

Design for *Circular Economy*



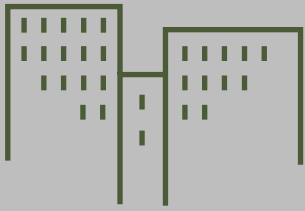
In 2022 Design Delivers Green has mapped the use of design among Danish companies but has also included a focus on design as a driver for a circular transition of businesses.

The survey shows that 85% Danish companies have taken steps towards becoming more circular. One third of the Danish companies do either to a high or very high degree work with a circular transition of their business while more than one third of the companies are still at very early stages of the transition.

The survey shows that the vast majority of Danish companies would like to convert their business to a circular economy. However, less than half of the companies consider that they have the right competencies to go fully circular. Thus, many companies working with the circular transition demand new competencies to drive their transition. These are, for example, competencies within material understanding, knowledge of user and customer demands and tools to develop new circular business models, products or services. Tasks and demands that can be accomplished by designers.

What is circular economy?

A circular economy decouples economic growth from resource consumption, relying on efficient resource use. In contrast to a linear value chain, which follows a straight path from raw materials to production to disposal, a circular economy breaks with this model. Products and value chains in a circular economy are designed to reduce resource consumption and increase product lifespans. In a circular economy, resources and materials are regenerated, reused, and recycled while retaining value.



33%

of the companies to a high or very high degree work with a circular transition of their business

42%

of the companies approach the circular transition through the establishment of new partnerships in the value chain

66%

establish new partnerships with suppliers

52%

establish new partnerships with customers

32%

establish new partnerships with production

52%

of the companies working with circular economy say that it has a positive impact on the economic bottom line

82%

of the companies which have a fully circular business model say that the circular initiatives have a positive impact on the economic bottom line

92%

of the companies have placed decisions about their circular transition with the management



Demand for competencies in the circular transition:

61%

of the companies indicate a need for knowledge about sustainable material in the circular transition

58%

of the companies indicate a need for knowledge about customer and user demand for circular solutions



49%

of the companies say that they have the right competencies to go circular

38%

of the companies say that they don't have the right competencies

14%

of the companies don't know if they have the right competencies

Danish companies at different stages in the circular transition

