

DESIGN



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Design is key for the circular economy

Everything around us has been designed: from the clothes we wear to the buildings we live and work in, to systems that deliver food and mobility.

When designing, important decisions are made that affect production, use, and what happens after use.

Today most things have been designed for a linear model. In industries such as fashion and plastics packaging, products and systems are designed such that >80% of material flows are destined for landfill, incineration or even leakage into natural environments.

Designing for the [circular economy](#) can unlock safer or improved products and services, better relationships with customers, and resource and energy savings that benefit the bottom line. It's through design that we can address the cause of today's economic, social, and environmental challenges, rather than just treating the symptoms.

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Our ambition: to make designing for the circular economy the new normal by 2025

We estimate that designers and creators represent 5% of the global workforce, and they will play a crucial role in designing the world we live in by 2025

This includes **anyone who designs products, services and systems**, such as product/service designers, digital system designers, architects, urban planners, design-led business innovators, start-ups, policymakers & business leaders.

Our ambition is to empower this 5%, and make designing for the circular economy the new normal by 2025

Designing for a circular economy is one of the biggest creative challenges of our time. We need a new approach and an orchestrated global programme to support designers and creators. Along with our [partners](#) and [extended network](#) of brands, startups, governments, academics, and thought-leaders, the Ellen MacArthur Foundation aims to:

1. Reach 80 million designers and creators
2. Engage 20 million designers and creators
3. Demonstrate thousands of circular solutions

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Learn more

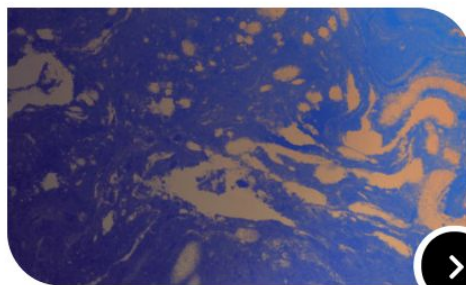
DISCOVER THE CIRCULAR **ECONOMY**

Explore our learning hub to learn more about the vision for a circular economy



WHAT IS THE CIRCULAR **ECONOMY**?

Learn about the three principles that are the foundation of the circular economy concept and some of the benefits of shifting away from the current, linear, economy.



CIRCULAR **DESIGN**

Examine the role of design in creating a circular economy, the four-stage circular design process and six strategies for designing circular products and services.



FASHION AND THE CIRCULAR **ECONOMY**

Explore the vision for a fashion industry built on the principles of the circular economy and the opportunities that exist to shift the current industry towards this vision.



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Recommended videos

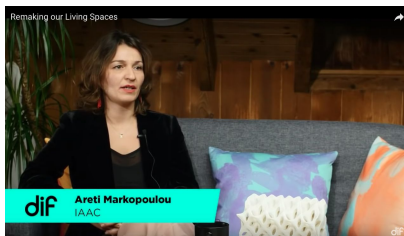
Remaking our living spaces



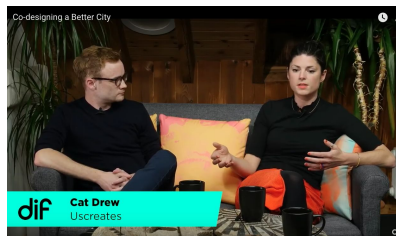
Ecosystems design



Reconnecting designers with materials



Co-designing a better city



[View more talks from DIF](#), the Ellen MacArthur Foundation's interactive online event series that aims to shift mindsets and inspire action towards a circular economy.



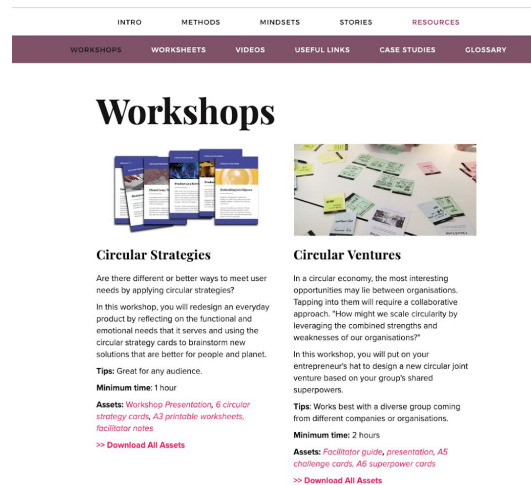
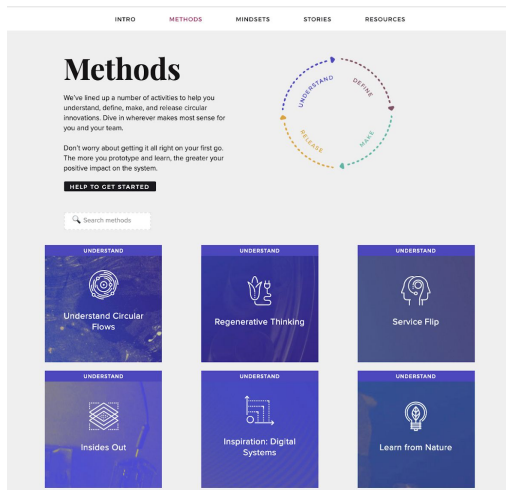
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Start practising

Circular design guide - methods and resources to help innovators create more elegant, effective, creative solutions for the circular economy.



Now is the most
exhilarating time to be
an innovator.



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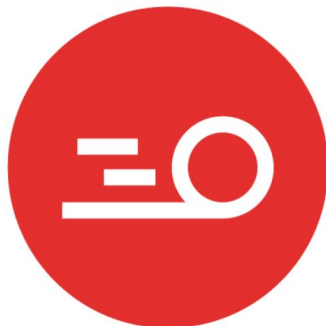
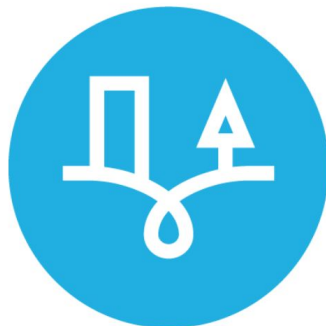


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Start practising

Circular Economy in Cities - Urban systems offer circular designers an abundance of redesign opportunities, especially in the way we make and use buildings, mobility, and products.

For each of these systems, we've created factsheets that focus on a different phase in the circular material cycle: [Planning, Designing, Making, Accessing, and Operating & Maintaining.](#)





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Join the community

The **Circular Design Community** is a network of people who see design differently and co-create the circular economy based on the Circular Design Guide

[Join here](#)



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Share your story

#Circulardesigners on Instagram - Are you a designer, student or start-up applying systems thinking and circular economy mindsets? We want to showcase pioneers that are pushing the boundaries of circular design.

Here's some suggested text for your post:

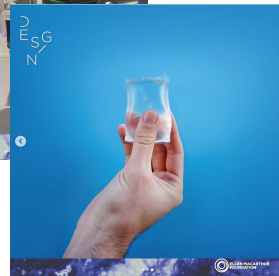
I'm taking part in the #CircularDesigners campaign with @ellenmacarthurfoundation. We are circular designers, and with our example would like to inspire others and connect with like-minded people to support designers applying circular economy principles.

- Topic:
- Challenge:
- Solution:
- Inspiration:

3 circular economy principles:

- Design out of waste and pollution:
- Keep materials in use:
- Regenerate natural systems:

I nominate @__ and @__ as the next circular designers. Will you share your story?



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Other resources

openIDEO

Circular design challenges and insights

 **TU**Delft

Delft
University of
Technology



**Circular
Economy: An
Introduction**

 Starts Anytime (Self-Paced)



**Engineering
Design for a
Circular
Economy**

 Future dates to be announced



**Circular
Economy for a
Sustainable Built
Environment**

 Starts Sep 25, 2019

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What next?

This is just the beginning.

To keep up to date with the Ellen MacArthur Foundation's Circular Design work, join the [Circular Design Community](#).

Get in touch

[We'd love to hear from you](#) if you...

- Have ideas, expertise, or network that can help reach designers and creators
- Want to provide feedback on this programme
- Just want to say hello

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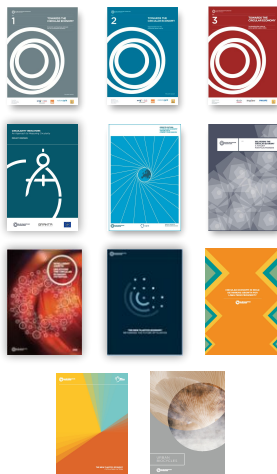
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Supported by a broad systems change approach

Business & Government



Insight & Analysis



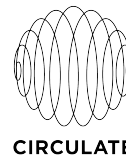
Systemic Initiatives



Learning



Communication





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Find out more

www.ellenmacarthurfoundation.org