

What does it bring?

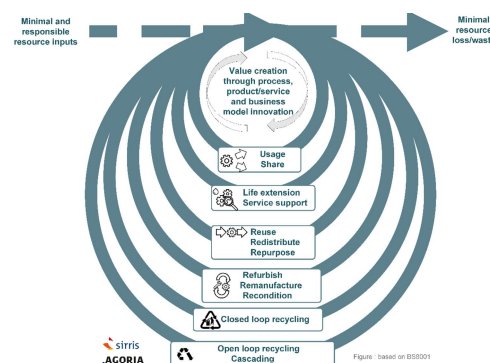
What does it bring?

This tool helps manufacturing companies to identify where new or additional value might be found from a circular economy perspective. This exploring exercise leads to a set of entrypoints for further elaboration. The outcome of this tool might be input or enrich value proposition design exercises.

Where does it fit in the process?

1 Defining circular ambition

2 Exploring circular values



3 Value proposition design

How does it work?

- Step 1: Select a product from your product portfolio
- Step 2: Map the activities that will increase the circularity of this product. Pay special attention to the activities not yet in your scope and activities not yet in place.
- Step 3: Associate the **activities** on the map with one or more **values** that might be created or increased.
- Step 4: Discuss in the group what need to be improved to unlock those values. (New collaborations, new technology, ...)

The building blocks

Activities with potential value

Open Loop Recycling	Parts harvesting	Usage	Monitoring
Cascading	Reuse	Recondition	Disassembling
Clodes Loop Recyling	Sharing	Redistribute	Servicing
Upcycling	Refurbish	Repurpose	...
Sorting	Remanufacture	Life extension	...

Value can be gained through ...

 Product	 Service	 Experience	 Exposure	 Direct income	 Indirect Income	 Rights
 Knowledge	 Collection of data	 Access to network	 Access to data	 Reputation	 Credits	 Access to R&D
 New Products	 New services	 New markets	 New Customer	 Increased resilience	 Access to materials	...

The circular value map

