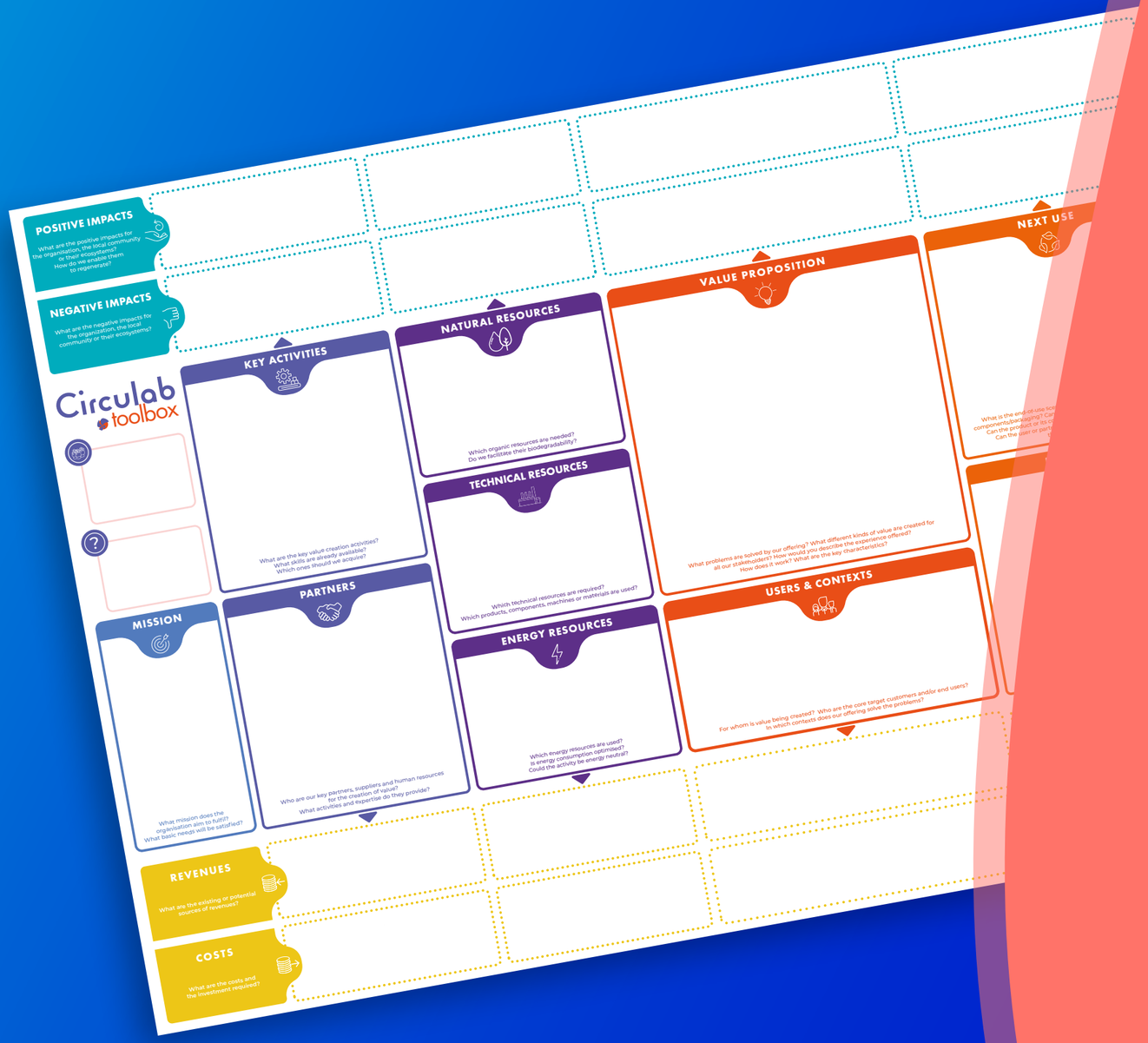

Circulab

Circular canvas

USER MANUAL

www.circulab.com

A tool to analyse the current activity and impacts, and design regenerative solutions

Circular economy can be a great source of economic, environmental and social opportunities.

However, when it comes to action, organisations often find it difficult to identify levers and generate use cases or projets.
This tool helps to describe and apprehend all the existing flows and transform or design new processes, products or experiences using the principles of circular economy.

Starting with an existing project, resource flow or product, it allows you to detail your current business model and ecosystem so you can regenerate them.

This work was made for you to design for regeneration, share, reuse, remix, rework...

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You must cite this document:
Circulab - Circular Canvas User Manual

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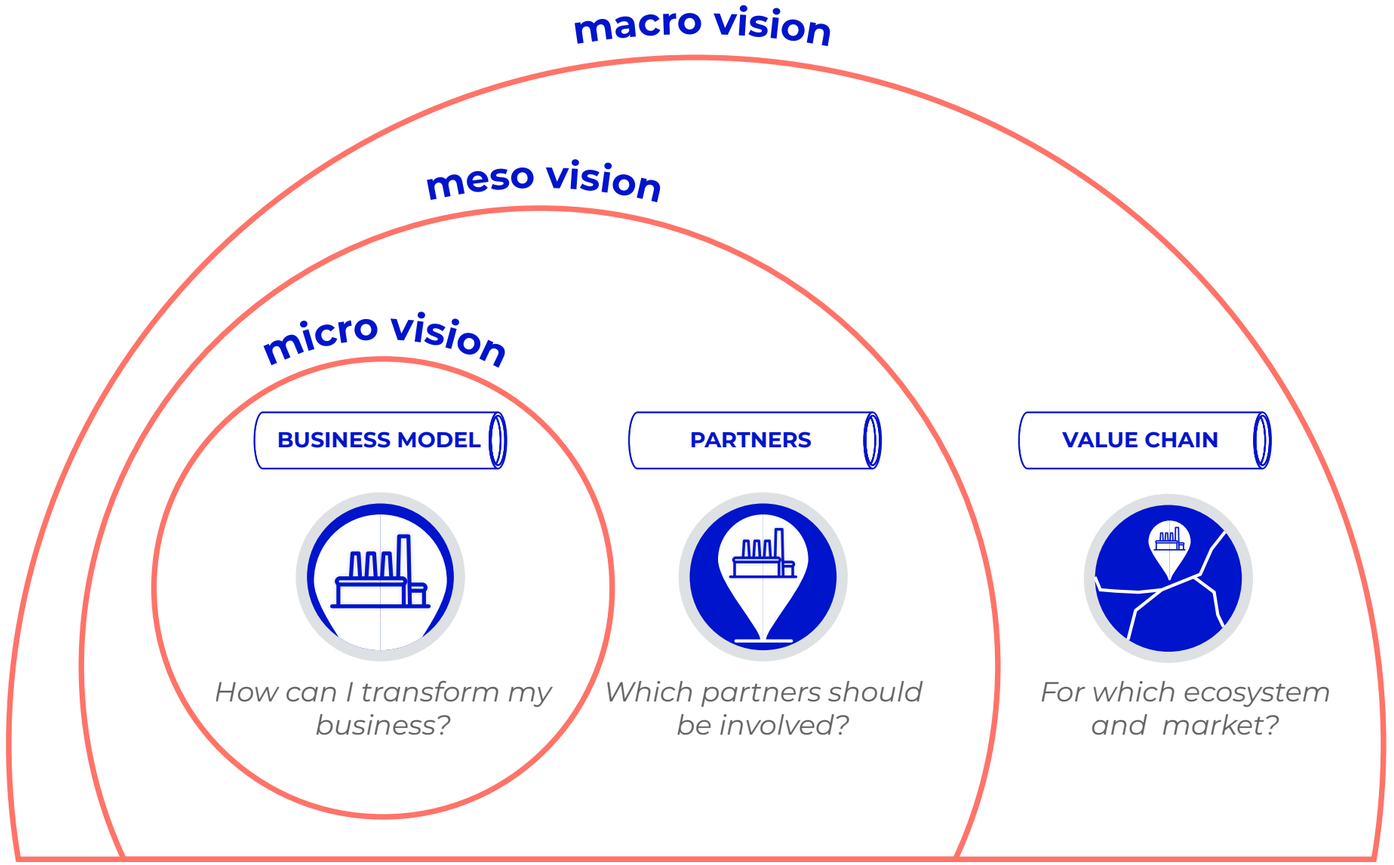
Our mission is to accelerate ecosystem regeneration. And we believe everyone has a role to play to redesign our systems and communities. Since 2012, our ambition is to inspire you by giving powerful and accessible tools to design with sobriety and circular thinking in mind.

Circulab toolbox

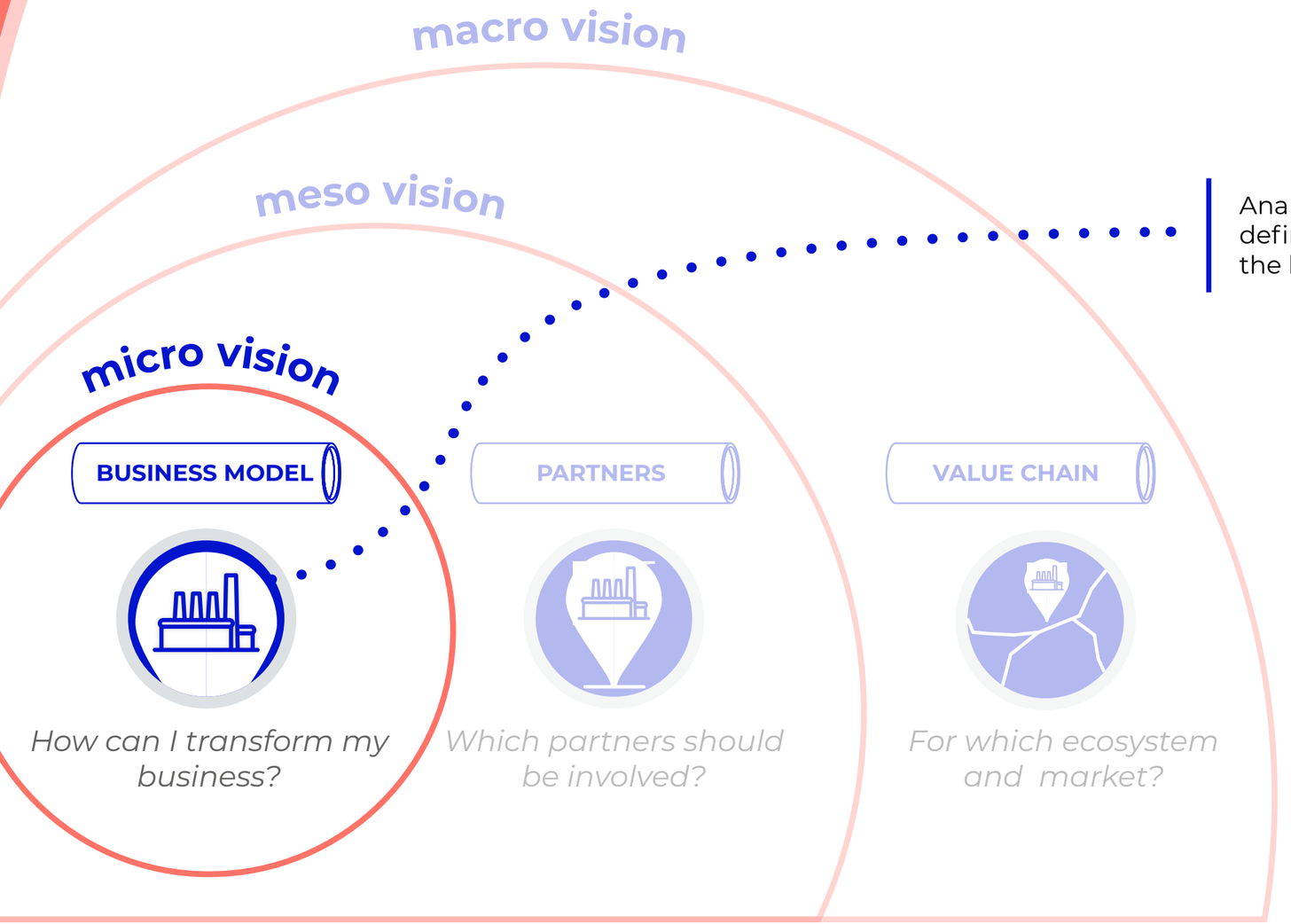
Mapping tools

3 key tools that can be used according to a progressive logic or independently



Circular canvas

Business model and project level



Analyse an existing business model or activity, define the main challenges to take on and design the best solutions to generate positive impacts.

Tool sheet

Circular Canvas

A tool to...

- Train
- Raise awereness
- Decide
- Create
- Explore
- Plan
- Federate
- Share

Description

The Circular Canvas enables you to easily apply systems thinking to your project.

The central boxes with plain lines describe the strategic decisions made by the organisation. All these boxes must be filled out (except when the organisation does not use any natural resource).
The design choices have:
- economic impacts (costs & revenues, to be listed in the yellow rows below)
- ecosystemic impacts (both positive and negative, to be listed above, in the light blue rows)

Not all of these boxes have to be filled out (dotted lines).

Which users ?

The Circular Canvas can be used by:
- **Big corporations**, to transform a specific area, product or activity or create a new one
- **SME's**, to improve processes, find new sources of value or reduce externalities
- **Team projects** or **entrepreneurs** to design a business model or identify new revenue streams
- **Education organisations** to train and raise awereness among students and learners
- **Cities** for industrial simbiosis or circular economy local projects

Objectives

- Understand how an organisation creates and delivers value, and identify levers for action
- Identify and anticipate the impacts of a business model, product or activity
- Design new products, services and activities based on the principles of circular economy

Tips

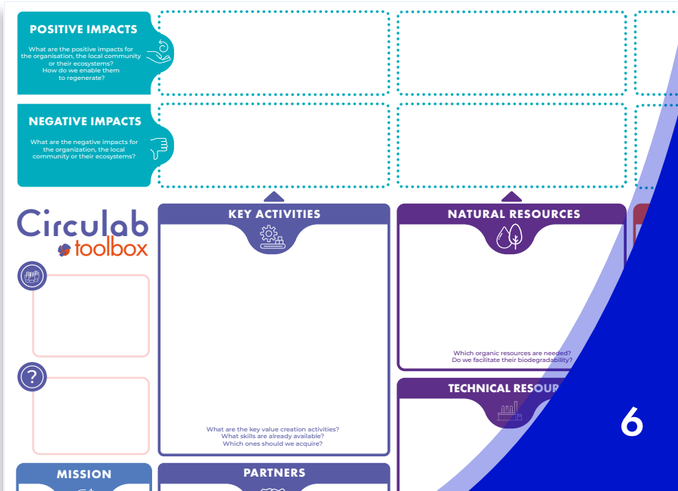
- Print on A1/A2 paper for teams, or A3 for individuals

Equipments

- Printed canvas
- Pens
- Stickies

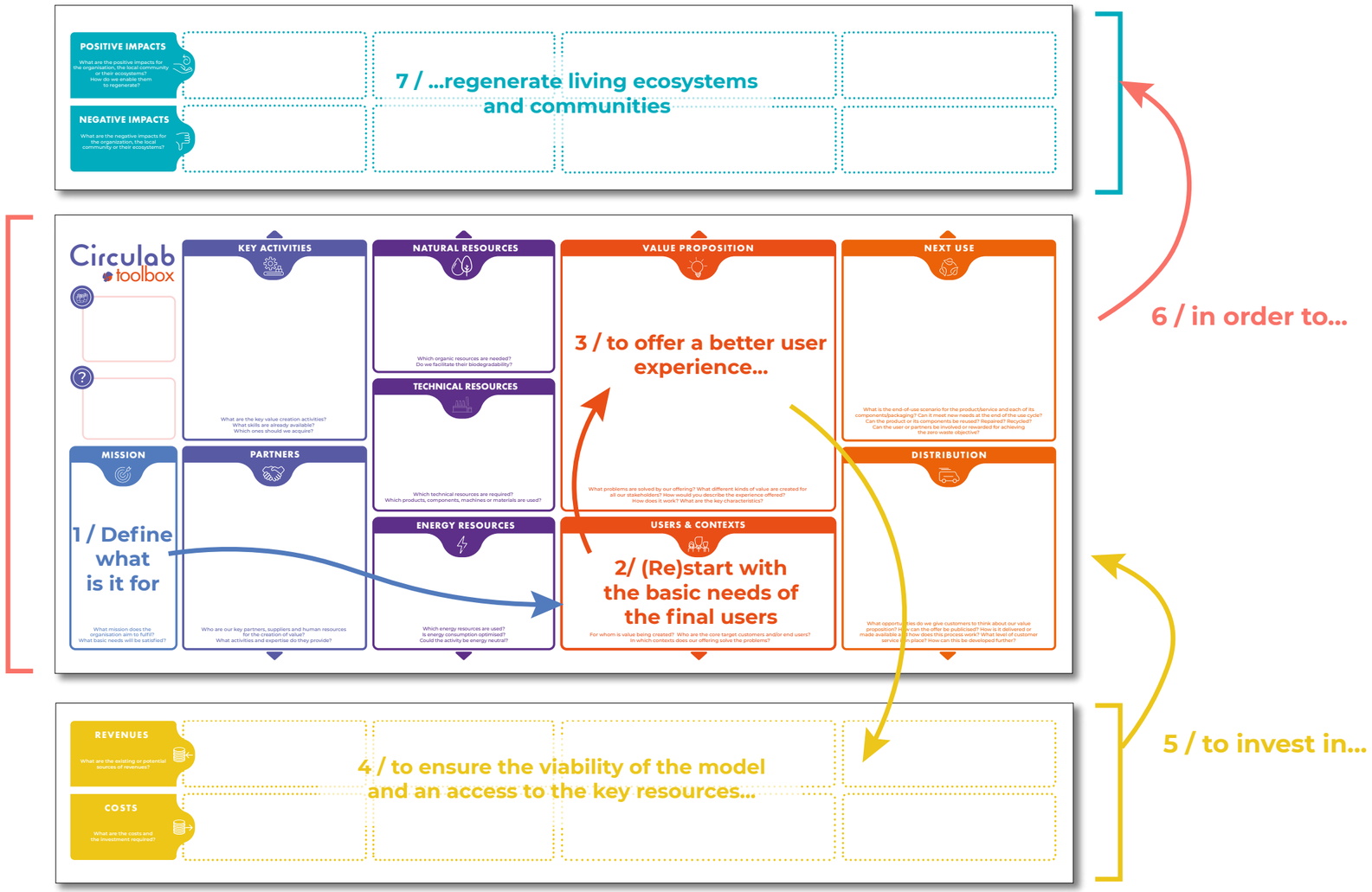
Details

A circular canvas can be used to describe a:
- a business model
- a product/service
- a type of client
- a partner
- an equipment
- a flow
- an event

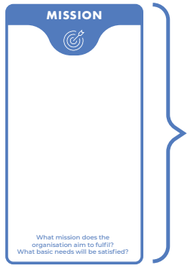


How to read it?

-

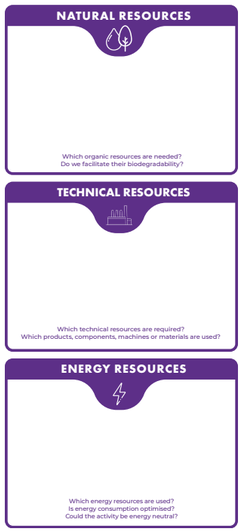


How to fill it in?

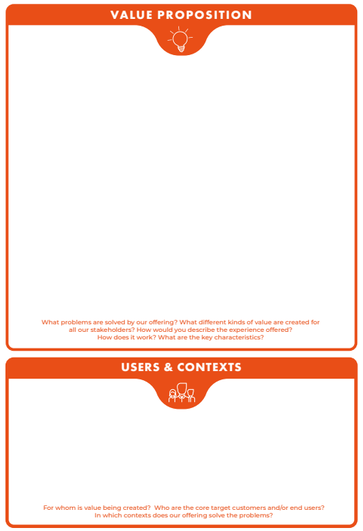


1 Start with «What is it for?» and describe the basic needs

2 Identify the human resources, skills and expertises needed to develop the activity



3 Identify the resources needed at every stage of the product life cycle



4 Redesign the user experience and the touch points where the value is needed/created.

5 Think of how you sell your product/service and of what the next use for your product/packaging and components is.

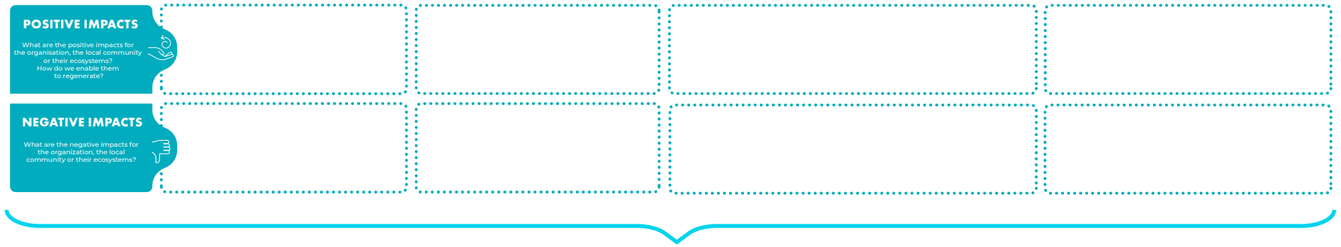
Tips

- List all the resources you need to deliver the value during the production, delivery and consumption/use phases

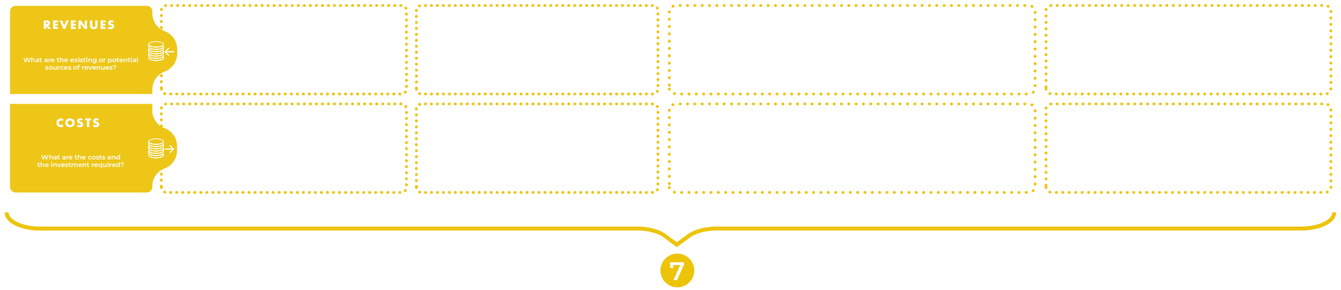
- When filling out the board, make a clear distinction between the actual context and the expected one. You should start with the actual context before moving on to the «ideation» phase.

How to fill it in?

-



Consider the impacts on living ecosystems and communities.
List the current negative impacts and transform them into positive ones



Evaluate the current and potential costs and revenues for each column

Tips

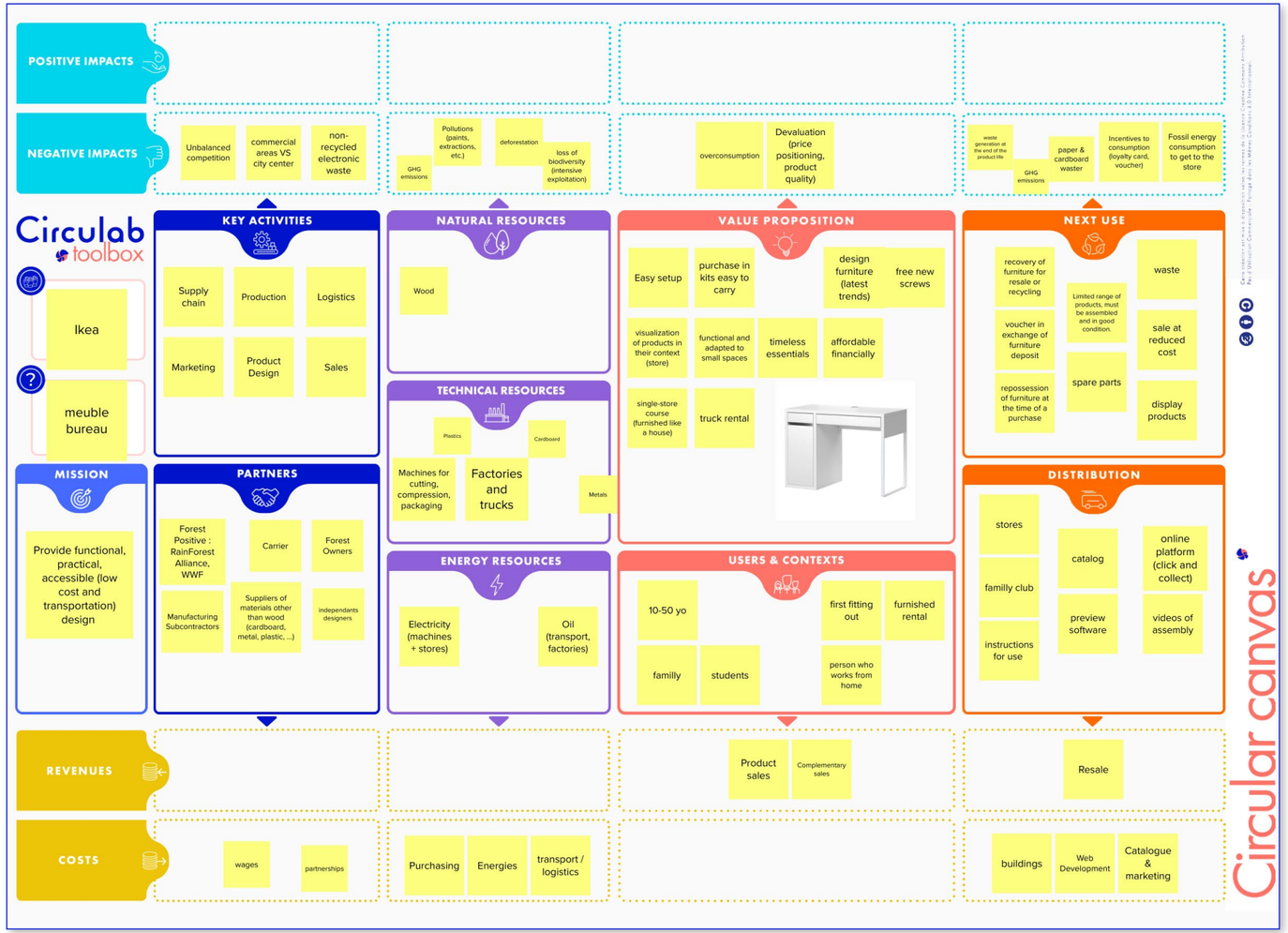
- To fill in the board, answer the questions in the boxes

Business cases

Lipton teabag boxes

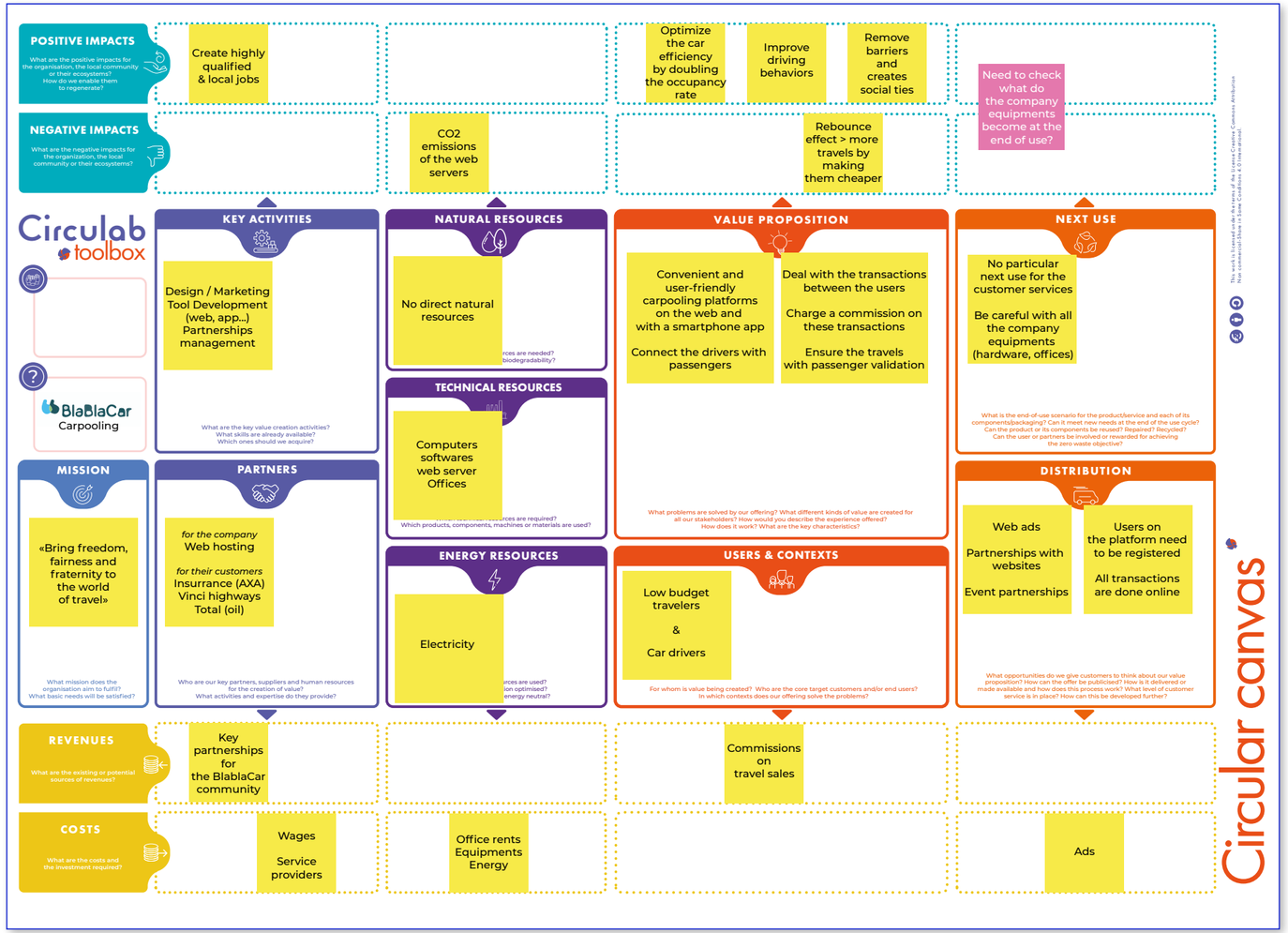
Business cases

An IKEA desk sold in Europe



Business cases

BlablaCar (carpooling business)



Ready to practice?

Redesign a business model

-

Step 0

-

Print page 12 on A1 paper / pages 13 to 17 on A3 paper / page 18 on A4 paper.

Step 1

-

Fill in the board by answering the questions in every box for the current business model.

Step 2

-

Identify the ecosystemic and economic impacts of your decisions.

Step 3

-

After analyzing your Circular Canvas, define a challenge starting by «How might we.... ?» in

Step 4

-

With the circular design cards (page 18), imagine new solutions to solve your challenge.

Step 5

-

Select your most relevant idea with the **innovation diagram**, check its potential impacts and warning points.
If it is still relevant, prototype it and test it.

Step 6

-

Use the **Partner Map** to involve the right stakeholders in the value creation phase.

POSITIVE IMPACTS

What are the positive impacts for the organisation, the local community or their ecosystems?
How do we enable them to regenerate?

NEGATIVE IMPACTS

What are the negative impacts for the organization, the local community or their ecosystems?

Circulab toolbox

KEY ACTIVITIES

What are the key value creation activities?
What skills are already available?
Which ones should we acquire?

NATURAL RESOURCES

Which organic resources are needed?
Do we facilitate their biodegradability?

TECHNICAL RESOURCES

Which technical resources are required?
Which products, components, machines or materials are used?

ENERGY RESOURCES

Which energy resources are used?
Is energy consumption optimised?
Could the activity be energy neutral?

VALUE PROPOSITION

What problems are solved by our offering? What different kinds of value are created for all our stakeholders? How would you describe the experience offered?
How does it work? What are the key characteristics?

NEXT USE

What is the end-of-use scenario for the product/service and each of its components/packaging? Can it meet new needs at the end of the use cycle?
Can the product or its components be reused? Repaired? Recycled?
Can the user or partners be involved or rewarded for achieving the zero waste objective?

USERS & CONTEXTS

For whom is value being created? Who are the core target customers and/or end users?
In which contexts does our offering solve the problems?

DISTRIBUTION

What opportunities do we give customers to think about our value proposition? How can the offer be publicised? How is it delivered or made available and how does this process work? What level of customer service is in place? How can this be developed further?

MISSION

What mission does the organisation aim to fulfil?
What basic needs will be satisfied?

PARTNERS

Who are our key partners, suppliers and human resources for the creation of value?
What activities and expertise do they provide?

REVENUES

What are the existing or potential sources of revenues?

COSTS

What are the costs and the investment required?

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Circular canvas

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Circular canvas

BUSINESS
(VIABILITY)

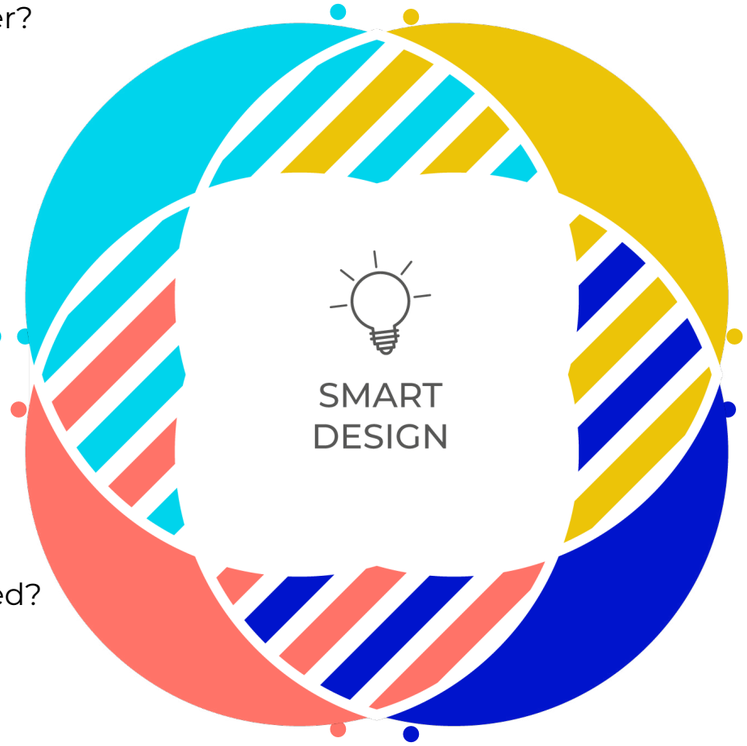
What are the positive impacts generated?

What are the warning points to consider?

HUMAN
(DESIRABILITY)

What are the positive impacts generated?

What are the warning points to consider?



NATURE
(CIRCULARITY)

What are the positive impacts generated?

What are the warning points to consider?

TECHNOLOGIES
(FEASIBILITY)

What are the positive impacts generated?

What are the warning points to consider?

DESIGN TO REUSE

In Europ, Repack provides envelopes to online retailers that are reused up to 50 times.

DESIGN TO REPAIR

SEB group keeps the spare parts of their products for 10 years to facilitate repairs.

DESIGN FOR DISASSEMBLY / MODULARITY

The Fairphone was designed to be disassembled/repaired by any user.

DESIGN FOR THE ESSENTIAL

Nokia 130 was a hit with only very few functions, comparing to a smartphone.

DESIGN FOR REGENERATION

In Berlin, Dycle biodegrades diapers to plant fruit trees.

DESIGN WITH UNWANTED RESSOURCE

In Zimbabwe, Chido Govera has collected coffee grounds to grow mushrooms.

DESIGN TO OPTIMIZE

The TooGoodToGo app enables bakeries to sell off their last meals.

DESIGN FOR MATERIAL RECOVERY

Michelin provides tyres they can restore up to 9 times to their professional clients.

DESIGN FOR ACCESS

Instead of selling photocopiers, Xerox sells printed copies to professionnals.

DESIGN FOR MULTIFUNCTIONALITY

In IKEA stores, you can shop, repair or resell your furnitures.

DESIGN FOR COMPOST

Ecovative makes compostable shock absorbers for packagings.

DESIGN FOR LONGEVITY

Le Creuset makes pots and pans that last a lifetime.

DESIGN FOR RENT

Bundles gives access to high quality washing machines by renting them.

Want to get the best of the Circular Canvas?

Join the next cohort to Master Circular Design.
With participants from all around the world, learn and apply new super powers by using the Circular Canvas, the Partner Map and the Value Chain Canvas.

You will be able to train people to circular economy and redesign business models

Circulab academy

www.circulab.academy

Circulab

Design for regeneration

www.circulab.com

Contact

+33 950 950 399

hello@circulab.com

4Q passage de la fonderie
75011 Paris
France

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1% FOR THE PLANET MEMBER

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