



REFRAME Design Studio

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# Circular Design

## CHECKLIST & RADAR CHART

### FOR PRODUCTS AND BUSINESSES

## Circular Product Design Sustainable product design strategies

- Are you planning to develop a new product?
- Do you want to enhance a positive experience or solve a particular problem?
- With the desire to generate profit and built a thriving business?
- But still, want to keep our wonderful planet healthy for many generations to come?

Following this checklist, you can review if your product has the potential to be more sustainable and circular.

Since a well-developed solution requirement needs to be thoughtful and well-designed to reach its full potential.

The future of businesses is to implement circular economy strategies in an agile way.

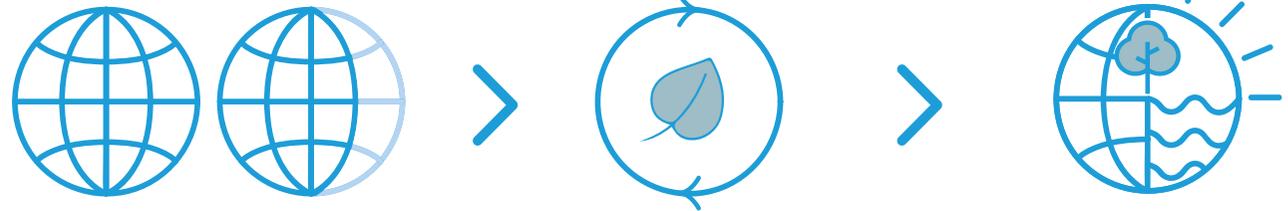
At REFRAME we guide you to face minor challenges or even the boldest projects.

*„We have an obligation to develop better-designed, more sustainable, higher quality products and stop from creating more waste through throwaway products.“*

- Roberto Inderbitzin

### From linear to circular:

The required change



Our society consumes natural resources every year as if we lived on 1.75 planets.

We are losing valuable resources by going that path.

**An unsustainable consumption!**

Reframing our way of living is necessary. The circular economy is the most worthwhile model to change the situation.

**Let's accelerate positive change!**

The circular model prolongs the useful life of products, reduces waste, recycles materials, regenerates natural resources, and boosts innovation.

**Let's make it profitable too!**

Project for Wildbiene + Partner AG



By reducing the sum of its parts from 16 to 1, we increased the speed of assembling the BeeHome and reduced the footprint significantly.

As a result, we could reduce the price and make the BeeHomes accessible for a price-sensitive and larger market.

Circular Product Design  
 Guide to design and develop better products.

**Low Impact Materials**  
 Avoid materials that generate a negative impact on sustainability and/or health.



**Recyclability**  
 Maximize the probability that the developed product can be recycled at the end of its useful life.



**Disassembly**  
 Facilitate agile and easy disassembly so that the product can be fixed, recycled, and reused.



**Multifunctionality**  
 Increase the value of the product and diminish the necessity to look for alternatives.



**Longevity**  
 Design the product to be timeless, durable, and endure the test of time.



**Durability**  
 Design the product so that it is useful as long as possible and does not break.



**Dematerialize**  
 Reduce the size, weight, and number of materials: Do more with less.



**Efficiency**  
 Reduce material and energy consumption during production and at the end of the useful life.



**Functionality**  
 Rethink the primary function of a new form or process. Instead, reframe the product and how it has always served its objective.



**Modularity**  
 Offer a wide variety of configurations and forms and design many similar components as possible and make the parts modular.



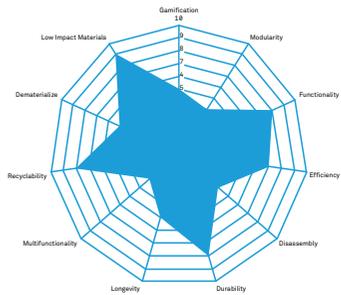
**Gamification**  
 Gamification of the system to increase returns of item, products or materials.



# Circular Product Design Chart to test your circular design

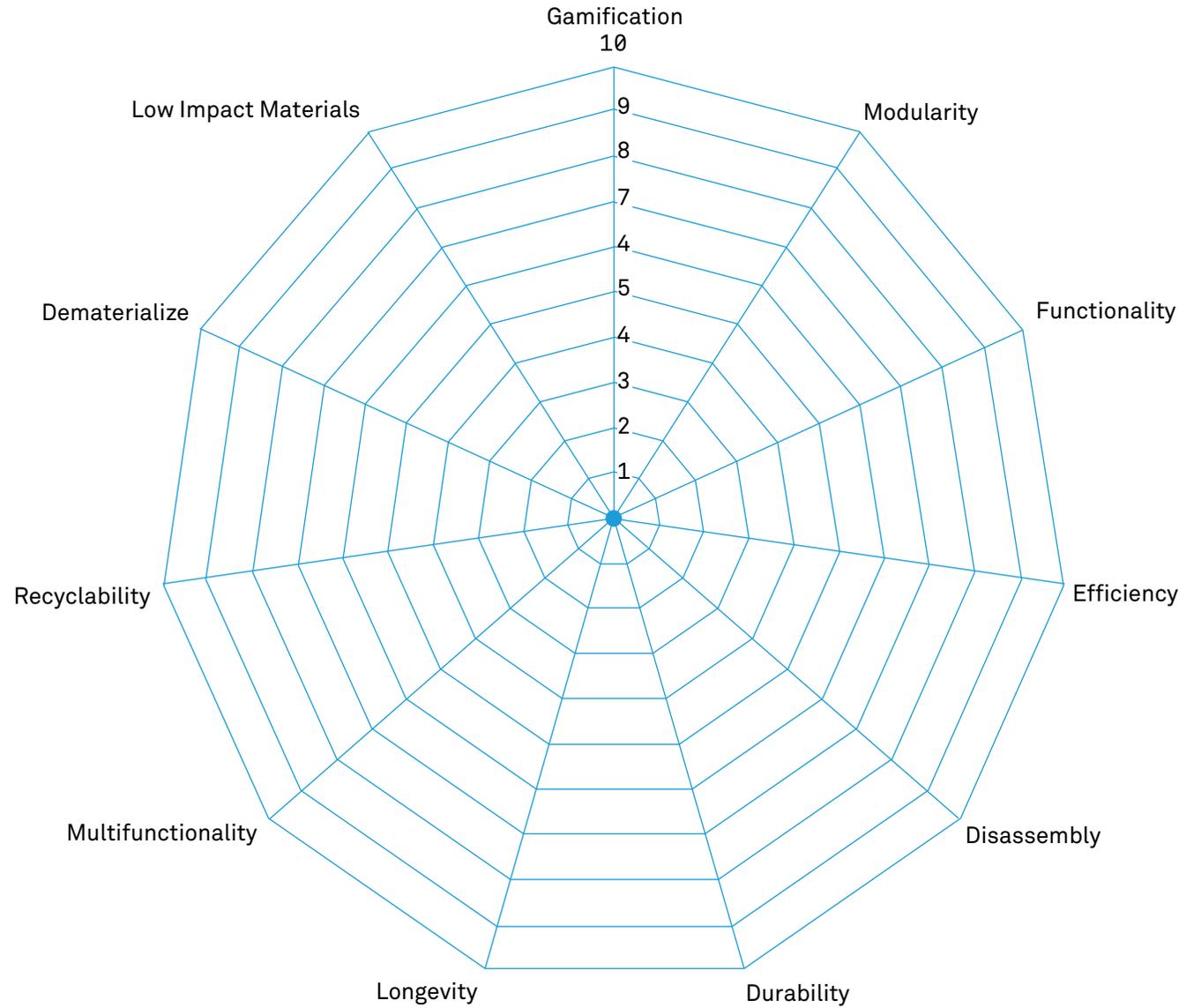
Using this radar chart helps you track your product's circular metrics in a way that is straightforward to communicate with your team or stakeholders.

Using these metrics can give you a rough idea of the challenge you want to overcome and how the next iteration of your product looks compared to the previews.



Example of a filled out radar chart

# Circular Economy Strategy



# Circular Product Design

## Scenarios where you can apply circular design

When to implement a sustainable and circular approach?

### New product

Concept and development of the innovative idea



### From product to Product-as-a-Service

Transition to drive growth expl. by sharing



### Product redesign

Product analysis and improving it



### Circular strategy

Design for a better future



**We translate your purpose to fit your brand and product's bigger vision.**

As the design firm, we create emotional experiences through the objects we design for people.

In an agile and strategic, user-centric process, we guide you to transform your product or brand.

***Let's create products that make life better!***

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**SCHEDULE A CALL**



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# BEYOND IDEAS