

INFO DAY

Time to innovate: Circular design

Version 1
10 2020



Work package: C Communication
Deliverable: D.C.3.1.4 Info day 2 - online webinar
Prepared by: CCIS

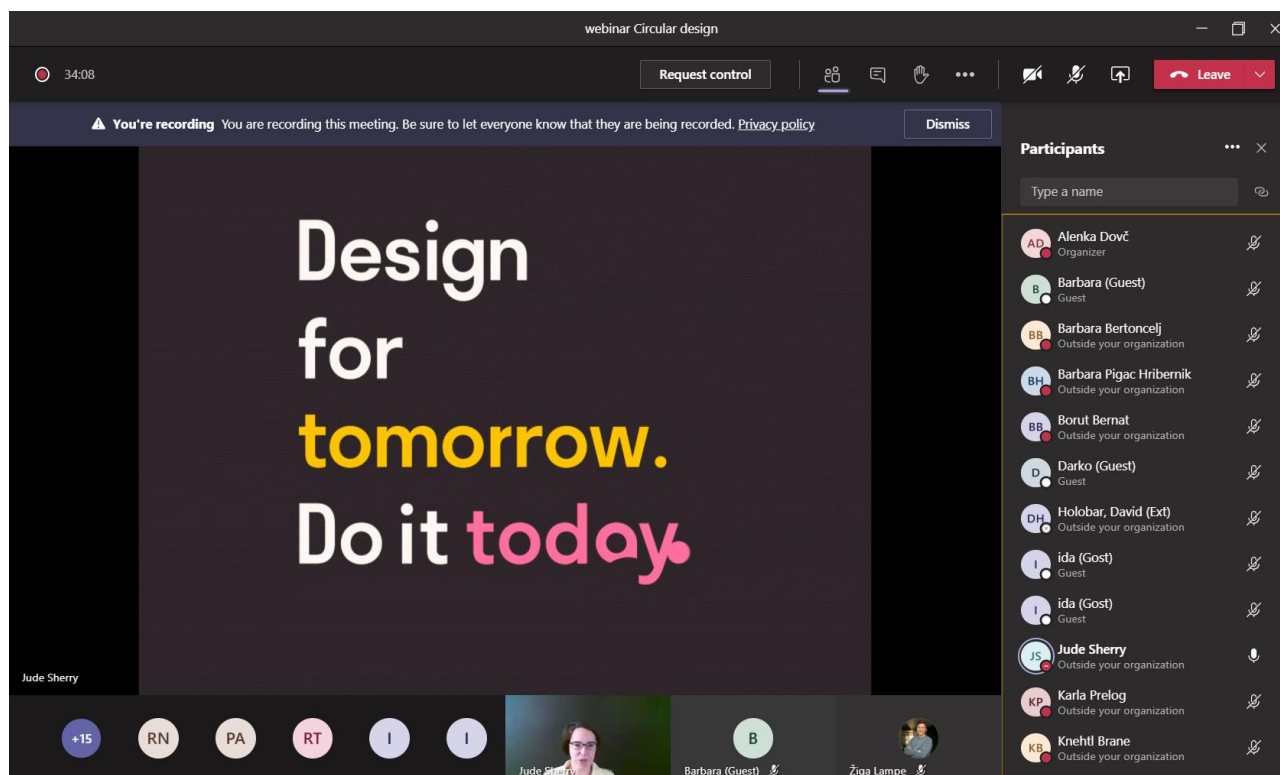


A. Introduction

Chamber of commerce and industry of Slovenia organized a webinar “Circular design” for industry and creative sector. This was the second info day in the project, first info day was dedicated to “Service design” - recording available here. The key of these webinars is to connect the industry with the creative industry, which opens new insights to companies with their different thinking. Circular design helps companies transform processes in a way that a company changes its business model from linear to circular, so that resources and materials are managed in a sustainable way. With such planning of processes in the company, all impacts on the environment are anticipated. In these process planning, creativity is becoming increasingly important.

The webinar took place on October 21st, where experts in the field of circular design (Jude Sherry from “anois”, Barbara Prinčič from the Academy of fine arts and design of Ljubljana and Eva Štraser, company Evegreen - good practice of bioplastic pots) presented how to change the business model from linear to circular and thus contribute to environmental protection.

27 attendees participated the webinar, although there were 40 applications, among them mostly representatives of manufacturing and service companies, representatives of CCI, educational institutions and ministries.





webinar Circular design

38:34

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80%

of environmental impacts are determined at the design stage

90%

of manufacturing costs are determined at the design stage

40%

of manufacturing costs go on materials

5%

of a product's costs is all that's needed for good design

how many lives can a chair have ?

Jude Sherry

+15 RN PA RT I I

Jude Sherry Barbara (Guest) Žiga Lampe

Participants ... x

Type a name

In this meeting (24) Mute all

- AD Alenka Dovč Organizer
- B Barbara (Guest) Guest
- BB Barbara Bertoncelj Outside your organization
- BH Barbara Pigac Hribernik Outside your organization
- BB Borut Bernat Outside your organization
- D Darko (Guest) Guest
- DH Holobar, David (Ext) Outside your organization
- I ida (Gost) Guest
- I ida (Gost) Guest
- JS Jude Sherry Outside your organization
- KP Karla Prelog Outside your organization
- Knehtl Brane

webinar Circular design

43:16

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ecodesign products

circular business models

sustainable brand

responsible value chains

+

circular design = system design

Jude Sherry

+16 RN PA RT I I

Jude Sherry Barbara (Guest) Žiga Lampe

Participants ... x

Type a name

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- JS Jude Sherry Outside your organization
- KP Karla Prelog



webinar Circular design

43:37

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Participants

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- JS Jude Sherry Outside your organization
- K Karla Preloq



ecodesign saves orangebox
€ 1 million annually

Jude Sherry

+16 RN PA RT I I

Jude Sherry Barbara (Guest) Žiga Lampe

webinar Circular design

45:09

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Participants

Type a name

In this meeting (27)

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- I ida (Gost) Guest
- JS Jude Sherry Outside your organization
- K Karla Preloq



timeless durable modular

reusable repairable standardised

traceable remmanufacturable recyclable

circular design methods

Jude Sherry

+18 RN PA RT I I

Jude Sherry Barbara (Guest) Žiga Lampe

A.1.



B. SUMMARY: “Time to innovate: Circular design”

A.1. Webinar

First, Žiga Lampe from CCIS made an introduction, presented the project and briefly the term of circular design and how companies can join the activities.

As the programme of the second info day shows, there were three speakers.

1st speaker: Jude Sherry from company Anois presented the concept of circular design and good practices in this field. An international expert and thought leader on ecodesign, sustainable design and circular economy Jude works as designer, maker, project/operations manager, evaluator, trainer, speaker and consultant. Jude has worked across large and small companies in a diverse range of roles and sectors including furniture, logistics, consumer electronics, renewable energy, clothing, food and drink, personal care and bioplastics. She is director of the global design agency anois which she set up with Dr Frank O'Connor to create value through design for sustainability working with business, intra-government, government, local authorities, educators and civil society. Specialists in helix collaboration anois take a systems design perspective specialising in ethical branding, sustainable design, responsible value chains and circular business models, at a product and urban design level.

Jude stressed that 80 % of products is thrown away in 6 months. This is the way the linear business model works. From EU perspective - companies that will keep their business model linear, will soon have to face the loss of their business. The legislation will demand for changes. For circular business model, design is the key that unlocks the circular economy.

There are two key elements that make circular design effective:

- Product design features
- Business model

Companies want to make good products with eco design, recreate design features, but business model isn't able to deliver, that is why business model is very important.

Jude also stressed that design is the key element, first one has to have right design strategy - right for the customers and also for the company. If company wants the product to last, it is very important to have a timeless design. On top of all of this the key element is the material, if you want the product to be recyclable. She also mentioned biodegradability and pointed out that standards have to determine better what it is. If the companies want to introduce circular design in their business process, they should consider various questions:

- Can you sell the spare parts cost effectively? Can the products get back to your factory?
- One should follow eco design directive (electronics, energy labels, energy related products...), other regulations - eco design directive, single use plastics directive, plastic packaging demands - have to be recyclable, reusable, compostable, toxic free
- Circular design is: sustainable, circular, responsible!
- CE - system design - have to match with the company's business model.
- Branding is the key - customer know what they expect.
- Pressure from environmental perspective and from global market.
- How to tackle the transformation of the company/ business model? - Best value from what the company already has with customer engagement. One should not change everything at once.



2nd speaker - Barbara Prinčič, professor of the Department of Industrial Design of the Academy of Fine Arts and Design in Ljubljana presented good practices how to expand knowledge and raise students' awareness of environmentally responsible design. She has been lecturing on sustainable design and at the same time, she tries to implement the principles of sustainable design in many design projects. At the webinar, she presented many projects that she was involved, focusing on environmental topics, strategies, and design-related solutions.

3rd speaker - : Eva Štraser, Evegreen watch video (speech in Slovene, ppt in English) :

<https://www.youtube.com/watch?v=Pjd19WANpo8>

Evegreen is a start-up company engaged in the development of nature-friendly materials based on organic waste, produced by various industrial and import companies. Thus, on one hand, they relieve the client of costs of waste, and on the other hand, they replace part of their offer with green, innovative products. So far, wheat straw, rice and wheat husks, and coffee husk waste have been used to create new recipes.

After the presentations of the speakers, participants attended the workshop lead by Žiga Lampe. The goal of the workshop was to define how companies see the circular design method, where they see obstacles and where opportunities. It was done in the application Mural, where companies could post comments and ideas about the subject. The workshop concentrated on two questions; what is the challenge in the field of circular design that companies would tackle first and where do they see the obstacles.

Some challenges:

- use of construction waste for other products
- recycled coffee cups



- reuse of recycled products
- more % of recylates in plastic products
- connect companies with designers

Obstacles:

- the main obstacle for companies is that there is a lack of post-consumer/post-industrial materials for new products (also food approved post-consumer materials)
- the transformation of the business models/processes would cause expenses for companies



Info day programme:

ČAS	PREDAVANJE	IZVAJALEC
10.00 - 10.05	Circular design: namen webinarja – priložnosti za podjetja	Žiga Lampe, GZS
10.05 - 10.35	Načrtovanje izdelkov v krožnem gospodarstvu	Jude Sherry, anois
10.35 - 10.55	Razvojni izziv v krožnem gospodarstvu; namesto na smetišče, na tržišče	Barbara Prinčič, UL – Akademija za likovno umetnost in oblikovanje
10.55 – 11.05	Primer dobre prakse: biorazgradljivi lončki za sajenje	Eva Štraser, Evegreen d.o.o.
11.05 – 11.50	DELAVNICA ZA PODJETJA	Žiga Lampe, GZS
11.50 – 12.00	Zaključki	



A.2. Participants

There were 27 participants that attended the webinar. The webinar recording was sent to all registered companies. Profile of the participating attendees is described in the table below.

Table 1. Profile of the participants of the info day

CCI representatives	6
ministries' representatives	1
companies	17
Educational institutions	3
Total	27

Link to webinar recording:

<https://youtu.be/uMaByKQFOgw>

C. Evaluation

Evaluation questionnaire was prepared and sent out to the participants together with the recorded webinar, interviews and presentation from the info day. There were 10 responses. Here is the summary of the evaluation results:

- a) Table 1. Assessment of level of satisfaction with different aspects of the event (on a scale 1-5, 1-very dissatisfied, 5-very satisfied):

Aspects assessed	Average score
Your overall satisfaction with the organization of the event	4,8
Your satisfaction with the quality of the speakers	4,9
Your satisfaction with the quality of the discussion at the event	4,5
Satisfaction with the event as a whole	4,6

The satisfaction score with the event was 94%.

- b) Open question: Are you interested in introducing circular design in your business?

Answers from respondents:



Yes - 7 answers.

No - 3 answers.

c) Are you interested in cooperation in the project COCO4CCI?

Answers from respondents:

Yes - 6 answers.

No - 4 answers.

d) In what areas is there an interest in cooperation?

Answers from respondents:

- Finding the possibility of using plastic waste as secondary materials
- Circular design business models
- Maybe as facilitators who will implement mind-set in advanced manufacturing.
- We are interested in the approaches of other companies in similar activities.
- Looking for options regarding the use of our company's waste in products of other companies

Institutions/companies that answered the questionnaire:

Kolektor Group, ILIRIJA d.o.o., IMPOL, ELES, d.o.o, SIBO G. d.o.o., Lek d.d., RRA LUR, GZSx2, B&B College of Sustainable Development

Annex 1: Participation list