

Being unsustainable is not an option anymore

Do these challenges sound familiar?

How can I align our company's sustainability goals with our product requirements?

Sustainability is so complex. Where do I get started to do the right thing?

My stakeholders have requested product and business improvements, but I'm unsure how to proceed. What steps can I take?

Business is evolving rapidly. How do I create a sustainable business model without sacrificing business growth?

With our Circular Design approach, we support you in creating a sustainable business

80% of the product's environmental impact is determined in the design stage. Every single company is dependent on the availability of natural resources. This requires businesses to rethink the way value is created. With our circular design expertise, we support the development of product-service-systems and business models that are in line with the circular economy principles.



Enabling organizations to embrace the Circular Economy

Our Purpose

We combine environmental assessment and Circular Design practices with the newest insights from applied research. We strive to develop sustainable technologies, products, and comprehensive solutions for businesses, services, and ecosystems. With our deep understanding of user needs, market demands, upcoming legislation, and societal trends, we help you define requirements and transform them into innovative and sustainable technology solutions that contribute to a circular economy

Meet the Team

The Circular Design Lab team is a diverse mix of creative people and experienced design professionals. Fraunhofer IZM is a leading practitioner of Circular Design



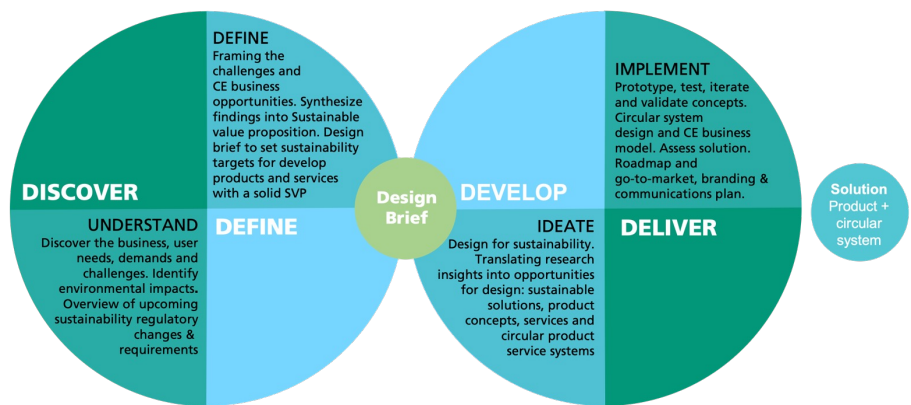
Fraunhofer IZM
Circular Design Lab

Pictured from left: Tapani Jokinen, Max Marwede, Ronja Scholz and Robin Hoske. Kim Eschenbach is missing from the picture

Designing for a Circular Economy: Key Principles and Strategies

Circular Design Framework

At Fraunhofer IZM we have developed a Circular design frame to seize the circular economy opportunities, help you to adapt and deliver sustainable design strategies by facilitating collaborations and identifying concrete actions and ideas that promote profitability while creating a positive impact



Circular Design principles combines design thinking, life cycle thinking and business model development to create close loop circular systems. At product level we develop prolonged, low-carbon, circular products. At system level we create supporting systems which enable circularity and successful transition towards circular economy

Circular Design Toolkit

The screenshot shows the 'Circular Design Toolkit' website. It features a green header with the text: 'Welcome, Designers, Eco-experts, Entrepreneurs, Employees, Start-ups, Learners ...'. Below this, there are several sections: 'How to use this board', 'NEED HELP? WANT TO LEARN MORE? WOULD LIKE A COPY OF THIS BOARD?', and a grid of design methods categorized by stage: UNDERSTAND, DEFINE, IDEATE, DEVELOP, and DELIVER. Each method includes a title, a brief description, and a thumbnail image. The website also includes logos for ECODESIGN CIRCLE, Interreg Baltic Sea Region, and the European Union.

Circular design toolkit is a web-based platform that simplifies the CE complexity through better Design. Find our tools and methods: <https://circulardesign.tools>

Interested to collaborate? Get in contact!

There is demand for more sustainable products and services

With applied research, we can

- support your research and development process through circular design
- Identify actions through environmental assessments
- Develop new value opportunities and sustainable innovations to meet the needs of the user, the planet and your business.



Get in touch and book a free consultation to find the best way to help your organization to achieve sustainability goals and put them into practice

Please contact:

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Fraunhofer IZM Berlin is one of the world's leading institutes for applied research and the development and system integration of robust and reliable electronics. The Department Environmental and Reliability Engineering supports technological developments until they reach market maturity with environmental and reliability analysis reaching from nano-characterisation level to evaluation and optimization at the system level