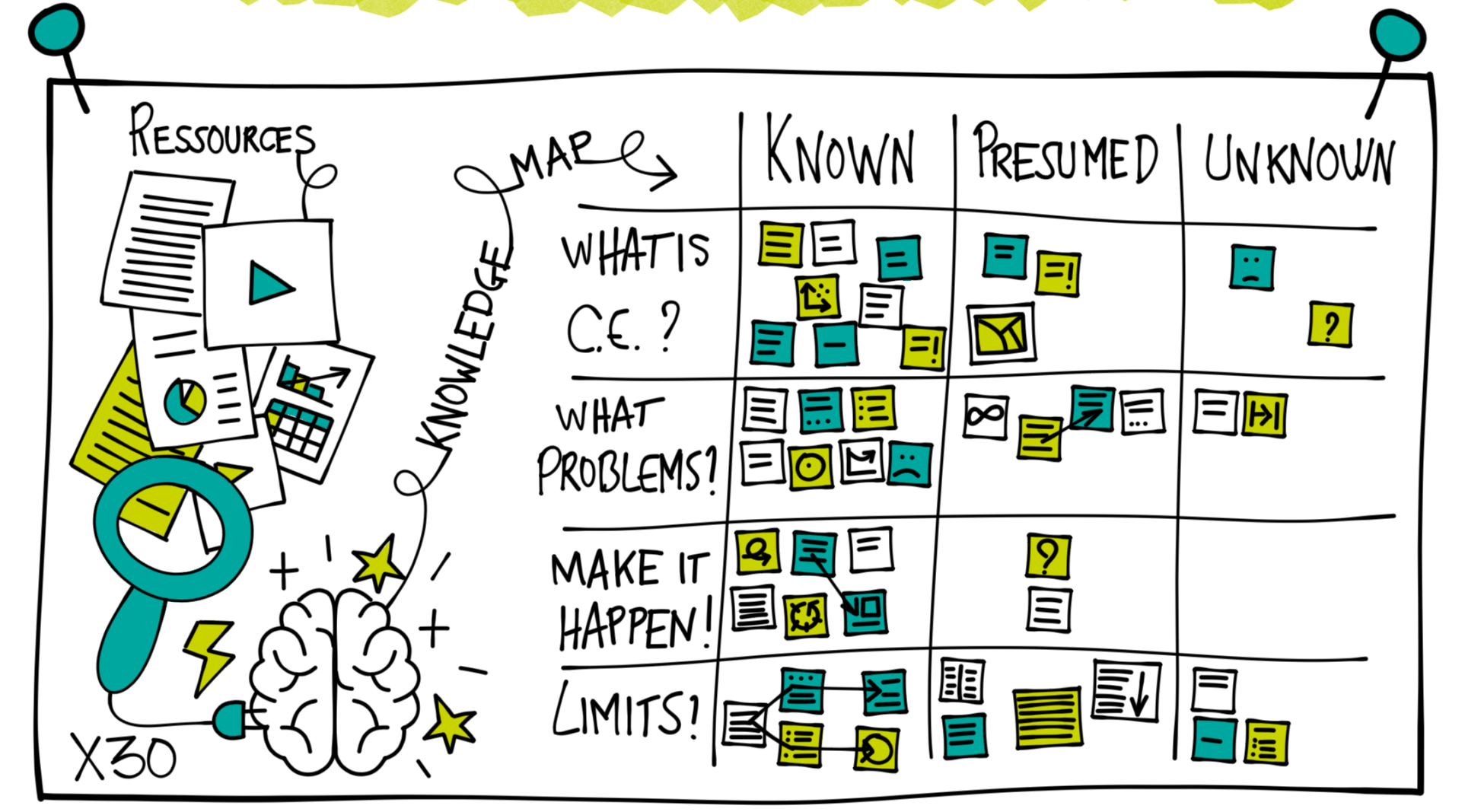
FRAMING

CARE ABOUT THE PROBLEM, NOT THE SOLUTION

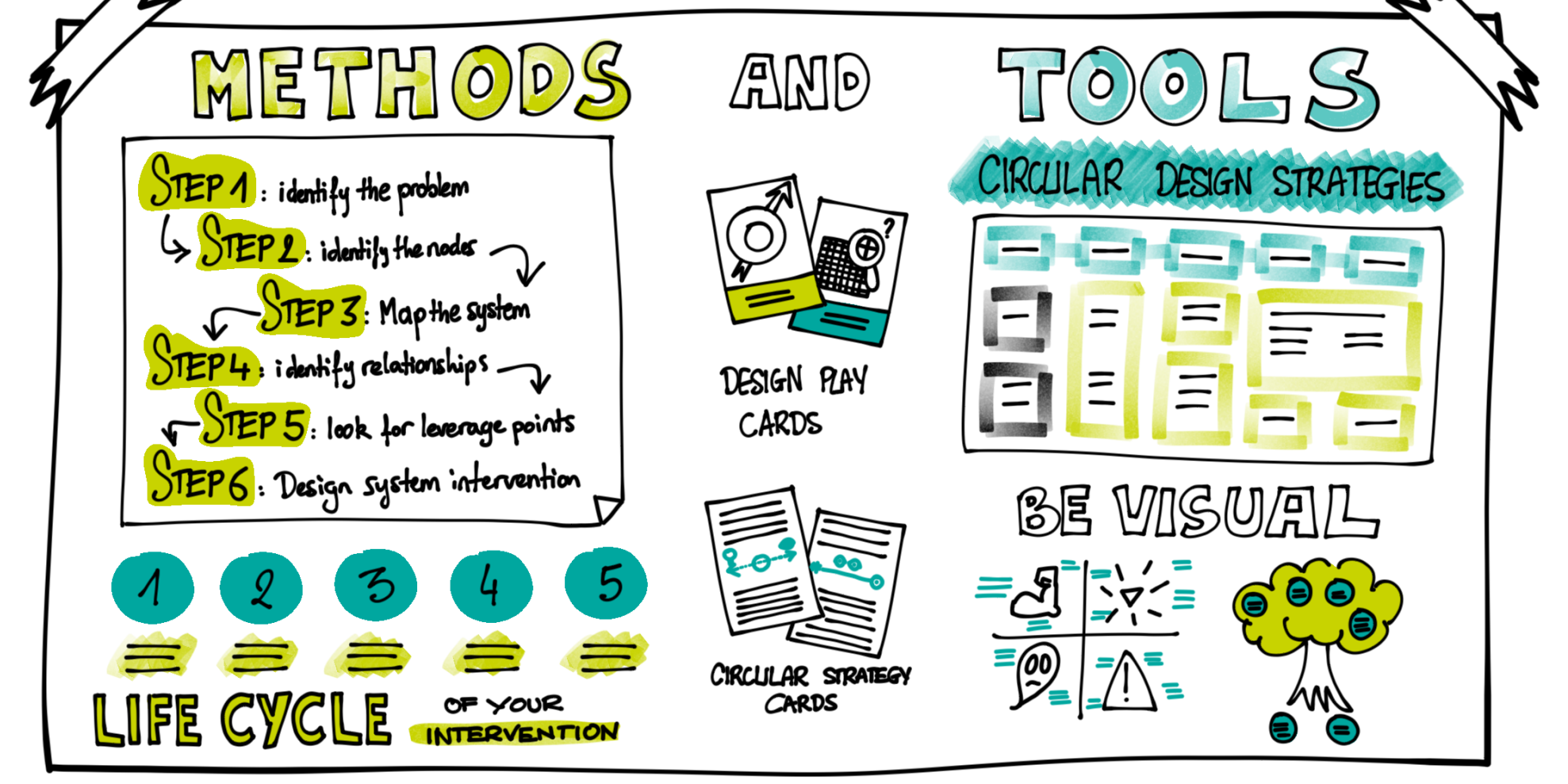
THERE ARE NO SOLUTIONS, JUST INTERVENTIONS

WE ARE WORKING TOGETHER, NOT COMPETITING

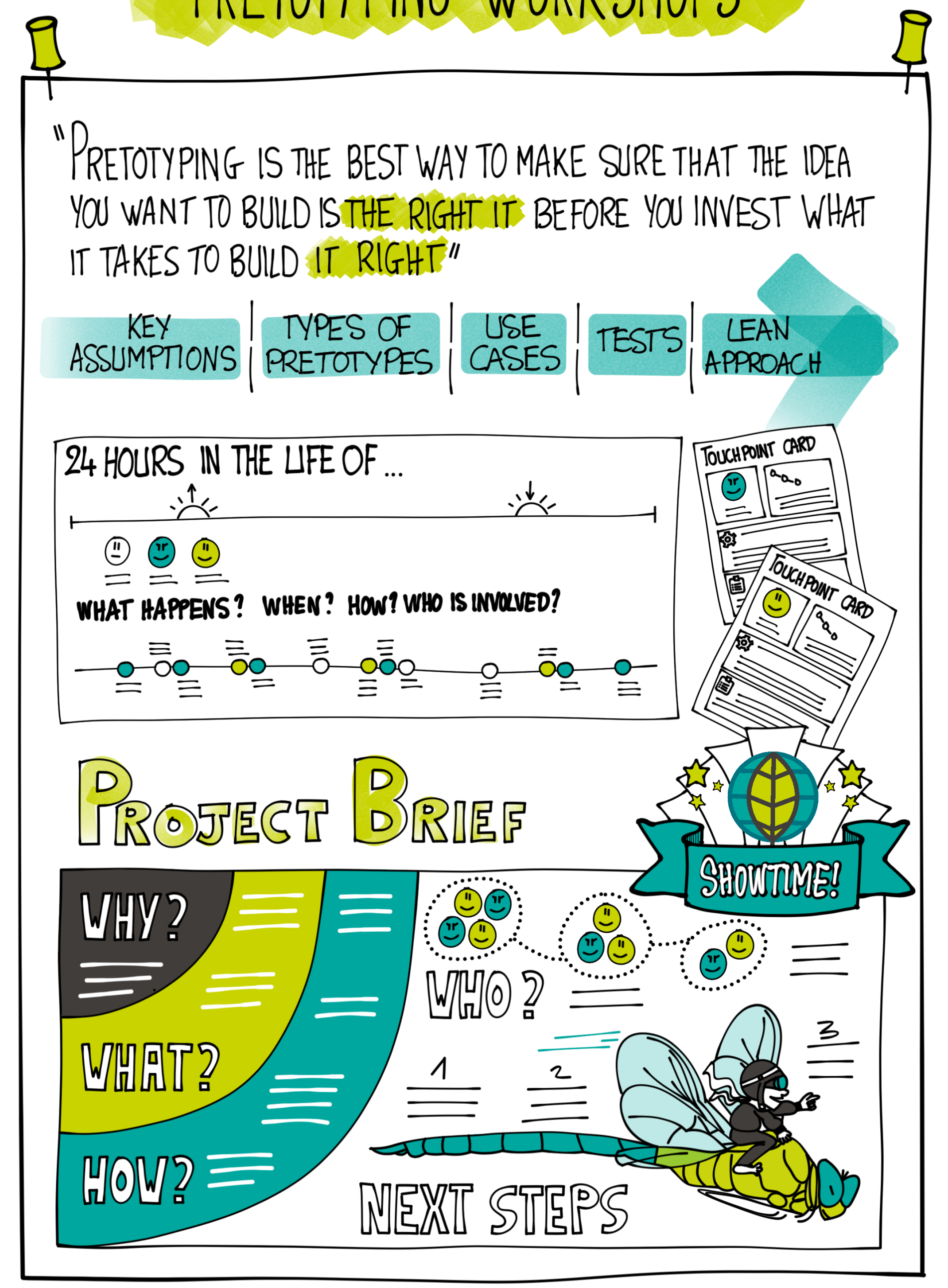
WHAT IS THE CIRCULAR ECONOMY ?


RESSOURCES
MAP
KNOWLEDGE
KNOWN
PRESUMED
UNKNOWN
WHAT IS C.E. ?
WHAT PROBLEMS?
MAKE IT HAPPEN!
LIMITS!
X30

WHAT IS CIRCULAR DESIGN ?

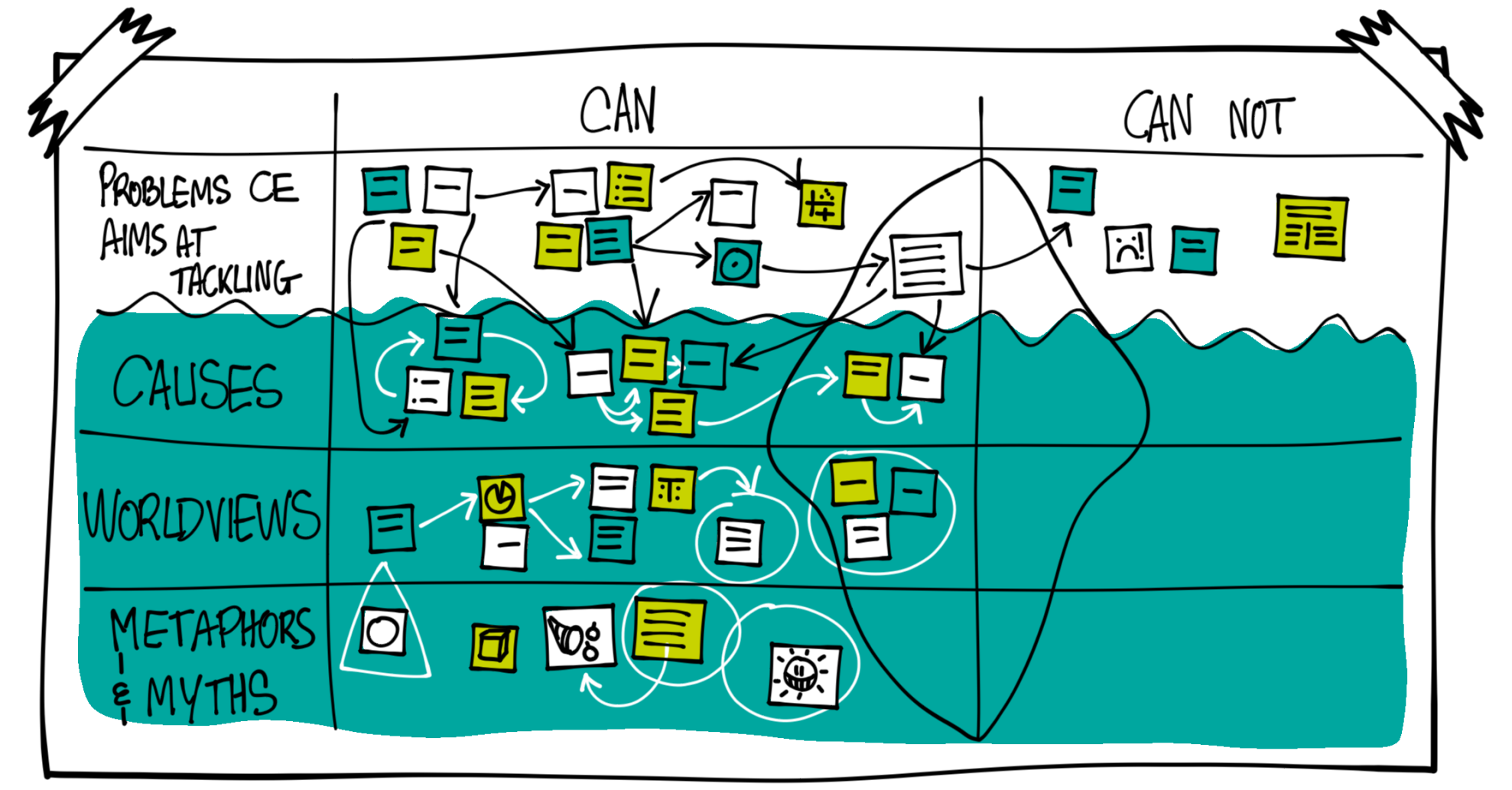

METHODS
AND
TOOLS
STEP 1 : identify the problem
STEP 2 : identify the nodes
STEP 3 : Map the system
STEP 4 : identify relationships
STEP 5 : look for leverage points
STEP 6 : Design system intervention
1 2 3 4 5
LIFE CYCLE OF YOUR INTERVENTION
DESIGN PLAY CARDS
CIRCULAR STRATEGY CARDS
CIRCULAR DESIGN STRATEGIES
BE VISUAL

PRETOTYPING WORKSHOPS

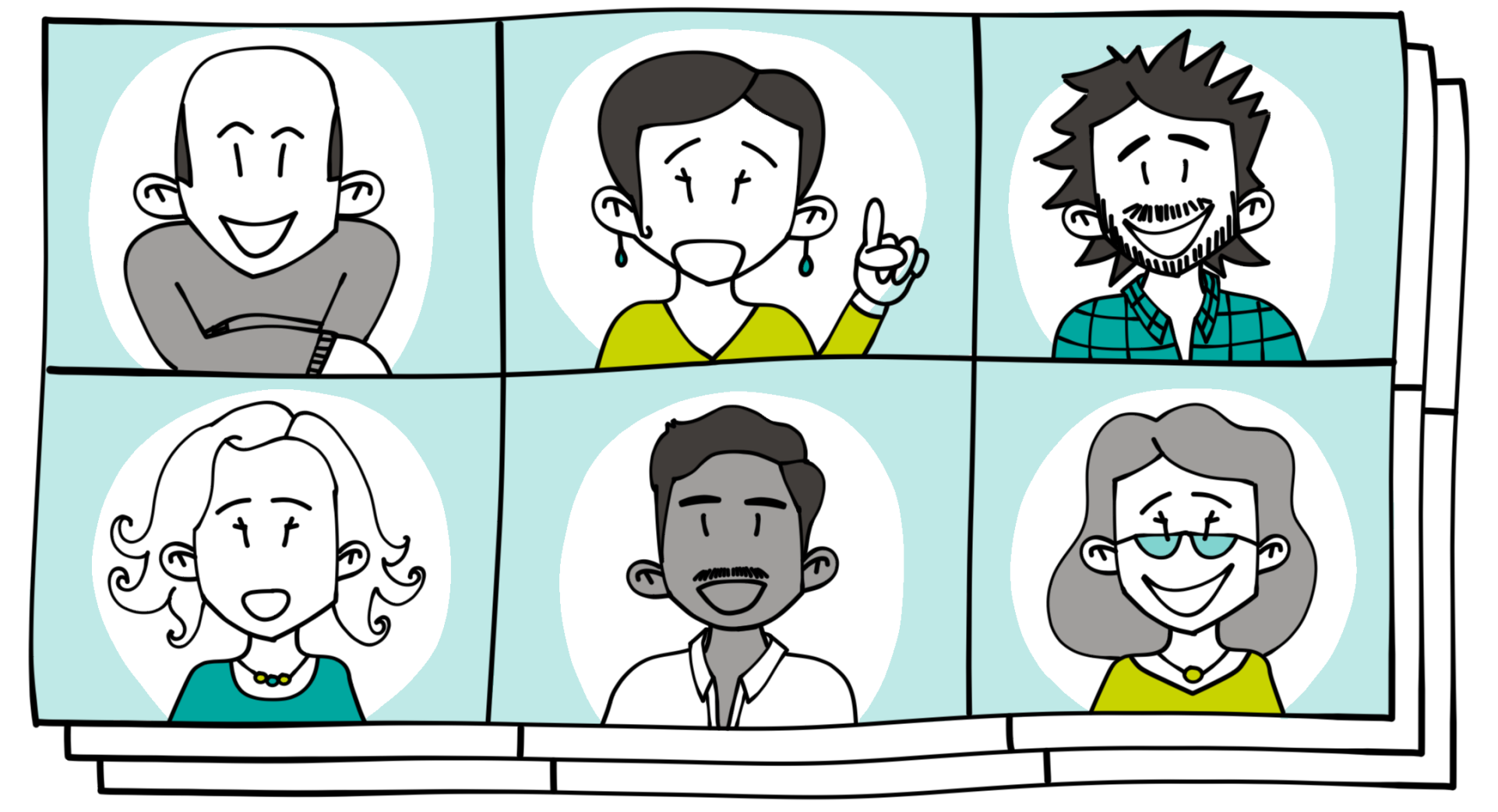

"PRETOTYPING IS THE BEST WAY TO MAKE SURE THAT THE IDEA YOU WANT TO BUILD IS THE RIGHT IT BEFORE YOU INVEST WHAT IT TAKES TO BUILD IT RIGHT"

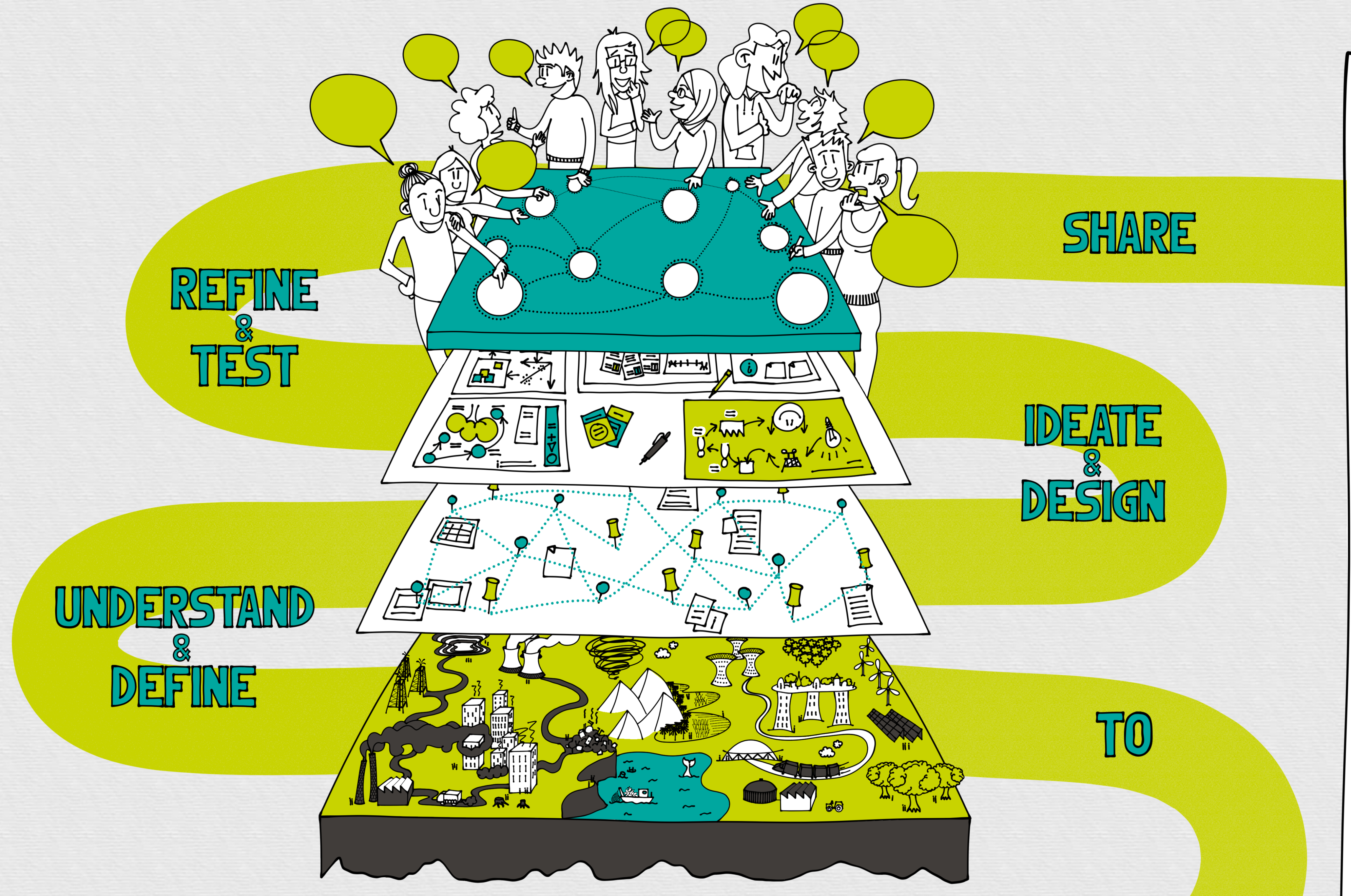
KEY ASSUMPTIONS
TYPES OF PRETOTYPES
USE CASES
TESTS
LEAN APPROACH
24 HOURS IN THE LIFE OF ...
WHAT HAPPENS ? WHEN ? HOW ? WHO IS INVOLVED?
TOUCHPOINT CARD
TOUCHPOINT CARD
PROJECT BRIEF
SHOWTIME!
WHY?
WHAT?
HOW?
WHO ?
1
2
3
NEXT STEPS

COLLECTIVE PROBLEM MAPPING


CAN
CAN NOT
PROBLEMS CE AIMS AT TACKLING
CAUSES
WORLDVIEWS
METAPHORS & MYTHS

INSPIRING PEOPLE & STORIES




REFINE & TEST
SHARE
IDEATE & DESIGN
UNDERSTAND & DEFINE
TO

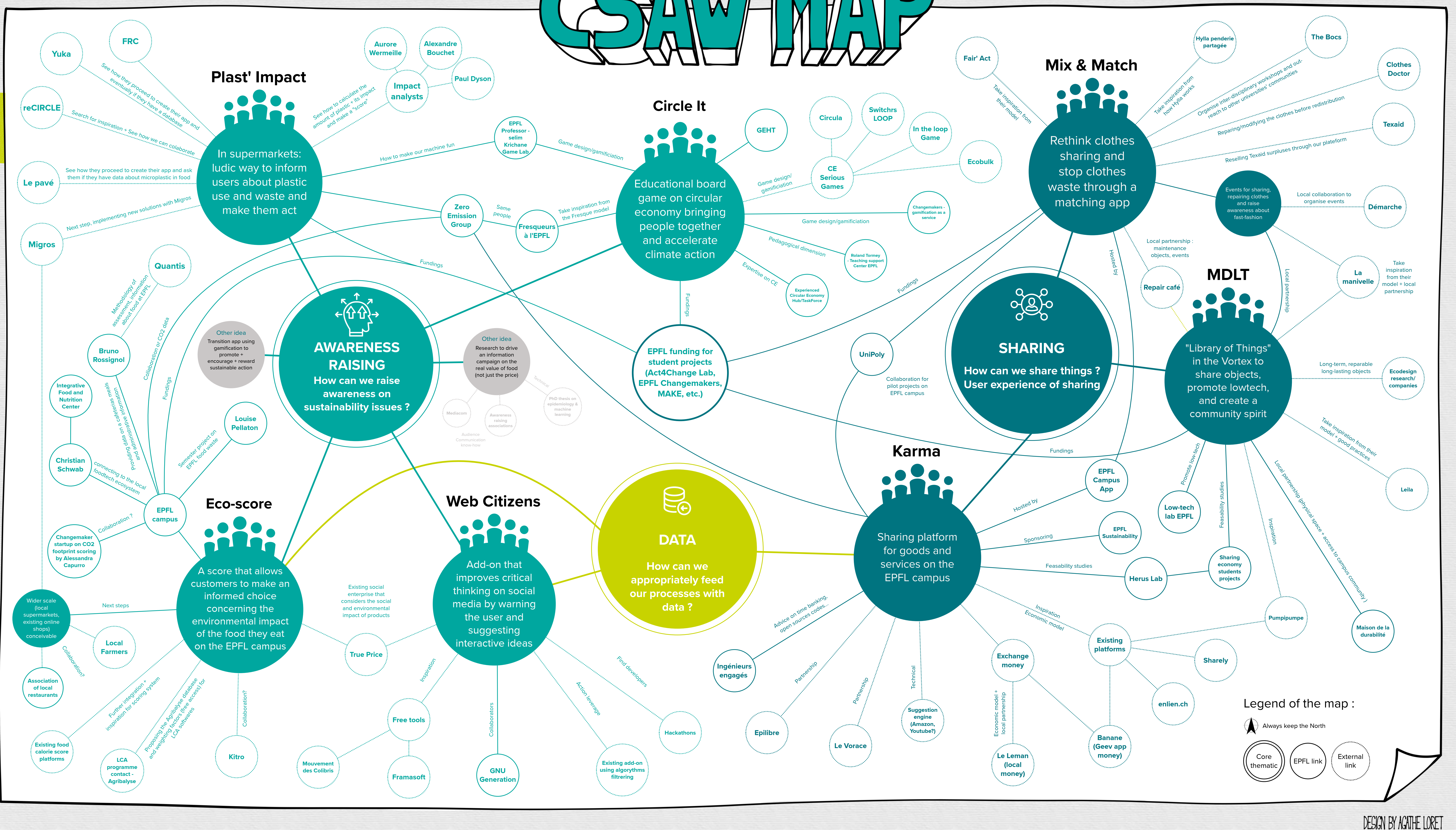
FEBRUARY 2021

ONE WEEK

CLIMATE & SUSTAINABILITY ACTION WEEK

CIRCULAR ECONOMY

CSAV MAP



Plast' Impact

In supermarkets: ludic way to inform users about plastic use and waste and make them act

- Yuka — See how they proceed to create their app and eventually if they have a database
- FRC
- reCIRCLE — Search for inspiration + See how we can colaborate
- Le pavé — See how they proceed to create their app and ask them if they have data about microplastic in food
- Migros — Next step, implementing new solutions with Migros
- Impact analysts (Aurore Wermeille, Alexandre Bouchet, Paul Dyson) — See how to calculate the amount of plastic + its impact and make a "score"
- How to make our machine fun

AWARENESS RAISING

How can we raise awareness on sustainability issues ?

- Other idea: Transition app using gamification to promote + encourage + reward sustainable action
- Other idea: Research to drive an information campaign on the real value of food (not just the price)
  - Mediacom — Audience Communication know-how
  - Awareness raising associations
  - PhD thesis on epidemiology & machine learning — Technical
- Fundings

Circle It

Educational board game on circular economy bringing people together and accelerate climate action

- EPFL Professor - selim Krichane Game Lab — Game design/gamification
- GEHT
- CE Serious Games (Circula, Switchrs LOOP, In the loop Game) — Game design/ gamification
- Ecobulk
- Changemakers - gamification as a service — Game design/gamification
- Roland Tormey - Teaching support Center EPFL — Pedagogical dimension
- Experienced Circular Economy Hub/TaskForce — Expertise on CE
- Zero Emission Group — Same people — Fresqueurs à l'EPFL — Take inspiration from the Fresque model
- EPFL funding for student projects (Act4Change Lab, EPFL Changemakers, MAKE, etc.) — Fundings

Mix & Match

Rethink clothes sharing and stop clothes waste through a matching app

- Fair' Act — Take inspiration from their model
- Hylla penderie partagée — Take inspiration from how Hylla works
- The Bocs — Organise inter-disciplinary workshops and out-reach to other universities' communities
- Clothes Doctor — Reparing/modifying the clothes before redistribution
- Texaid — Reselling Texaid surpluses through our plateform
- Events for sharing, repairing clothes and raise awareness about fast-fashion — Local collaboration to organise events — Démarche
- Repair café — Local partnership : maintenance objects, events
- Hosted by
- Fundings

SHARING

How can we share things ? User experience of sharing

MDLT

"Library of Things" in the Vortex to share objects, promote lowtech, and create a community spirit

- La manivelle — Take inspiration from their model + local partnership
- Ecodesign research/ companies — Long-term, reparable long-lasting objects
- Leila — Take inspiration from their model + good practices
- Maison de la durabilité — Local partnership (physical space + access to campus community)
- Low-tech lab EPFL — Promote low-tech
- Sharing economy students projects — Feasability studies
- Pumpipumpe — Inspiration
- Local partnership

Eco-score

A score that allows customers to make an informed choice concerning the environmental impact of the food they eat on the EPFL campus

- EPFL campus
  - Quantis — Methodology of assessment, information about food at EPFL
  - Bruno Rossignol — Providing data on a cafeterias meals and administrative information
  - Integrative Food and Nutrition Center
  - Christian Schwab — connecting to the local foodtech ecosystem
  - Louise Pellaton — Semester project on EPFL food waste
  - Changemaker startup on CO2 footprint scoring by Alessandra Capurro — Collaboration ?
  - Collaboration or CO2 data
  - Fundings
- Wider scale (local supermarkets, existing online shops) conceivable — Next steps
  - Local Farmers
  - Association of local restaurants — Collaboration?
- Existing food calorie score platforms — Further integration + inspiration for scoring system
- LCA programme contact - Agribalyse — Proposing the Agribalyse database and weighting factors (free access) for LCA softwares
- Kitro — Collaboration?
- True Price — Existing social enterprise that considers the social and environmental impact of products

Web Citizens

Add-on that improves critical thinking on social media by warning the user and suggesting interactive ideas

- Free tools (Mouvement des Colibris, Framasoft) — Inspiration
- GNU Generation — Collaborators
- Existing add-on using algorythms filtrering — Action leverage
- Hackathons — Find developers

DATA

How can we appropriately feed our processes with data ?

Karma

Sharing platform for goods and services on the EPFL campus

- UniPoly — Collaboration for pilot projects on EPFL campus
- EPFL Campus App — Hosted by
- EPFL Sustainability — Sponsoring
- Herus Lab — Feasability studies
- Ingénieurs engagés — Advice on time banking, open sources codes...
- Epilibre — Partnership
- Le Vorace — Partnership
- Suggestion engine (Amazon, Youtube?) — Technical
- Exchange money — Economic model + local partnership
  - Le Leman (local money)
  - Banane (Geev app money)
- Existing platforms — Inspiration Economic model
  - Pumpipumpe
  - Sharely
  - enlien.ch
  - Banane (Geev app money)
- Fundings

Legend of the map :

Always keep the North

Core thematic | EPFL link | External link

DESIGN BY AGATHE LORET
WWW.THINKNLINK.CH