

ECODESIGN PLAYS A KEY ROLE IN MARINE LITTER PREVENTION AND THE CIRCULAR ECONOMY

In what way can the **user contribute** to marine litter prevention?
 Is the product easy to **maintain**, can the user prolong the **lifespan of the product (in use)**?
 Are there any **repair/reuse/recycling** opportunities for the product?
Rights & responsibilities of the user?
 What type of **culture** would support the marine litter prevention?

How could the business model help in preventing marine litter?
 Could the **product be provided as a service/leased/rented**?
 How could the **product return to the retailer/third party** instead of the Baltic Sea?
 What are the **core marketing messages**? How could marketing/**communications** help in preventing marine litter?

Are the logistics optimised with regards to **efficiency** & the environment?
 Can the logistics be optimised with the help of **partnerships** or new **technology**?
 Are **packaging** solutions optimised to logistics?
 The use of renewable **energy** in logistics operations? How could logistics help prevent marine litter?

What is the **product durability & life span**?
 Could the product be improved through one/some of the following: ease of **maintenance** & ease of **repair**, ease of assembly & **disassembly**, product **modularity**, **upgradability** and **compatibility**, use of **digital solutions**, use of **biomimicry**?

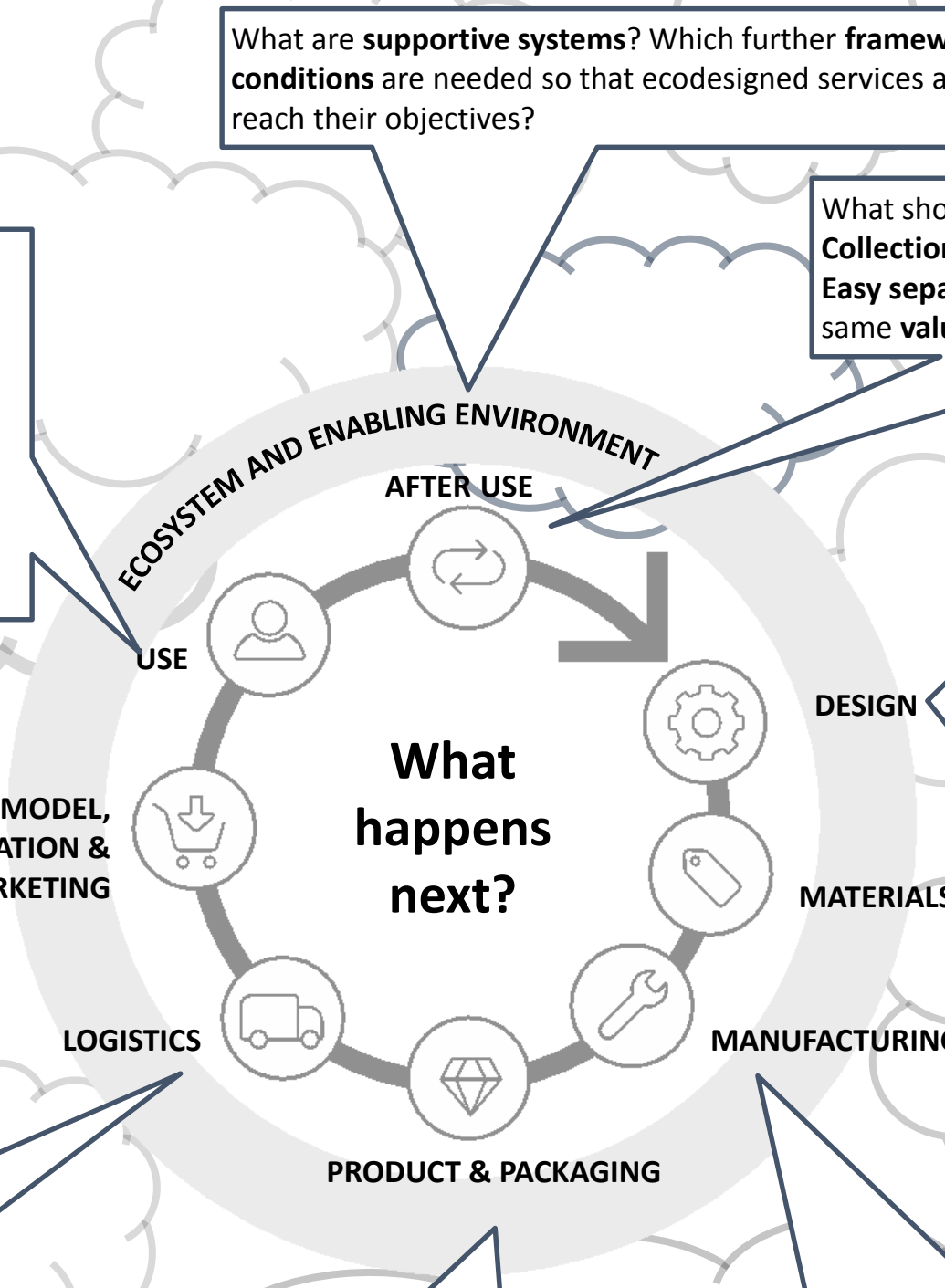
What are **supportive systems**? Which further **framework conditions** are needed so that ecodesigned services and products reach their objectives?

What should happen after use and **by whom**?
Collection of the product and/or materials after use?
Easy separation and **reusability of materials** at the same **value** or on a higher processing level?

What is the **role** of design? How can products be designed in a way that, should they end up in the oceans, they cause **as little damage as possible**? Can design **eliminate the idea of waste**? What do designers, producers, service developers and engineers **need to know** in order to contribute in an adequate way to marine litter prevention? How does the product function as **part of the natural ecosystem**? What is the **customer/user experience** the designer wants to provide?

Material health: do we know what the materials actually are, what chemicals and/or harmful substances are used in the product? What could **replace** harmful materials/chemicals? How many **different materials** are there in the product & packaging? Do materials form a monstrous hybrid? What is the **packaging** material? Can the materials be **reused easily**? **Where** do the materials come from? The use of ecological, recyclable, recycled or alternative advanced materials?

Does production generate **waste** and what happens to it in the company and outside the company?
 Is manufacturing **energy** efficiency and is it 100% renewable energy? Could manufacturer **get the materials back** and **remanufacture** them? In what other ways could manufacturing stage be improved to prevent marine litter?



ECODESIGN
CIRCLE