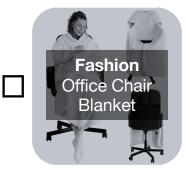
## **Circular strategies exercise**

- Split into diverse teams
- Choose one of the following products:





Food packaging Single use plastic dessert container

Share your ideas



**EXPLORE** 

What are the **functional** needs addressed by this product?

What are the emotional needs addressed

by this product?

**IDEATE** 

How can circular strategies help find different / better ways to meet these needs?



