

# BEE THINKING

A playbook to help you embed  
circular thinking

**Responsibility & Product Development + IDEO**

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# Scope

## Embed Circular Thinking

Intra- & inter-personally within and between teams



This can be clearly defined by the following goals to help individuals and teams:

- To understand their **sustainability maturity level**.
- To evaluate their **current lifestyle choices** and their impact on the planet and the people around them.
- To make the transition towards a more **sustainable thinking and lifestyle** through the means of knowledge, self-exploration and commitment.
- To establish **effective and transparent communication** amongst themselves for a better exchange of knowledge and ideas.
- To help individuals build **cohesive teams** along with a sense of **community** and belongingness within their teams and the company.

