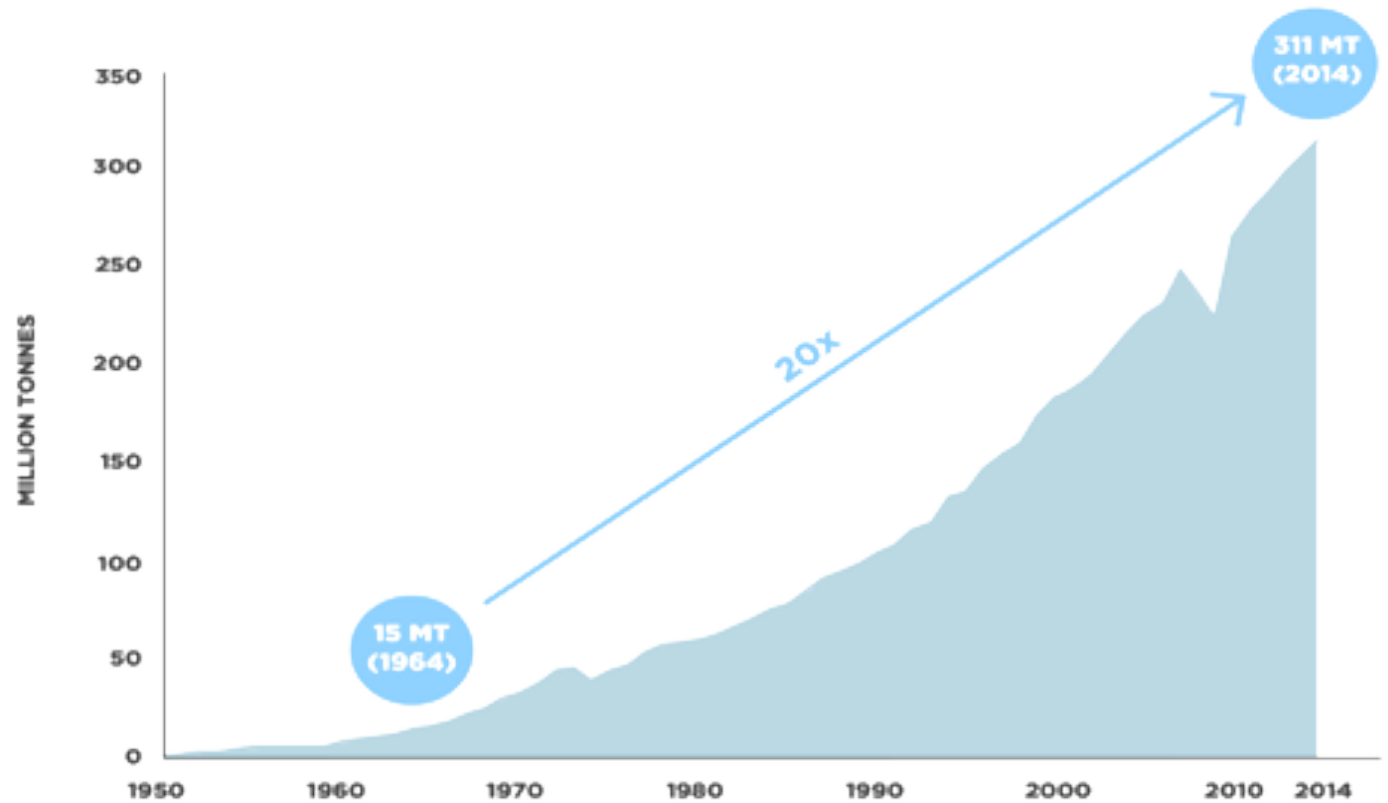


Designing for a new plastics economy

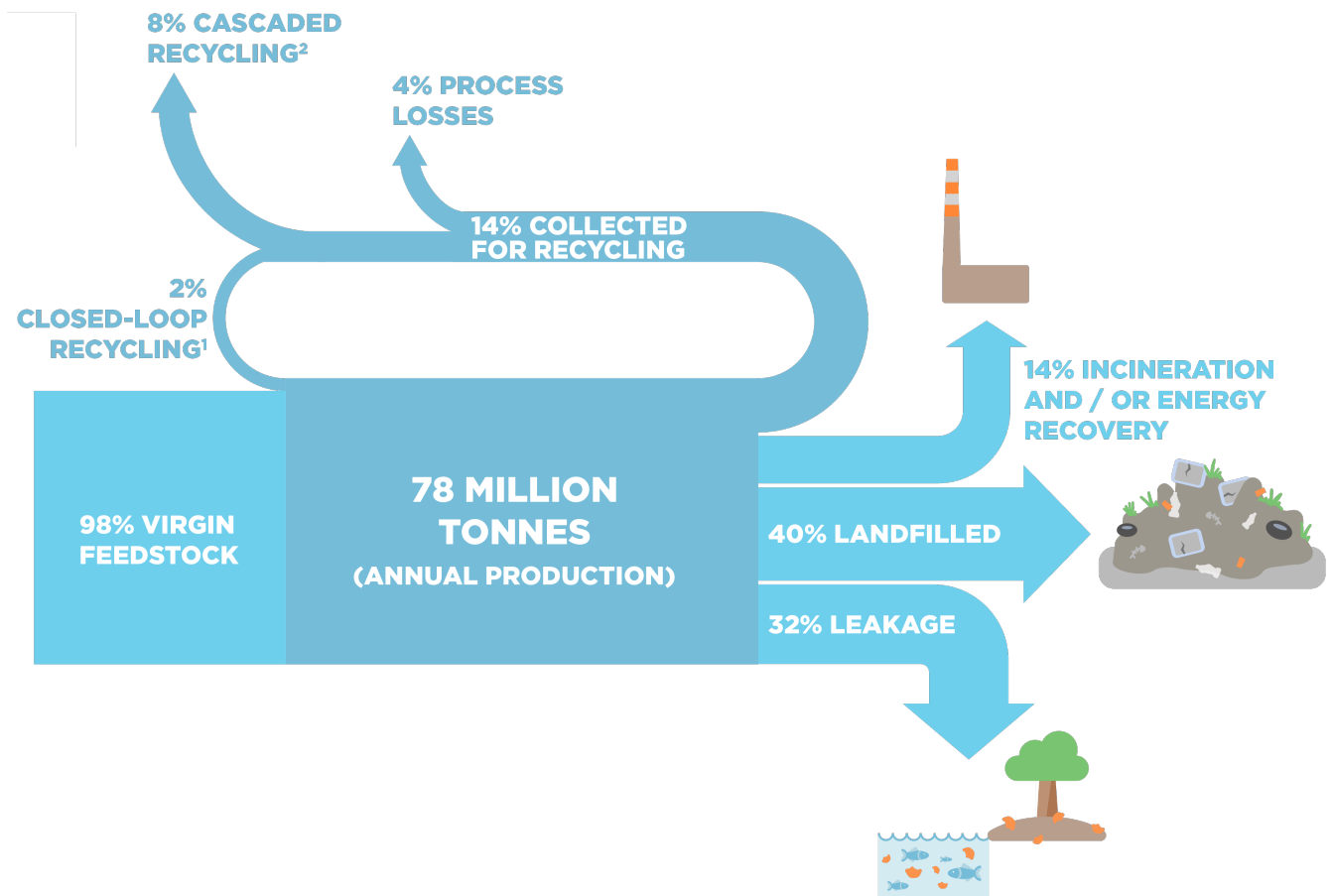
Simon Widmer (Ellen MacArthur Foundation) and Chris Grantham (IDEO)



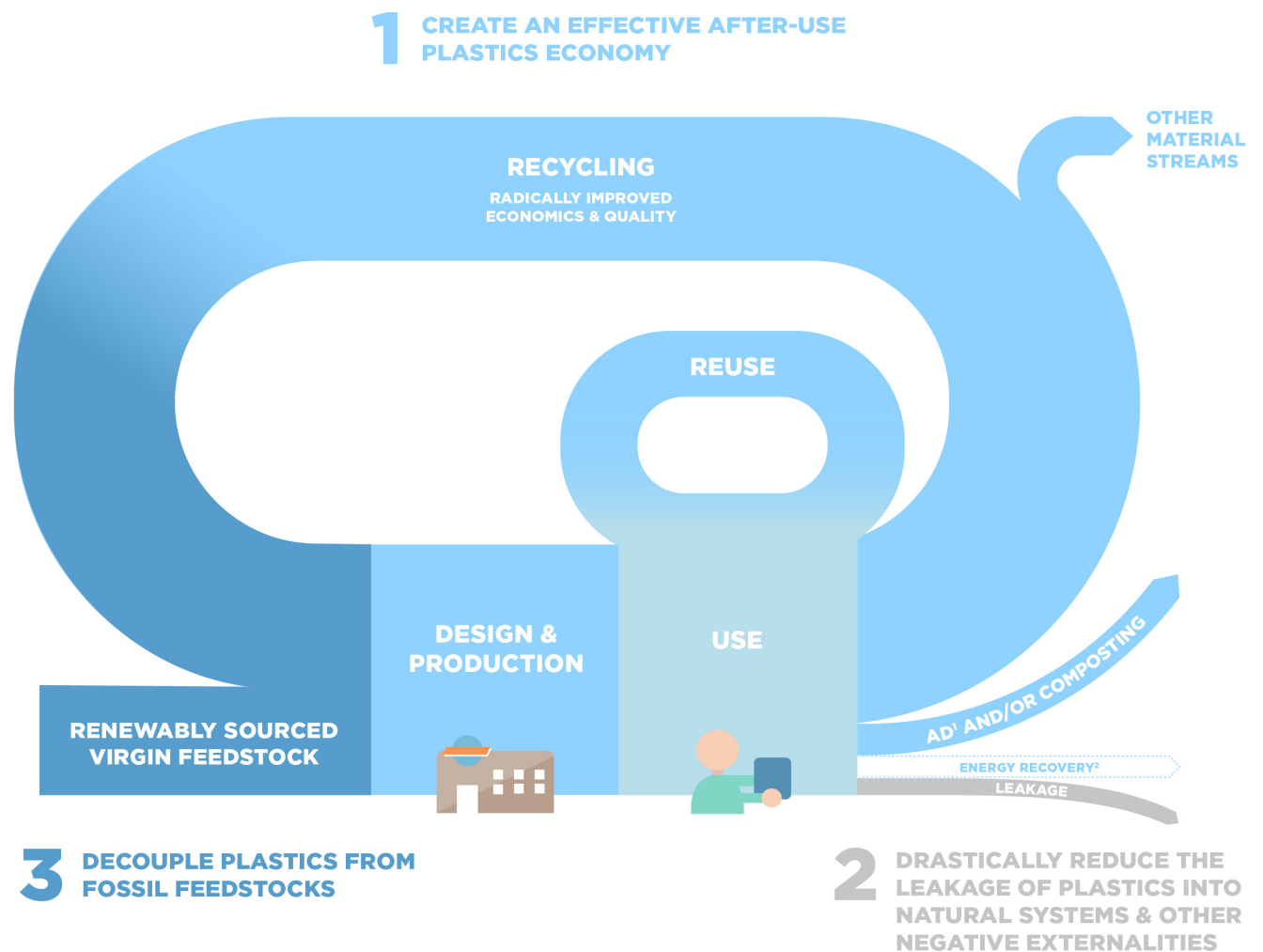
Plastic Touches Everyone - Exponentially



Archetypically Linear



The New Plastics Economy





New Plastics Economy Report

- 1000s of news articles
- Millions of social media impressions
- Widely picked up by companies, industry associations, policymakers

Core partners



Lead philanthropic partner



Philanthropic funders



We are facing
demanding, but also
very exciting design
challenges...

1. How might we design
out the need for
separate lids?

2. How might we redesign items with high leakage rates?

3. How might we offer our product as a circular service?

C School

What is the objective of the C school?

- Inspire and build up capabilities amongst designers designing for The New Plastics Economy and the circular economy more broadly
- Provide practical methods for individuals and organisations participating in the NPEC innovation moonshot programme
- Longer term, to inspire a new generation of creatively confident circular designers and more resilient organisations capable of thriving in the circular economy.

What will it look like?

Preliminary

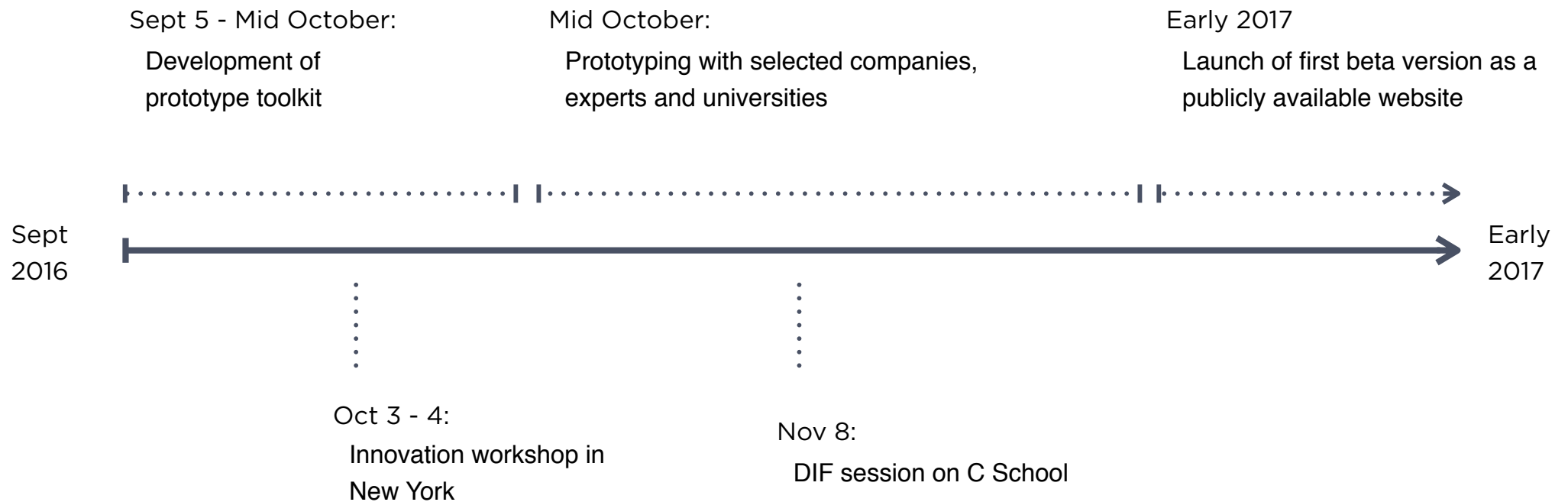
- Free publicly accessible website
- It's modular and adaptable to different levels of starting knowledge
- Focus on practical methods rather than theory
- Various media forms
- Key elements will be:
 - circular design principles
 - an adapted, circular “design thinking” process
 - a series of design methods and activities

Who is on board?

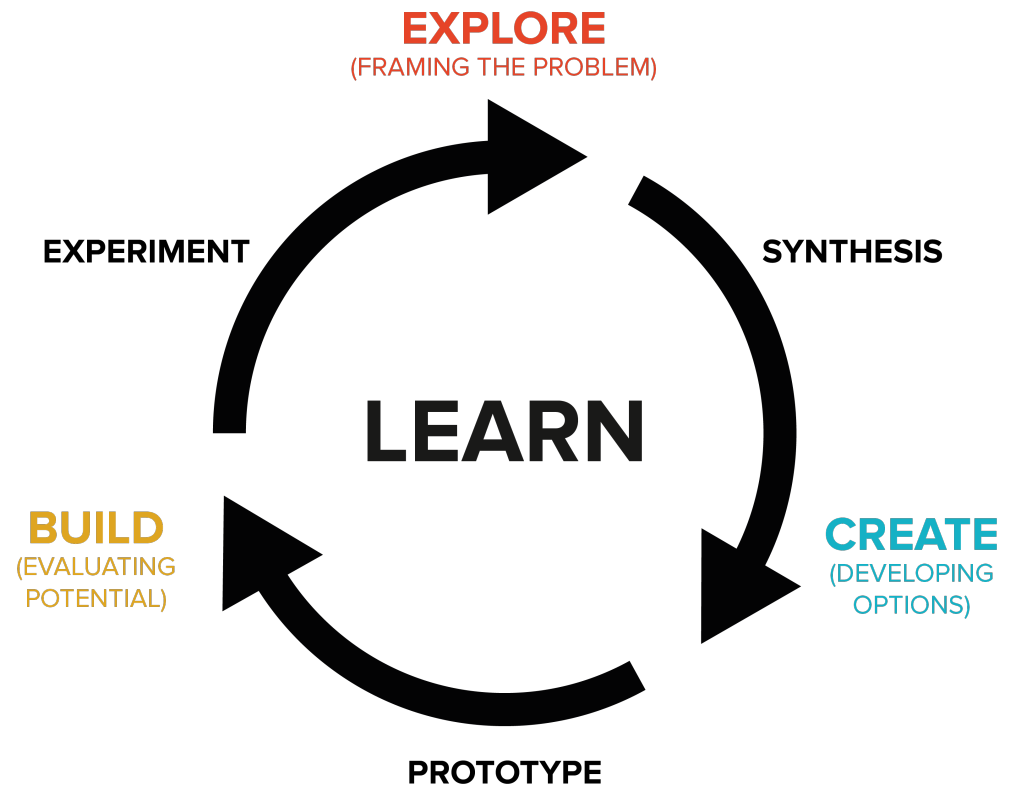
Preliminary

- Leading design agencies
- ± 10 universities
- Companies from the New Plastics Economy initiative and from the Ellen MacArthur Foundation network
- An advisory board with Tim Brown, Andrew Morlet, Leif Huff, Bob Adam, Gayle DeBruyn, Prof. Peter Childs, Gavin Warner.

Timeline



Design thinking is
well suited as a
circular method for
change.



Be Optimistic

Believing that something is possible will somehow make it so.

Embrace Ambiguity

Get comfortable with uncomfortable-ness

Collaborate

The most powerful asset we have in the our arsenal is the word “we.”

Learn From Failure

Ask for forgiveness, not permission.

Take Ownership

Individual ownership supports collective responsibility.

Talk Less, Do More

Design is about rolling up your sleeves and making things.

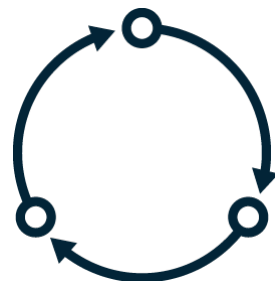
Make Others Successful

Going out of your way to help others succeed is the secret sauce.

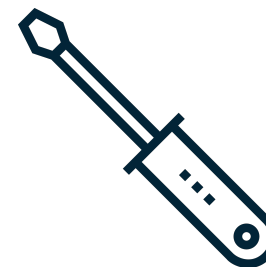
Toolkit Structure



Principles



Process



Methods

How you can get involved

- Sign up to our newsletter, Twitter and Facebook group
- Join our DIF session on C School, 8 November 17:00
- Join us in our open innovation design challenge (early 2017)
- Stayed tuned for the launch of the C School (early 2017) and apply the methods and design process to your design challenge!

newplasticseconomy.org

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