# DESIGN FOR A CIRCULAR NETWORK

SUPPORTING SOCIO-ECONOMIC INITIATIVES IN A LOCAL CIRCULAR COMMUNITY

#### PROBLEM STATEMENT

A circular centre is being set up by
De BUCH, in order to make the four
municipalities completely circular by
2050. Earlier graduations have focussed
on how to activate the citizens and the
municipal workers. Now, the challenge lies
with finding entrepreneurs who can act.
Creating a circular boulevard out of the
waste facilities on itself however will not
be enough: a transition like this requires
a designed circular community, which

would create fruitful interactions between local organizations, entrepreneurs, care institutions, the municipality, and other initiatives. This 'community' part of circularity is hard to create, and needs both 'bottom up' and 'top to bottom' action.

Both the internal drive to join a circular platform like this and the content of the interaction had to be identified and considered.

#### RESEARCH INSIGHTS

- 1. Collaborations and mutual interactions between small parties as residents and larger parties as thrift shops are the real challenges
- We need to sit down with these people and start the network, in order to discover how the network can be shaped.
- 3. There are plenty of materials and products at the recycling centres that could be reused, but the policies and the culture of the recycling centres are standing in the way.
- 4. Instead of focusing on the problem of excessive waste, the accentuation in the process should be on the ideals and ambitions of the participants. By involving them in that way, the engagement grows and the participants are enabled to create change.
- 5. A shared ideal is a strong drive for participation, and secondary drives are the will to grow as a business, share knowledge and resources.

### MAG ER ZIJN

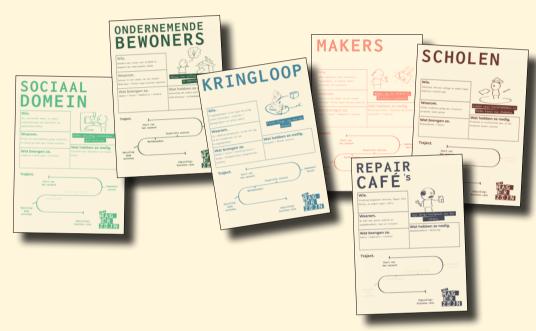
Het MagErZijn is the design of a network as a result of this graduation project.
Continuing on the insights of the participatory approach, a vision for the networks future has been designed:

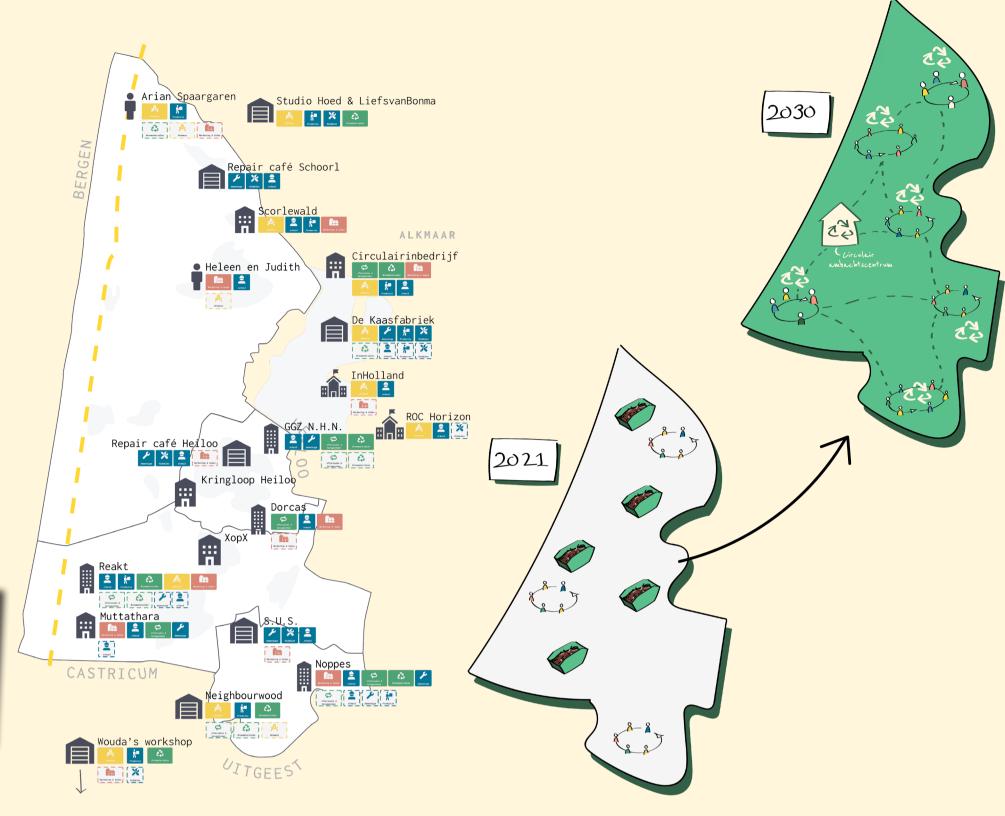
A fresh community of designers, creators, thriftshops, repair café's and schools that collaborates to achieve the goal to decrease the residual bulky waste in the region.

For local creators and designers, Het Mag-Er-Zijn offers collaborations with thriftshops to resell their upcycled products, while for thriftshops this means new revenue streams and opportunities to grow.

Local designers and artists can explore the possible upcycling products that can be made from the residual waste from the thrift shops. Together with the participants from the GGZ and Reakt, upcycling collections can be created.

All with the sole purpose to decrease the residual waste.





## CIRCULAR COMMUNITY STARTKIT

The circular community startkit is designed as an iteration on the process of this graduation project.

During the initiation of the network, a variety of tools and methods has been applied to start the network in the BUCH area. Based on those steps, the learnings and the iterations, a startpack of canvases and tools is designed that can applied in other regions as well.



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