

Project n°11: Sustainability - “drive towards a Circular Economy”

Proposed by: Logitech

Company description:

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. With our employees we foster an inclusive culture where they can bring their whole selves to work, fully contribute their skills and talents and be valued and supported. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video and computing. Brands of Logitech include [Logitech](#), [Ultimate Ears](#), [Jaybird](#), [Blue Microphones](#), [ASTRO Gaming](#) and [Logitech G](#).

Project description:

Sustainability is a key pillar to Logitech's culture and values. As a company we are continually looking to improve how we design, produce, deliver and recover products to and from our consumers. We are interested in disrupting and innovating our industry within this critical space of a Circular Economy:

- Design out waste and pollution
- Keep products and materials in use
- Regenerate natural systems

How do we achieve a sustainable circular economy business model? How do we rethink product ownership? How can the goods of today be the products of tomorrow? How do we design products for repair, replacement or re-use? Considering the above, **how might Logitech develop products, packaging, services to drive a sustainable circular economy business model?**