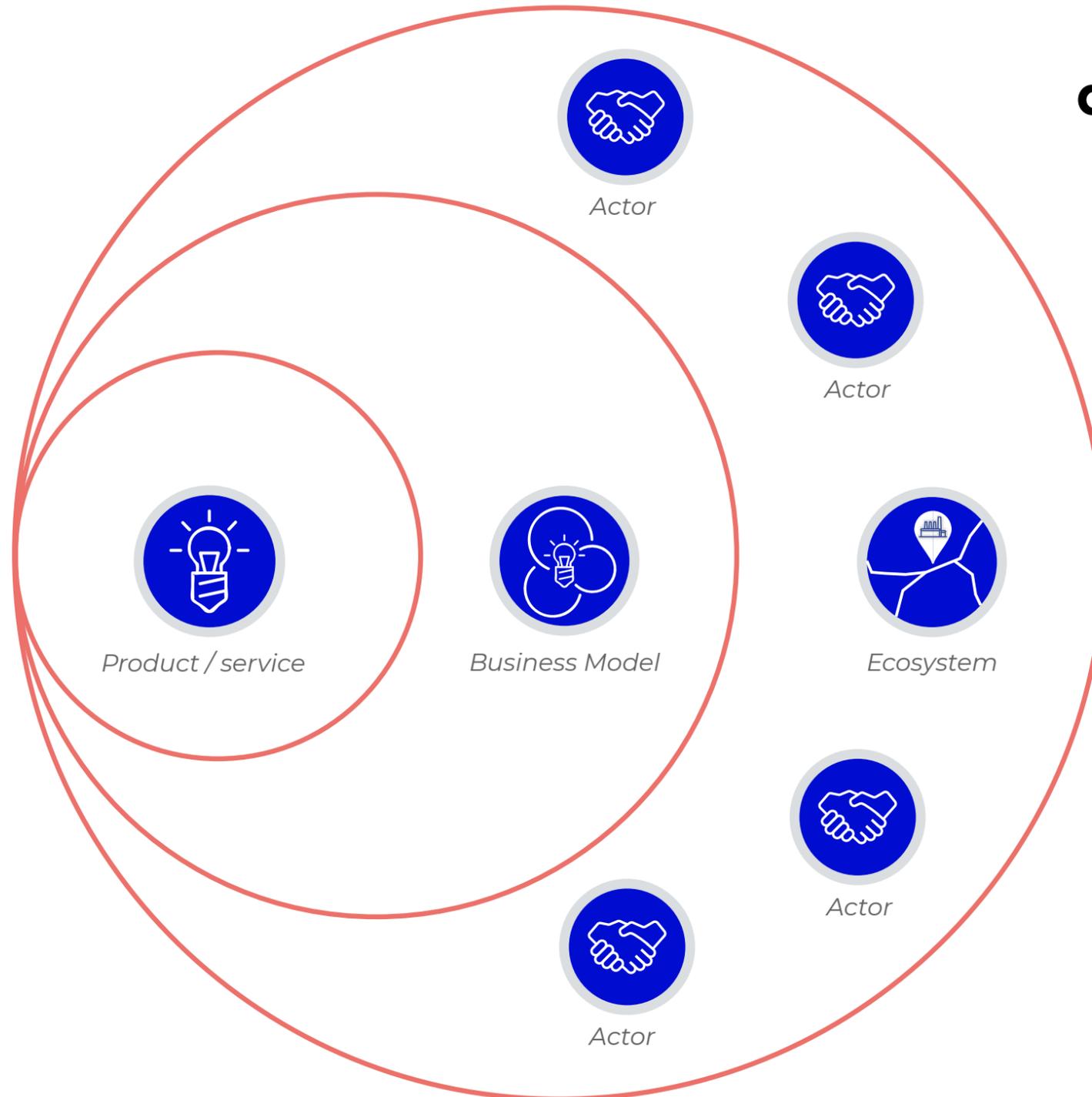
Creative Commons

- Circular canvas
- Partners map
- Value chain canvas



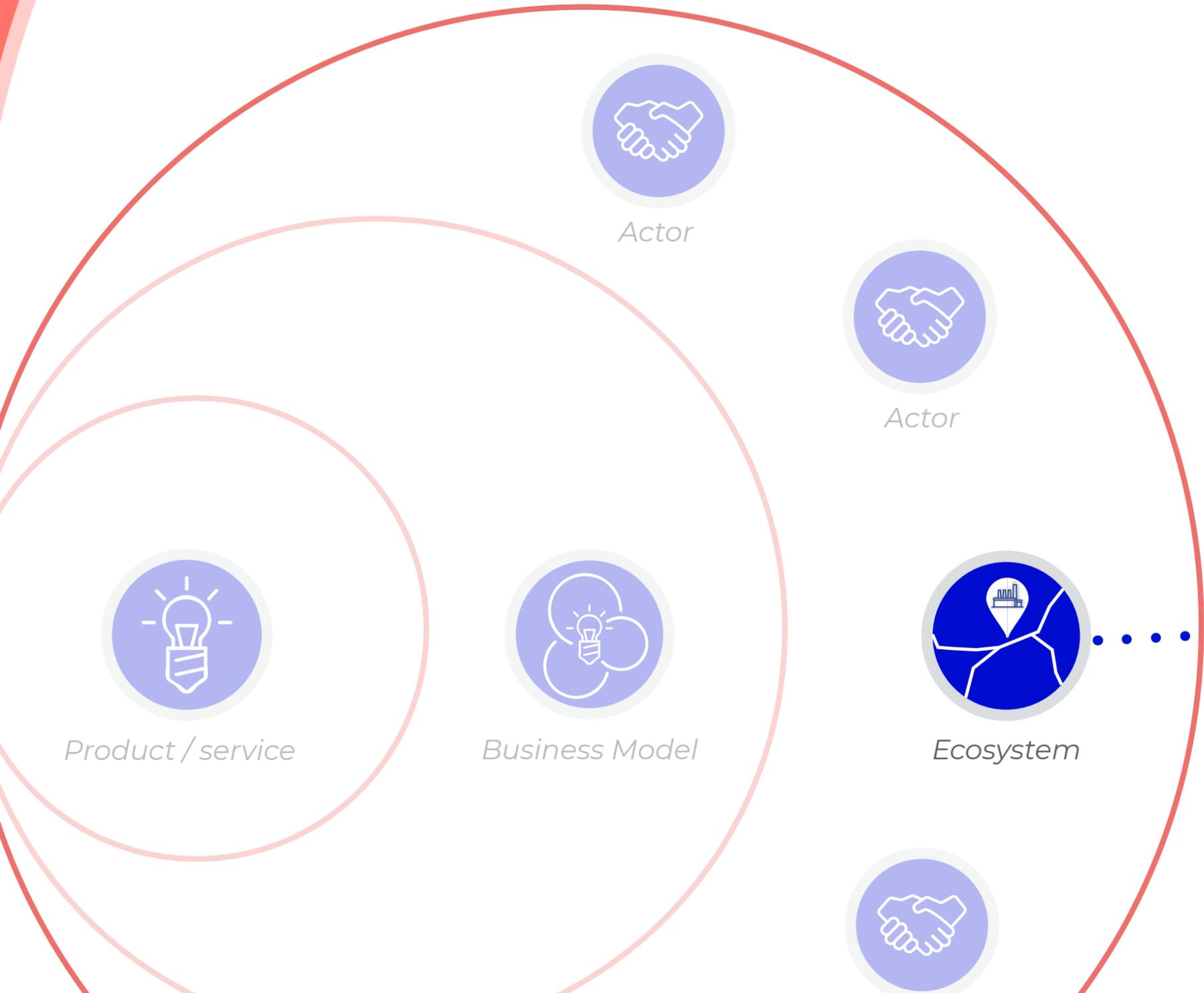
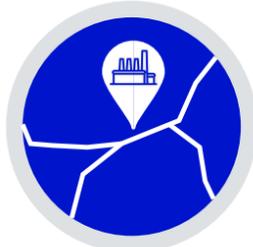
Mapping tools

3 key tools that can be used
according to a progressive logic
or independently



Value chain canvas

Global and market level



Identify the major value creation needs on the market and prioritize the strategic challenges associated using the prism of circular economy.

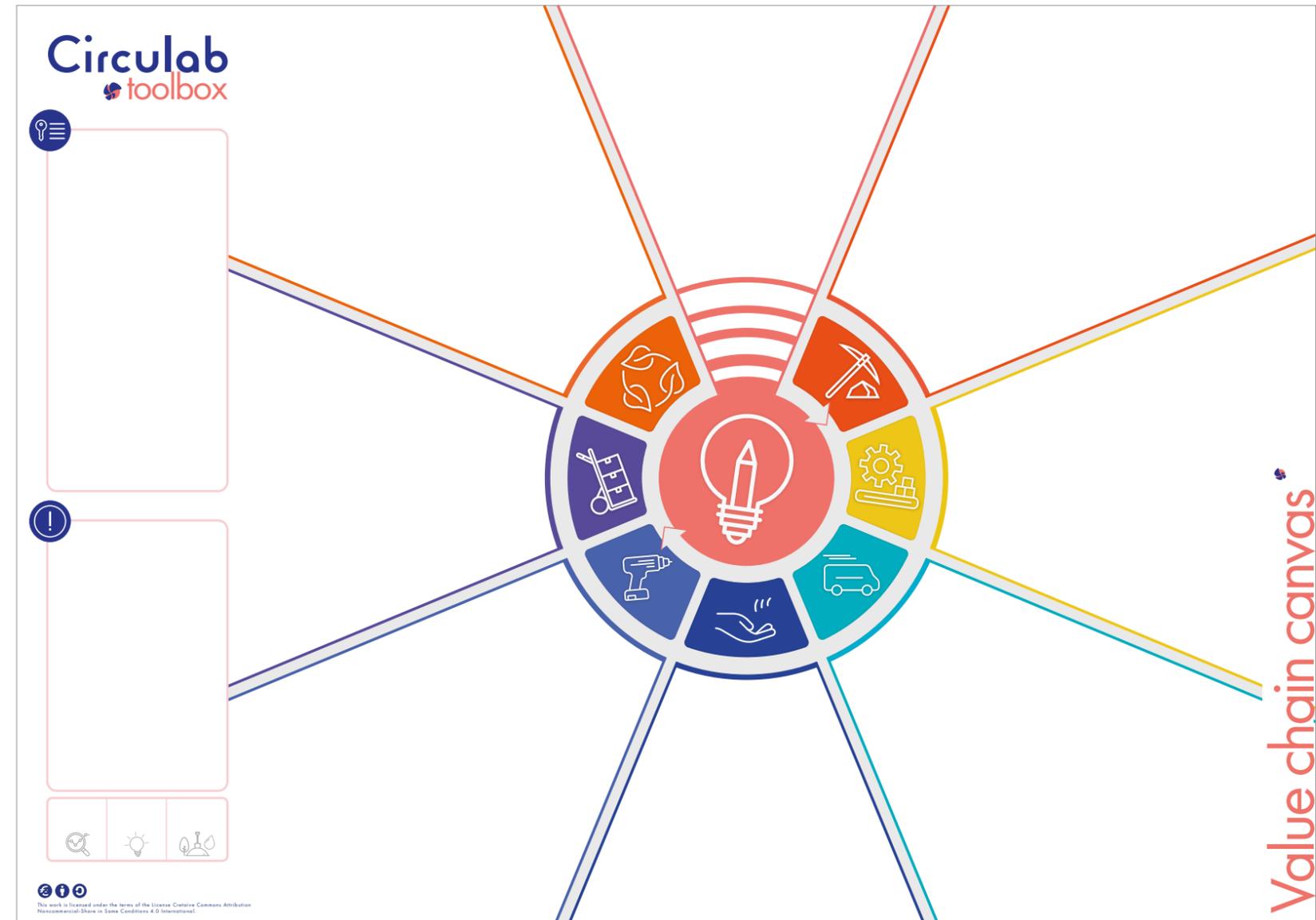


A tool to identify levers for action throughout the value chain

To adopt a strategy that is both regenerative and virtuous, it is important to **understand the context**: the tensions to come, the market opportunities and the key needs of users and ecosystems.

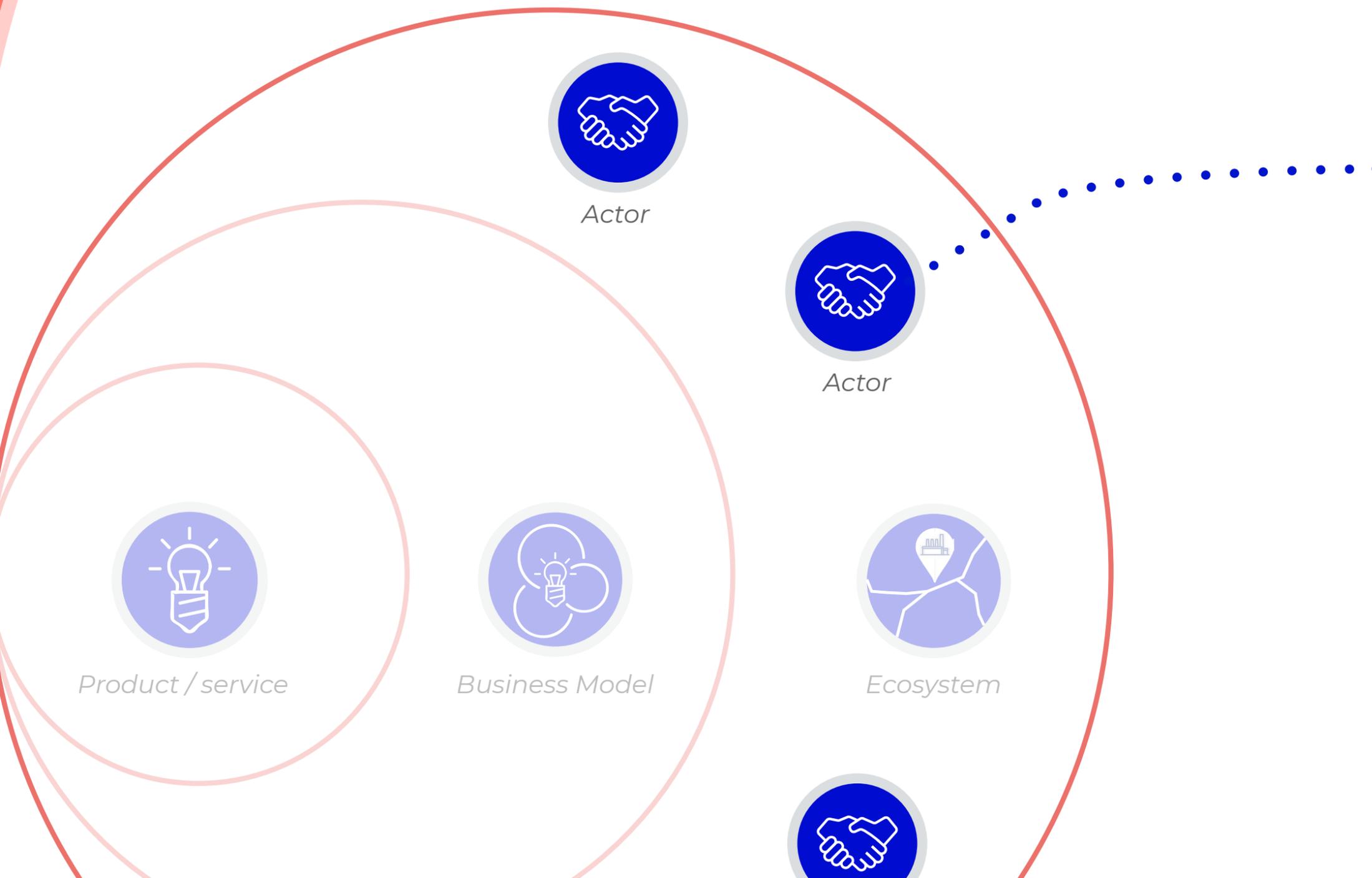
This is why we created the value chain canvas: this tool helps to synthesize and prioritize the challenges to come from a macroeconomic point of view, following a circular and regenerative economy logic.

This tool makes it possible to make a diagnosis, by bringing together the key information about a market from a resource, end-user, competitor, technological or political and legal point of view, across the entire value chain.

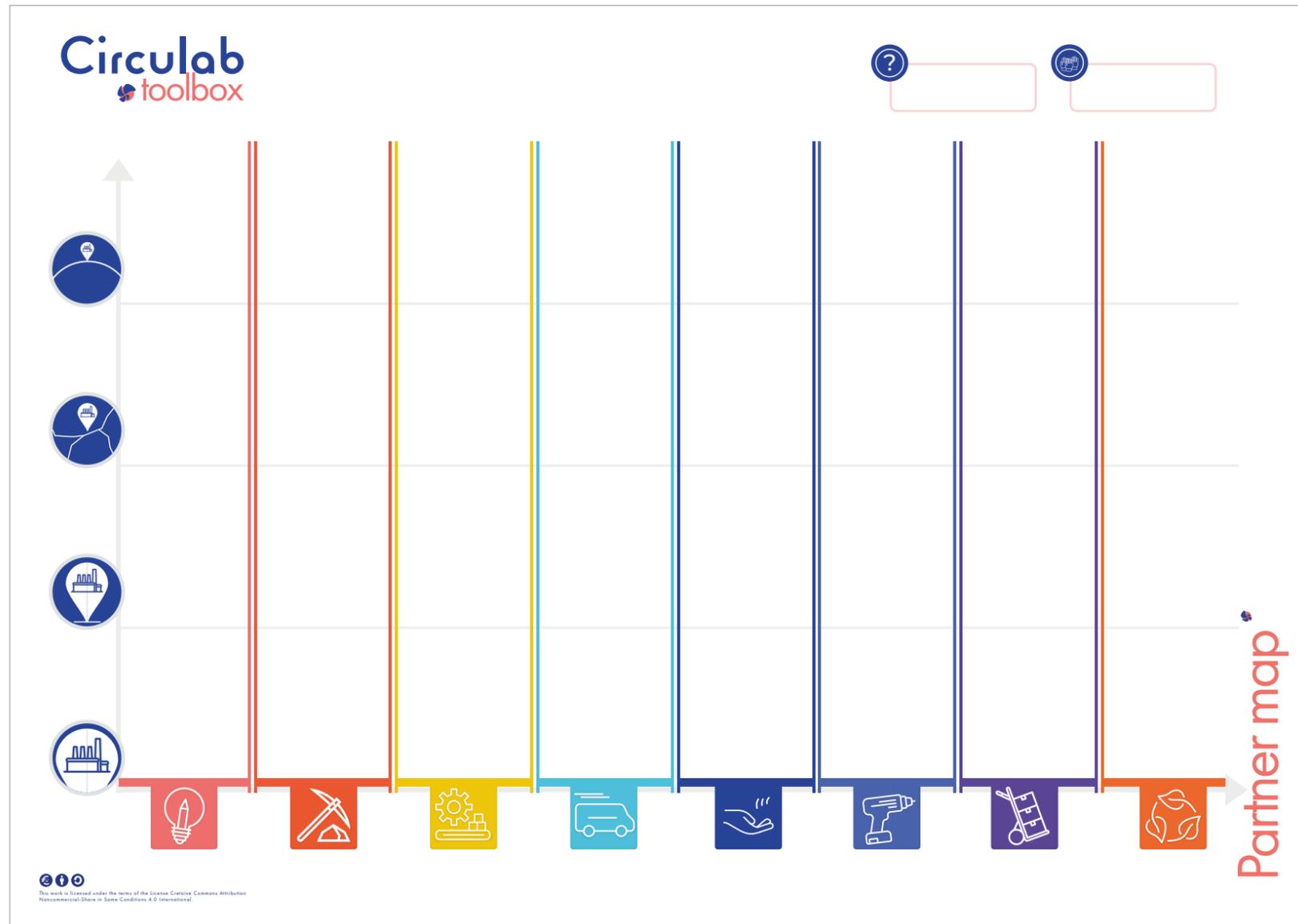


Partner map

Territory and human ecosystem level



Identify the key partners to mobilize to meet these challenges or to succeed on specific common projects; determine the partnership strategy.



A tool to map your partners

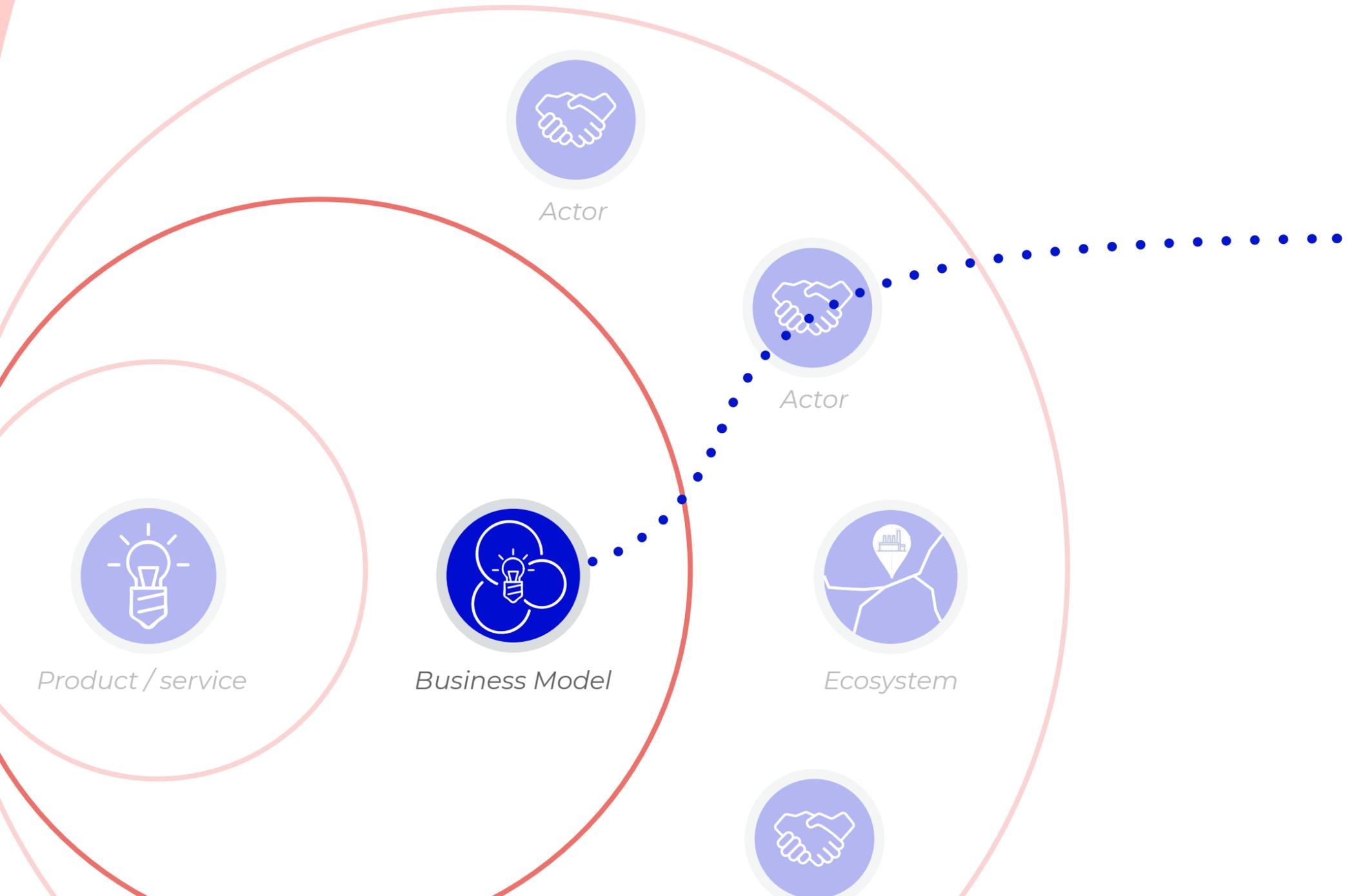
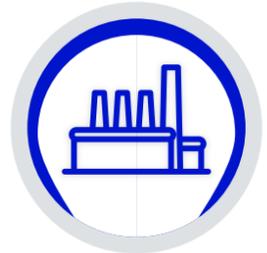
In a circular and regenerative economy, you need to consider the ecosystem of actors around your organization.

This is why we created the partners map. it helps to identify and map the stakeholders, so as to create virtuous synergies at all stages of the value chain(s).

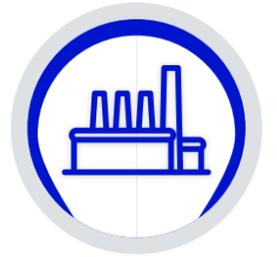
Before starting, be sure to define the problem on which you want to find solutions or the project you want to implement. Depending on the nature of your project, your partners might be very different.

Circular canvas

Business model and project level



Diagnose the economic model of a product or service to identify the problems to be solved, anticipate the consequences of probable scenarios, or make the model circular

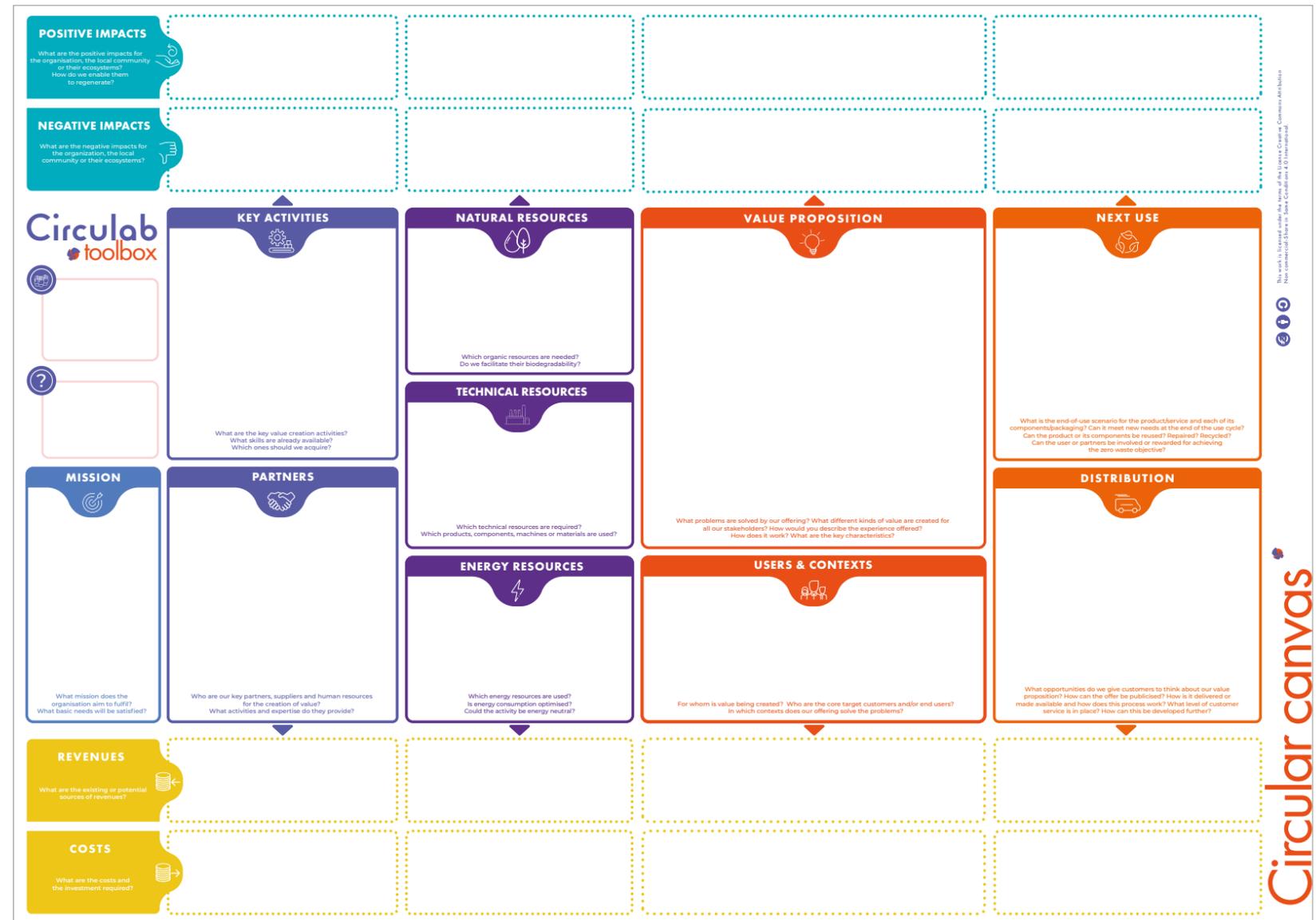


A tool to analyse the context and design new solutions

Circular economy seems to be an unlimited source of economic, environmental and social opportunities.

However, when it comes to taking action, organisations have difficulties identifying areas for improvement and possible levers.

This tool allows an organization to eco-design its business model, by taking into account its ecosystem. By following its observations and experiences, the organization can then synthesize the main flows, stakeholders and resources needed to ensure the proper functioning of its business model, and identify the impacts and circular opportunities generated.



Our other tools...

Business Resilience Game

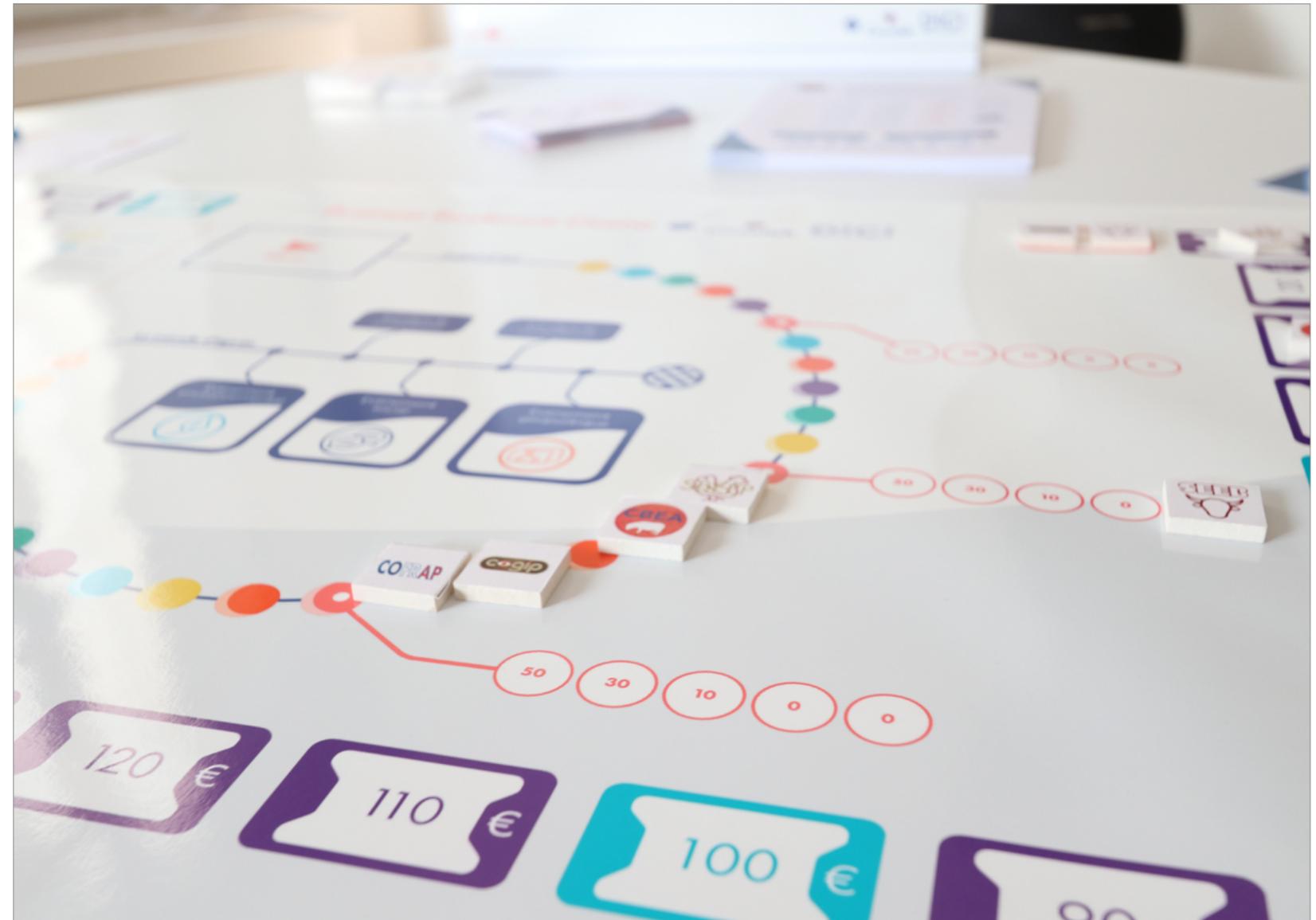
Improve the resilience of your company

A wake up call to transform the companies

Co-designed with Dici design agency, the Business Resilience Game enables teams and managing boards to understand the resilience principles as they apply to companies.

Endorsing the role of a company manager, you constantly have to choose between prioritizing the resilience capacities of your company or its bottom line. The aim is to try and find the right balance so your company survives all social, geopolitical and environmental events that happen during the game.

This game is a true wake-up call for participants and offers opportunities to transform the companies.



Biomimicards

Get inspired by life



Imagine products and services with Biomimicry

Created in 2014, the Biomimicards aim to help find inspiration in Life. They gather 30 examples illustrating the great efficiency and sobriety of Life.

An updated deck allows children to play and learn about the fantastic ingenuity of famous plants or animals, while solving challenges.

How to reach your objectives?

Your objective →	Drive the change	Map an entire value chain or life cycle	Evaluate risks and opportunities on a value chain or life cycle	Improve the resilience of a value chain	Map a business model from a systemic perspective	Align teams and partners to take action
The tool(s) to reach it →	BUSINESS RESILIENCE GAME	VALUE CHAIN CANVAS	VALUE CHAIN CANVAS	VALUE CHAIN CANVAS	CIRCULAR CANVAS	CIRCULAR CANVAS VALUE CHAIN CANVAS
	Relocalize a supply chain	Adapt a business to new constraints	Generate new circular and regenerative business	Reduce the use of resources in your business	Facilitate cooperation with various stakeholders	Identify key stakeholders and lead change
	VALUE CHAIN CANVAS CIRCULAR CANVAS	CIRCULAR CANVAS VALUE CHAIN CANVAS	CIRCULAR CANVAS	BIOMIMICARDS CIRCULAR CANVAS	PARTNER MAP	PARTNER MAP



Tools



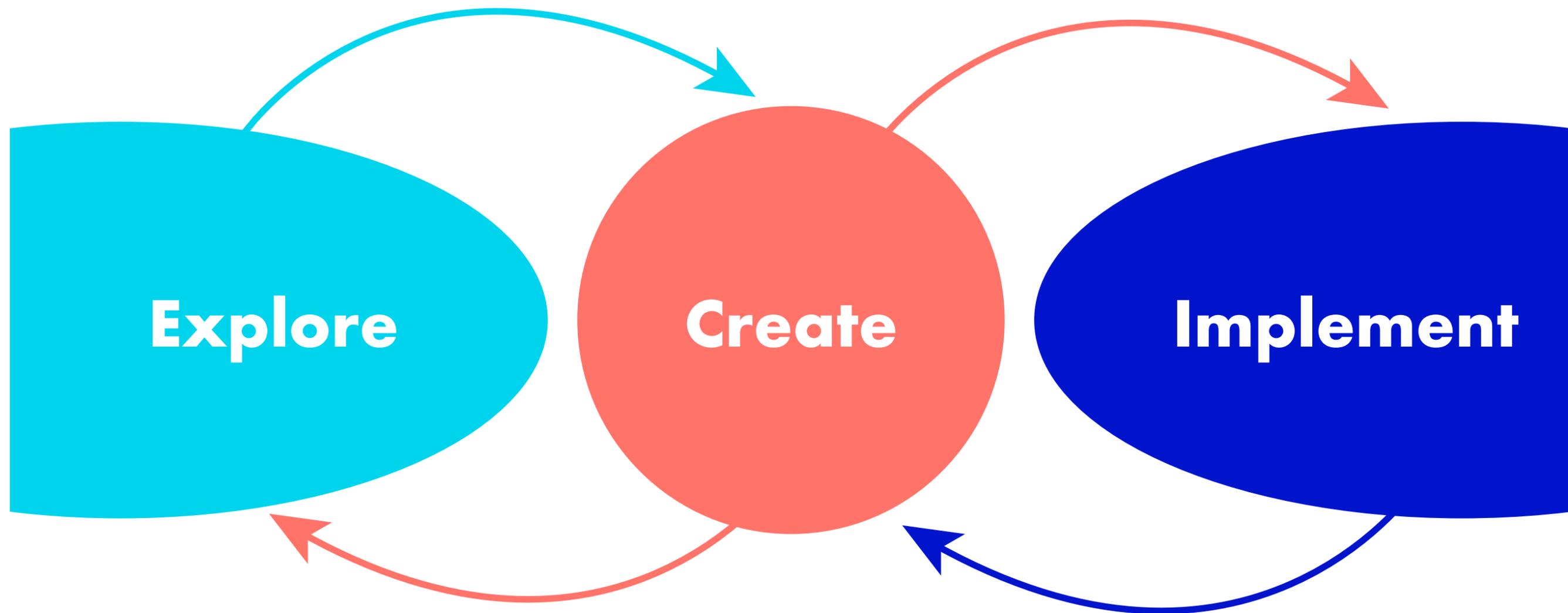
Games

Take actions

Circulab
 actions

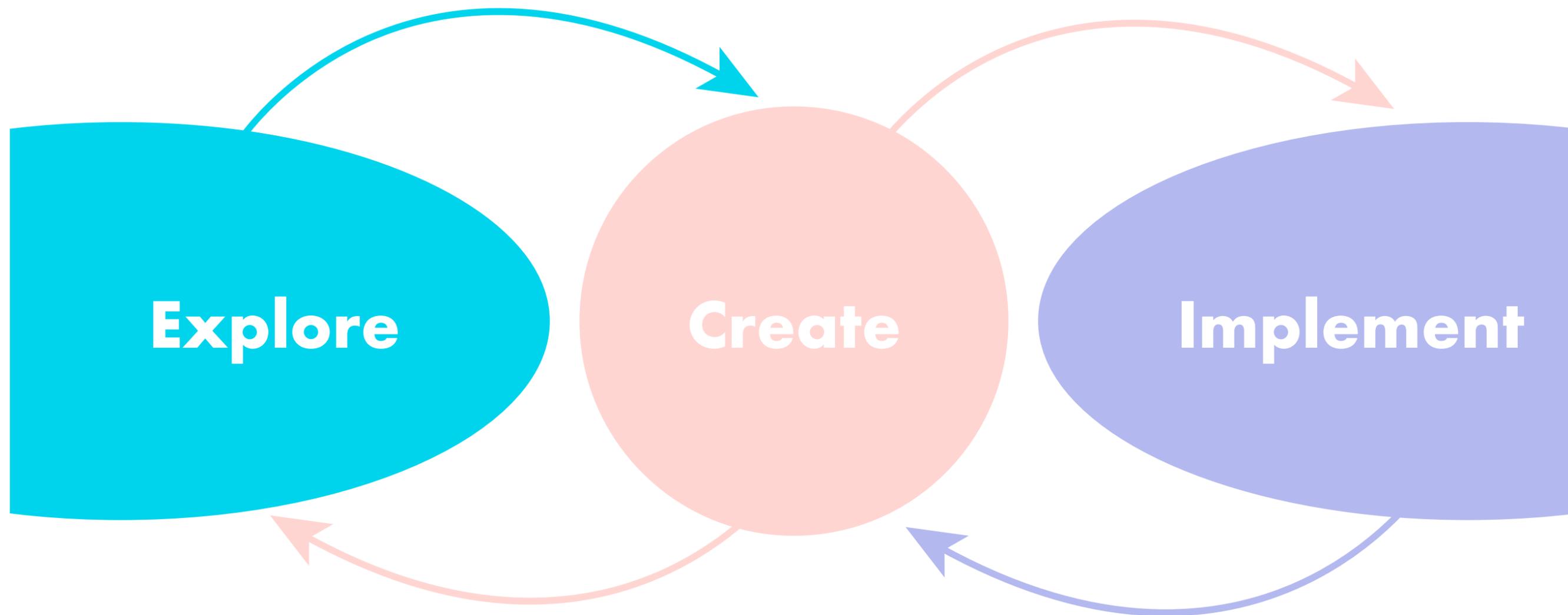
Different actions

to improve the viability and circularity of your organization by engaging your teams



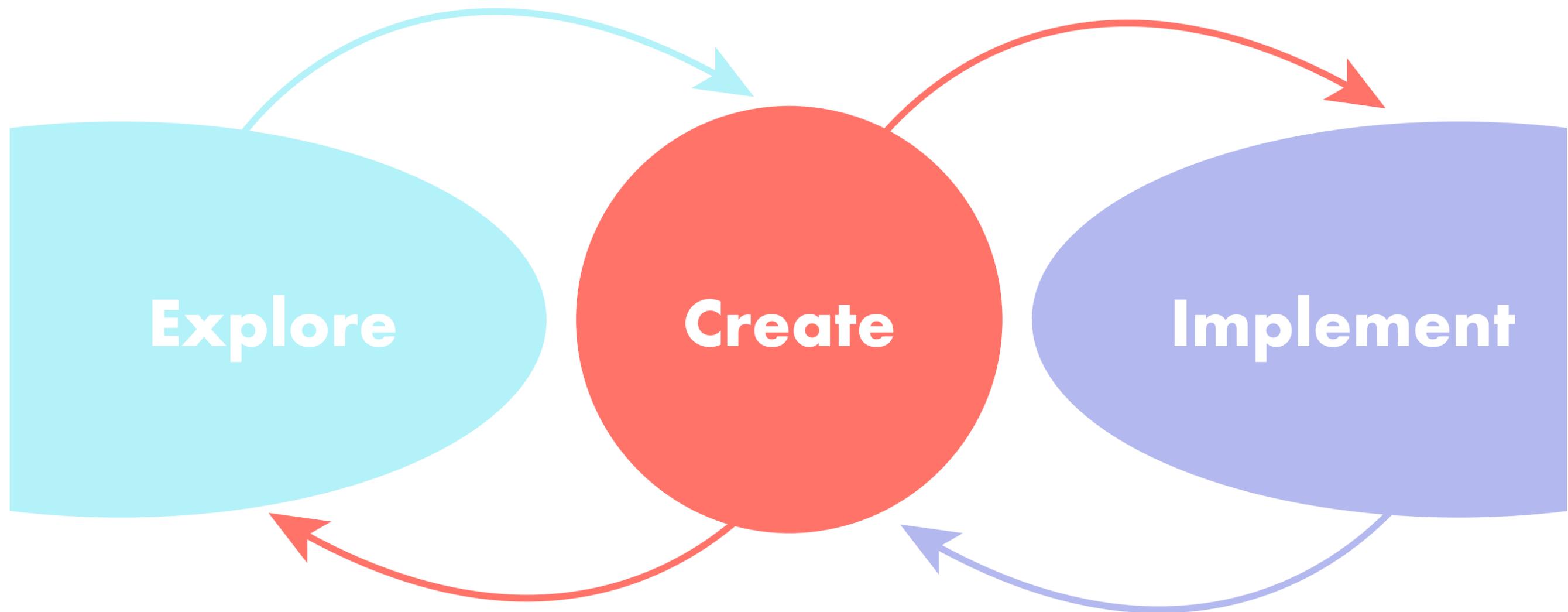
Define the needs of the user, organization and system

Make a diagnostic
Learn the basics



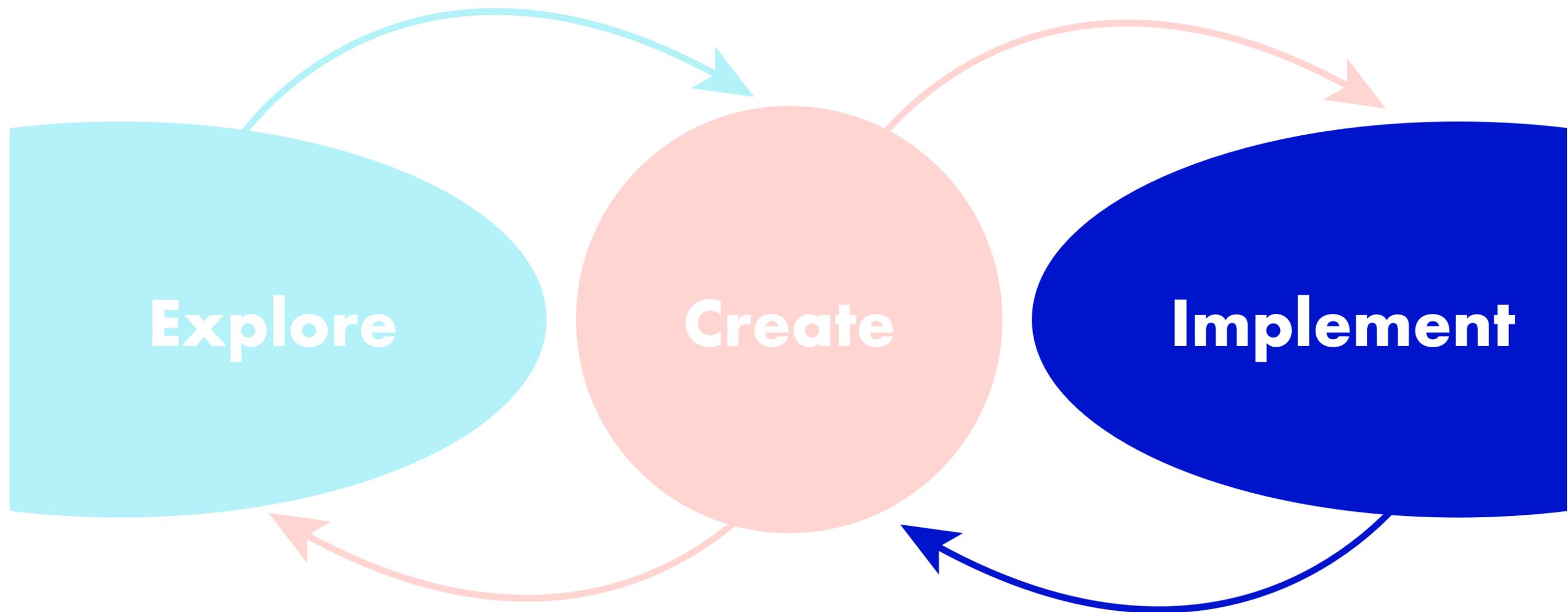
Solve complex challenges with the circular economy

Co-create solutions with teams



Make your idea real and build your roadmap

Prototype a solution
Build an action plan



Start and continue to... **Learn**

Your
objective



Biomimicry

Circular
economy

Circular
design

Systems
thinking

The contents
to reach it



PRESENTATIONS
CIRCULAB PODCAST

BOOK
CIRCULAB PODCAST

BOOK
CIRCULAB PODCAST
ONLINE MODULES

CIRCULAB PODCAST
ONLINE MODULES

Start and continue to... **Apply**

Download the tools

Master the tools

Get certified



Start and continue to... **Make it real**

Get trained

Join the Circulab community

Transform your projects





Good luck on your journey towards circular economy



Do you need help?

4

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**More details
about Circulab**

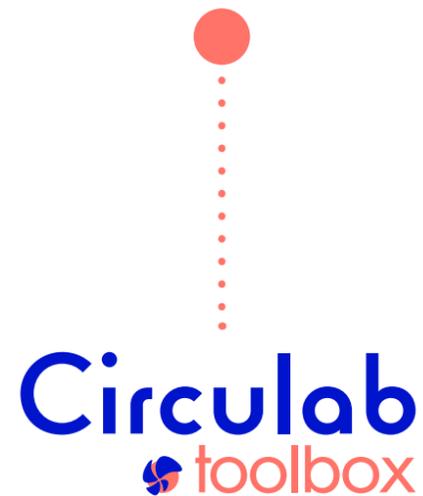
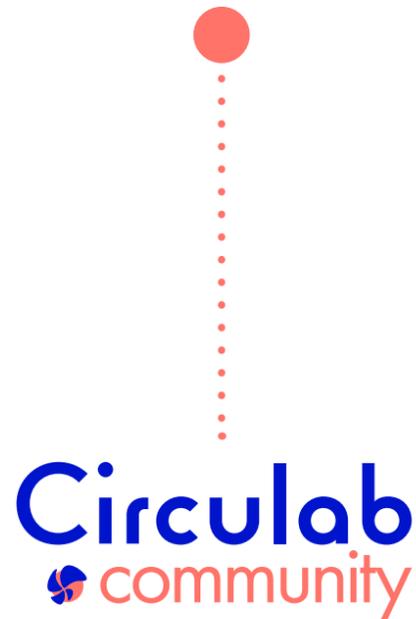
Know more



Ciculab

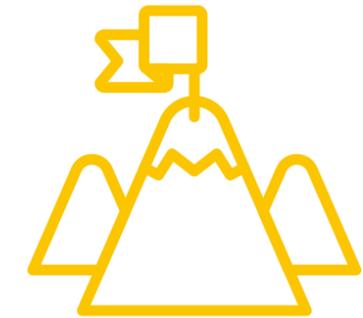
is a strategy and design agency...

...powered by a community of experts that use easy-to-use and practical tools to help organizations to implement circular economy in their activities.





Our manifesto



Our world is complex, **everything is connected.**
Our ecosystems are eroding or about to collapse in some places.

Living systems have been evolving for **3,800,000,000 years.**
Humans have been here for **400,000 years.**
We are one of **millions of species** in living systems.

Every one of us has impacts - either good or bad.
Every one of us has a role to play - on a local or global scale.

Circulab aims to work with whoever wants to towards:

- **reducing resource consumption** and optimizing what is already available
- **improving human and ecological resilience**
- **regenerating systems and biodiversity**

Adopt the mindset

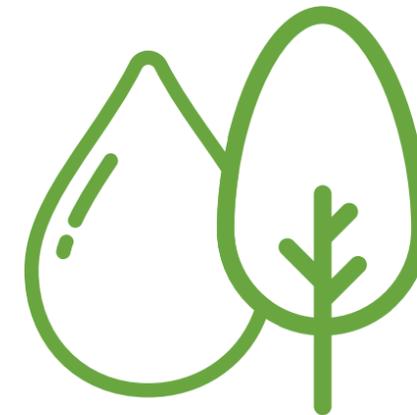
A global approach, inspired by nature

Systemic approach



By looking at the system as a whole and being creative, it becomes possible to challenge the status quo to ensure that « everything works well together ».

Biomimicry



The 3.8 billion years of R&D of nature is a proof of its ability to adapt and evolve. It is necessary to draw inspiration from it to design resilient systems.

Key principles

Collective intelligence

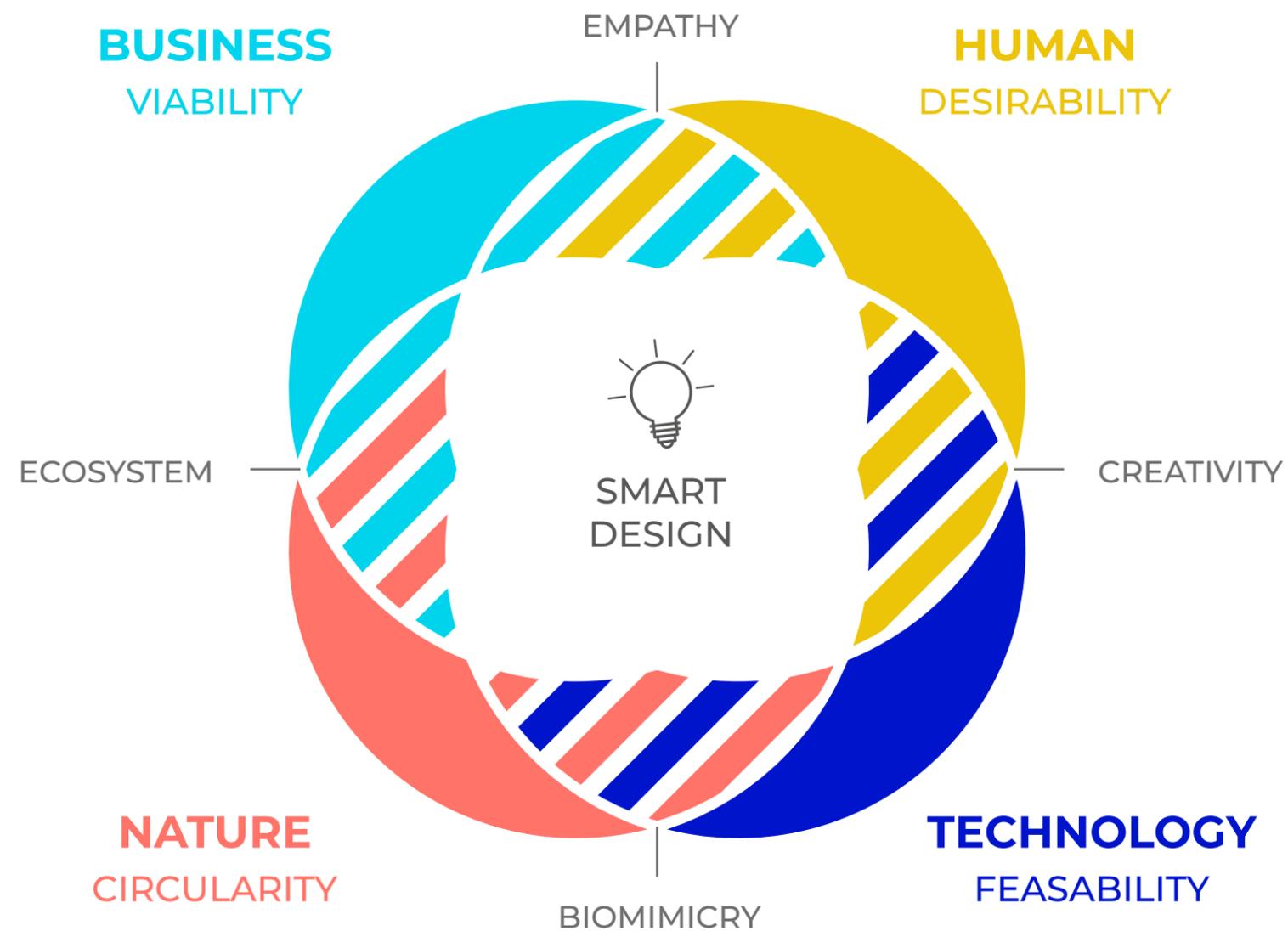
The involvement of stakeholders through a dynamic of collective intelligence makes it possible to facilitate change and integrate complexity.



Key principles

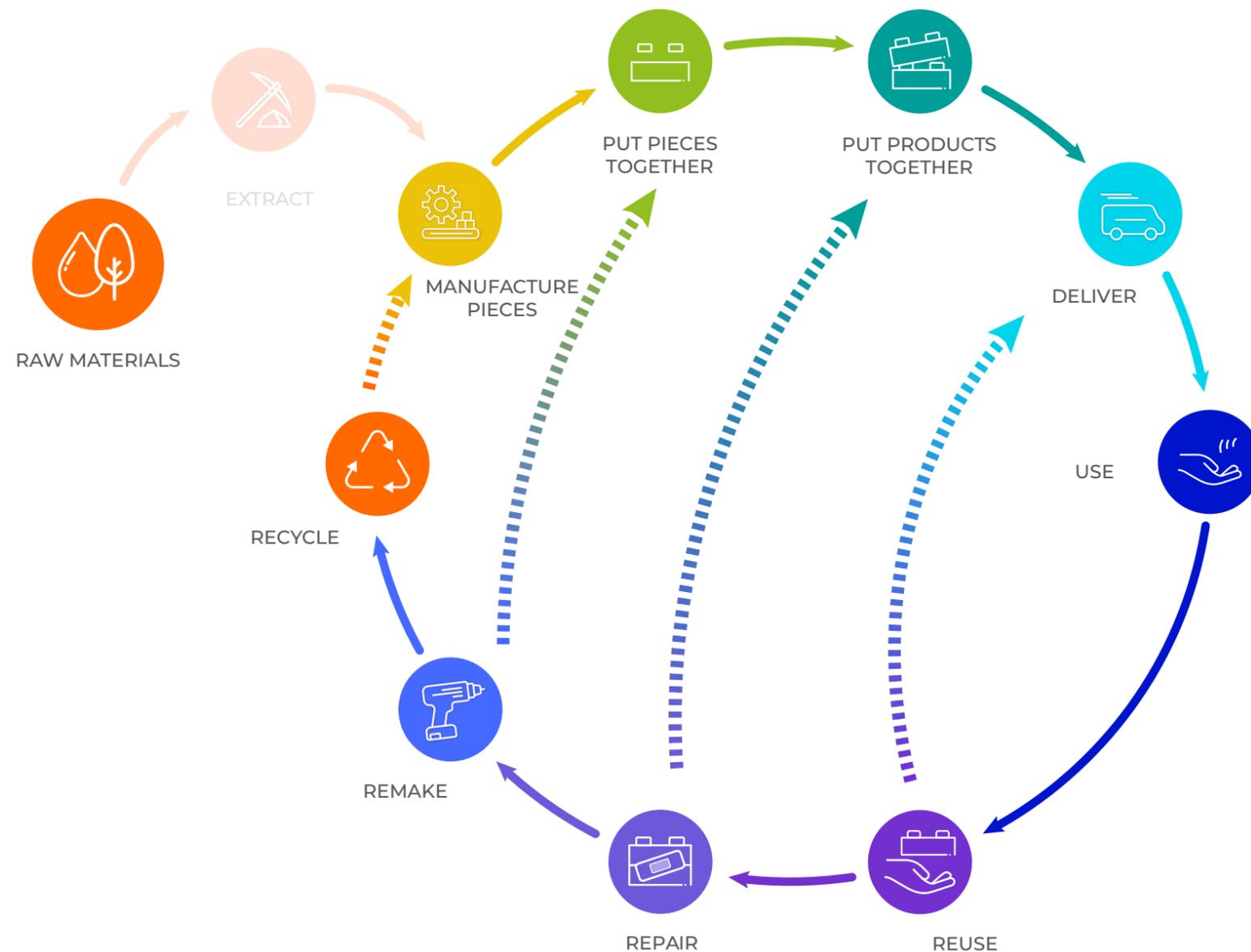
A holistic approach of innovation

In the 21st century, it is no longer possible to offer a product or service that is not the result of a holistic approach. Circulab offers a new vision for business and enable stakeholders to stop thinking «business as usual» and start acting with systems thinking.



Key principles

A smart use of resources



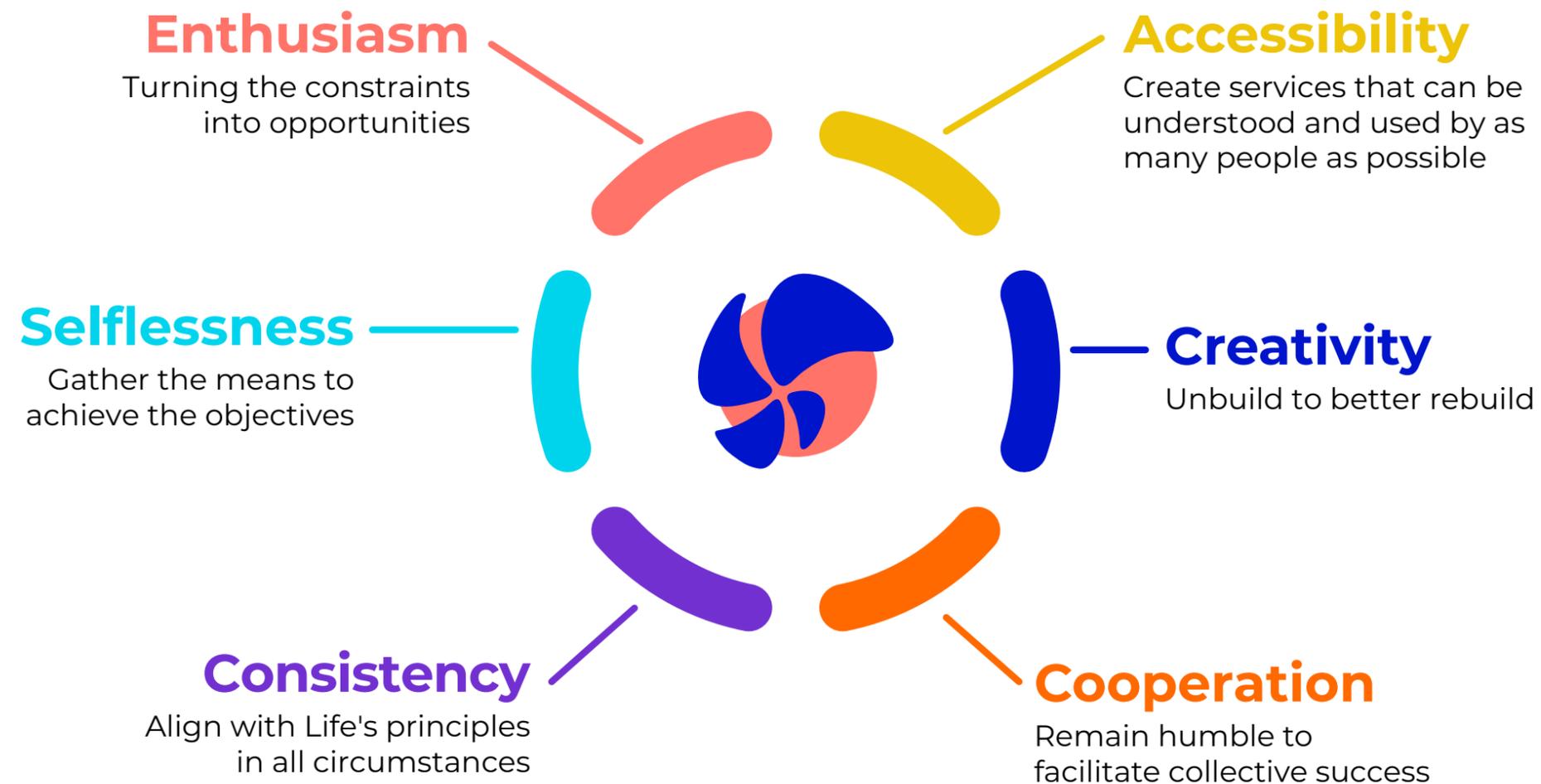
In circular economy thinking, the concept of waste is replaced by the concept of resource.

The circular economy is based on **4 approaches:**

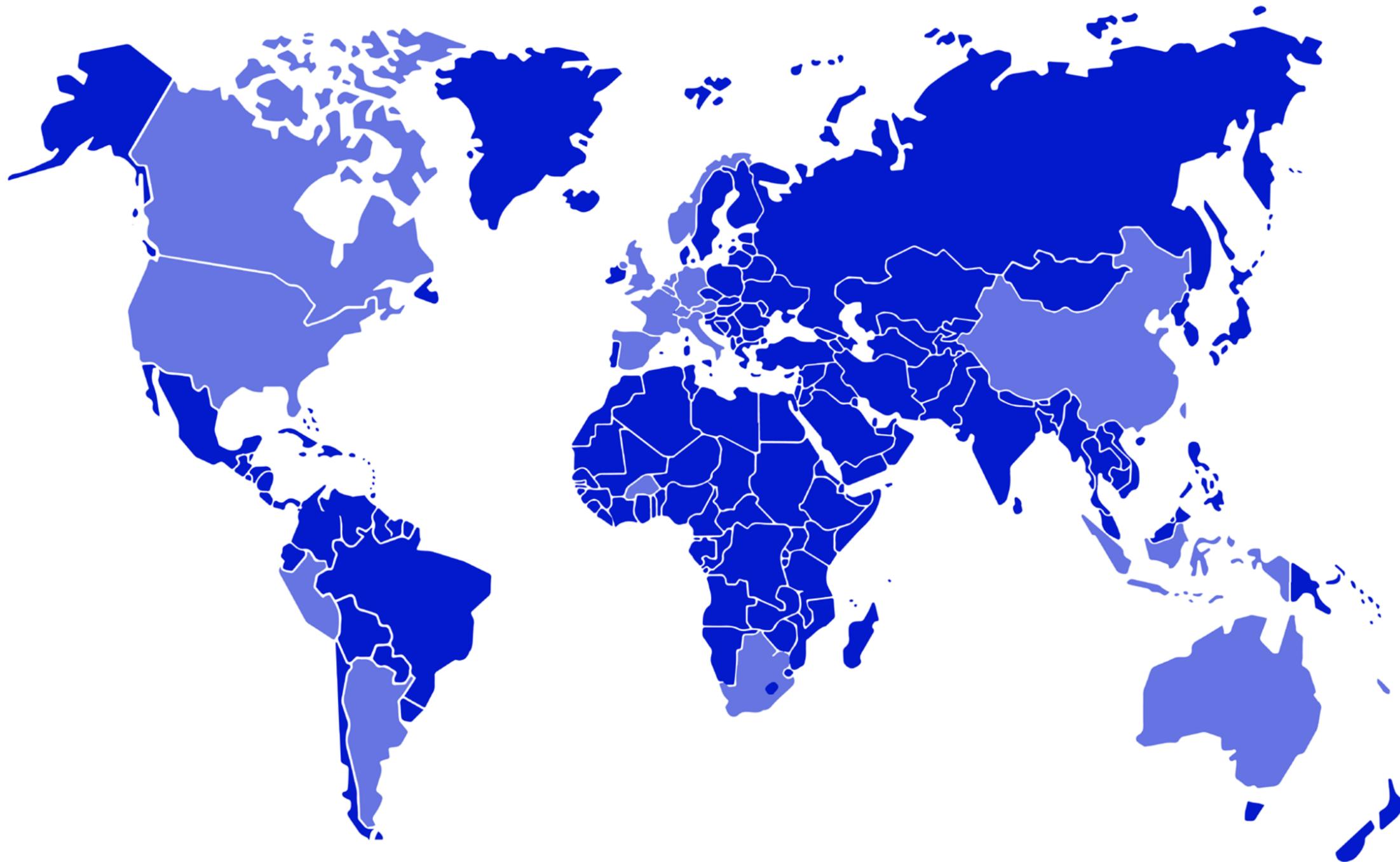
- **Optimize:** use locally available resources
- **Mutualize:** share and pool
- **Value:** transform to add new value
- **Regenerate:** generate more positive impacts than negative ones

Our values

We use biomimicry and systemic design to accelerate regeneration.



Our community of experts



The Circulab community is a group of **certified experts** present **all around the world (25 countries)**.

Since September 2015, the Circulab Community has brought together independent consultants, but also several universities and employees working for design & consulting agencies.

The use of a common language and collaboration between members allow the Circulab Community to meet the needs of organizations and territories everywhere.

Our references



L'ORÉAL



Interface®



SULO

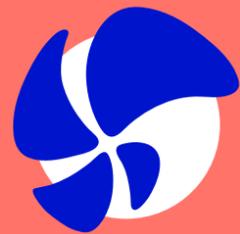


Want to master Circular Design?



Join the next cohort to Master Circular Design.
With participants from all around the world, learn and apply new
super powers by using the Circular Canvas, the Partner Map and
the Value Chain Canvas.

You will be able to train people to circular economy and redesign
business models



Circulab

Design for regeneration

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Certified



Corporation



FOR THE
PLANET

MEMBER

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Madrid • Milano • Mexico • Noumea • Oslo • Ouagadougou • Paris • Seattle • Sydney • Vancouver • Chicago