

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.

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CIRCULAR DESIGNS EVALUATION PACK

helps you to assess circular product and service concepts

A USE2USE DESIGN TOOL



CIRCULAR DESIGNS EVALUATION PACK

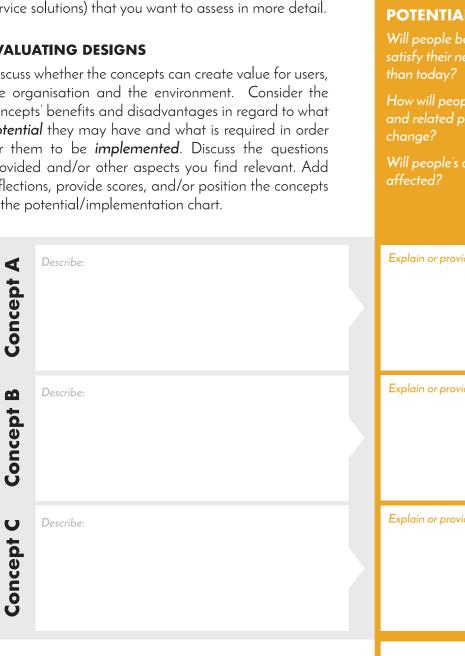
A USE2USE DESIGN TOOL

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.



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.

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?	POTENTIAL How will it affect your revenues? How will your competetiveness change? Will your brand be affected?	IMPLEMENTATION Will you have to change the way you do things (processes, business logics 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:	Explain or provide score:
Explain or provide score:	Explain or provide score:	Explain or provide score:	Explain or provide score:
Explain or provide score:	Explain or provide score:	Explain or provide score:	Explain or provide score:
Easy implementation	The potential for the potential \rightarrow Difficult implementation \rightarrow	← Easy implementation ──	Low potential → High potential → Difficult implementation →



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

Explain or provide score:

Explain or provide score:

Explain or provide score:

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:

- Easy implementation —

Difficult implementation —