

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.



CIRCULAR DESIGNS EVALUATION PACK

*helps you to assess circular
product and service concepts*

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

© ANNELI SELVEFORS & OSKAR REXFELT 2020

A USE2USE DESIGN TOOL

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.

Concept A	Describe:
Concept B	Describe:
Concept C	Describe:


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 pursuing and why. Also, make note of any aspects related to the concepts that need further exploration.




IS IT PREFERABLE FOR THE USER(S)?

POTENTIAL <i>Will people be able to satisfy their needs better than today?</i> <i>How will people's activities and related practicalities change?</i> <i>Will people's costs be affected?</i>	IMPLEMENTATION <i>Will people have to change their everyday habits?</i> <i>Will people accept and adopt the change?</i>
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:



IS IT A SMART MOVE FOR THE ORGANISATION?

POTENTIAL <i>How will it affect your revenues?</i> <i>How will your competitiveness change?</i> <i>Will your brand be affected?</i>	IMPLEMENTATION <i>Will you have to change the way you do things (processes, business logics etc.)?</i> <i>Will you have to develop your strategic resources (partners, competences, equipment etc.)?</i> <i>What are the risks involved?</i>
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:



IS IT GOOD FOR THE ENVIRONMENT?

POTENTIAL <i>Will the use of virgin material or other resources change?</i> <i>Will the number of manufactured units change?</i> <i>What impacts will associated processes have (distribution, remanufacturing etc.)?</i>	IMPLEMENTATION <i>Are there any environmental consequences connected to the implementation process?</i> <i>Are there any planetary boundaries that can hinder implementation (material scarcity etc.)?</i>
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score: