



CIRCULARITY  
MINI  
GUIDE

# CIRCLE<sup>®</sup> JURY

## 6 PRINCIPLES OF CIRCULAR DESIGN



IDEO PLAYBOOK PROTOTYPE		RESPONSIBLE PRODUCT DEVELOPMENT		
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## The creative, passionate, and agile thinker.

\_We know that you're responsible for setting an inspiring vision for the future and translating this to your team.

\_When it comes to circularity, are you frustrated by the lack of resources and strategies to help you communicate the necessity for change, and the strategies to do so? Do you struggle to get into the headspace of circularity, and what that looks like?

*Are you driven to see your organisation embrace circular design, and end polluting fashion practices?*

Read on to get to grips on what the requirements for circularity are, and how to ensure that your products are re-designed for circularity standards and certifications, meeting your customer's needs for the future. In this chapter you'll find all of the tools to transition your team into fully circular design practices, while getting the buy-in that you need to see these changes through.