

STEP-BY-STEP INSTRUCTIONS TO **5R CIRCULARITY CANVAS**

1 RE-THINK

Re-think the traditional product development process and instead of a linear "take-make-dispose" approach consider the circularity of the product from the beginning of its development.

You should consider the resources, the production and consumption cycle for the longevity of the product, by creating sustainable and more durable products, promoting the culture of recycling. What sustainable materials will you use?

Consider sustainable supply chain partners. Ensure monitoring processes for circularity. How will you communicate the circularity of your product to stakeholders?

Write several ideas on how you see it could be done. Add post-it notes in the Re-think part of the canvas.

2 REDUCE

Develop ideas on how to reduce the environmental footprint of the product. How do you plan to optimize the product design for resource efficiency and lightweight construction? Add post-it notes in this part of the canvas.

3 REUSE

When designing the product come up with ideas with reuse in mind. Generate ideas on how to make the product modular, easily repairable and easily disassembled and upgraded. How can we establish mechanisms for customers to return and exchange products for refurbishment or upgrades? How can we implement take-back programs for end-of-life products? Add post-it notes in this part of the canvas.

4 RE-RECYCLE

Consider if the materials used in the product are recyclable? Have you designed for easy recycling? Identify the partners with recycling facilities with whom you could collaborate. What kind of a recycling program you could create within your company? Add post-it notes in this part of the canvas.

5 RECOVER

Ideate - are there ways to recover valuable components or materials from products that can't be reused or recycled? There are companies that recover valuable materials from used products. For example, they recover metals from old appliances or plastics from discarded products, and then recycle these materials to create new products. What are the end-of-life options, what could be your actions to minimize landfill waste and promote responsible disposal practices? Add post-it notes in this part of the canvas.



WHAT IS CIRCULAR ECONOMY?



CIRCULAR ECONOMY - INDUSTRY EXAMPLES



Circular economy is a tool to combat climate change