

IDEO

The future is circular



Product Design

Brooks



Flight Experience

Air New Zealand



The Future of the Kitchen

IKEA



UI/UX Design

JR East



New Technology Interaction

Google



Future Blue Sky

JAXA



Venture Design

PillPack



Labs

Mitsui & Co.



Future of Automobility

IDEO



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**

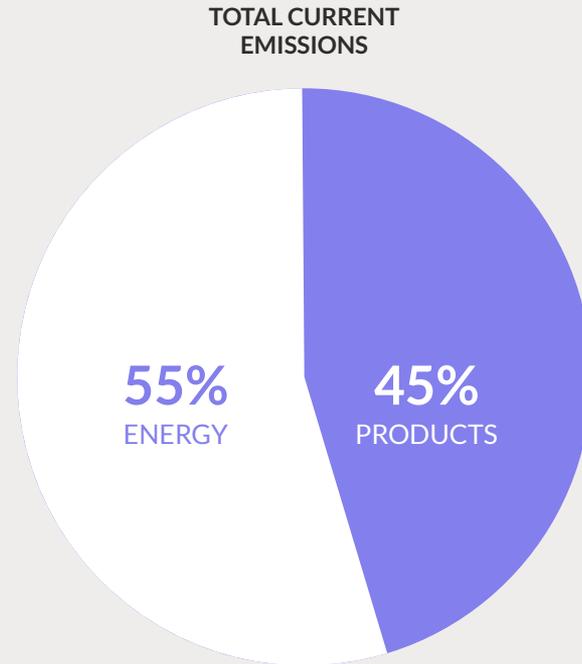


**Regenerate Natural
Systems**

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



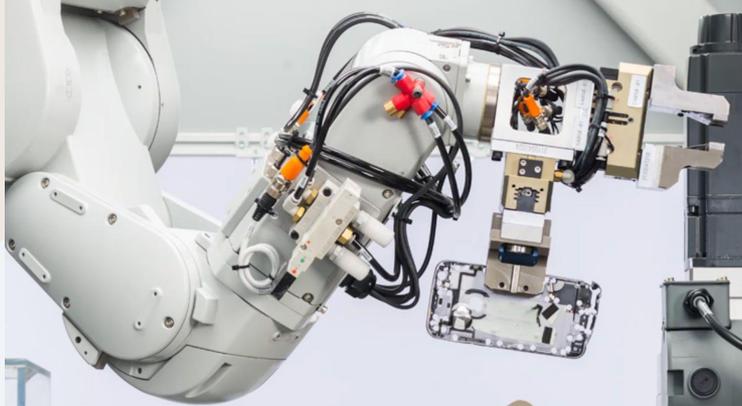
APPLE

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**



FOUNDING PARTNERS

SECTOR LEAD PARTNERS



SUPPORTING PARTNER



INNOVATION PARTNER



Ocean Conservancy

ENVIRONMENTAL ADVISORY PARTNERS

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?

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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