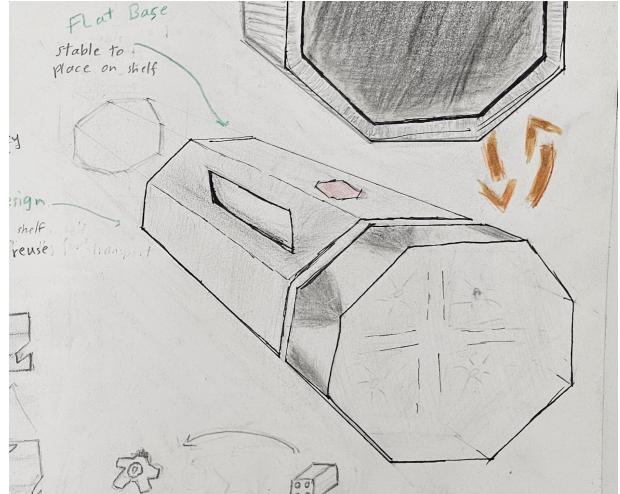
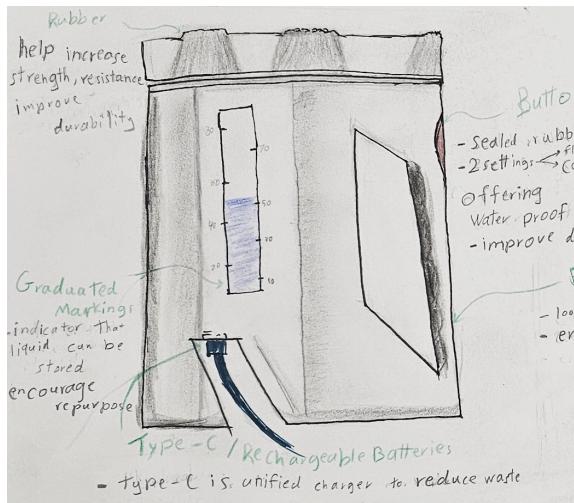


Circular Economy Assessment 3: Dolphin Torch Improvement

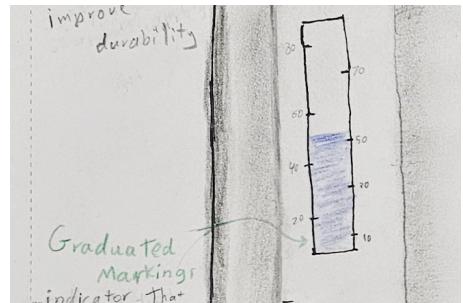


2. Integrated Improvements Report

Dolphin torch Previous evaluations identified areas for improvement to better align with SDG targets and support a circular economy. Consequently, three improvement concepts have been developed following assessment 2.

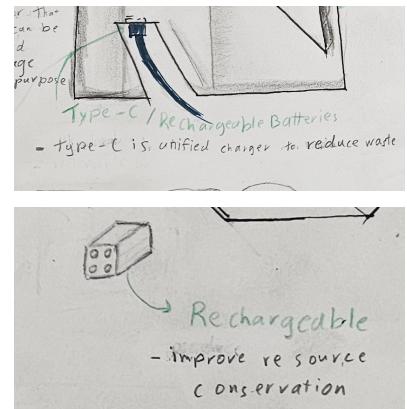
2.1.1 Consideration 1 and associated design change

Reuse is the first consideration to improve on the longevity of the Dolphin Torch. The design change will incorporate the ability to repurpose the product becoming a storage container creating a whole new life for it. Complying with SDG target 12.2 , reusing the product will increase its life cycle without the need of resources for recycling. The design will include graduated markings on the side of the torch as an indication for its ability to store liquid when reaching EOL. Sold separately, the user will have the option to get a proper cap with the same size.



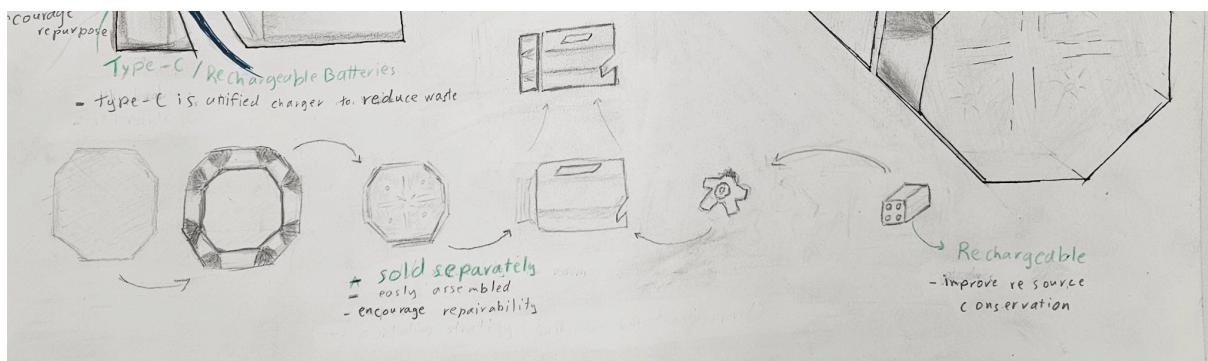
2.1.2 Consideration 2 and associated design change

Secondly, focusing on resource and waste management of the product, the design change will include a replaceable and rechargeable battery. The new design will be rechargeable using a universal type-C charger while having the functionality to quickly replace a battery when needed. In support of target Target 12.6, Encourage companies to adopt sustainable practices unifying type c chargers.



2.1.3 Consideration 3 and associated design change

Finally , focusing on repairability this change will encourage companies to reduce waste and follow sustainable practices. The design change will affect the marketing strategy and users' connection. The design offers a full part disassembly, sold separately, encouraging users, and teaching them how to repair products when broken. This will increase sales and help with customer loyalty, Encouraging them to buy parts instead of going for a different company.



2.2 User Behavior Strategy to Action Design Changes

To encourage users' cooperation in the new design changes the company will need to advertise and imply the added value of their product Through packaging and advertising. A message should be delivered to the customer, outlining the gained benefits for e.g 2in1 . At the same time the product will gain customers sympathy by clarifying the reason is to comply with the SDG Goals for a better future, using the slogan “together we can”. To further implement the change, I believe having a city “Fix It” Station can go a long way as it will show how much value people can get for helping the planet.

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3. Project Reflection

3.1 UNSDG Targets Addressed by Design Changes and Strategies

In a border view all changes are in direct relationship with goal 12 “Responsible Consumption and Production”

3.1.1 First Target

Target 12.5 plans by 2030 to substantially reduce waste generation through prevention, reduction, recycling, and reuse. This contributes to all the design changes proposed. Firstly by using the torch as a container is a reuse of the product doubling its life span and contributing to the target. Secondly, the rechargeable battery decreases the amount of batteries used through the item's life which means it will also reduce the waste. And finally buying parts separately will allow users to repair their products instead of throwing it away and therefore reducing waste.

3.1.2 Second Target

Target number 12.2 plans by 2030 to have more responsible material consumption and reduce the waste of resources. Similarly, This contributes to all the design changes proposed. Firstly by using the torch as a container eliminates the need for resources to recycle the product or creating a container for use. Secondly, the rechargeable battery decreases the amount of batteries used through the item's life and also decreases the material used for manufacturing. Finally, buying parts separately will encourage users to repair their products, preventing them from wasting resources recycling and manufacturing another.

3.1.3 Third Target

Target number 12.6 focusing on Encouraging companies adopt sustainable practices and to integrate sustainability information into their reporting cycle. Assembly design change is the biggest contributor to this target by providing the company with a strategic marketing plan bringing customers back for the need of replacement parts. Secondly as mentioned earlier the rechargeable battery will be using a type-c charger contributing to the world unified charger as mandated by the European union.

3.2 Impact of Project Strategies on Human and Natural Ecosystems

Referring to change to products for more repairability, recyclability or reusability. The change is believed to have a high impact on human lifestyle. As things become more durable and long lasting humans will start valuing things and have more appreciation for the effort put into manufacturing believing that design is focused on users benefits. In regards to repairability we believe having people brainstorm how things can be repaired on a day to day basis can help keep people's brain active and more creative. Driving people to think more outside the box. In cases where we have a fixit station this can also help increase people's social life and job opportunity.

3.3 New Knowledge Gained in the Circular Economy Unit

The whole concept of the circular economy is new knowledge to me. Now I understand how a circular economy can shape the human lifestyle and the ways of living . After studying this unit my perspective changed from thinking recycling, reuse and repair is just a company's new strategy to increase profit and gain human sympathy to the fact that this is helping individuals as much as companies and the environment. Specifically the middle and low income people where they would rather repair or fix an item at a cheaper cost than buying a new one at a higher price or benefit from the job opportunities that this would create. And I believe that can also impact the way of living where if you value the things around you would have more value to the people around you and will not be just a number. I believe understanding these things will give me a strong argument that a good design can bring more value to everyone.

3.4 Partners for Ongoing Work

To continue the project I will be needing a marketing specialist with the ability to convince the world that this is a better way to do things. For example buying separate parts will help with repairability but for the world that will make them do more work. Another big discipline needed for the success of this project is ux designer to help marketing as I believe what we are offering here is a great idea but people don't like change and having a ux designer shape the details can make the transition much smoother and more loved by society.

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