



Cueva de las Manos, Perito Moreno, Argentina

the art in the cave is dated between 13,000–9,000 BP

'Parietal Stencil Art'

mostly left hands are shown



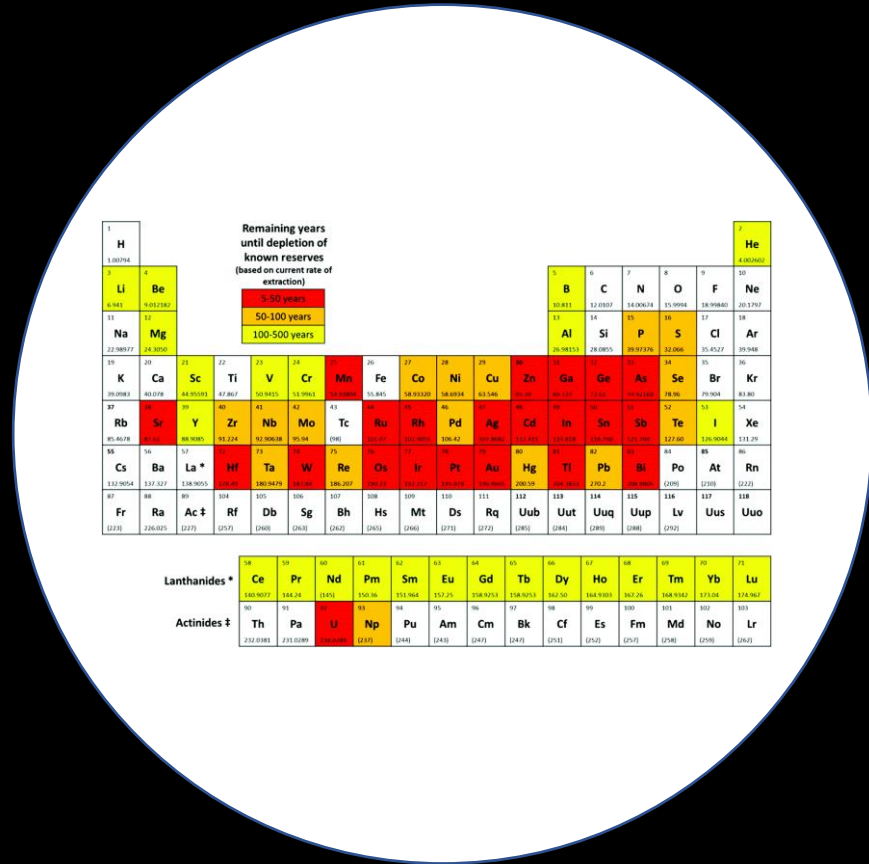
Blue Marble Image 1972

GAIA - James Ephraim Lovelock
Earth functions as a self-regulating system

THE IMPERATIVE

eco-system - open system - metabolism

... the spectre of the 2050 forecasts ...



IMPERATIVE – economic scarcity

1950



11.75 working people to 1 aged 65+

2011



8.5 working people to 1 aged 65+

2050



3.9 working people to 1 aged 65+

IMPERATIVE – social vulnerability



economic



environmental



social

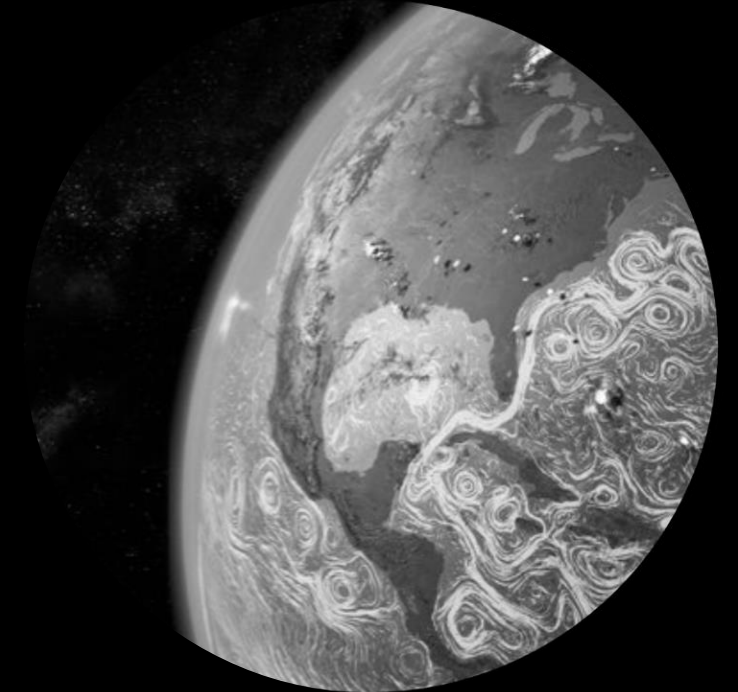
IMPERATIVE – governance volatility



London's Great Stink Of 1858
Un-managed Effluent Disposal



Scandinavian Acid Rain 1970's
UK Coal Smoke + Dutch Pig farms



Shifting Gulf Stream - *here and now*
Melt-water from the Arctic Ice Cap

IMPERATIVE - 'nomadic-narrative'



millions



approximately 10,000



within 100

IMPERATIVE - lighten the *'touch'*



socio-economic symbiosis

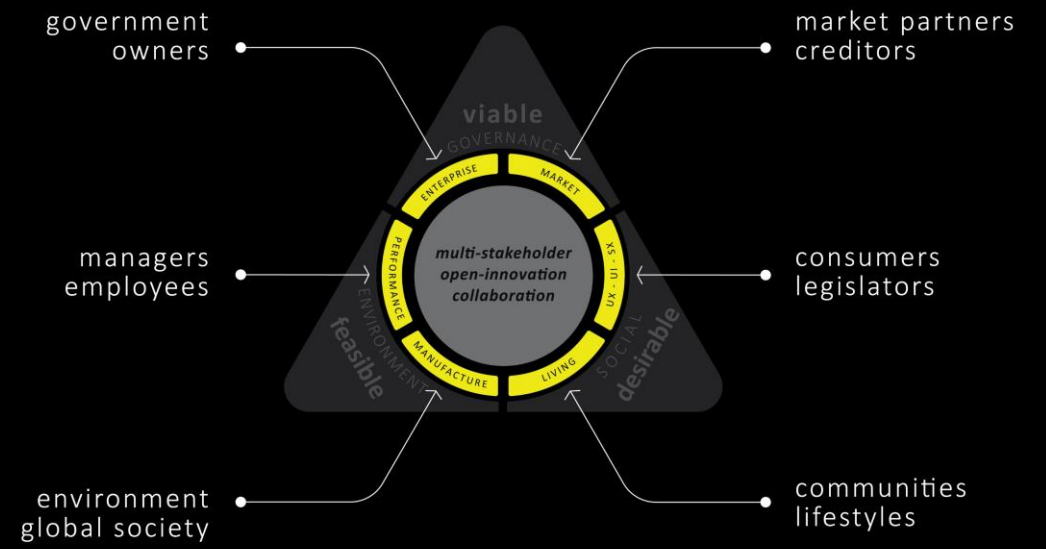
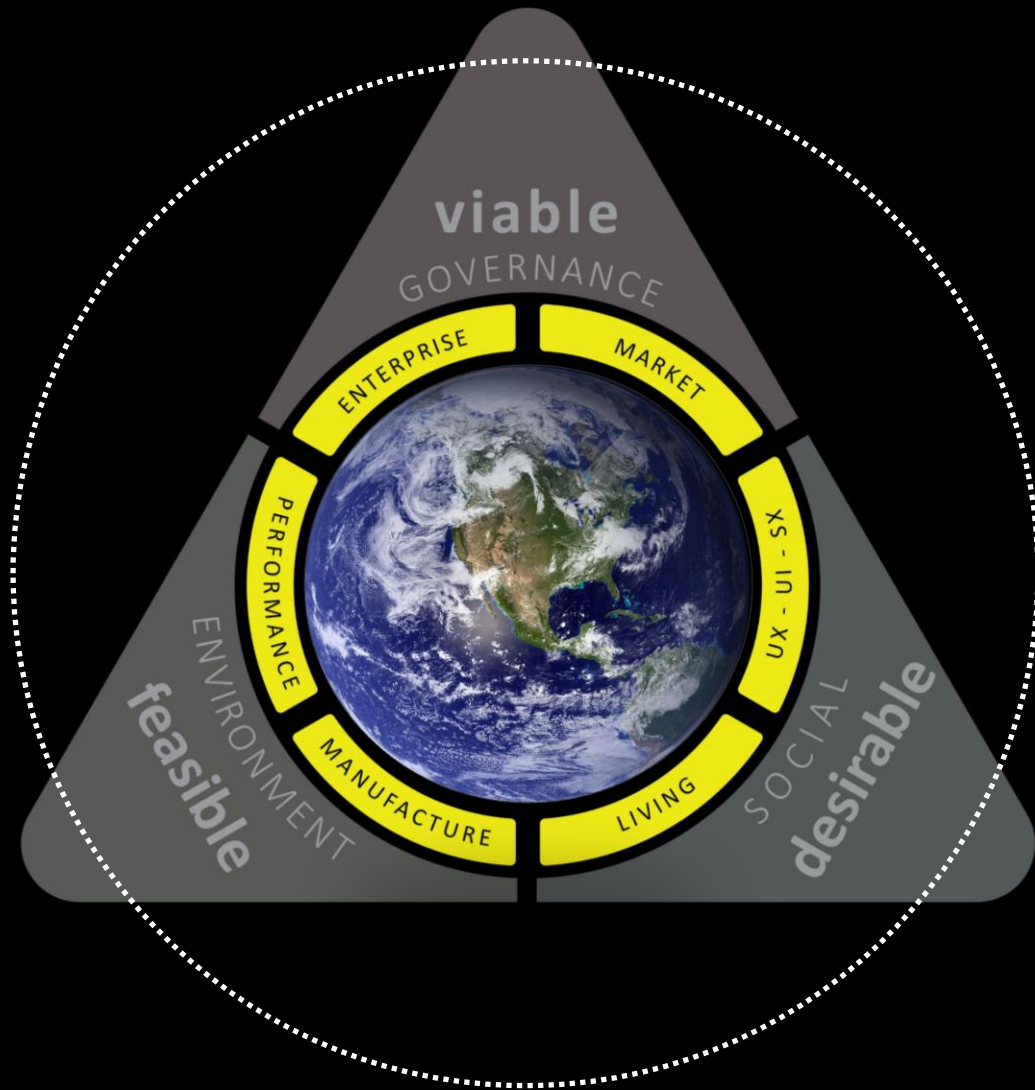
redundant-linear economy

industrial-economic symbiosis

... this presents a seriously valuable opportunity for you ...

FYI – reasons to be motivated

... 2050...

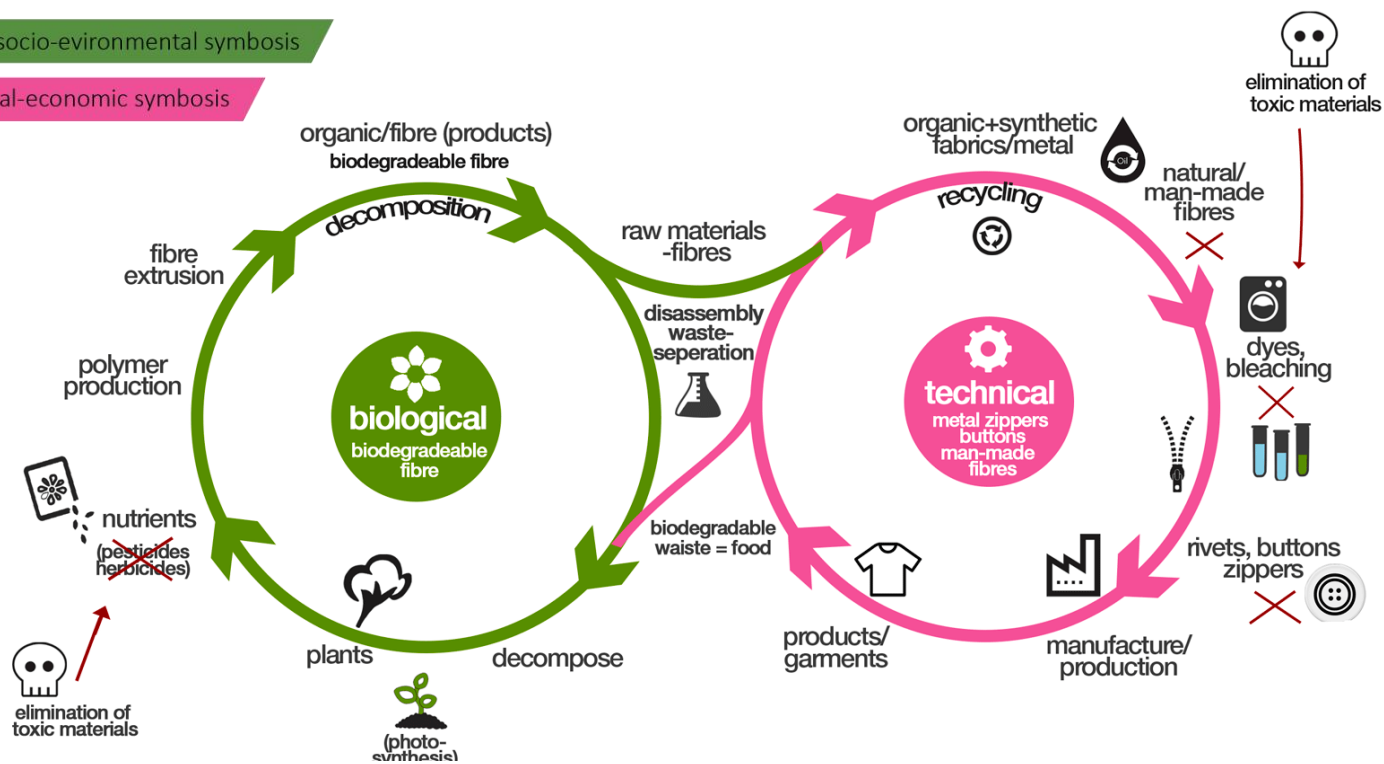


ESG - investment in sustainability

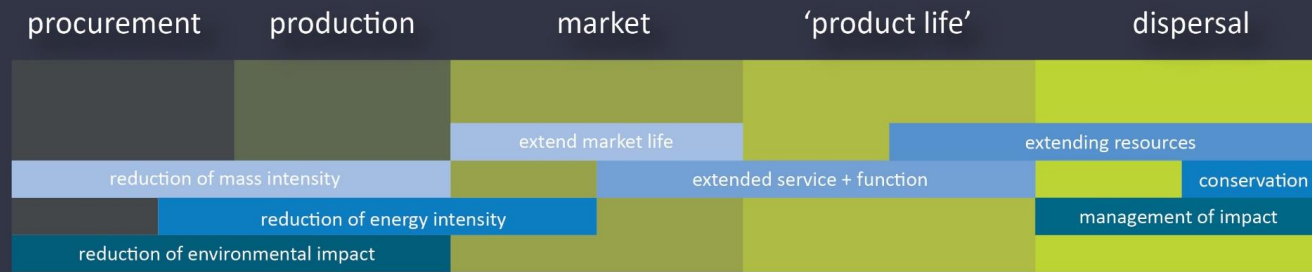


socio-environmental symbiosis

industrial-economic symbiosis

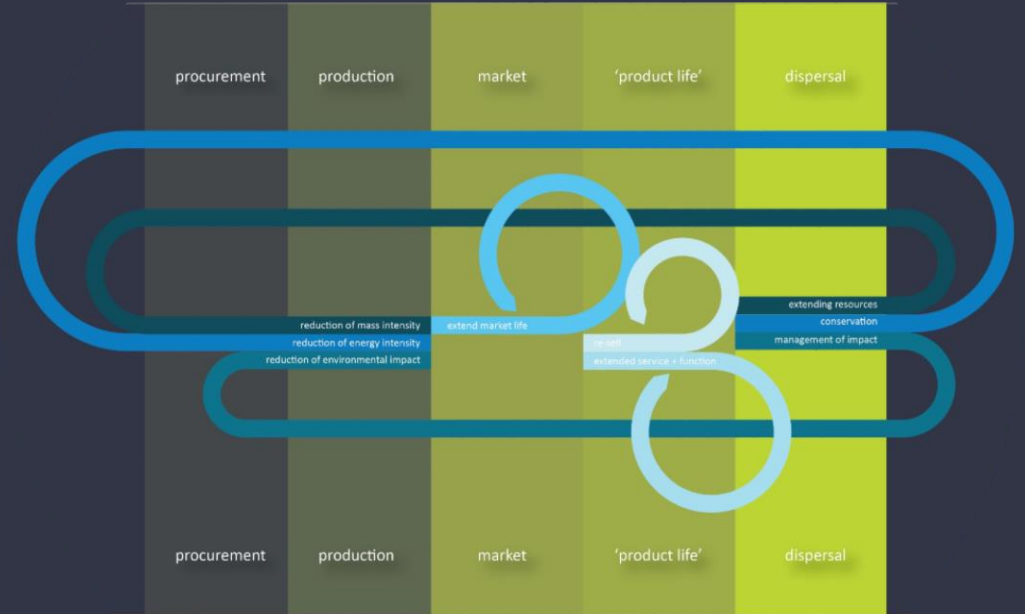
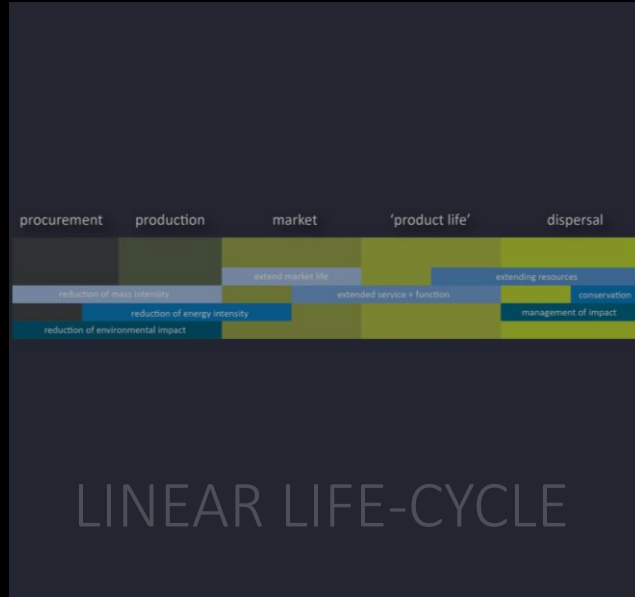


FASHION CIRCULAR ECONOMY

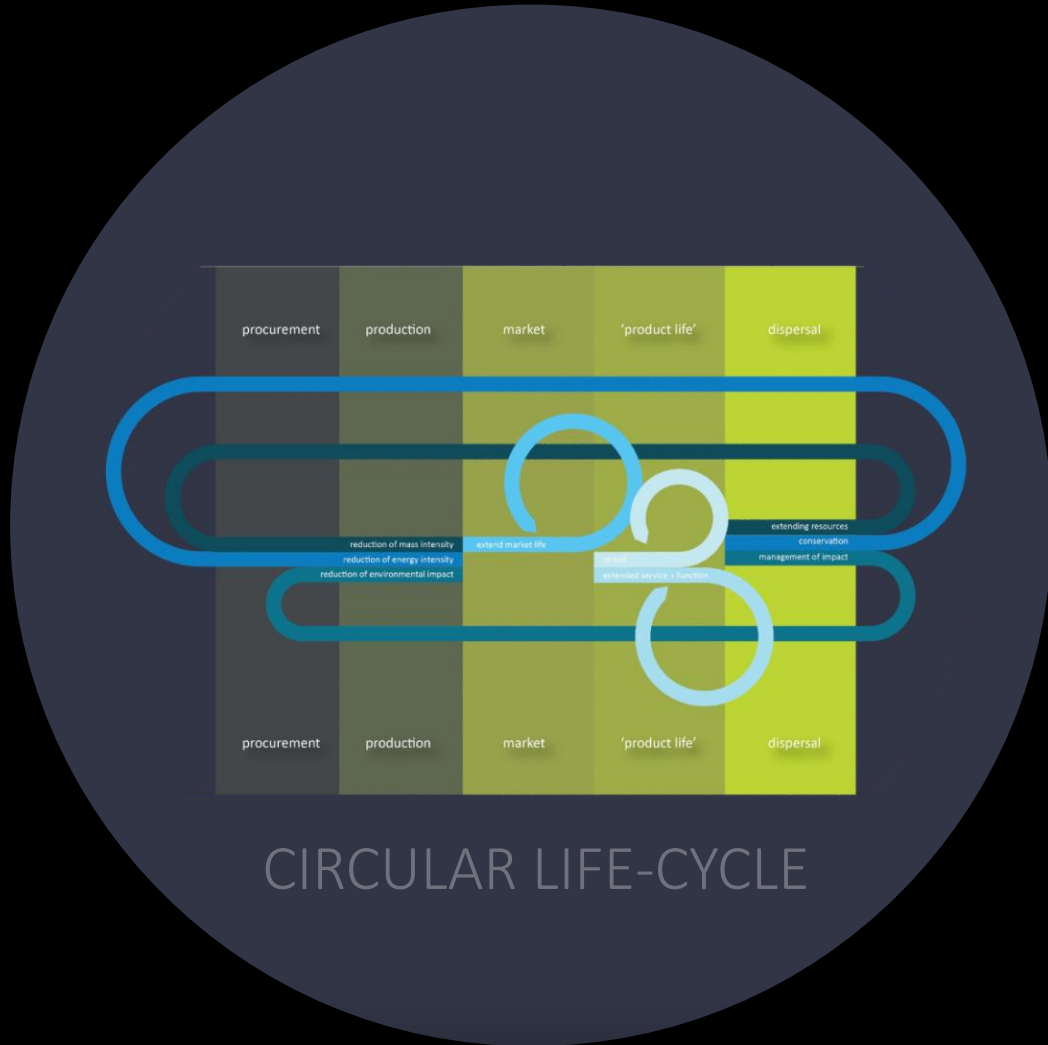


LINEAR LIFE-CYCLE

LINEAR -production - products - consumption -



CYCLICAL -production - products - consumption -



CYCLICAL - eco-system - open system - metabolism-

Circular Economy - 'design-thinking' typology

- a well resourced curriculum for **how-to-take-action**

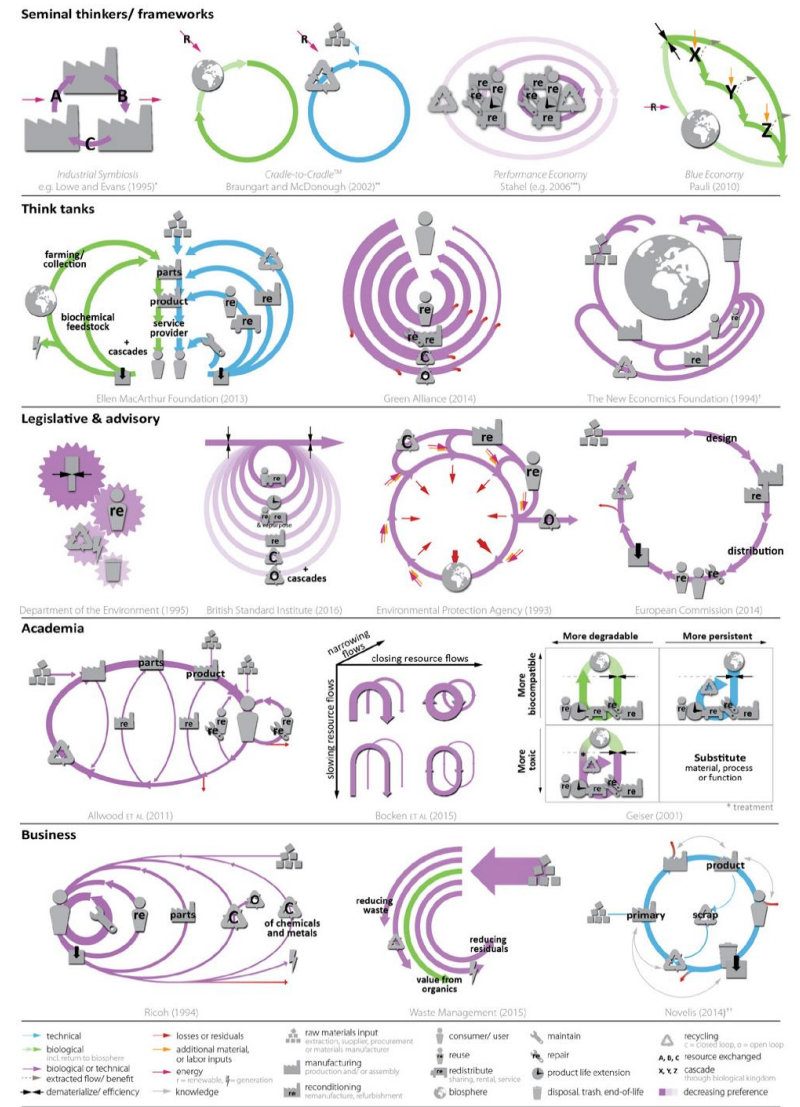
Seminal Thinkers / Frameworks - concepts of practice

Think-tanks - research & projects

Legislative & Advisory - standards & controls

Academia - insights & conjecture

Business - models & practices



CIRCULAR ECONOMY - design thinking typology

A Life on Our Planet

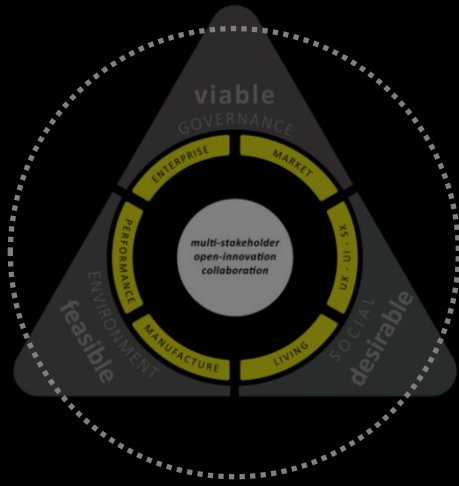
My Witness Statement and
a Vision for the Future

David
Attenborough

... simply don't waste ...

USABLE AXIOMS





FEASIBLE

resource conservation

VIABLE

cyclical usability

DESIRABLE

slower consumption

3 CYCICAL STRATEGIES

PARAMETERS	SUSTAIN-DRIVERS	INNOVATION CHANGE TRIGGERS	DESIGN PARADIGMS
<i>resource conservation</i>	1. product greening	renewable materials - zero footprint	Fair, Ethical, Green Procurement + Manufacture
	2. product recycling	remanufacture - zero waste	Recover + Recycle + Upcycle
<i>cyclical usability</i>	3. product reuse	rental library - multiple use	Rent, Loan, Swap
	4. product replace	product service - zero consumption	Custom Made - Garment Care + Repair
<i>slower consumption</i>	5. product resell	product buy-back – extended product life cycle	Redesign Capsule Subscription
	6. product for life	enduring usability – evocative product value	High Quality & Timeless Design

MANUFACTURE
PERFORMANCE
ENTERPRISE
MARKET
UX-UI-SX
LIVING



SIX PRE-SET cyclical methodologies

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green discounts
ethical textiles

loyalty buy back
collection services

rental
library apparel

premium
customised apparel

subscription
reviving capsule collection

life-long service
evocative apparel

01:

Circular value chain

Production cycles aim to close the loop across the entire value chain. They use fully renewable, recycled and/or recyclable or biodegradable materials that can be used in consecutive lifecycles to reduce costs and increase predictability and control. Products are designed efficiently, minimising material use without affecting performance. Low toxicity materials selected where possible; biological and technical materials are easily separated and recovered or renewed.

02:

Recovery and collection including industrial symbiosis

The focus is on production and consumption systems in which everything that was previously considered as waste is retained for other uses through tracing and recovering products at the 'end of their life'. This feature also includes reclaiming waste and by-products from the production process, and incentivised return systems. The recycling process can include both upcycling (into higher value) and down-cycling (into lower value).

03:

Durability, modularity with repair services

The focus is on increasing or extending the life of products across the whole product lifecycle. This could be by maintaining and improving products through repairs, upgrades, refurbishment, remanufacturing or remarketing. The effectiveness of this feature is impacted on through the design process with a focus on design for disassembly; modular design; material selection for durability and design for repair.

04:

Personalisation, made to order and lock-in

This is about building a more personalised, longer-term relationship with the customer. By doing so, it becomes easier to close loops, recover materials/products and reduce resource use. Made-to-order production minimises material requirements and avoids potential losses from overstocking. Businesses that directly 'lock in' consumers can circumvent the need for a separate retailer, and enable greater insight into the potential demand for the product itself or, where relevant, the product refill.

05:

Product service systems & dematerialised services

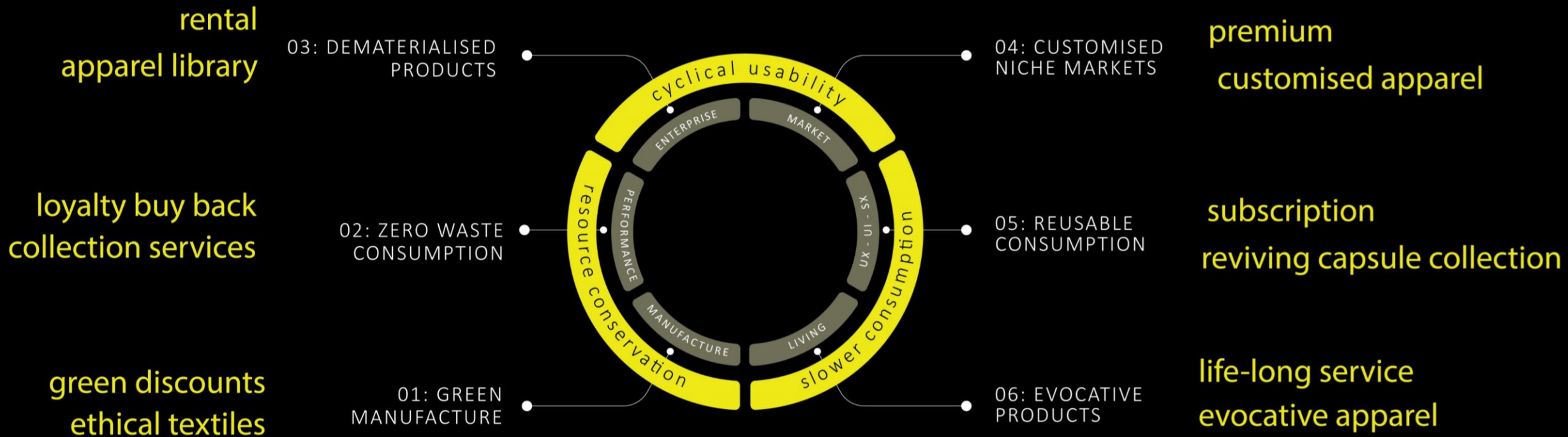
The manufacturer or retailer bear the 'whole cost of ownership' with a subsequent focus on the durability, longevity and reliability of the product along with usage rates and reusability. Also, dematerialised services such as Netflix, Spotify and cloud computing play a big role. Here the business provides access to a service for the customer, rather than the product itself.

06:

Collaborative/sharing economy

Digital technology is used to create new relationships and business opportunities for consumers, companies and microentrepreneurs to rent, share, swap or lend their idle goods. Fewer resources are required to make products that are infrequently used, and consumers have a new way to make and save money. This feature requires the platform, and the users of the platform, to function effectively.

SIX FASHION PRE-SETS – design factors



DESIGN FACTORS + SCENARIO

resource conservation

cyclical usability

slower consumption

green discounts
ethical textiles

loyalty buy back
collection services

rental
library apparel

premium
customised apparel

subscription
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MANUFACTURE

PERFORMANCE

ENTERPRISE

MARKET

UX UI SX

LIVING

ENVIRONMENTAL
Empowerment
Friendly Materials

ENVIRONMENTAL
Ethical Supply Chain

ENVIRONMENTAL
Local Production

ENVIRONMENTAL
Zero-Waste

ENTERPRISE
User Understanding

ENTERPRISE
Multi-Functionality

MARKET
Embedded Storytelling

MARKET
Co-Creation

UX/UI
Aesthetic Lifetime

UX/UI
Up-Cycling

LIVING
Maintenance

LIVING
Informal Alteration and Modification

DESIGN
Design for Disassembly

DESIGN
Mono-Material

DESIGN
Technical Durability

DESIGN
Labelling

ENTERPRISE
Formal Alteration and Modification

ENTERPRISE
Modularity

MARKET
Customisation

MARKET
Production on Demand

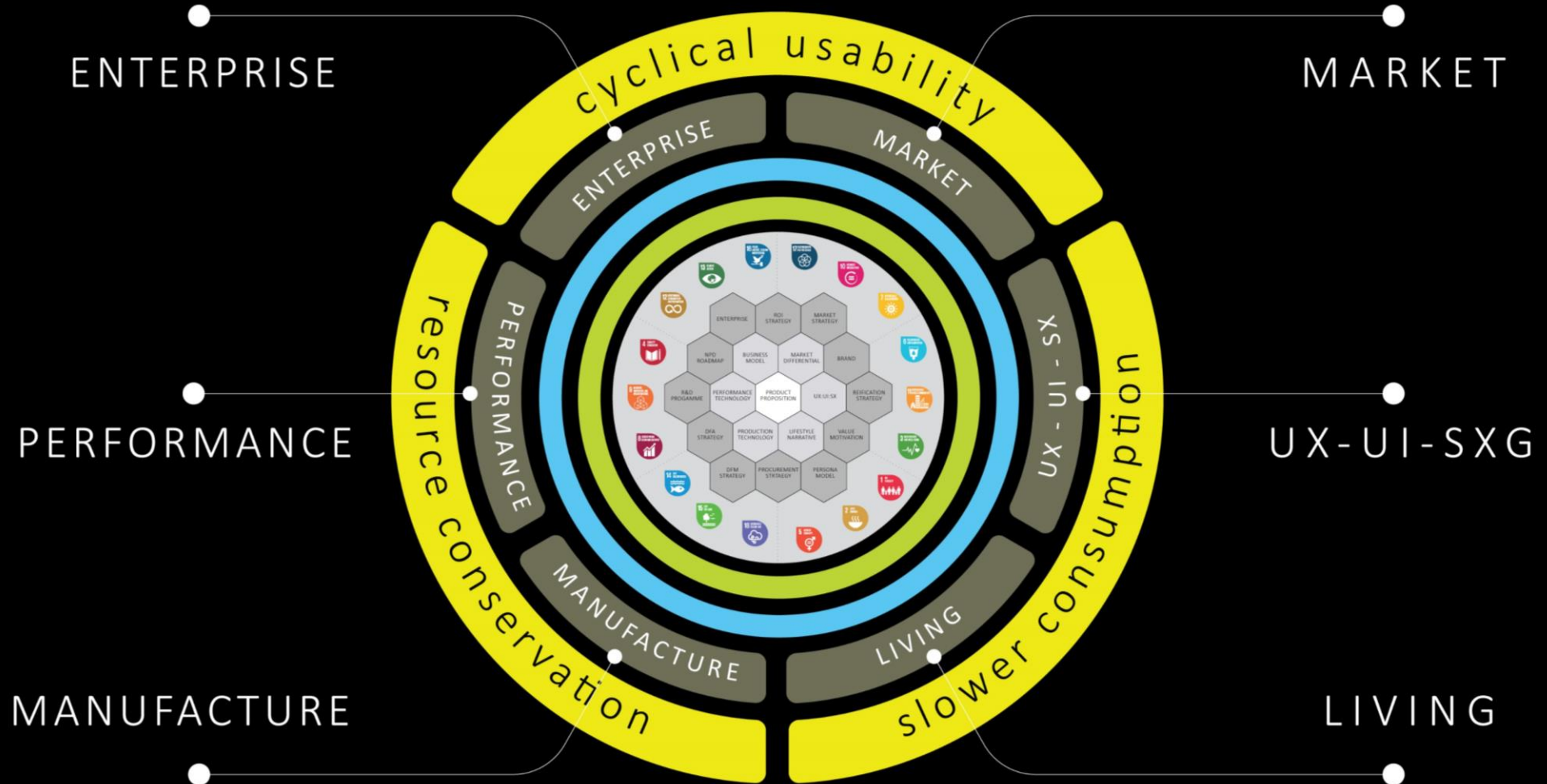
UX/UI
Informal Sharing and Heritage

UX/UI
Rental Service

LIVING
Re-Use

LIVING
Repair

DESIGN FACTORS



DESIGN INNOVATION MODEL + SDG's

FEASIBLE

VIABLE

DESIRABLE

resource conservation

cyclical usability

slower consumption

green discounts
ethical textiles

loyalty buy back
collection services

rental
library apparel

premium
customised apparel

subscription
reviving capsule collection

life-long service
evocative apparel

01:

Circular value chain

Production cycles can be closed by using the best practice the entire value chain. This can be achieved by creating a circular value chain that is based on the principles of circular economy. This can be achieved by creating a circular value chain that is based on the principles of circular economy. This can be achieved by creating a circular value chain that is based on the principles of circular economy.

02:

Recovery and collection
including historical symbols

The focus is on production and consumption cycles in which everything that can be repaired is repaired, everything that can be reused is reused, and everything that cannot be reused is recycled. This can be achieved by creating a circular value chain that is based on the principles of circular economy.

03:

Durability, modularity with
repair services

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04:

Personalisation, made to
order and local

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05:

Product service systems &
dematerialised services

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06:

Collaborative/sharing
economy

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MANUFACTURE

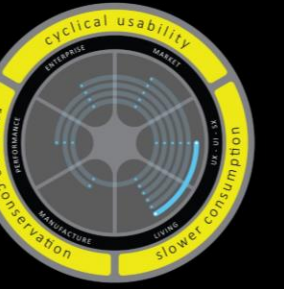
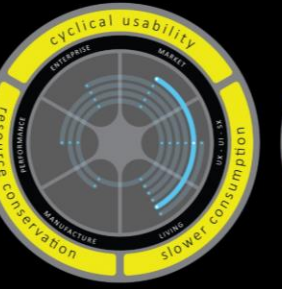
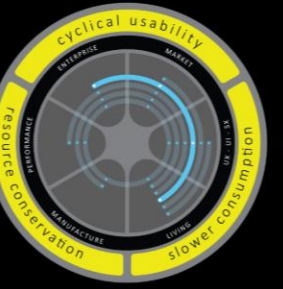
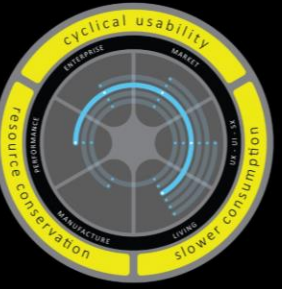
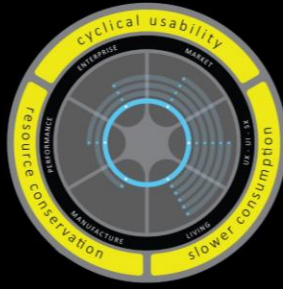
PERFORMANCE

ENTERPRISE

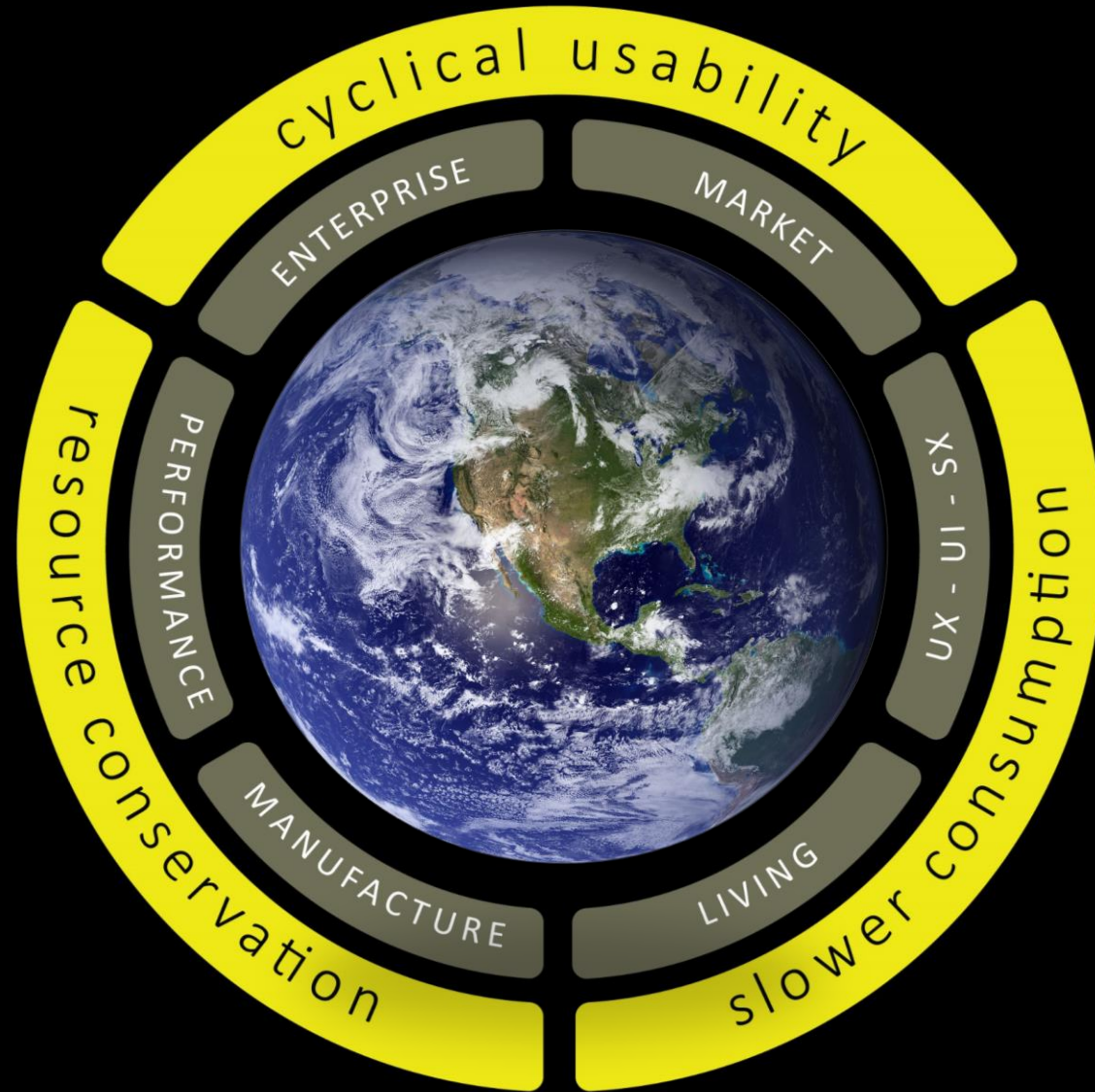
MARKET

UX UI SX

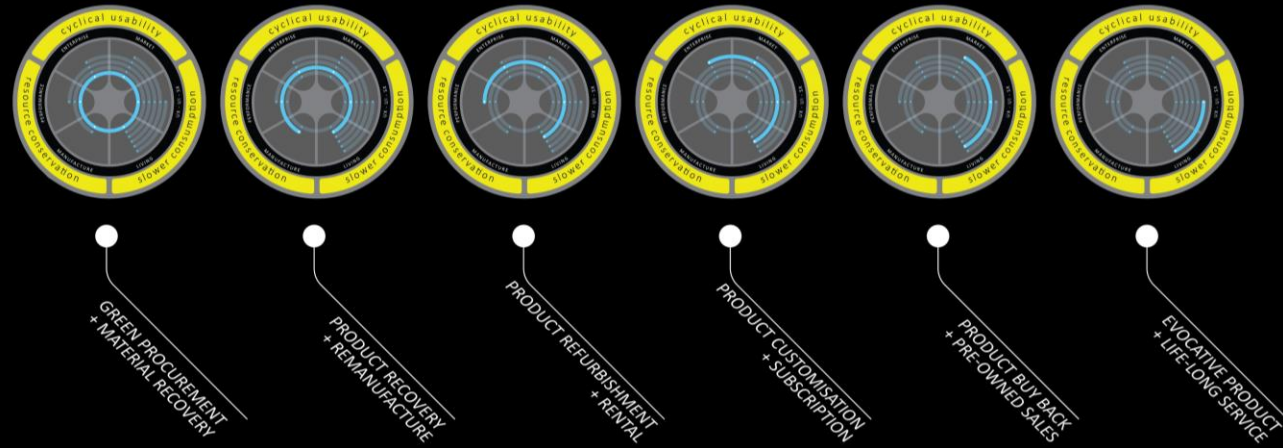
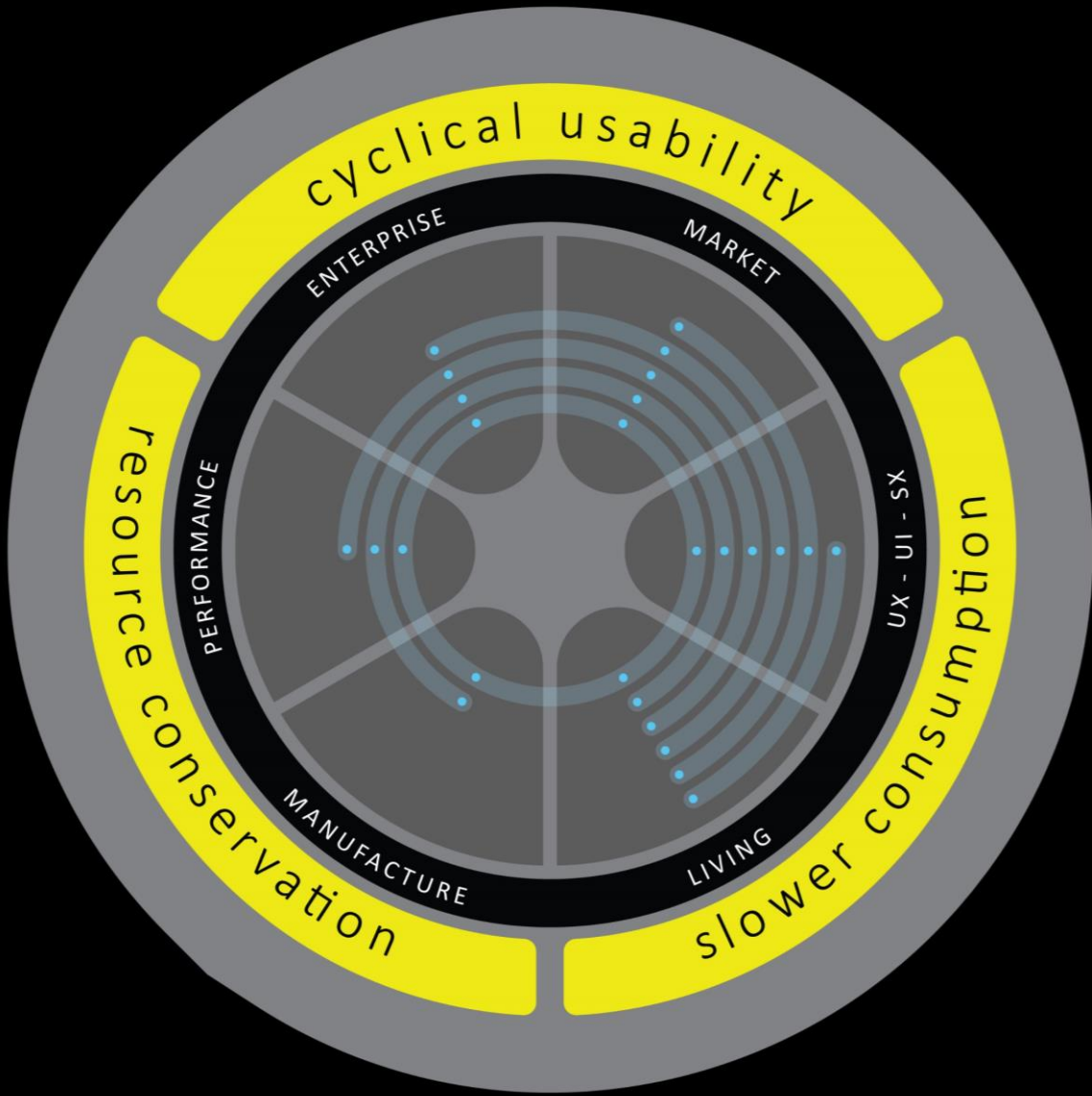
LIVING



DESIGN SCENARIO



DESIGN SCENARIO - FOCUS



SCENARIO MAPPING – *pattern making process*

FEASIBLE

VIABLE

DESIRABLE

resource conservation

cyclical usability

slower consumption

green discounts
ethical textiles

loyalty buy back
collection services

rental
library apparel

premium
customised apparel

subscription
reviving capsule collection

life-long service
evocative apparel

01:

Circular value chain

Production cycles aim to close the loop across the entire value chain. They use fully renewable, recycled and/or upcycled or biodegradable materials that can be used in subsequent iterations. They also use innovative green manufacturing and control systems designed efficiently, minimising material use and reducing energy and emissions. Low-impact materials selected where possible, biological and technical systems are easily separated and recovered or reused.

02:

Recovery and collection including industrial symbiosis

The focus is on production and consumption systems in which everything that was previously considered as waste is returned to the cycle through fixing and recycling. This includes the use of repair services. The focus also includes replacing waste and products back in production, reuse, and decentralised return systems. The recycling process can include both separating into higher value and down-cycling (see lower sets).

03:

Durability, modularity with repair services

The focus is on increasing or extending the life of products across the whole product lifecycle. This could be by increasing repair, maintenance and repair services through repairs, upgrades, refurbishment, remanufacturing or reconditioning. The effectiveness of this before is impacted on through the design process with a focus on design for disassembly, repair, and design for reuse.

04:

Personalisation, made to order and lock-in

This is about building a more personalised, long-term relationship with the customer. By doing so, it becomes easier to close loops, repair, maintain, upgrade and reuse resource use. Made-to-order production increases material requirements and assets generated issues from overstocking. Businesses that directly track of customer use patterns can help tailor a solution, reduce, and enable greater insight into the patterns needed for the product itself or, where relevant, the product itself.

05:

Product service systems & dematerialised services

The manufacturer or retailer lever the value out of ownership with a subsequent focus on the durability, longevity and reliability of the product along with social issues and responsibility. This encompasses business models such as flexible, locally and cloud computing and the like. This includes the recovery of products at the end of their useful life.

06:

Collaborative/sharing economy

Digital technology is used to create new opportunities and business opportunities for consumers, companies and manufacturing systems to reuse, share, keep or fix their old goods. These initiatives are required to make products that are more durable, longer-lasting and have a new way to make and use items. This feature requires the platform, and the users of the platform, to function effectively.

MANUFACTURE

Green Discounts
Ethical Textiles

Design for Disassembly
Reuse Material

PERFORMANCE

Green Discounts
Ethical Textiles

Technical Durability
Repair Services

ENTERPRISE

Green Discounts
Ethical Textiles

Green Discounts
Ethical Textiles

MARKET

Green Discounts
Ethical Textiles

Green Discounts
Ethical Textiles

UX UI SX

Green Discounts
Ethical Textiles

Green Discounts
Ethical Textiles

LIVING

Green Discounts
Ethical Textiles

Green Discounts
Ethical Textiles



SCENARIO MAPPING – based on the 6 pre-sets

01:

Circular value chain

Production cycles aim to close the loop across the entire value chain. They use fully renewable, recycled and/or recyclable or biodegradable materials that can be used in consecutive lifecycles to reduce costs and increase predictability and control. Products are designed efficiently, minimising material use without affecting performance. Low toxicity materials selected where possible; biological and technical materials are easily separated and recovered or renewed.

green discounts ethical textiles

MANUFACTURE resource metabolism
Environmentally Friendly Materials

WHAT
Environmentally friendly materials that do not harm the environment and are made from renewable or recycled raw materials.

WHY
Environmentally friendly materials are used to reduce pollution and use of resources in production and to improve the image of the brand.

CHALLENGES

- Limited availability of materials that are fully biodegradable or recyclable.
- Increased costs of environmentally friendly materials.
- Limited knowledge of environmentally friendly materials.
- Limited availability of environmentally friendly materials.
- Limited availability of environmentally friendly materials.

EXAMPLES

- Use of organic cotton in clothing production.
- Use of recycled polyester in clothing production.
- Use of recycled cotton in clothing production.
- Use of recycled denim in clothing production.
- Use of recycled leather in clothing production.
- Use of recycled wool in clothing production.

THE LEAD LIVES TO
A circular value chain.

STARTING BUSINESS
Start with a small-scale pilot project to test the viability of environmentally friendly materials. Collaborate with suppliers and industry associations to access resources and expertise.

MANUFACTURE resource metabolism
Ethical Supply Chain

WHAT
A supply chain that is socially and environmentally responsible and transparent.

WHY
Ethical supply chains are used to ensure that products are made in a socially and environmentally responsible way.

CHALLENGES

- Limited availability of ethical suppliers.
- Increased costs of ethical materials.
- Limited knowledge of ethical suppliers.
- Limited availability of ethical materials.

EXAMPLES

- Use of fair trade cotton in clothing production.
- Use of recycled cotton in clothing production.
- Use of recycled denim in clothing production.
- Use of recycled leather in clothing production.
- Use of recycled wool in clothing production.

THE LEAD LIVES TO
A circular value chain.

STARTING BUSINESS
Start with a small-scale pilot project to test the viability of ethical suppliers. Collaborate with suppliers and industry associations to access resources and expertise.

PERFORMANCE consumption metabolism
Design for Disassembly

WHAT
Designing products to be easily disassembled for repair, reuse, or recycling.

WHY
Design for disassembly is used to reduce waste and improve the sustainability of products.

CHALLENGES

- Limited availability of disassembly-friendly materials.
- Increased costs of disassembly-friendly materials.
- Limited knowledge of disassembly-friendly materials.
- Limited availability of disassembly-friendly materials.

EXAMPLES

- Use of modular clothing.
- Use of clothing made from recycled materials.
- Use of clothing made from biodegradable materials.
- Use of clothing made from recycled denim.
- Use of clothing made from recycled leather.
- Use of clothing made from recycled wool.

THE LEAD LIVES TO
A circular value chain.

STARTING BUSINESS
Start with a small-scale pilot project to test the viability of disassembly-friendly materials. Collaborate with suppliers and industry associations to access resources and expertise.

MANUFACTURE consumption metabolism
Mono-Material

WHAT
Using a single material for the entire product to simplify recycling.

WHY
Mono-material is used to reduce waste and improve the sustainability of products.

CHALLENGES

- Limited availability of mono-material.
- Increased costs of mono-material.
- Limited knowledge of mono-material.
- Limited availability of mono-material.

EXAMPLES

- Use of recycled cotton in clothing production.
- Use of recycled denim in clothing production.
- Use of recycled leather in clothing production.
- Use of recycled wool in clothing production.

THE LEAD LIVES TO
A circular value chain.

STARTING BUSINESS
Start with a small-scale pilot project to test the viability of mono-material. Collaborate with suppliers and industry associations to access resources and expertise.



SCENARIO MAPPING – number 1

04:

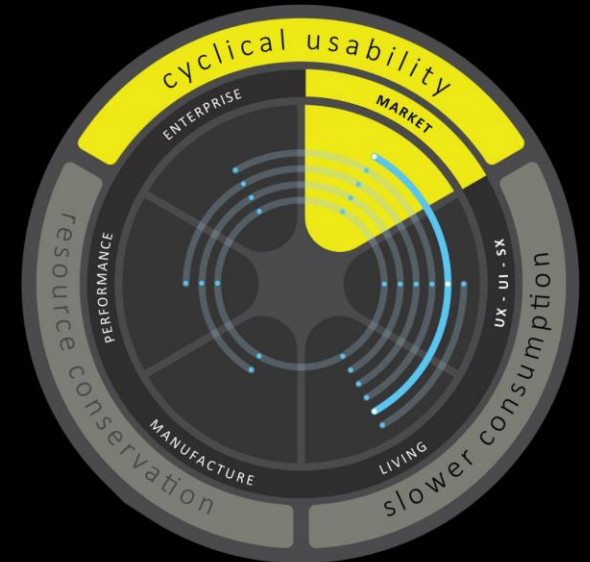
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premium customised apparel

<p>MARKET <small>resource mobilisation</small> Embedded Storytelling</p> <p>WHAT The customer's experience is a product through: • The brand's story and values • The product's design and quality</p> <p>WHY To create a more personalised and engaging experience for the customer, leading to higher loyalty and repeat purchases.</p> <p>CHALLENGES • Limited resources for content creation and distribution • Difficulty in measuring the impact of storytelling on sales</p> <p>EXAMPLES • The clothing brand Patagonia uses storytelling to promote its sustainable practices and build a loyal customer base. • The food brand Bluebird uses storytelling to highlight the quality and origin of its ingredients, creating a premium brand image.</p> <p>THE LINKS LEAD TO Customer loyalty and repeat purchases, leading to higher revenue and lower marketing costs.</p> <p>FURTHER READING Patagonia's Storytelling: A Case Study in Sustainable Marketing Bluebird's Storytelling: A Case Study in Premium Branding</p>	<p>MARKET <small>resource mobilisation</small> Co-Creation</p> <p>WHAT The customer's experience is a product through: • The brand's story and values • The product's design and quality • The customer's input and feedback</p> <p>WHY To create a more personalised and engaging experience for the customer, leading to higher loyalty and repeat purchases.</p> <p>CHALLENGES • Limited resources for content creation and distribution • Difficulty in measuring the impact of co-creation on sales</p> <p>EXAMPLES • The clothing brand Patagonia uses co-creation to involve customers in the design process, leading to higher loyalty and repeat purchases. • The food brand Bluebird uses co-creation to involve customers in the product development process, leading to higher loyalty and repeat purchases.</p> <p>THE LINKS LEAD TO Customer loyalty and repeat purchases, leading to higher revenue and lower marketing costs.</p> <p>FURTHER READING Patagonia's Co-Creation: A Case Study in Sustainable Marketing Bluebird's Co-Creation: A Case Study in Premium Branding</p>
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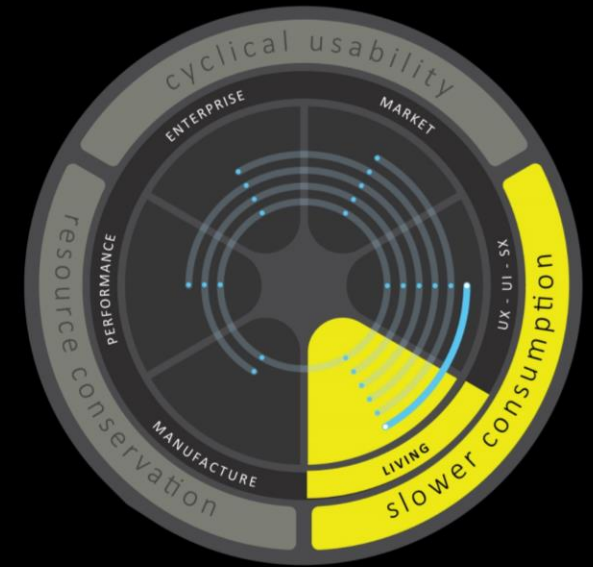
06:

Collaborative/sharing economy

Digital technology is used to create new relationships and business opportunities for consumers, companies and microentrepreneurs to rent, share, swap or lend their idle goods. Fewer resources are required to make products that are infrequently used, and consumers have a new way to make and save money. This feature requires the platform, and the users of the platform, to function effectively.

life-long service evocative apparel

<p>LIVING <i>consumption modification</i></p> <h3>Maintenance</h3> <p>WHAT</p> <ul style="list-style-type: none">1. Encourage consumers to take care of their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>HOW</p> <ul style="list-style-type: none">1. Encourage consumers to take care of their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>WHY</p> <ul style="list-style-type: none">1. Encourage consumers to take care of their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>HOW TO LIVE IT</p> <p>CONSUMER BEHAVIOR</p>	<p>LIVING <i>consumption modification</i></p> <h3>Informal Alteration and Modification</h3> <p>WHAT</p> <ul style="list-style-type: none">1. Encourage consumers to alter their products and services.2. Encourage consumers to modify their products and services.3. Encourage consumers to share their products and services. <p>HOW</p> <ul style="list-style-type: none">1. Encourage consumers to alter their products and services.2. Encourage consumers to modify their products and services.3. Encourage consumers to share their products and services. <p>WHY</p> <ul style="list-style-type: none">1. Encourage consumers to alter their products and services.2. Encourage consumers to modify their products and services.3. Encourage consumers to share their products and services. <p>HOW TO LIVE IT</p> <p>CONSUMER BEHAVIOR</p>
<p>LIVING <i>consumption modification</i></p> <h3>Re-Use</h3> <p>WHAT</p> <ul style="list-style-type: none">1. Encourage consumers to reuse their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>HOW</p> <ul style="list-style-type: none">1. Encourage consumers to reuse their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>WHY</p> <ul style="list-style-type: none">1. Encourage consumers to reuse their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to repair their products and services. <p>HOW TO LIVE IT</p> <p>CONSUMER BEHAVIOR</p>	<p>LIVING <i>consumption modification</i></p> <h3>Repair</h3> <p>WHAT</p> <ul style="list-style-type: none">1. Encourage consumers to repair their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to reuse their products and services. <p>HOW</p> <ul style="list-style-type: none">1. Encourage consumers to repair their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to reuse their products and services. <p>WHY</p> <ul style="list-style-type: none">1. Encourage consumers to repair their products and services.2. Encourage consumers to share their products and services.3. Encourage consumers to reuse their products and services. <p>HOW TO LIVE IT</p> <p>CONSUMER BEHAVIOR</p>



- 01: Circular value chain**
Producers can use to close the loop between circular and linear models. They do this by reusing, repairing and recycling materials. This can be done by reusing materials, repairing and recycling materials. This can be done by reusing materials, repairing and recycling materials.
- 02: Recovery and collection including industrial symbiosis**
The focus is on production and consumption patterns. In which way can the waste from one process be used as input for another? This can be done by reusing materials, repairing and recycling materials.
- 03: Durability, modularity with repair services**
The focus is on increasing the lifetime of products. This can be done by reusing materials, repairing and recycling materials.
- 04: Personalisation, made to order and lock-in**
This is about creating a more personalized, unique experience with the customer. This can be done by reusing materials, repairing and recycling materials.
- 05: Product service systems & dematerialised services**
The manufacturer or provider has the value of ownership, but not the value of the product. This can be done by reusing materials, repairing and recycling materials.
- 06: Collaborative/sharing economy**
Digital technology is used to create new opportunities for sharing and exchanging. This can be done by reusing materials, repairing and recycling materials.



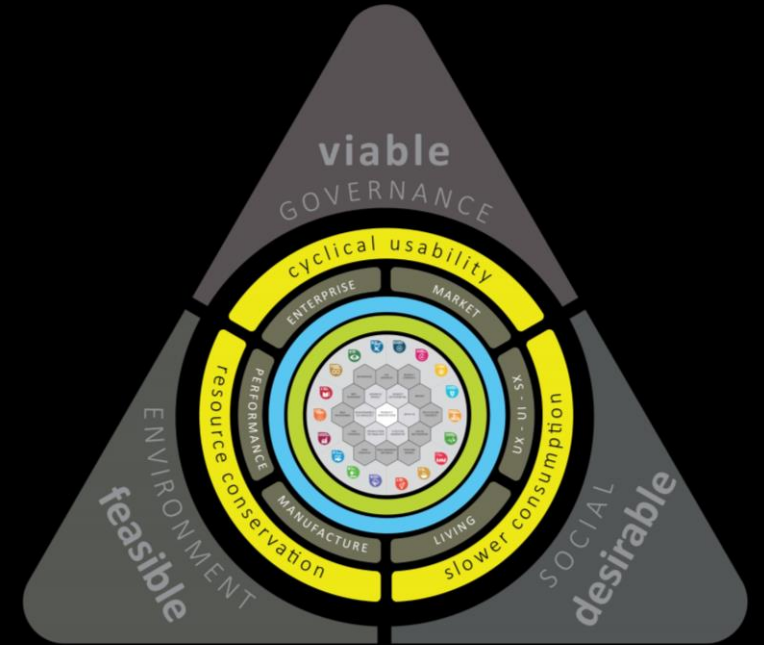
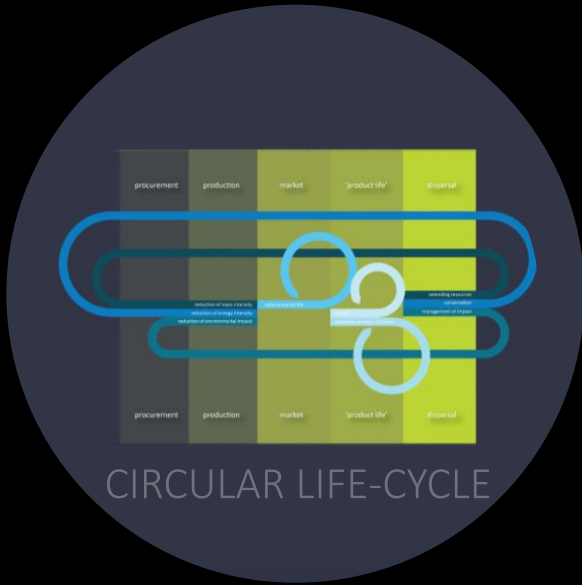
green discounts ethical textiles loyalty buy back collection services rental library apparel premium customised apparel subscription reviving capsule collection life-long service evocative apparel



GREEN PROCUREMENT + MATERIAL RECOVERY PRODUCT RECOVERY + REMANUFACTURE PRODUCT REJUVENEMENT + RENTAL PRODUCT CUSTOMISATION + SUBSCRIPTION PRODUCT BUY BACK + PRE-OWNED SALES EVOCATIVE PRODUCT + LIFE-LONG SERVICE



CIRCULAR ECONOMY – SDG's –

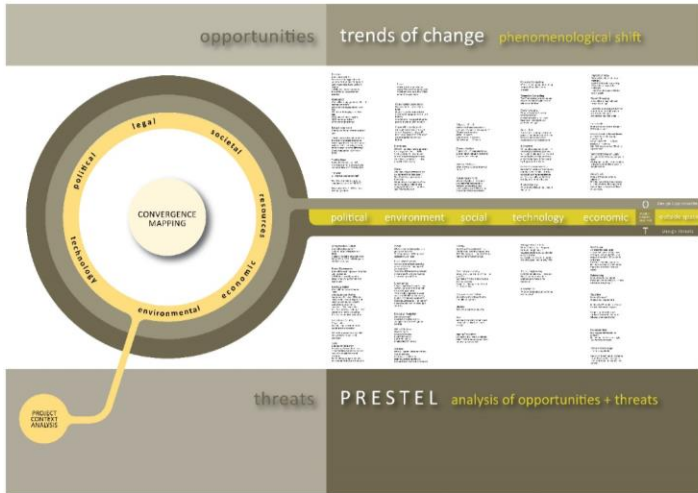


ENTREPRENUERIAL SUSTAINABILITY

OPPORTUNITIES + THREATS

PRESTEL

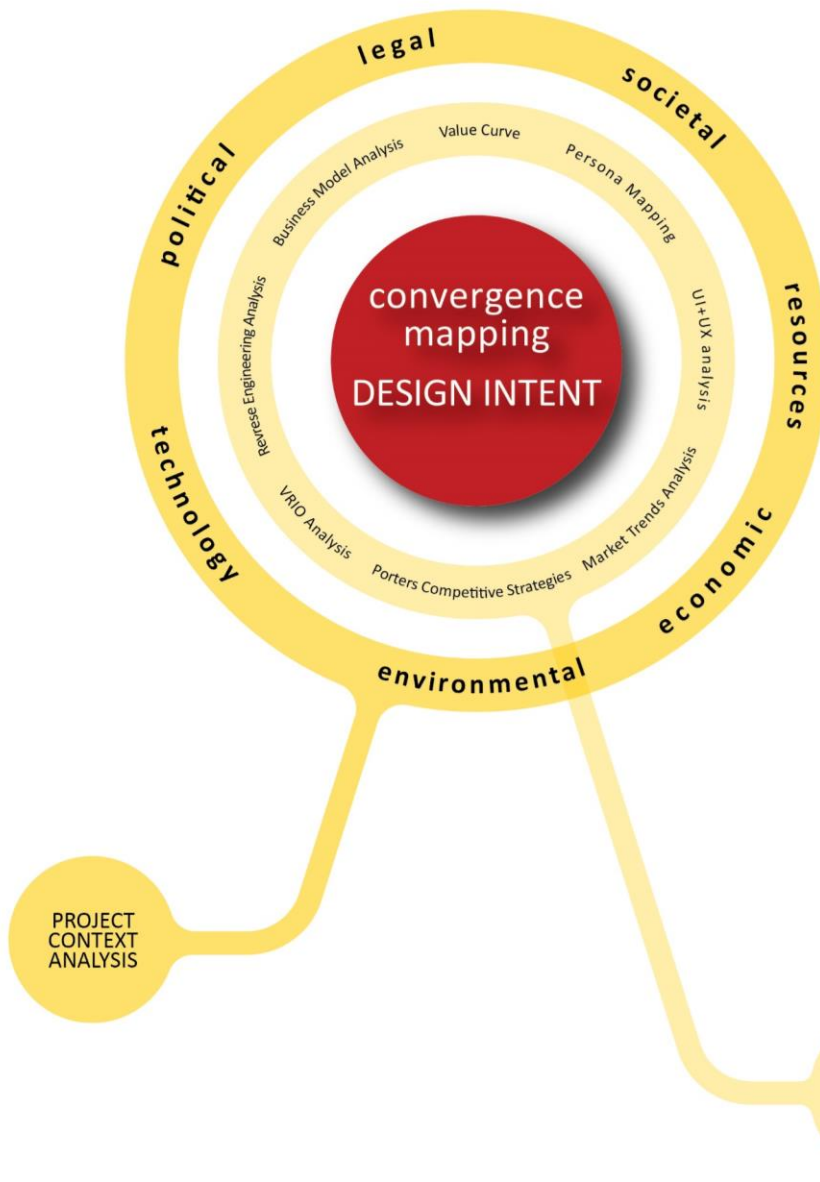
- politics
- resources
- economic
- social
- technology
- environment
- legal



external
project
context
change

STRENGTHS + WEAKNESSES

'methodology' based 8 Design Factor Analysis



internal
product
scenario
change