The Circular Designs Evaluation Pack is part of the Use2Use Design Toolkit created by Dr. Anneli Selvefors and Dr. Oskar Rexfelt at Chalmers University of Technology. The toolkit includes five mind-expanding packs designed to boost product circularity. They aid development of products and services for circular consumption processes.

Learn more about the toolkit and how to design for Use2Use at www.use2use.se.

The development of the Use2Use Design Toolkit was funded by the Kamprad Family Foundation and Chalmers University of Technology.

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CIRCULAR DESIGNS EVALUATION PACK
A USE2USE DESIGN TOOL

GETTING STARTED
Choose and describe 1-3 concepts to assess. The concepts could be formulated as strategic directions that you want to compare on a business level. You could also describe particular design concepts (i.e., product or service solutions) that you want to assess in more detail.

EVALUATING DESIGNS
Discuss whether the concepts can create value for users, the organisation and the environment. Consider the concepts’ benefits and disadvantages in regard to what potential they may have and what is required in order for them to be implemented. Discuss the questions provided and/or other aspects you find relevant. Add reflections, provide scores, and/or position the concepts in the potential/implementation chart.

IS IT PREFERABLE FOR THE USER(S)?

POTENTIAL
Will people be able to satisfy their needs better than today?
How will people’s activities and related practicalities change?
Will people’s costs be affected?

IMPLEMENTATION
Will people have to change their everyday habits?
Will people accept and adopt the change?

Explain or provide score:
Explain or provide score:

IS IT A SMART MOVE FOR THE ORGANISATION?

POTENTIAL
How will it affect your revenues?
How will your competitiveness change?
Will your brand be affected?

IMPLEMENTATION
Will you have to change the way you do things (processes, business topics etc.)?
Will you have to develop your strategic resources (partners, competences, equipment etc.)?
What are the risks involved?

Explain or provide score:
Explain or provide score:
Explain or provide score:

IS IT GOOD FOR THE ENVIRONMENT?

POTENTIAL
Will the use of virgin material or other resources change?
Will the number of manufactured units change?
What impacts will associated processes have (distribution, remanufacturing etc.)?

IMPLEMENTATION
Are there any environmental consequences connected to the implementation process?
Are there any planetary boundaries that can hinder implementation (material scarcity etc.)?

Explain or provide score:
Explain or provide score:
Explain or provide score:

WRAPPING UP
Discuss whether the concepts have high or low potential and if it would be easy or difficult to implement them. Make note of which, if any, of the concepts that you think is worth pursing and why. Also, make note of any aspects related to the concepts that need further exploration.

Easy implementation
Low potential
Easy implementation
Low potential

Difficult implementation
High potential
Difficult implementation
High potential

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