

# CIRCULAR ECONOMY



## 10 ESSENTIALS

- 1 Think in **functionality** instead of products
- 2 Analyse where **value** is created and destroyed
- 3 Think circularity already in the **design phase**
- 4 Keep a **life cycle perspective**
- 5 Involve **stakeholders** in developing new solutions
- 6 Understand new **consumer** practices
- 7 Make the circular solutions **attractive**
- 8 Circular solutions should also be **sustainable**
- 9 Lead the **transition** to a circular economy
- 10 Consider the local, **social value**

## The 10 KATCH\_e Essentials for working with circular economy

### **1. *Think in functionality instead of products.***

Instead of looking only at the product, for example a new car, think of the need for transportation and try to cover the need through circular solutions. Consider if your company's value proposition could be delivered through a service instead of a product, like streaming instead of physical CDs, leasing of cars, sharing of products, access to a service, etc.

### **2. *Analyse where value is created and destroyed.***

In a linear approach, the value of a product is constructed uphill. When the product is sold, it no longer has a value for the producer. In the circular approach, you can prolong the value by offering added services like repair, upgrading, recycling, etc.

### **3. *Think circularity already in the design phase.***

Circular thinking should be a part of the design phase where the solutions, products, etc. are not yet settled. It's much more complicated to change already developed products. Circular solutions could for example be services, products with a long lifetime, repairability, take-back systems – and many more.

### **4. *Keep a life cycle perspective.***

Working with circular economy it is important to avoid moving problems to other life cycle phases, or creating new ones. All solutions should be considered from a life cycle, cradle-to-cradle perspective.

### **5. *Involve stakeholders in developing new solutions.***

Collaboration with suppliers, customers and other important stakeholders could lead to better solutions – and may benefit the implementation of the new solution. Sometimes it is a simple need to involve stakeholders, or develop a stakeholder network, to make a circular solution like takeback or product sharing function in practice..

### **6. *Understand new consumer practices.***

New solutions may require new consumer practices too. Changing mindset, habits and practices take time, but still more consumers – and producers – want to make a difference. Keep up the good work!

### **7. *Make the circular solution attractive.***

Consider if your new solution can give added value or benefits for the consumers. Sustainability and circularity are only a part of the value proposition..

### **8. *Circular solutions should also be sustainable.***

The three pillars of sustainability – Environment, Economy and Social aspects – also count for circular solutions. The less negative, and the more positive impact, the better.

### **9. *Lead the transition to a circular economy.***

Be a first mover, take responsibility, support initiatives, develop new mindset and solutions at all levels: individuals, companies, authorities, social network, infrastructure,...

### **10. *Consider the local, social value.***

How can you include local and social aspects in your circular solution? Could you create new jobs? Can you facilitate breaking down social barriers? Can you address specific social challenges or create value in the community?