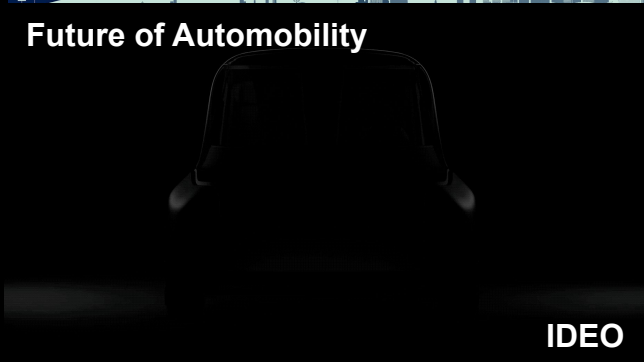
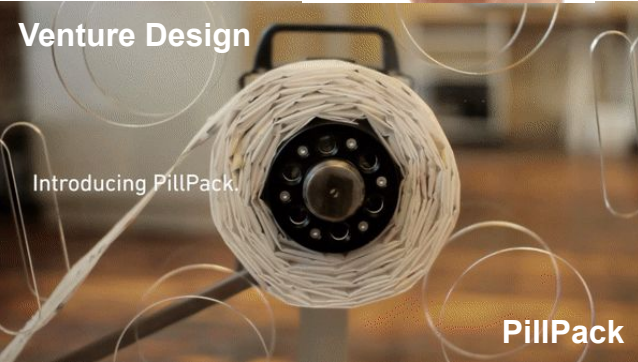



IDEO

The future is circular



A man with grey hair, a goatee, and round glasses is speaking. He is wearing a dark blue button-down shirt. He is gesturing with his hands, pointing upwards with his right hand and holding a small object in his left hand. The background is a large, light-colored world map.

At IDEO, we believe a shift
towards a Circular Economy
is a global priority—
and that it must be designed.

Tim Brown

The Circular Design Guide



Principles of the Circular Economy



Design out Waste



**Keep Products and
Materials in Use**

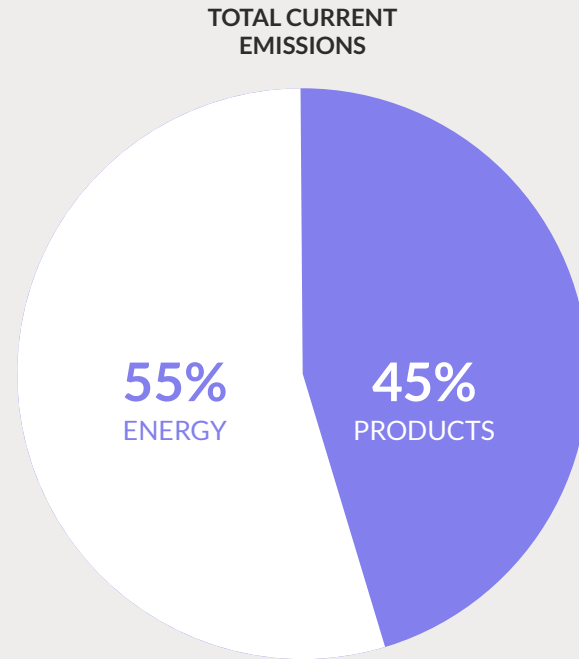


**Regenerate Natural
Systems**

Climate Change

Switching to renewable energy can only cut Greenhouse gases by 55%

The remaining 45% of emissions come from how we make and use products, and how we produce food



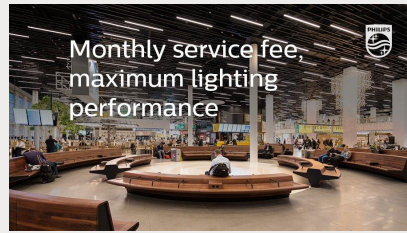
Why Experiment with a Circular Economy?

Future proof



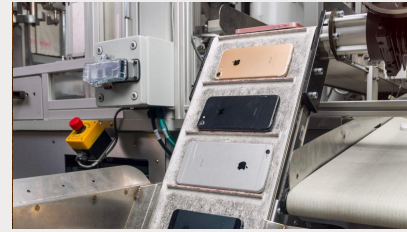
UNILEVER, P&G

Build new revenue streams



PHILIPS

Retain value in existing materials



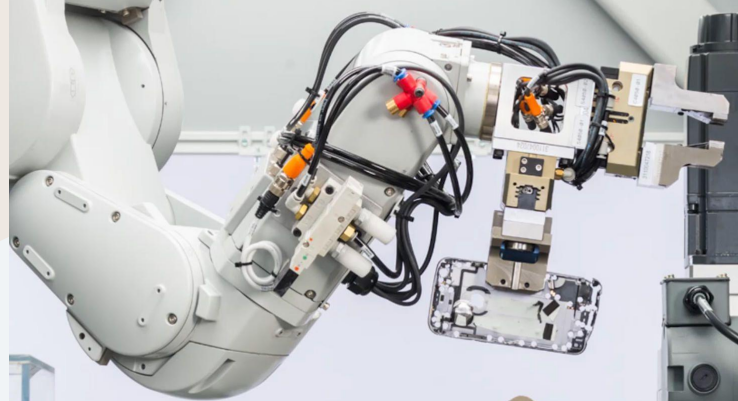
APPLE

Be a purpose driven organisation



PATAGONIA

At IDEO, we have carried out many projects across the circular economy



CLOSE THE LOOP
Designing ways to encourage consumers to bring back their old devices

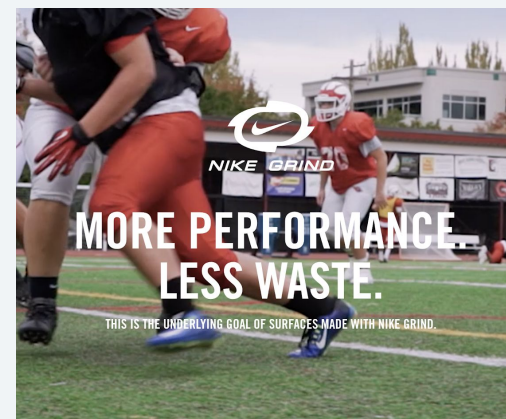


KIPLING
Designing a rental service for Kipling bags



UNION SQUARE PARK
Designing a recycling system for Union Square Park

NIKE GRIND
Creating a new revenue stream for Nike using material waste



**Set a Bold Vision
to make Space for Creativity**

IDEO OpenIDEO, an open innovation platform for the toughest global challenges



How might we transport goods from retailer to destination in a way that is compatible with diverse retail systems, delivers ease and convenience for customers and reduces environmental impact?



MANAGING PARTNER



FOUNDING PARTNERS



SECTOR LEAD PARTNERS



SUPPORTING PARTNER



INNOVATION PARTNER



ENVIRONMENTAL ADVISORY PARTNERS

Accelerate Learning through Prototyping



**Convene across
Supply Chains and Industries**

IDEO CoLab, a multi-stakeholder platform for collaborative impact



Thank You

Please feel free to reach out

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IDEO