Project goal

Metabolic, a sustainability consultancy that helps clients transit towards the circular economy, adopts system thinking with science-based analysis in their project work. They believe that a circular product can only exist within a properly functioning circular system. However, their methods lack the strength to form collaborations among stakeholders, which is

essential for innovation on the system level. Therefore, this graduation project explores how systemic design and other design methods could help improve Metabolic's circular system design process.

Design Outcome

- a Circular system design process with multiple sessions, activities, and tools
- a guidebook for Metabolic members to learn and get the essential preparation for adopting the tools.

METABOLIC'S CIRCULAR SYSTEM DESIGN PROCESS

Applying systemic design and other design methods for co-creating circular economy solutions

Value Mapping Impact hot spots based on Impact analysis New Sustainability Value Proposition Where we want to go Where we want to go Where we want to intervene A. Circular Design B. Concept Building Experimenting 8 Stakeholder Building New Sustainability Value Proposition Where we want to intervene How to get there

SESSION ONE

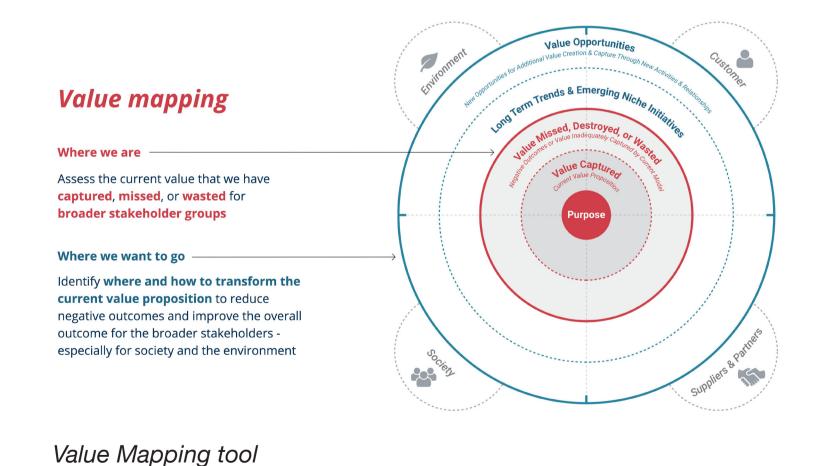
Build a shared understanding of what value has been created, missed, or destroyed by clients' business and collectively define a new sustainability value proposition.

SESSION TWO

Build a shared understanding of how the more extensive system behind the product life cycle works and identify the intervention points to make it more circular.

SESSION THREE

Generate concepts for new circular systems of their target product and evaluate how future collaborations within the new system will work. Besides, a plan will be developed to get ready for initiating the pilot.



Current system mapping

Value hill as a canvas

A graphic to support storytelling on circular business condition

System mapping

Visualizing complex systems helps us to make knowledge explicit and accessible.

• Activities

• Stakeholders

• Relationships

Licker how many phones will be returned after they rect the end-of-use phone

Retail

Recycler

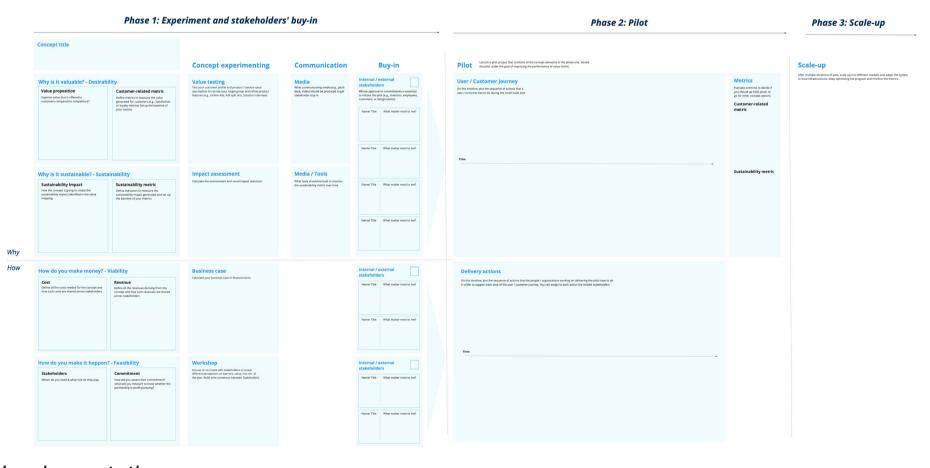
Maintenance

Maintenance

Maintenance

Dispose

Current System Mapping tool



Implementation canvas

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