

Circular Design
as driver of innovation in
the Baltic Sea region



**How can ecological design help to advance the transition to a circular model?
What opportunities does digitalisation offer sustainable service design? And
what do practitioners and supporters of ecodesign need in order to bring it to
life on a large, effective scale?**

These questions lie at the heart of the project **EcoDesign Circle 4.0**.

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Discover our offers, join the “ecodesign community” and contribute to fair and
circular solutions from the design stage!

The challenge

Our available resources are becoming scarce. We transgressed critical environmental parameters. Resulting social tensions and inequalities are growing. The conventional, linear way of production leads to the disposal and thereby eventually to the “devaluation” of products, their components and materials. A circular approach means for us to narrow, to slow and to close loops, that is, to reduce consumption of resources, to use them longer and again and again. This needs to be considered from the very beginning – by design!

Our approach

EcoDesign Circle 4.0 helped to put the spotlight on the design of products and services. Because the majority of the environmental impact of a product is determined in the design phase, this is a really effective leverage point. As one of our project partners said: “Ecodesign is good design that benefits people and the environment alike.” Therefore, our project developed and offered methods, formats and a platform to create circular business solutions starting from the design phase.

Who we are

We are an international team of design centres, public authorities and design practitioners from Estonia, Finland, Germany, Poland, Russia and Sweden. We have been working together (from 2016 to 2019 as EcoDesign Circle and from 2019 until 2021 as EcoDesign Circle 4.0) to strengthen the awareness and practical application of the design approach to circular economy across the Baltic Sea region.

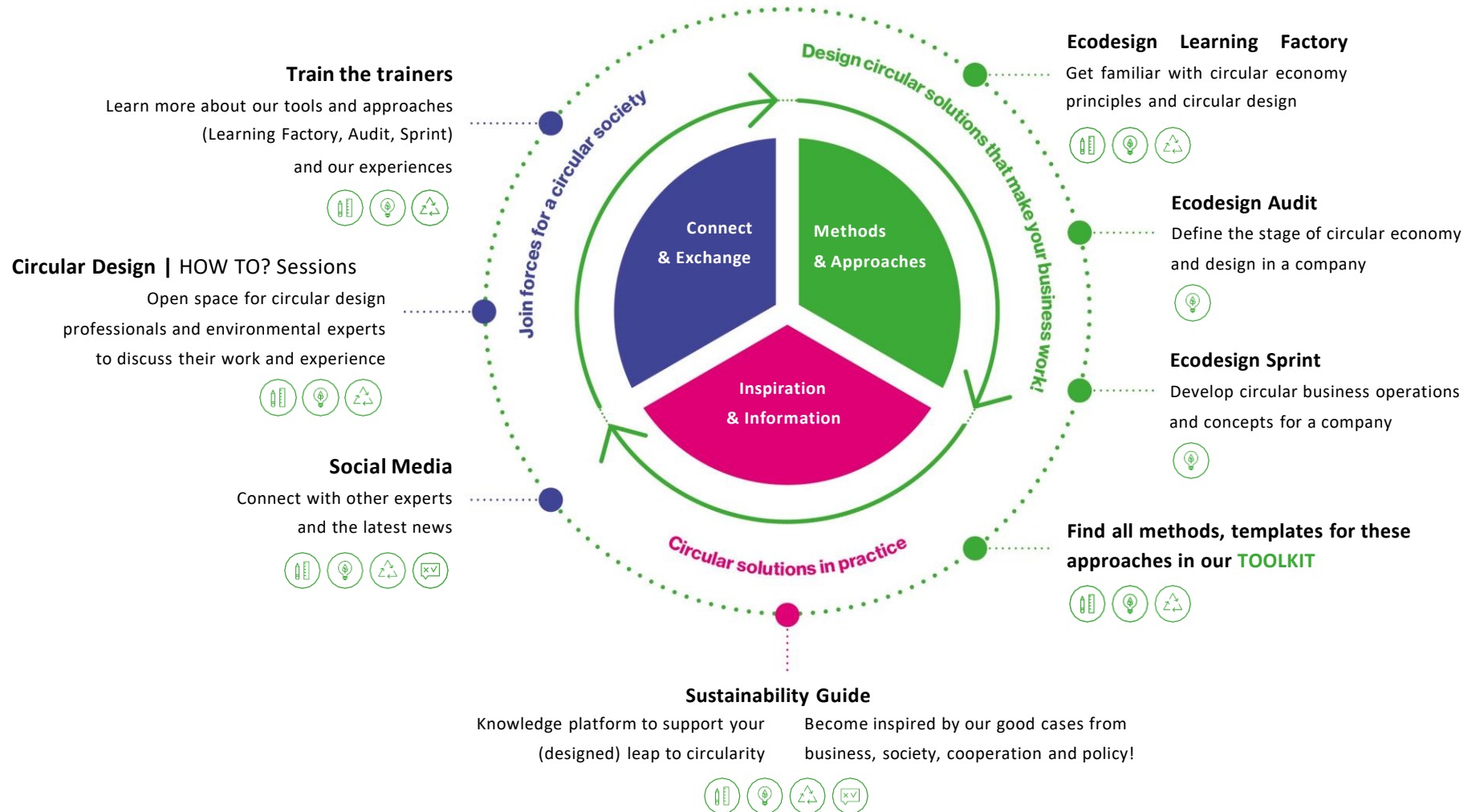
Our offers

for designers 

entrepreneurs 

environmental experts 

decision makers 



Methods & Approaches

Design circular solutions
that make your business work!

Our methods and formats are designed to help create circular solutions - both for products and services! The EcoDesign Learning Factory playfully demonstrates the potential of circular design. EcoDesign Audit and Sprint are „twins“ that reveal both a company’s current status and its potential in terms of circularity and design, leading to the development of (more) circular products and services. For both the Learning Factory and the “Audit-Sprint” tool, working in interdisciplinary teams (design, business, sustainability) is essential.



Get familiar with circular economy principles and circular design

- Learn and test methods of combining design and lifecycle thinking
- Interactive Workshop format that lasts up to 2 days (online or personal)

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Workshops between June 2017 and March 2021

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Pilot workshops on circular service development 2020/2021 (online)

“Methodical approaches for combining different viewpoints on ecodesign to a holistic approach ... not only having single aspects like technology, economics and sustainability as usual.”

“My learning: we have to redesign ... basically everything”

- participants after Learning Factory trainings



Define the stage of circular economy and design in a company



Develop circular business operations and concepts for a company

- Bringing together a multidisciplinary team of experts
- A strategic and hands-on tool for companies of all sectors
- An acceleration programme

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Audit-Sprint runs between June 2017 and March 2021

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Countries in which the Audit-Sprints were applied: Estonia, Finland, Germany, Lithuania, Russia and Sweden

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- [Audit-Sprints in Sweden | anna.velander-qjsslen@svid.se](mailto:anna.velander-qjsslen@svid.se)

„I got concrete ideas how to think of circular economy through services - co-use of materials, practices, knowledge.“

“Multidisciplinary team rocks + decoupling is the future!“

“The biggest benefit is a view on new business fields.“

“... perfect... even in a digital format“

- participants after a an Audit-Sprint consultancy

Find all methods, templates for these approaches in our [TOOLKIT](#)

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Templates ready to use

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Methods to discover

Inspiration & Information

Circular solutions in practice

Services and service design play an important role, enabling circularity and the uptake of sustainable products and practices. We need pioneers and a rising number of change agents to improve the chances of overcoming path dependencies. Therefore, we further developed the Sustainability Guide where companies, designers and higher education institutions will find inspiration and tools to work sustainably. We have gathered inspirational service, policy and cooperation cases for you: How have others managed to make the existing linear (business) model

obsolete and become circular? Why are they still successful in the market? What have they achieved? And what are the accompanying political frameworks and cooperation models on local, national or even international level that have supported this?



||| SUSTAINABILITY GUIDE

Knowledge platform to support
your leap to circularity

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Categories: Sustainability,
Ecodesign, Methods, Support
& Good Cases

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Inspiring Service examples

Move & Travel

- **Fairbnb** | the Netherlands
- **Movebybike** | Sweden
- **Nimber** | Norway
- **Swapfiets** | the Netherlands
- **Whim** | Finland

Construction

- **wastebx.biz** | Germany

Dressing & Wearing

- **circular.fashion** | Germany
- **Lindström in Estonia** | Finland

Food & Packaging

- **BEPCO** | Estonia
- **Bushe** | Russia
- **Chetpliwie Pudeła** | Poland
- **Karma** | Sweden
- **Paketa net** | Russia
- **Swapp** | Poland
- **Urcup** | Poland

Circular Society

- **Pumpipumpe** | Switzerland
- **ReTuna** | Sweden
- **Sonnencommunity** | Germany

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Inspiring Policy and Cooperation Examples

Inspiration & Sustainable Choices

- **German Ecodesign Award**
| Germany - national / international
- **Gröna Listan - Green List**
| Sweden - regional
- **Smart Map Gothenburg**
| Sweden - local
- **SustaiNordic**
| Nordic countries - international
- **Think sustainably**
| Finland - local

Make it real

- **Annual public award competition „Regions – Sustainable Development“**
| Russia - national
- **Roadmap to the Circular Economy 2.0**
| Finland - national

Triggering & Incentivising

- **Cargo Bike Gdynia**
| Poland - local
- **CityCAP** | Finland - local
- **NochMall** | Germany - local
- **Recycling Machines Warsaw**
| Poland - local
- **Vienna Repair Voucher**
| Austria- local

Making a difference together

- **Bits & Bäume [Bits & Trees]**
| Germany - local / regional / national
- **Green Tiger** | Estonia - national
- **Industrial Symbioses in Norrköping** | Sweden - local
- **PROMPT** - international
- **Zero Waste Scotland**
| Scotland - regional

Learning & Exchange

Connect – exchange – join forces for a circular society

The importance of the circular economy and circular design in society has grown significantly in recent years. Our Train the Trainers workshops are geared towards experts and designers to support their focus on sustainability and increase their competence in applying our circular design approaches in companies. The trainings showed that there is a high need for designers and experts to exchange experiences from circular design practice and discuss their work. The Circular Design HOW TO? sessions are a response to this need – an open space online exchange format that we will continue. Feel free to subscribe!

Contacts:

[Audit Training | markus@ringmajandus.ee](mailto:markus@ringmajandus.ee)

[Learning Factory Training | ronja.scholz@izm.fraunhofer.de](mailto:ronja.scholz@izm.fraunhofer.de)

[Sprint Training | anne.raudaskoski@ethica.fi](mailto:anne.raudaskoski@ethica.fi)

and ecodesign-circle@idz.de

Train the trainers

Increase your competency on how to approach companies on circular product and service development.

- The workshops are built around the three approaches that integrate lifecycle thinking with design thinking: EcoDesign Learning Factory, EcoDesign Audit and EcoDesign Sprint

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>150
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Workshops between June 2017 and March 2021

Trained persons (from the Baltic Sea region)

“The organisation and content of the training were of an impressive standard and the trainers were chosen in the best possible way!”

“The training was a good possibility to engage. Playful mood and constructive thinking-together.”

“The training is intense. It’s wandering around in my head and I will transfer it to my activities - today. Thank you for broad- ening the horizons!”

- participants of trainings

Circular Design

| HOW TO? Sessions

Exchange experiences and discuss your work in this open space online format for circular design professionals and environmental experts. The Estonian Design Center developed this series of virtual seminars (90 min)- at least 4 times per year.

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HOW TO? sessions between August 2020 and April 2021

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Speakers - one designer and one circular economy expert - 20 min each

Feel free to subscribe for speaking at the:
[Estonian Design Centre | info@disainikeskus.ee](mailto:info@disainikeskus.ee)

"We need a vivid network with real dialogue and exchange of experience"

- participant after an online training organized by the Estonian Design Centre

Our Social Media Channels



Ecodesign Competence Network (BEDA cluster)

<https://www.linkedin.com/groups/13607906/>



Ecodesign WORKS

<https://www.linkedin.com/groups/8804776/>



Facebook Group:

<https://www.facebook.com/groups/ecodesigncircle4.0/>



Twitter

<https://twitter.com/EcoDesignCircle>



VK (in Russian)

<https://vk.com/ecodesign4>

Our partnership and contacts

Swedish Industrial Design Foundation (SVID)

[| Sweden](#)

A diverse team with different experiences and skills makes the best result! It's been a blast working with the Ecodesign Circle members. The opportunity of bringing the insights from all the countries together has been such a positive thing. We find it urgent and important to be part of the work in bringing tools, examples and raise the knowledge within the area of circular design.

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Design Forum Finland

[| Sweden](#)

Thanks to this project we started several more projects and events related to sustainable design and circular solutions. Strategic design is now at the centre of all our actions.

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Medina Art

[| Russia](#)

Thanks to the project we created a community of experts in the field of circular economy & spread a memorandum on cooperation in this field. We cooperate with business associations and apply ecodesign services for business (incl. Ecodesign Audit and Sprint)

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Estonian Design Centre

[| Estonia](#)

The main value for was to us understand that the „picture“ is a lot bigger than we see in our daily work.

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Pomeranian Science and Technology Park | Design Centre

[| Poland](#)

For us it was a great deal of work that we managed to complete together. We are happy to contribute to the interactive guide of good examples of services and policy for both business and individual recipients. We need inspiration for change from convincing solutions „in reality“.

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International Design Center Berlin (IDZ)

[| Germany](#)

We joined „this circle“ to learn from other design centers, gain new perspectives and ideas for ecodesign formats and to test them in practice.

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German Environment Agency

[| Germany](#)

Circular services are an important step to allow a circular way of living. We need much more of them! Adapting our methods for „circular service design“, finding inspiring cases, showing the potential of design to policymakers was therefore the focus of our extension project.

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Technische Universität Berlin

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The topic of circular design itself gets a lot more attention, yet it's still a niche. Let's help business benefit from it!

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