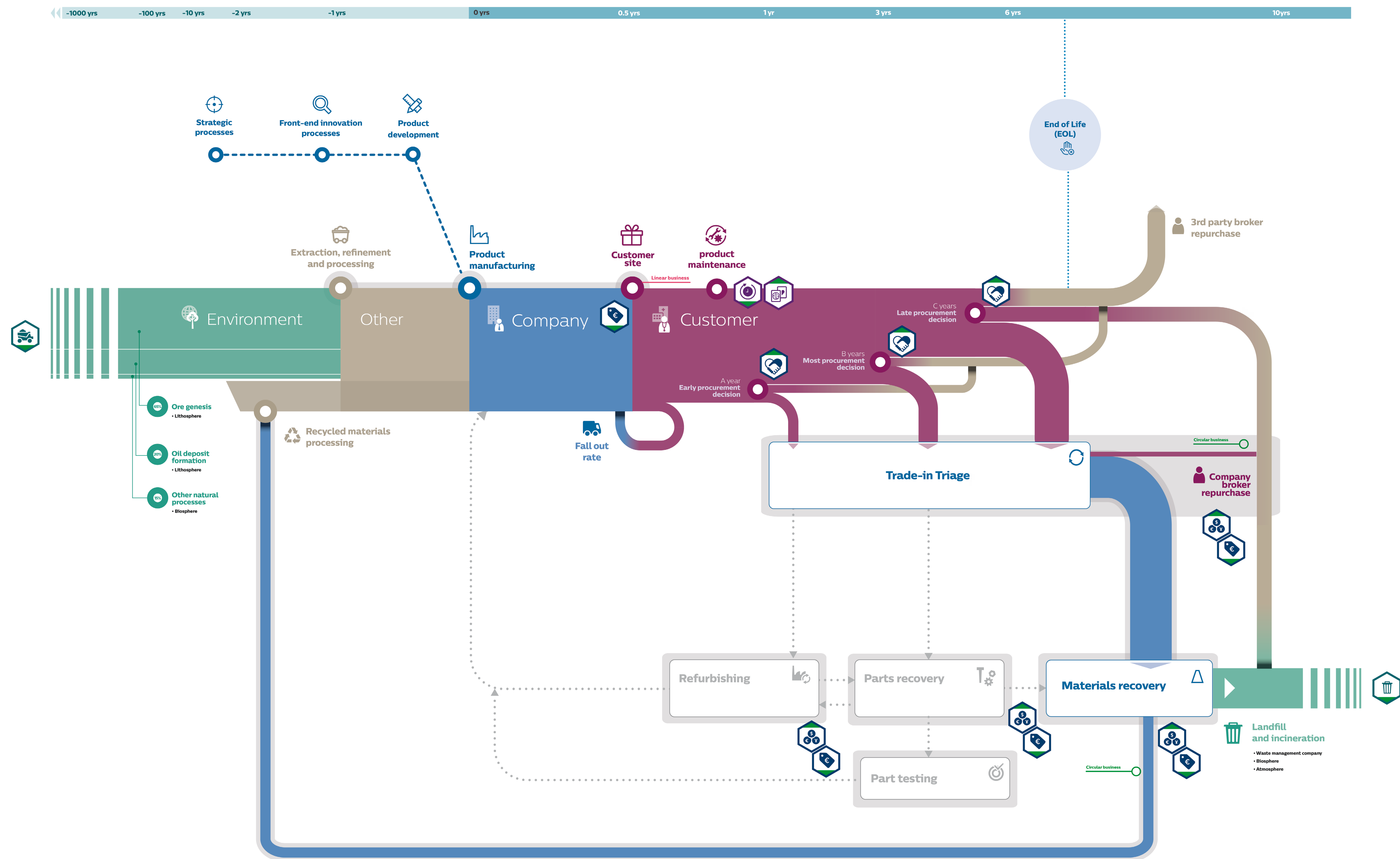


Product Lifecycle Flow

Material Flow Analysis Framework



Legend

- Green represents environmental processes
- Beige represents third party processes
- Blue represents Company processes
- Purple represents customer processes
- Map in circles represent insights.
- Map in triangles represent opportunities.
- Hexagons represent value drivers i.e. the main drivers towards a circular economy.

Value drivers

- Customer**
 - Minimized total cost of ownership (€)
 - Extend care capabilities (quality & types of exams)
 - Decrease in service interruptions (days)
- Environment**
 - Less resources extracted from biosphere (kg)
 - Reduced energy use and CO2 emissions (kg CO2)
 - Less waste in landfill (kg)
- Company**
 - More circular revenues (€)
 - Lower circular operational costs (€)
 - Higher customer retention (%)

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11-03-21

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