

The

HAMBURG PRINCIPLES AND RECOMMENDATIONS FOR CIRCULAR DESIGN

formulated during the Circular
Design Deep Dive Conference
from 22. – 24. June 2022

1 Design for nature, design from nature.

Everything is interconnected and you are a part of the ecosystem, too. Think in bionics, using nature's construction plans as a source for new, innovative design ideas. Design in (Fibonacci) spirals rather than circles, moving from smaller to larger, from infinitesimal to infinite. Nature is modular by design; each part is reused effectively without waste.

2 Measure the impact of your design.

Around 80% of a product's environmental impact is determined during the design process. Use impact-measuring tools from the beginning of the design process and let the hard facts inform your design. Simple life cycle assessment tools such as Ecolizer, Sustainable Minds, Future Materials Bank, and Statista can help you make better design decisions and use them to convince your clients.

3 Open-source colla- boration at local and global levels enables design solutions for all.

Build co-creative communities on a global scale, connecting local ecosystems for production enabled by digital tools and distributed designs. Elicit feedback and contributions from a broad range of people with a variety of technical abilities. Share knowledge as a global common and use it for your local solution.

4 Inspire authentic emotional connection through engaging stories.

Highlight the additional value of circular products by communicating the genuine story and process behind them in a way that inspires and creates emotional value. Engage individual beliefs and wishes of people and this way encourage their long-term involvement in circular design topics.

5 Push for a political framework that levels competition.

Circular products can only compete on the market if linear product externalities are considered. Market dynamics alone will not convince manufacturers to make a circular transition. We must lobby for responsible legislation to level the playing field accordingly and encourage companies to go circular.

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