



# Circular is the new Straight



**IoT**

**Virtual  
Reality**

**Robotics**

**AI**

**Self-driving  
cars**

**3D Printing**



**“An industrial system that is restorative by design which means you can focus on economic growth without the increased use of natural resources.”**

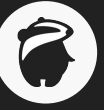
Bart Goetzee  
Senior Group Sustainability at Philips



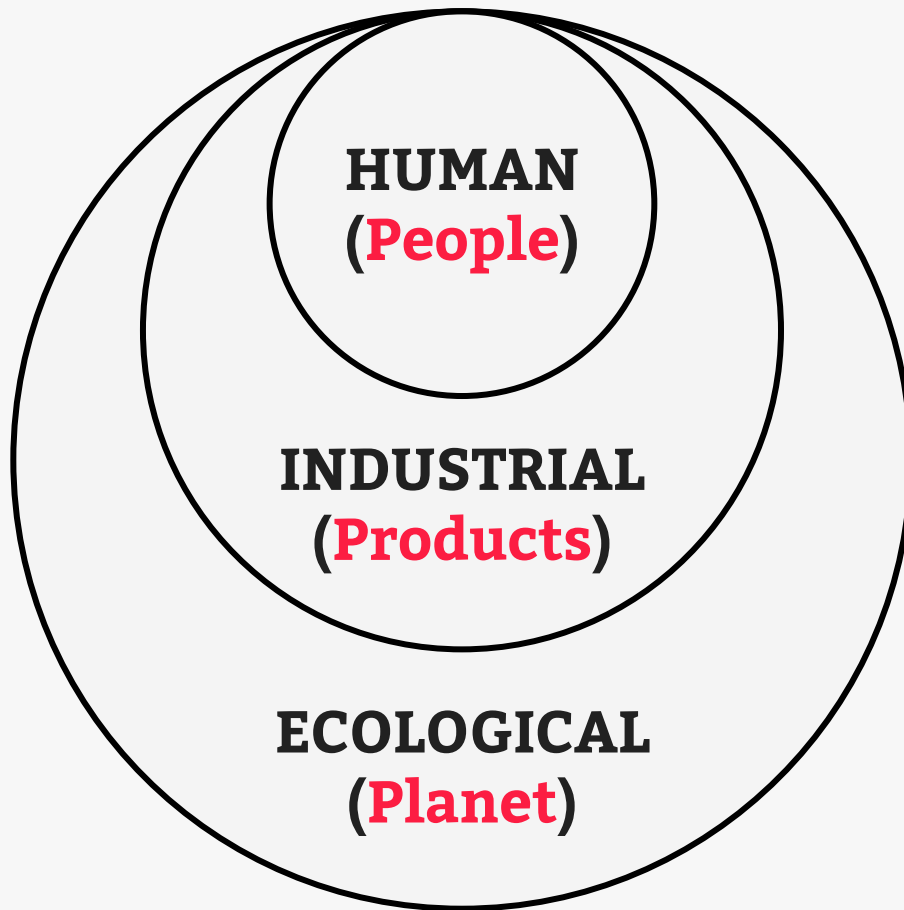
**PHILIPS**







**Everything comes  
from nature**





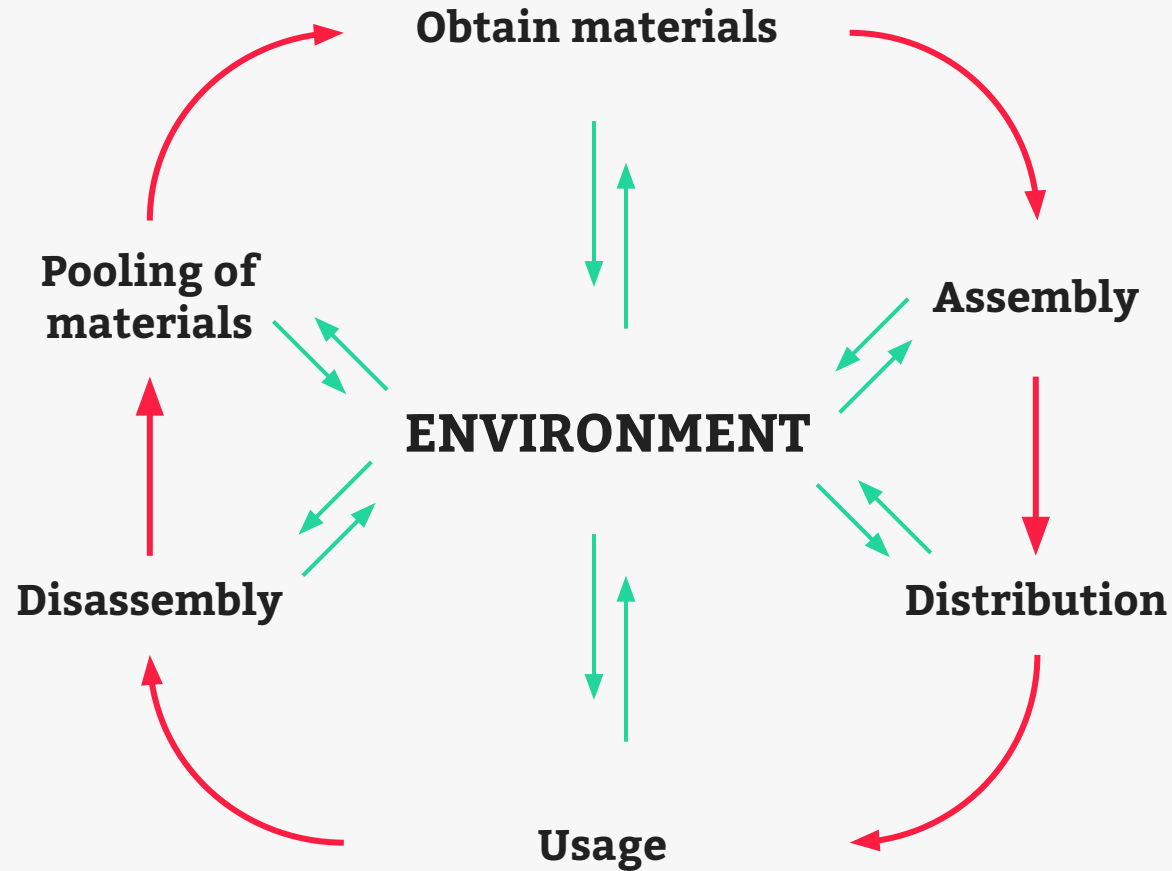


**It's a material property, not a  
definition of environmental benefit**











**Consumption is the biggest problem,  
design is one of the best solutions**

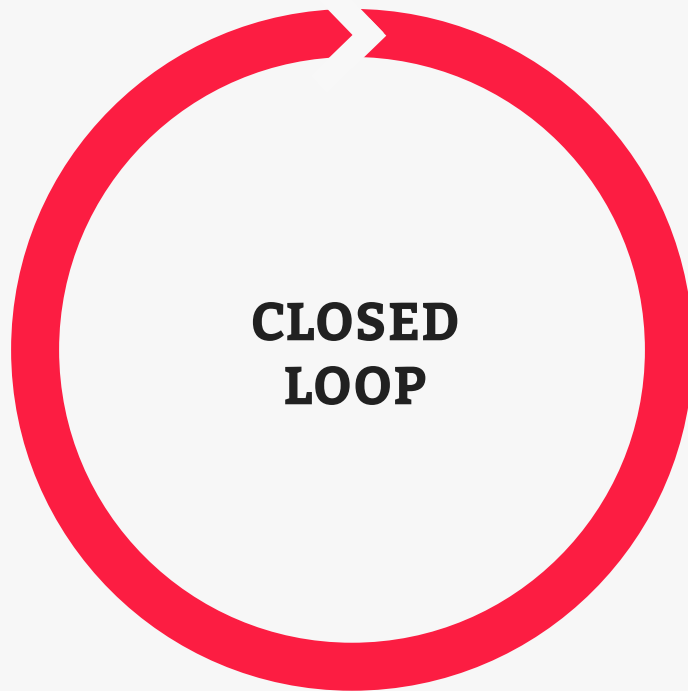


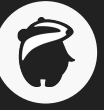












# The Outer Circle







**To achieve a circular economy,  
products and systems need to be  
redesigned simultaneously**





orangebox

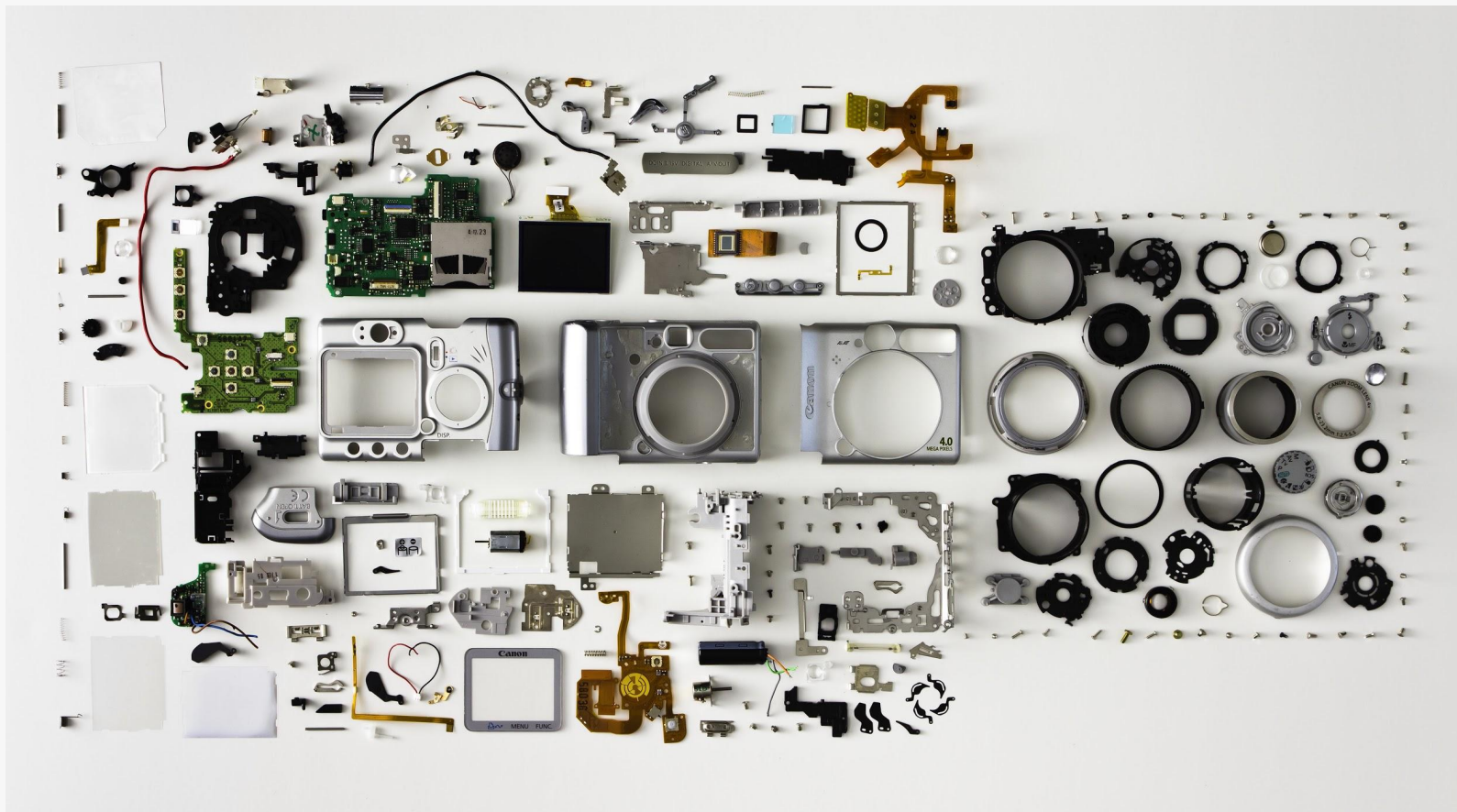


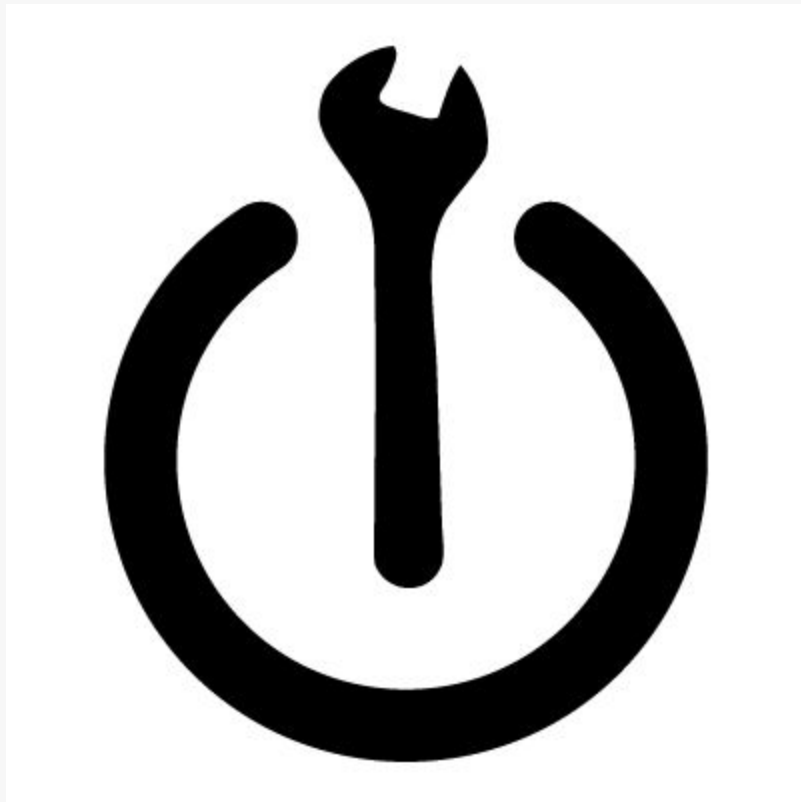


**Designing a product without an  
understanding of where it will end up  
is useless.**



# The Inner Circle







# **Demystification of Electronics**



# Things Product Designers can do:



**Take a stand against  
Evil Corp designing!**



# **Give repairing its voice in waste hierarchy**

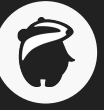




**Don't follow the trend in  
marketing shame**



# **Document disassembly for repair**



# Sustainable lifestyle change



**Transitioning the Circular Economy  
into the mainstream will be one of the  
biggest creative challenges of our time.**