

Virtual
circular design
course

Toolkit guide

Danish
Design Centre

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Introduction to circular toolkit guide

Why a toolkit?

Tools, no matter how great, will never provide the answers to your questions or solve your circular challenges for you.

Great tools are however an important helping hand that can guide you in your coming circular transition.

The tools below offer a starting point and a framework for you, your colleagues and collaborators as you get together to uncover your circular potentials and barriers.

The tools in this toolkit focus specifically on mapping your circular potentials in the value chain your company operates in. It gives priority to understanding, framing and refining the value you create for both customers, partners and the planet.

By applying these tools in your work you will hopefully experience quite a tangible process of working through your circular challenge in an interactive, fun and challenging way.

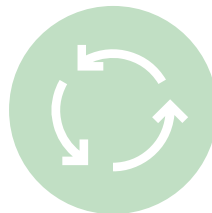
To get the most out of these tools, we encourage you to print the material, so you can work physically together around these exercises. Remember to document your results by snapping a photo or hanging your work up on the wall.

It can be very useful to revisit the results or iterate the exercise once you are further in your process. This will help you check for new insights and to uncover blind spots in your work.

A circular economy relies on **3 key principles**



Design out waste
and pollution



Keeping products and
materials in use



Regenerating
natural systems

Guide

Tool 01: Circular business model

How to use it

Amount of participants: 2-5
Total time: 55 - 65 minutes

Step 0 • 5 min

Place the model in the centre of the group. Begin by reading the model closely.

Step 1 • 5 min

Start by identifying in which areas you believe your business **already thinks circular** and write these on one color post-its. Briefly clarify how on each post-it.

Step 2 • 5 min

Then move on to use a new color post-it to identify where you **see a circular potential** and describe how on your post-it.

Step 3 • 20-30 min

Let every participant share their post-its and place them in the model. Take the time to give each other input as you listen. Perhaps you come up with a few more post-its in this process.

Step 4 • 5 min

Use a different colored post-it to answer the questions posed on the circular business model.

Step 5 • 15 min

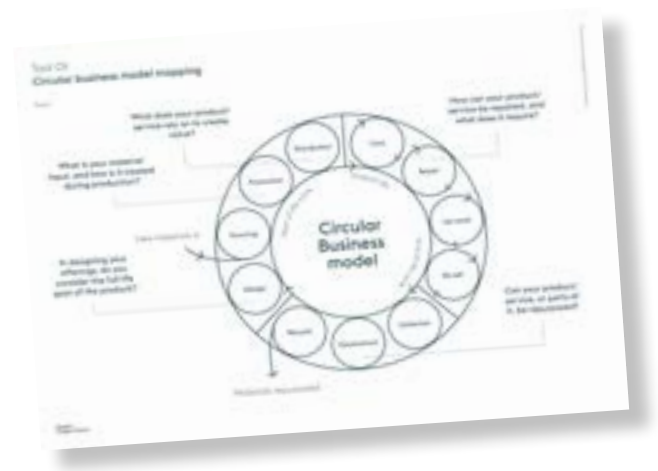
Share your post-its with the group and place them on the model. Take the time to give each other feedback.

Purpose & use of this tool

The purpose of this mapping tool is to give you an overview of the many aspects of a circular business model and to uncover your unique circular value proposition.

Few companies will be able to provide value in all the phases. The model will help you analyse where the circular potential for your specific company is strongest.

And it will also guide you to understand and potentially challenge your contribution to the larger value chain you operate within.



Materials

- Circular Business Model Canvas
- Post-its in three different colors.
- Pens

Next steps

- Try to prioritize the areas where you have identified the most potential. This will help to give priority to where to start your circular journey.

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Tool O2: Ecosystem mapping

How to use it

Ecosystem mapping

Amount of participants: 2-5
Total time: 30 minutes

Step 1 • Brainstorm actors • 15 min

Do a brainstorm of all the actors that have an influence on your business model. Be as concrete as possible writing down specific organisations and companies - or even individuals. Use post-its.

Step 2 • Place the actors • 15 min

Take a close look at the different actor roles on the canvas. Then place your post-its on the canvas according to their role.

Actor clustering

Amount of participants: 2-5
Total time: 25 - 35 minutes

Step 3 • Cluster your actors • 10 min

Identify the 3-5 most important actor clusters in your ecosystem in order to organize your actors. Fill out the actor cluster cards and reflect on their individual motivations as well as the resources they provide to your ecosystem.

Step 4 • Identify shared motivations • 20 min

Look across your ecosystem and identify actors that share the same motivation/gains for working with you and/or capabilities/resources they can provide to the ecosystem

Step 5 • Ecosystem initiator

You will make one for yourself as well (the mint green card), but do not fill it out just yet.

Purpose & use of this tool

The purpose of this tool is to help you get an overview of actors and potential new collaborators in your ecosystem.

This is crucial in order to build (and mobilize) an ecosystem of both existing and new actors.

Unlike traditional stakeholder mapping this tool addresses the motivations, resources and capabilities, that will become valuable for the overall ecosystem.



Materials

- Ecosystem Mapping Canvas
- Actor Clusters cards
- Ecosystem Initiator card
- Post-its
- Pens

Tips

- When brainstorming your ecosystem, try to think not only about your existing relationships, but to identify relevant unusual suspects. These could for instance be influencers, investors, community leaders, researchers, lobbyists and policy makers.

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Tool O3: Value system mapping

How to use it

Amount of participants: 2-5
Total time: 45-55 minutes

Step 1 • Identify values • 15 min

Identify the values being transferred from one cluster to another. Write the value on the arrows.

Step 2 • Place the arrows and actors • 25 min

Organize the value arrows and the Actor Clusters.

Look across the system and feel free to play around with it- if new actors or new values comes up make a new card.

Step 3 • Ecosystem initiator • 15min

Fill in your own 'Ecosystem initiator' card (the mint green card), and place it as the last one.

It is important not to automatically place yourself in the centre of the value system. Begin with the actors, and see which values that appears. Then afterwards consider where your Ecosystem initiator card fits within the system.

Purpose & use of this tool

The purpose of this tool is to explore and understand the interaction between you and your Actor Clusters, as well as the inter-action directly between these identified clusters. Who exchanges value with whom, and what value are they exchanging?

By the end of this exercise you will have a better understanding of your ecosystem's relationships on a visual map and thereby be able to identify your unique value proposition.



Materials

- Value system canvas
- Value arrow pieces
- Filled in Actor Cluster cards from tool O2 and ecosystem initiator card
- Pens

Tips

- When you have finished your map present it to colleagues or other stakeholders. They might see connections you have missed.

