

# Innovació per a una economia circular

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# Sabries explicar en què consisteix l'economia circular?



A. Sens  
dubte!



B. Més o  
menys, sí!



C. L'economia  
què?

**És un camí nou - és normal que hi hagi dubtes i incerteses**

**Està permès equivocada-se - innovar és iterar**

**No es tracta de saber totes les respostes si no de fer-se les millors preguntes**



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**MAKE**





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**MAKE**



**WASTE**





# Què és l'economia circular?



# 3 principis de disseny per a una economia circular



**Eliminar**  
residus i  
contaminació



**Circular** materials i  
productes  
mantenint-los en ús



**Regenerar** els  
sistemes  
naturals

**Si l'economia lineal ha  
estat dissenyada,  
nosaltres podem  
dissenyar el camí cap a  
l'economia circular**



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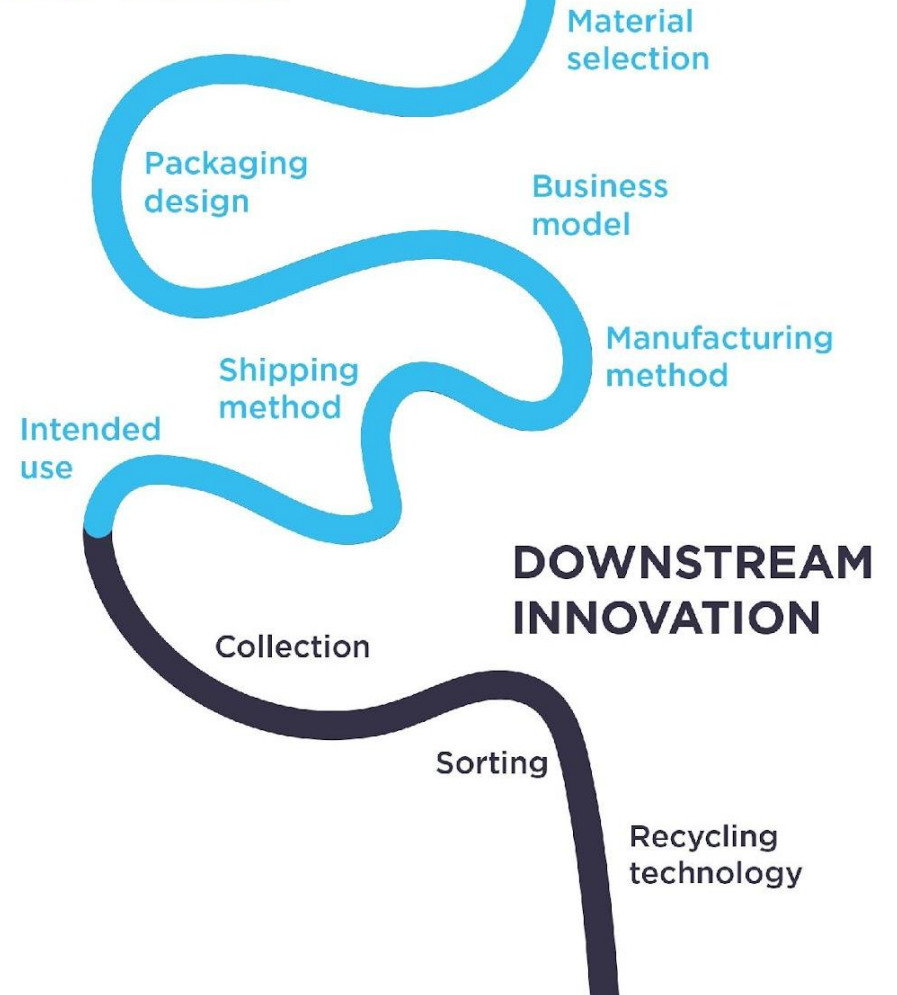
**LA NOSTRA MISSIÓ ÉS  
ACCELERAR LA  
TRANSICIÓ CAP A UNA  
ECONOMIA CIRCULAR**

**Si arribessis a casa i  
et trobessis que el teu  
pis o casa s'està  
inundant, què faries?**



**El disseny circular, o la innovació upstream, és la que ataca el problema de sotarrel**

**UPSTREAM  
INNOVATION**



**Com podem implementar  
l'economia circular en les  
nostres empreses i  
organitzacions a través  
de la innovació?**

# Circular Design Guide





WORKSHEET

# Product Journey Mapping



Keep asking what will happen next to your product or materials to help you map the use cycles of your product. Basically, pretend you're a five year old.

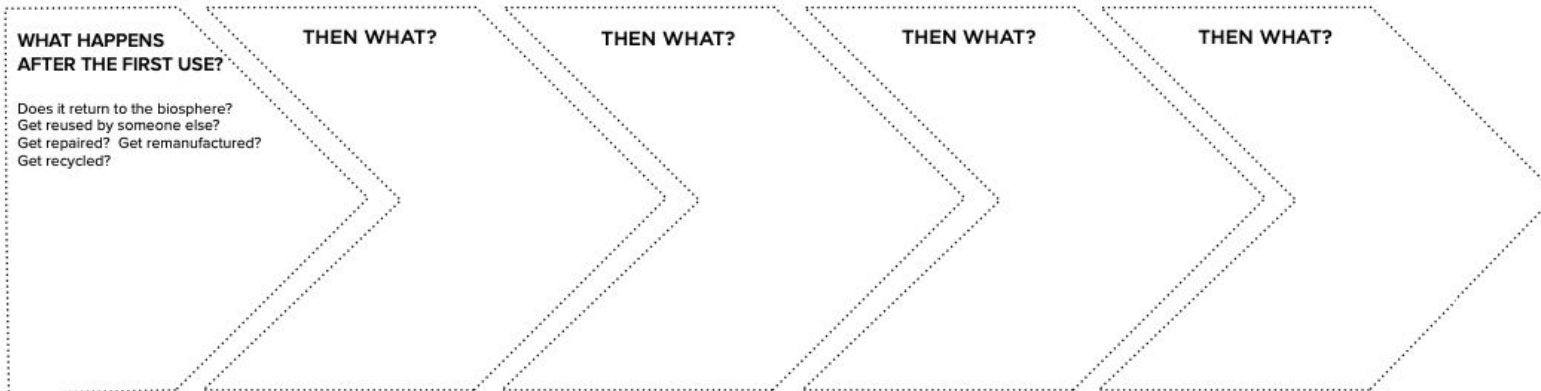
MY PRODUCT IS:

.....

INITIAL USE PHASE:

How long will it be in use for in the first use cycle?


.....














WORKSHEET

# Business Model Canvas

 A3 or bigger

The business model canvas has been developed by Osterwalder & Pigneur ([strategyzer.com](http://strategyzer.com)). You might have filled one of these in before - here we have added some prompts and questions that you might find helpful in the context of the circular economy.

If you need more space, create your own canvas using post-its.

 <b>KEY PARTNERSHIPS</b> <p>How might you strengthen your partnerships with organisations across the value chain to benefit from circularity (flows of materials, information and capital) in the system?</p> <p>What new or unexpected partnerships can you form to grow circularity within your organisation and the system?</p>	 <b>KEY ACTIVITIES</b> <p>What activities might best help you achieve your value proposition?</p> <p>What might be the positive externalities (i.e. the consequences of your actions on others) of your activities? And how might you monitor and design out any negative externalities?</p> <p>How might you create new forms of human, natural or financial capital?</p>	 <b>VALUE PROPOSITION</b> <p>Start by asking yourself: what are the needs you are aiming to meet? Is it a product or is a service required to fulfil these needs?</p> <p>Is there anything associated with your product/service that has potential value to others?</p> <p>How will you create a compelling story about your value proposition?</p> <p>How might you enhance your value proposition from the outset by designing for adaptability and continuous evolution?</p>	 <b>CUSTOMER RELATIONSHIPS</b> <p>What feedback loops will you build in with your customers to become more nimble and adaptable to their feedback?</p> <p>How might you connect customers with other parts of the journey of your product/service or materials?</p>	 <b>CUSTOMER SEGMENTS</b> <p>Who will be the main customers or users of your product/service?</p> <p>Who else might benefit from or will be affected by your materials/product/service? Also consider beneficiaries beyond your immediate value chain and industry.</p>
	 <b>KEY RESOURCES</b> <p>How might you build a multi-disciplinary team within or across organisations to create value in a circular economy? How might you embrace connectivity?</p> <p>What capabilities do you need to enable circular flows and feedback mechanisms and run your organisation successfully in the short and long term?</p> <p>Where will your resources come from (renewable or finite source) and what will happen to them after use?</p>		 <b>CHANNELS</b> <p>How might you redesign your relationship with your supply chain?</p> <p>How might you build feedback loops directly into your product/service that allow you to identify new opportunities?</p> <p>What role could you play in the reverse logistics chain?</p>	
 <b>COSTS</b> <p>Which costs could be shared or lowered through other users and partners?</p> <p>Could you shift from an ownership model of under-utilised assets to payment for access and usage?</p> <p>How might you reduce cost volatility and dependence on the use of finite resources? What can you do to mitigate risk?</p>		 <b>REVENUES</b> <p>How might you diversify opportunities to increase resilience, growth and innovation?</p> <p>How might "growing the pie" (through value creation elsewhere in the system) impact favourably on your own future success?</p> <p>How might your business model help create other types of value? Human, social or natural capital?</p> <p>How might new services increase revenue from existing products, assets or your delivery systems?</p>		

*Upstream innovation*  
i disseny circular:  
casos pràctics

## Texans avui



## Texans avui



## Texans redissenyats



# The Jeans Redesign Guidelines



1. Introduction

2. Participation

3. Validation

4. Vision of a circular economy for fashion

5. Guidelines

**5.1 Jeans are used more**

**5.2 Jeans are made to be made again**

**5.3 Jeans are made from safe and recycled or renewable inputs**

Appendix I - Common definitions for The Jeans Redesign

Disclaimer



## Participants

**+90**

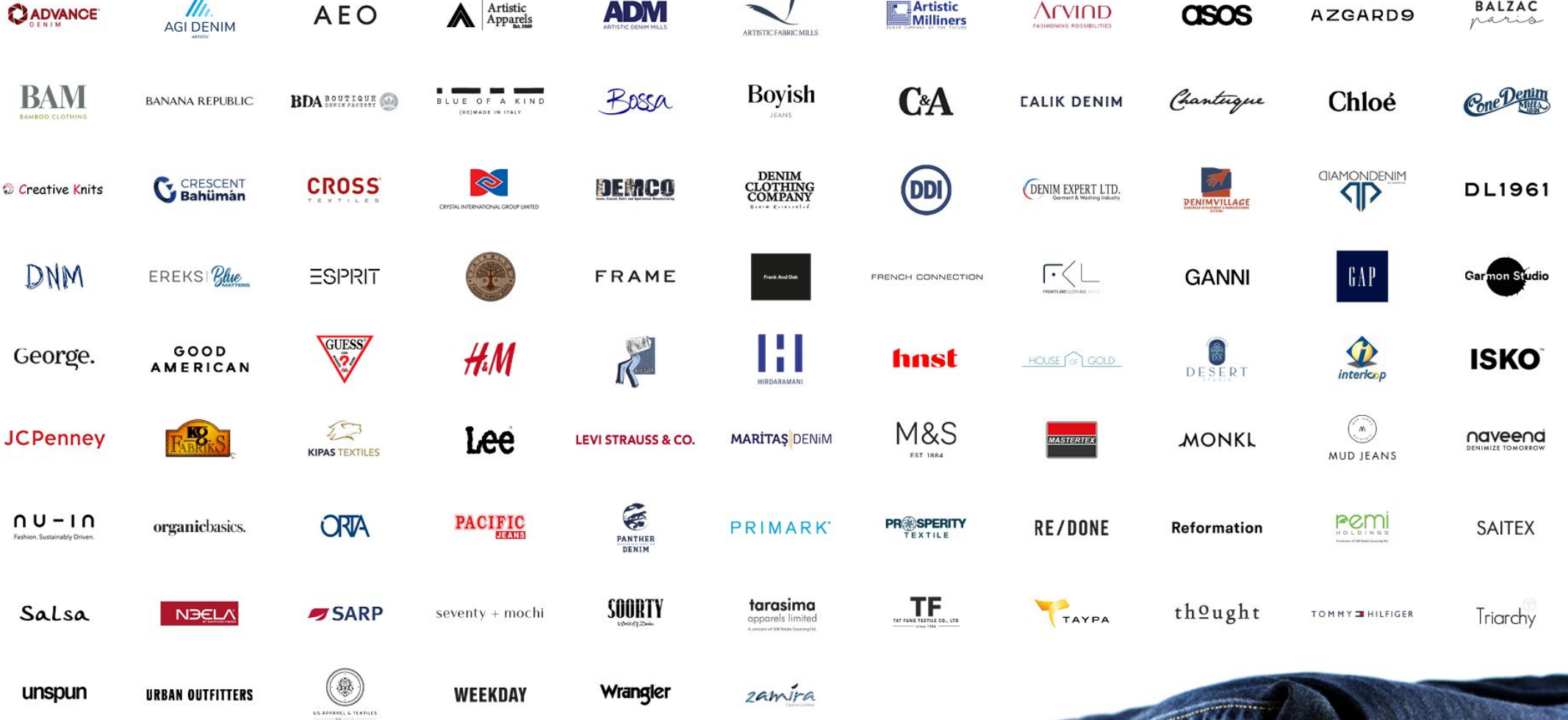
**marques i *retailers*,  
fabricants de roba,  
filatures i bogaderies**

**25**

**Països a l'Àfrica, Àsia, Europa,  
Nord i Sud Amèrica, i  
Oceania.**



# THE JEANS REDESIGN



## The Jeans Redesign - *Resum dels dos primers anys*

El **80%** dels participants van crear teles o texans que compleixen amb les Jeans Redesign Guidelines

Les marques participants han llençat **500.000** texans circulars al mercat

Mentre el número de texans redissenyats representa una fracció del total de la indústria tèxtil, el **projecte Jeans Redesign demostra que és possible dissenyar i produir roba que encaixi en un model circular**



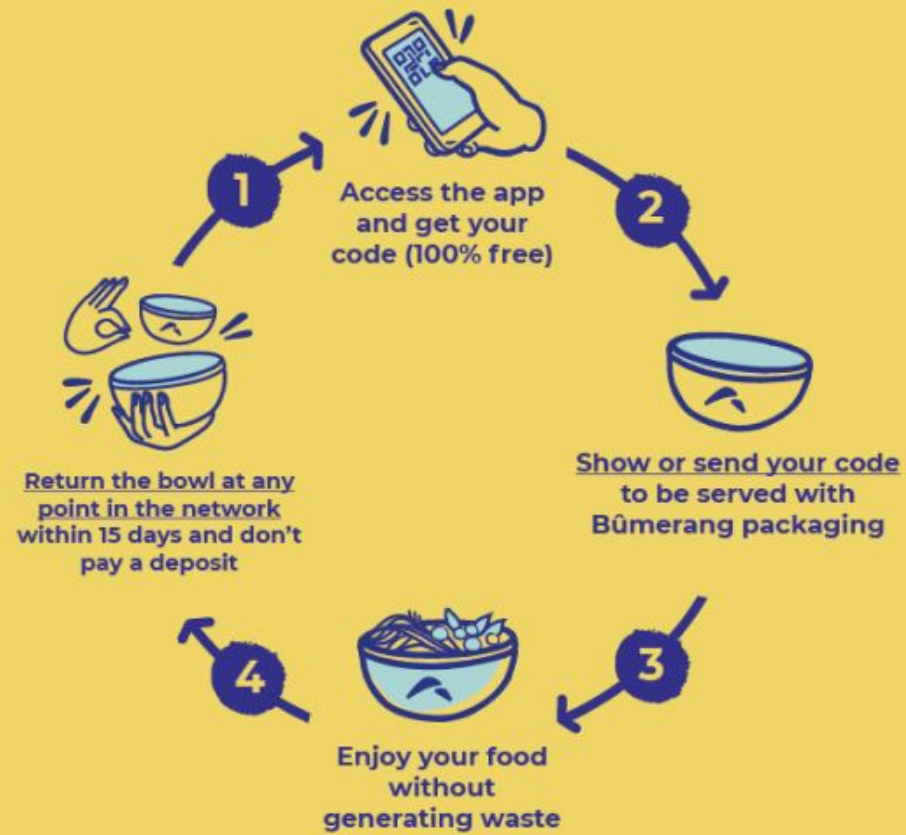


# The alternative to single use packaging

Digitalised system of reusable packaging for takeaway and delivery food



## HOW IT WORKS



**Només podem crear  
negocis 100% circulars si  
activament dissenyem un  
ecosistema que els ajudi a  
ser-ho.**