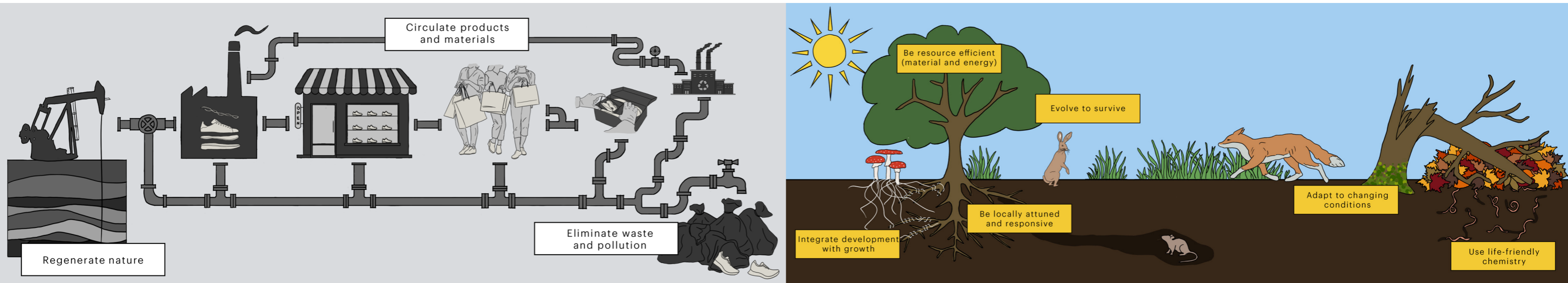


Shifting The Innovation Mindset: Embracing Nature's Circular Economy In A Co-Creation Session



Why

Society is facing a critical point of unsustainability, urging the need to accelerate to a circular economy. However, the diverse interpretations and definitions of its concept impede progress, particularly when thinking remains linear. This ambiguity leaves many businesses confused about how to best respond. The technocratic narrative, while dominant, has limitations, constraining the scope and impact of its solutions. Therefore, relying exclusively on this narrative is deemed too restrictive.

How

The Living Ecosystem Mindset is introduced as a holistic alternative that conceptualizes the circular economy through the metaphor of a forest and addresses the limitations of the technocratic perspective. This view embraces ecological and social values, draws inspiration from nature's flexible and open-ended cycles, and integrates social sustainability. Furthermore, it redefines the purpose of the circular economy beyond mere economic growth to prioritize meeting human needs.

What

The design and innovation agency IN10 sees an opportunity to broaden its service offerings by helping businesses in translating their circular aspirations into concrete actions. To facilitate this, the project has developed the Circular Future Session. This co-creation session guides participants through the systemic design phases: creating a shared understanding, understanding the big picture, and envisioning a desirable future. It aims to generate circular ideas aligned with living ecosystem thinking.

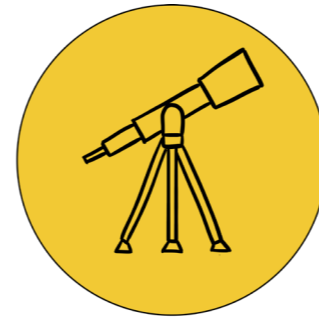
The Circular Future Session



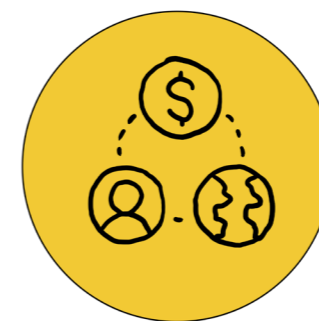
Vision Talk



Actor Map



Wider Lens



Circular Idea

Carlijn Hutter
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Committee Prof. P.A. Lloyd
Ir. M.F. Beets
Dhr. N. van Hamersveld
Company IN10
Msc Strategic Product Design

