

INTRO

METHODS

MINDSETS

THE CIRCULAR DESIGN GUIDE



The Ellen MacArthur Foundation

1

INSIGHT & ANALYSIS

Providing robust evidence about the benefits of the circular economy transition



2

EDUCATION & TRAINING

Inspiring learners to re-think the future through the circular economy framework



3

BUSINESS & GOVERNMENT

Catalysing circular activities across the global economy



4

COMMUNICATIONS

Engaging a global audience around the circular economy



5

SYSTEM INITIATIVES

Transforming key material flows to scale the circular economy globally



Learning: Inspiring to re-think and re-design the future



Pioneer Universities

Pioneering new approaches to teaching, learning & research programme around CE



Schmidt MacArthur Fellowship Programme

Building a global partner university 'network of excellence' in the top design engineering and business schools



Schools and colleges

Working with curriculum organisations to embed circular economy as a key focus in schools



Disruptive Innovation Festival

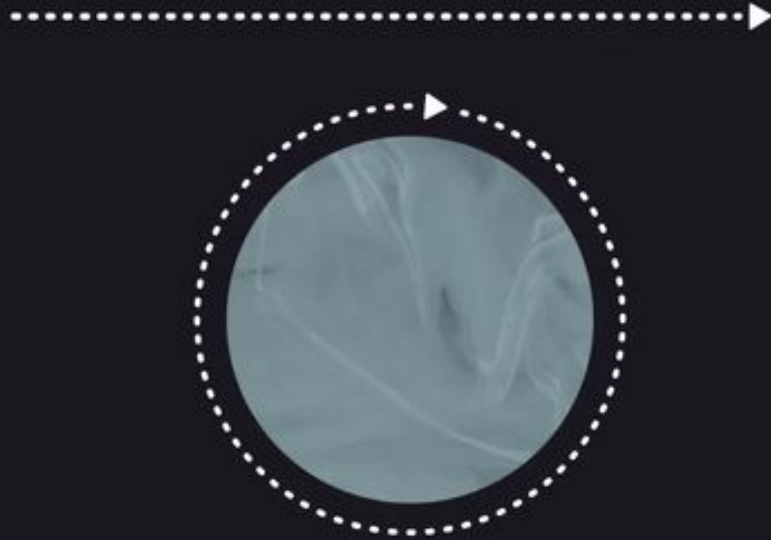
Exploiting informal education as a global ideas dissemination model in an online festival format showcasing the ideas and innovations that are shaping the changing economy.



Circular Design Guide

Inspiring and empowering learners and designers (in a broader sense) to apply circular design thinking and a set of new mindsets to create for the circular economy

Creating a circular economy by design



“Design is the first signal of human intention”

William McDonough



What is the Circular Design Guide?

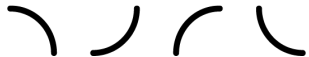
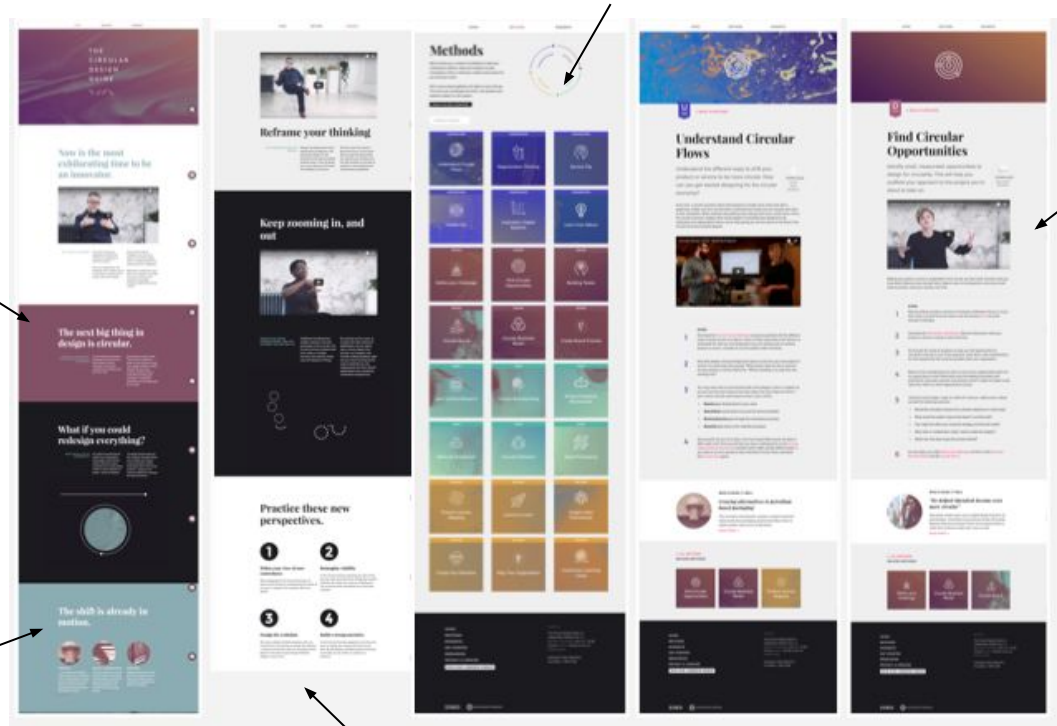
24 methods

Introduction

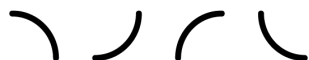
Case studies

Videos & resources

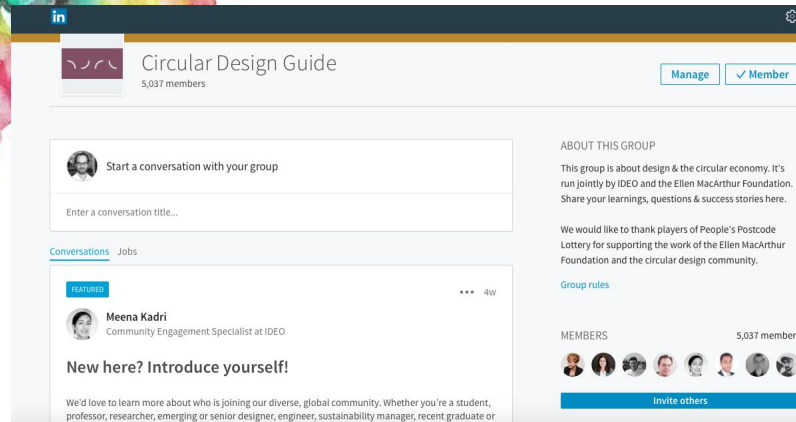
Mindsets



Who has co-created the guide?



180'000 people from over 150 countries have used the Circular Design Guide



Cranfield: Circular design in a masters programme

Introduction to module



Slide Deck



Digital Book

Evolution of Environmental Design



Digital Book



Curated Staff

Transition towards Circular Design



Video



Instant Messaging

Student Directed Discussion

Skills and Principles for Circular Design



Digital Book

Digital Book



Video

Video

Video



Curated Staff



Student Directed Discussion

Systems Thinking and Circular Design



Video



Digital Book



Video



Instant Messaging

Student Directed Discussion

Approaches to Circular Design



Video



Video



Digital Book



Instant Messaging

Student Directed Discussion



Instant Messaging

Reflection in group webinar



Instant Messaging

Q&A Session



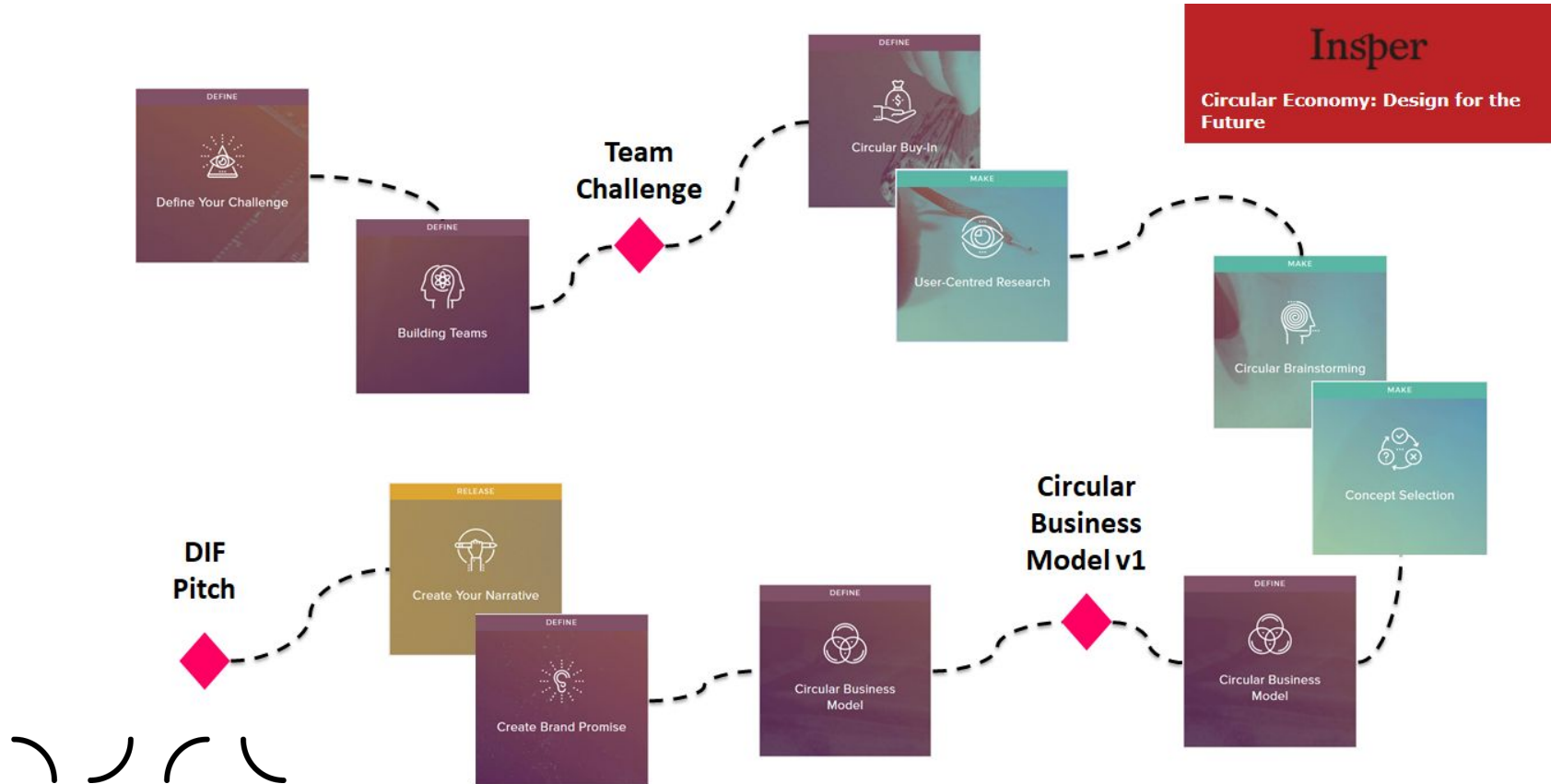
Technology, Innovation and Management for a Circular Economy

Part-Time Executive Masters

S9 – CIRCULAR DESIGN FLO 1



Insper Sao Paulo: Using the guide in a business course

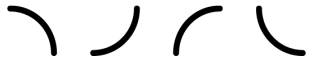


University of the Arts in London: Final year design project

Unit Title	BAPD 11, Client Projects Ellen MacArthur Foundation with INTO Studio
Project Title	BAPD Stage Three, Spring and Summer Terms
Client Brief	Re-Designing plastics packaging for a New Plastics Economy; a circular economy social innovation challenge.



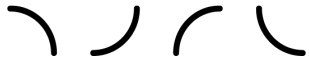
MullenLowe Unilever Sustain-Ability Award

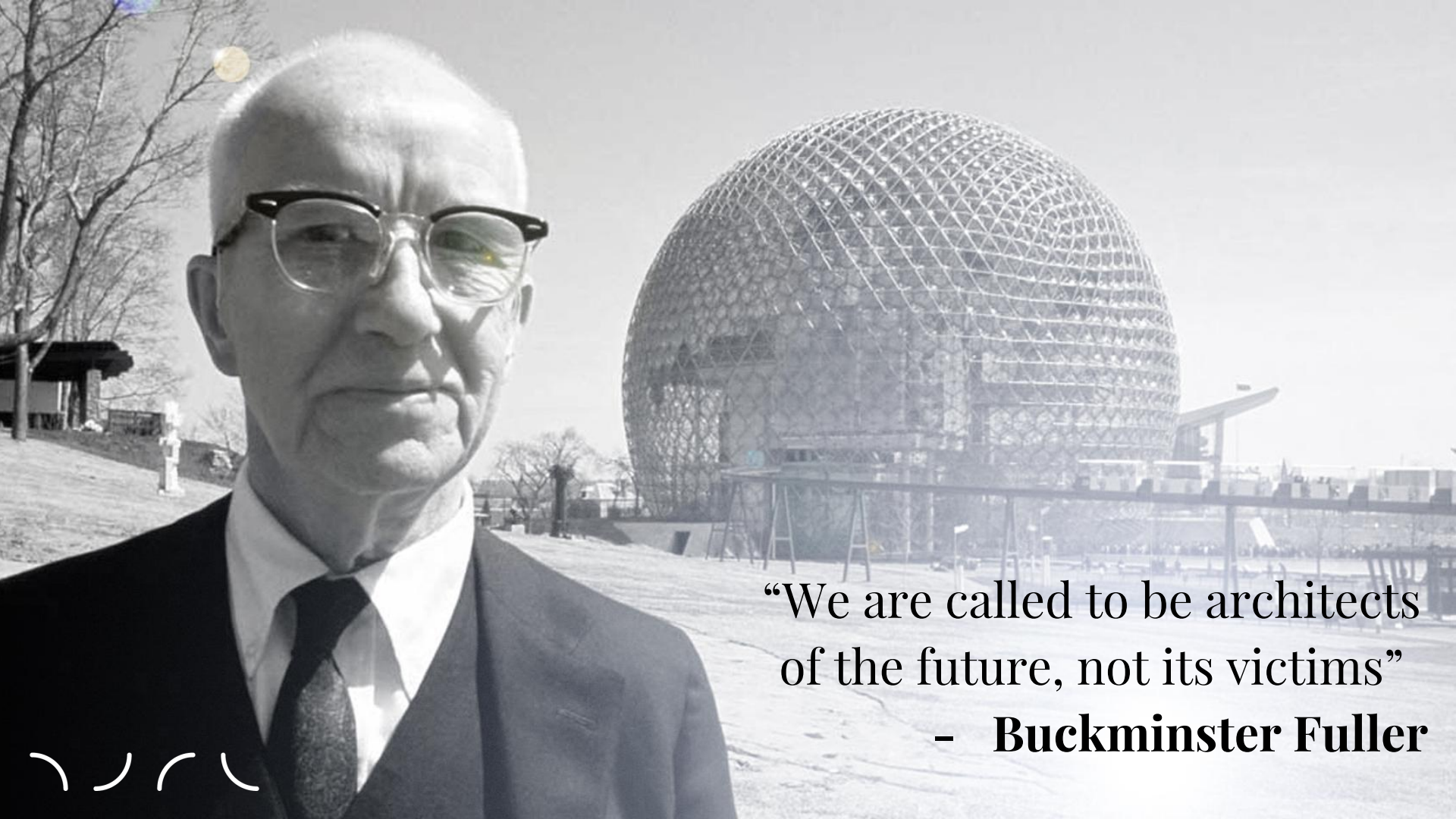


Thomas Wastling: the guide in RSA student design awards



STUDENT **DESIGN**
RSA
AWARDS
WINNER





“We are called to be architects
of the future, not its victims”
- **Buckminster Fuller**



How you can get involved



Check out the guide and use it in any of the student design award briefs



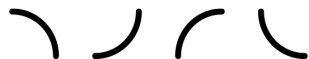
Sign up to our higher education newsletter [here](#)

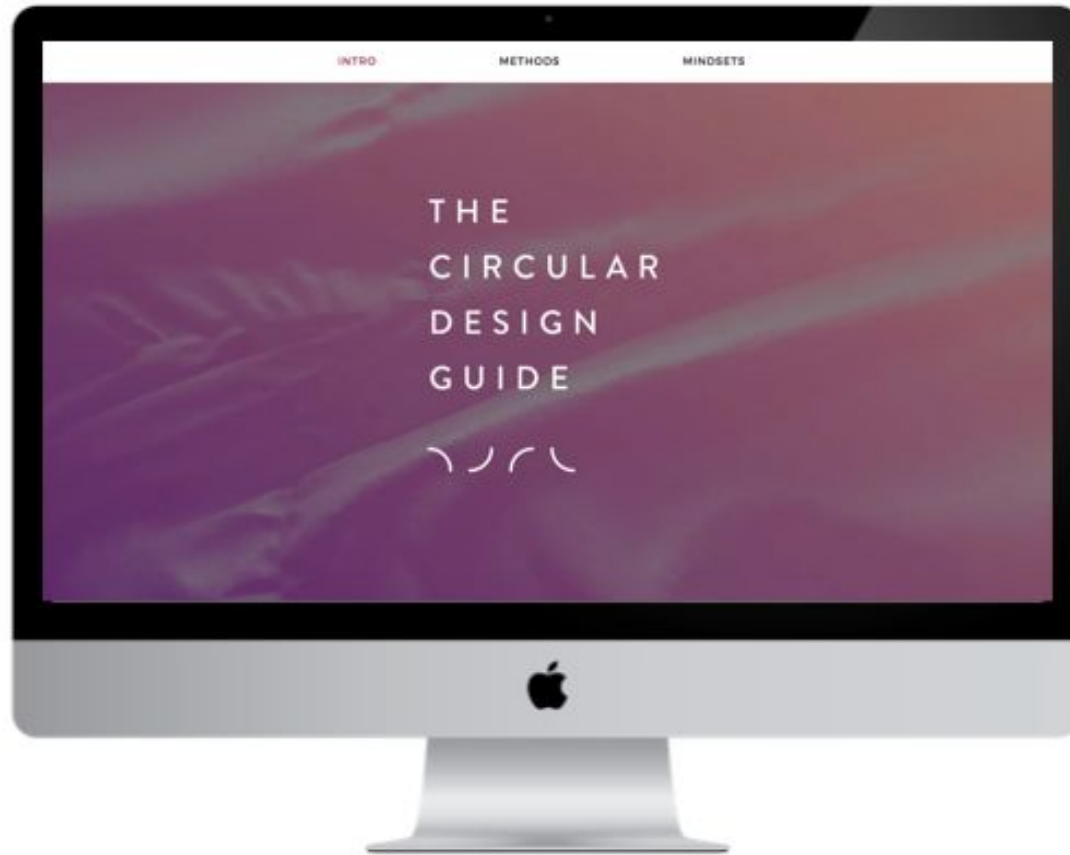


Get in touch with us if you want to be a pioneer in circular design
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Refer to the Circular Design Case as a learning opportunity for your students (10–24 November). More info soon here: www.thinkdif.co





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