

## 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

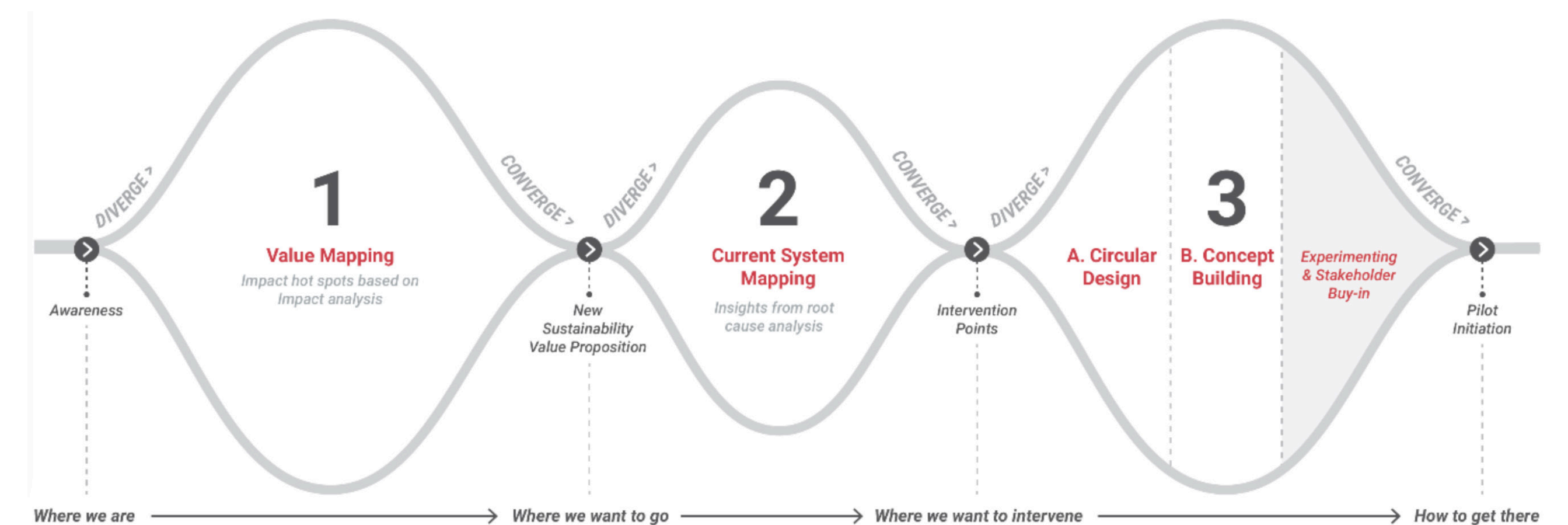
essential for innovation on the system level. Therefore, this graduation project explores how systemic design and other design methods could help improve Metabolic's circular system design process.

## 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.

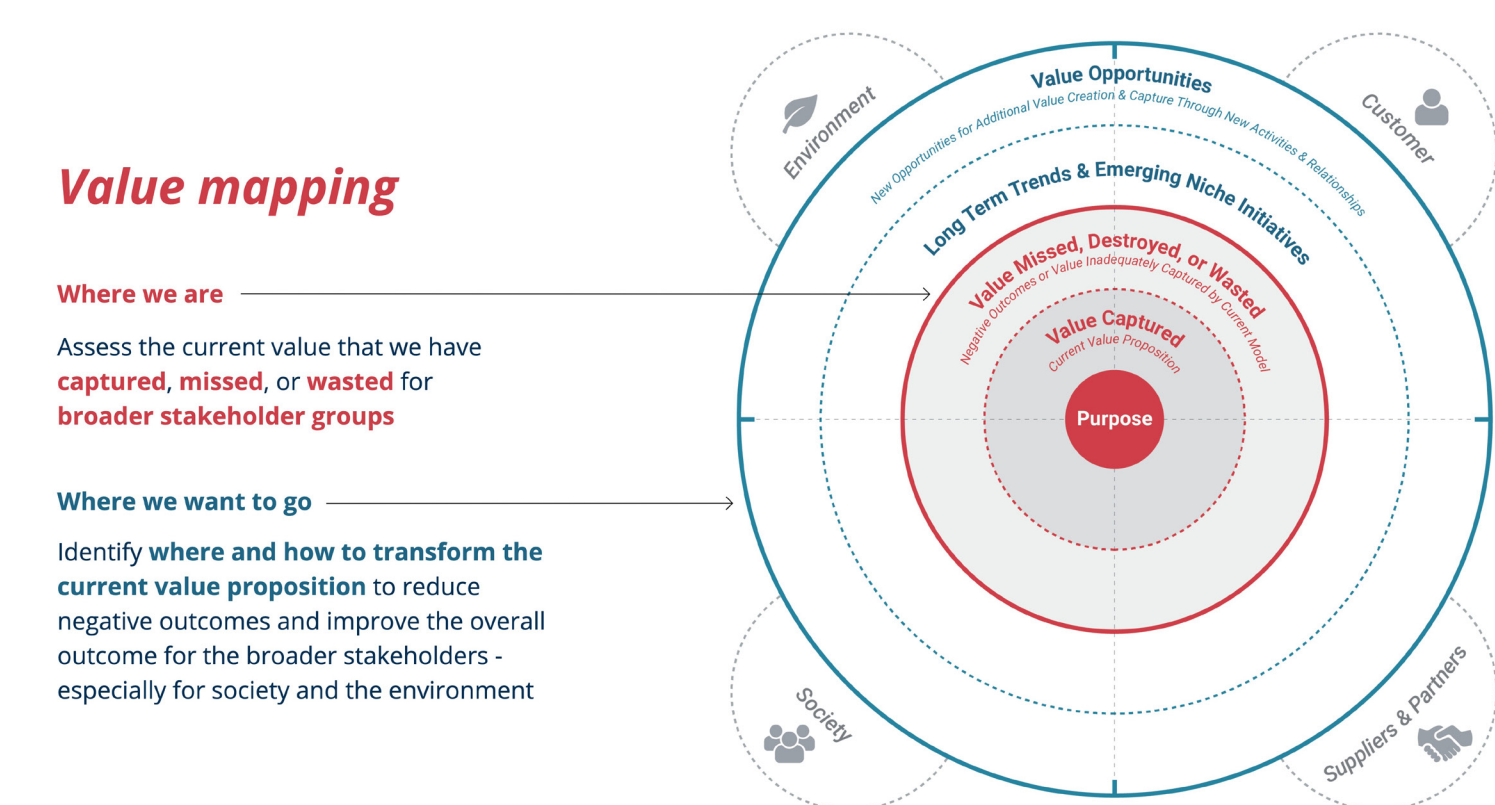
# METABOLIC'S CIRCULAR SYSTEM DESIGN PROCESS

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



## SESSION ONE

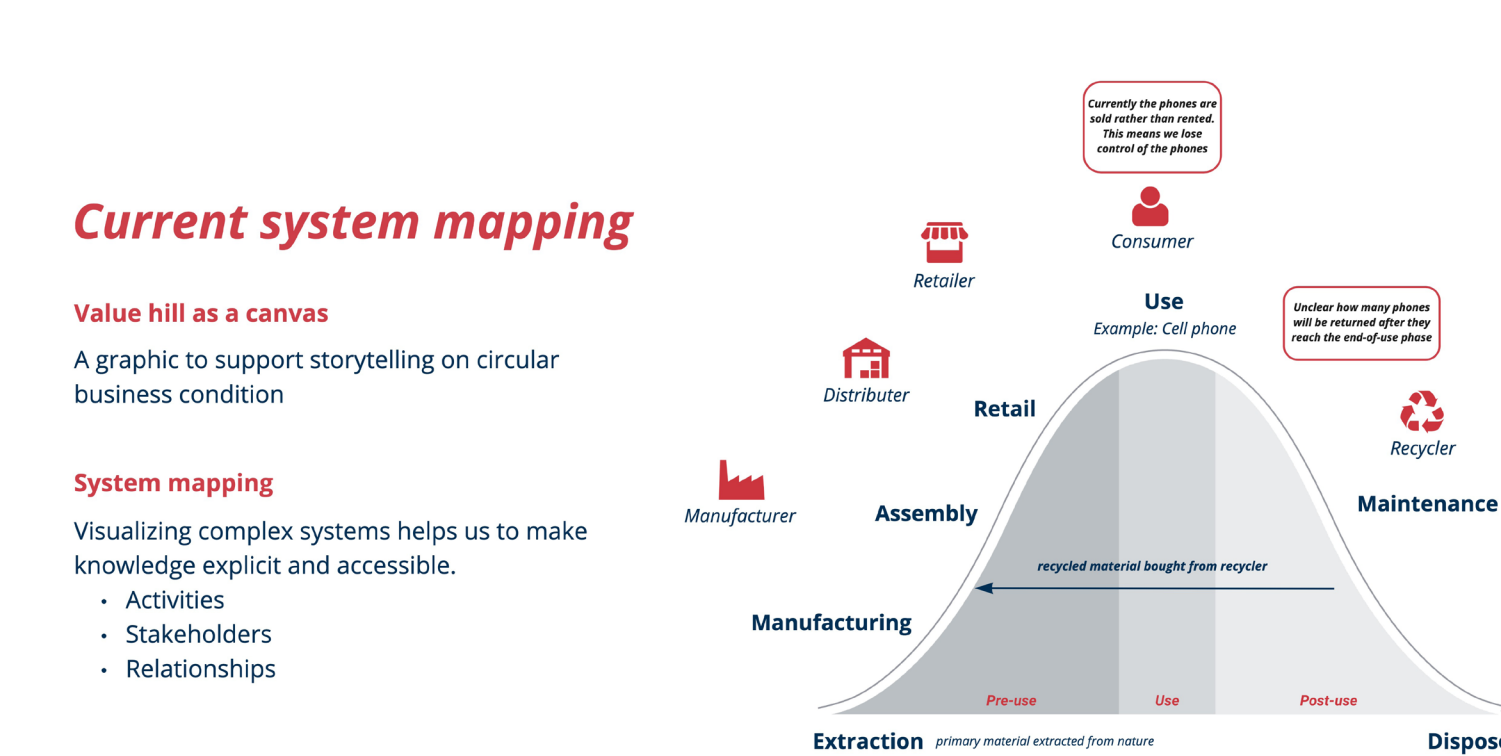
Build a shared understanding of what value has been created, missed, or destroyed by clients' business and collectively define a new sustainability value proposition.



Value Mapping tool

## SESSION TWO

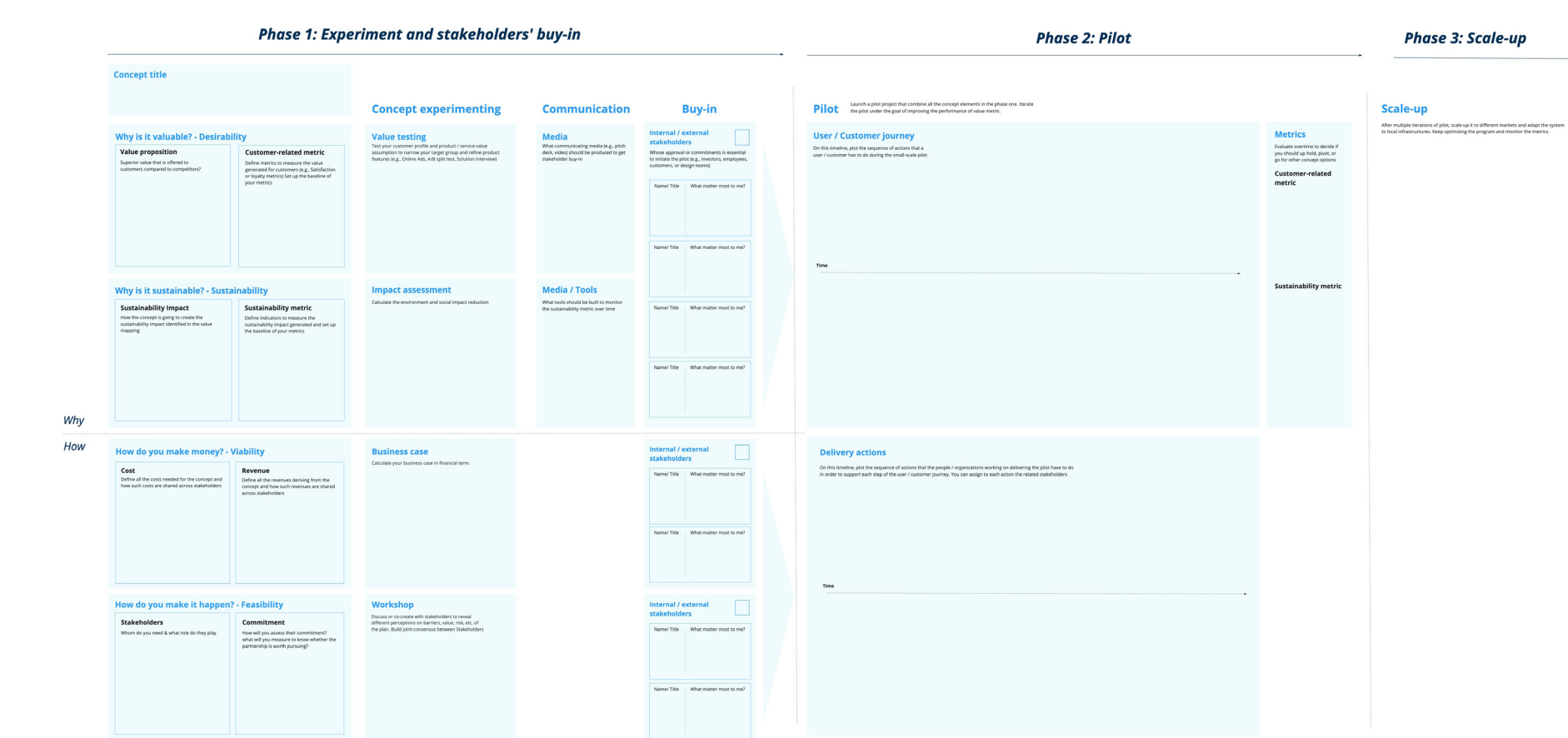
Build a shared understanding of how the more extensive system behind the product life cycle works and identify the intervention points to make it more circular.



Current System Mapping tool

## 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.



Implementation canvas

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