

CIRCULAR STRATEGIES



Product as a Service

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce cost volatility and create stickier customer relationships.

Pictured: Philips sells lighting as a service. By retaining ownership of the lights and equipment, customers have no upfront costs of installation.

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takes approxi-
20-30 min.

PUSH IN
TO LOCK

Embedding intelligence

Building technology into materials or products to gather user data and generate valuable insights to improve the customer experience.

Pictured: Bundles uses Internet of Things technology to provide customers with a pay-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

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Product Life Extension

Extending the lifecycle of products to ensure they remain economically useful by maintaining or even improving them through remanufacturing, repairing or upgrading.

Pictured: Caterpillar has focused on returning components at end of life to same-as-new condition, reducing costs, waste, emissions and need for raw inputs.

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Smart material choices

Considering a product's end of life treatment in the choice of materials and inputs, i.e. durable, biodegradable, recycled or recyclable materials.

Pictured: Customers of Splosh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.

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Closed loop / Take back

Providing a service to collect old or used products and recovering the value in the materials by recycling or reusing them to make new products.

Pictured: Desso created a take-back programme for its flooring made of recyclable yarn that can be separated from the backing and used over and over again.

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Modularity

A design that divides a product into smaller parts that can then be independently created, used and replaced.

Pictured: Fairphone's modular design and spare parts make it easy for anyone to repair, allowing its phones to last as long as possible.