

# CIRCO



A proven circular design program  
helping companies to get started  
with the circular economy.

## CIRCULAR DESIGN WORKSHOP FOR THE CYCLING INDUSTRY

- Bikes, parts, and apparel -

19<sup>th</sup> January 2022  
6 workshops | 6 weeks



# Join the Circular Design Workshop

SIGN-UP FORM

Cycling is more popular than ever before. It is the environmentally friendly alternative to carbon emitting modes of transport. At the same time, the environmental impact of the production processes, materials and waste has not been part of the long-term strategy of the cycling industry.

Shift Cycling Culture is organising a CIRCO Circular Design Workshop specifically for the global cycling industry to create a deeper understanding of the opportunities of the circular economy and make a start with actual projects to work on. Whether you are into bikes & parts or into apparel, this is a relevant workshop for you!

During the CIRCO workshop, you will develop circular business. Along the way, you will be helped by means of a facilitated design process with knowledge, tools and interaction with other companies and designers. Afterwards, you will have developed both a long-term vision and a concrete plan that you can put into action right away.

Over a period of 6 weeks (~4 hours/week), participants will:

- Learn about circular design strategies and business models
- Redesign their product or service using circular design strategies
- Develop a new circular business model for their product and service
- Create a roadmap for implementation to transition to their circular model
- Build a strong network of like-minded people and companies

## Discovering circular opportunities

The Dutch program '*CIRCO creating business through circular design*' helps companies to explore business opportunities within the circular economy. The CIRCO method was crafted from academic frameworks and offers participants circular design strategies, circular business models and helps to create a roadmap to implement new circular propositions.

## A proven method

The CIRCO method has proven successful worldwide. In recent years, we have supported more than 1000 companies and 600 designers. In this way, CIRCO is supporting a transition towards a circular economy on a macro level. CIRCO is also an important instrument of the Dutch government to achieve their objectives for a circular economy.

**CIRCO**

[circonl.nl/international](http://circonl.nl/international)

[Shiftcyclingculture.com](http://Shiftcyclingculture.com)



# Workshop Information

SIGN-UP FORM

## 6-week online course

- 6 online sessions (3 hours) & 2 individual coaching sessions
- Homework in between the online sessions (1-2h/week)
- Total time investment ~30h

## Delivery method

- Workshops will be hosted on Zoom
- Exercises and activities are done in Mural

## Dates & times

- Start date: Wednesday 19<sup>th</sup> January 2022, for 6 weeks
- Session times: 16:00-19:00 (CET); 15:00-18:00 (GMT); 10:00-13:00 (ET); 07:00-10:00 (PT).

## Costs

- €1,000 (excl. VAT) per company of two participants\*.

*\*Reduced rate is made possible by the Dutch Government (regular price is €2,000 excl. VAT)*

## Number of participants

- 10-12 organisations (two participants per organisation)

## A team of two

To make the most of this workshop, we recommend each company has two members of their organisation joining the workshops: a Creative participant working in design/engineering to think out of the box, and one Decision making participant working in sales/marketing to move things forward.

## Workshop trainers

The CIRCO workshop will be hosted by two experienced CIRCO trainers & cycling industry insiders:

- Erik Bronsvoort (Circular Cycling, [LinkedIn](#))
- Mars Holwerda (studioMOM, [LinkedIn](#))

## Registration & more information

- Sign up via [this registration form](#)
- Email [projects@shiftcyclingculture.com](mailto:projects@shiftcyclingculture.com) for any other questions

# What is the CIRCO method?

## Academic framework

The CIRCO method is based on an academic framework of the Technical University of Delft in The Netherlands called '*Products that last*', written by C. Bakker & M. den Hollander, ea. This framework explains five circular business models and six circular design strategies.

CIRCO expanded this framework with tools and insights, to make it even better suited to application in the business environment. For this workshop, we will include cycling specific work on the circular economy described in the book '*From Marginal Gains to a Circular Revolution*', co-authored by one of the trainers, Erik Bronsvoort (Circular Cycling).

The method offers concrete design tools. Inspiring cases & examples, and it offers trainer support & interaction.

## Value proposition and peer interaction

The six-week course will explore the concepts of circular design, with participants identifying business opportunities and utilising circular design strategies to redesign their own company's propositions, products, services, and business models. On leaving the workshops, participants will have developed a concrete *Implementation Roadmap* ready for implementation at their companies, resulting in tangible outcomes from the highly effective course.

Participants will join other entrepreneurs, designers and industry professionals, learning to adapt the principal elements of circularity to their own organisations. While every company develops its own value proposition, the peer-to-peer discussions and knowledge sharing between companies has been cited as an incredibly valuable aspect of these workshops.

*"The CIRCO course has given us a weekly focus on the circular economy and forced us to really immerse ourselves into how we incorporate sustainability into everything we do. Since the course begun we're already seeing that this an important part of every conversation in projects. The project that we focussed on really highlighted a new way of Product Design, and the thinking and discussions as the weeks progressed have brought several big moments that we can begin incorporating straight away." - Jennifer Choi, Le Col*

# The process of the CIRCO method

The companies participating in the course will go through the following, carefully designed and tested, process:

## 1. Initiate

This part delves deeper into the (design) principles for the circular economy. The value destruction in the current linear chain is mapped out and the resulting circular business opportunities are identified and selected for each company.

## 2. Ideate

The most interesting circular proposition from the first part is elaborated on using the circular design strategies and business models from “Products that last.” This results in a circular customer proposition with a business model, product (re)design and additional services.

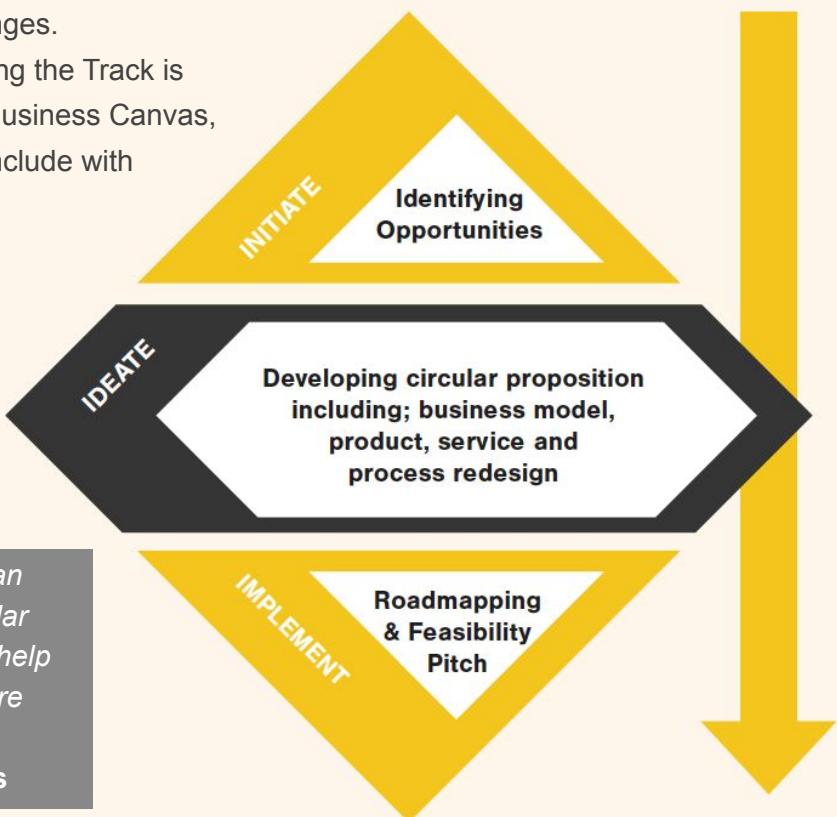
## 3. Implement

Every company prepares an implementation roadmap to bring its circular proposition to the market. What activity happens when, but also with whom to realize the required changes.

All material processed during the Track is documented in a Circular Business Canvas, after which participants conclude with a short pitch.

*“We developed a plan that I believe can serve as a platform for piloting a circular product and business model that can help us better understand how to scale more products.”*

- Brian Hanold, Trek Bicycles





### What's in it for the participating companies?

The main deliverables for each participating company are:

1. Knowledge of circular design strategies and business models.
2. A proposition for a new circular business model and a redesign of their product and service.
3. A roadmap for implementation of their proposition.

In addition to this very concrete outcome, participants will be part of a broad network of circular front-runners; the CIRCO community.

### What has CIRCO accomplished so far?

Supported more than

**1000+**

companies to create circular  
business

Supported

**600**

designers to fulfil a role as  
circular change agent

**Two-thirds**

CIRCO participants who are now actively in circular business, rolling out  
their circular proposition developed in the workshops

# Understanding where we come from: the Circular Economy in The Netherlands

The Netherlands fully circular by 2050. This goal is formulated in a nationwide program that is developed by all relevant ministries and supported by representatives of various industry sectors.

## Circular design

To achieve the goals of a transition, re-design is an important tool to enable companies in all sectors to become circular. CLICKNL (Top Consortium of the top sector Creative Industry in the Netherlands) initiated the development of the circular design program CIRCO, to support this circular transition in the design community. CIRCO is financed to a large extent by the Ministry of Infrastructure and Water Management.

## 4.000 production companies to participate in the CIRCO method

Research shows us, that a transition will fuel itself when at least 10% of the population is supporting the transition. To reach a 10% tipping point for the transition towards a Circular Economy in The Netherlands, the Dutch government wants 4.000 production companies to participate in the CIRCO design method in the next years, making circular design the new default.

## International value chains

The Dutch creative industries are working closely with companies abroad. This is why the Dutch government wants to invest in other countries and international businesses to encourage circular business and connect international value chains. Therefore we will share the CIRCO design method and knowledge with partners abroad. The ambitions of the Dutch government is to roll-out 10 CIRCO-hubs before 2023. A CIRCO-hub is a cooperation between CIRCO and a local organization who will be empowered to implement, promote and provide the CIRCO-method in their country.



## OUR MISSION

As cyclists, we are closely connected to the environment we ride in. But we seem to forget that everything we - as an industry and community - make, distribute and consume has an impact on that very nature we use as our playground.

It's time to shift that. Time to change how we bring our products to life, and how we use and re-use them. Time to take better care of the places we love to ride in. Time to use all the innovative force of this industry to become a more sustainable one. And it's certainly about time we start using the collective power of our cycling culture to take our own stand in addressing climate change.

Shift Cycling Culture aims to create awareness, spark conversations and support positive environmental actions to help materialise this shift. We launch campaigns, organise events and set up pilot projects to inspire brands and the cycling community to start doing things differently. With more care, and less environmental impact.

We love where we ride. Let's act accordingly!

Any questions,  
please contact us at  
[projects@shiftcyclingculture.com](mailto:projects@shiftcyclingculture.com)

## SHIFT CLIMATE COMMITMENT

Shift Cycling Culture is proud to launch the Climate Commitment, in collaboration with a dedicated group of CEOs, leading some of the largest companies in the cycling industry.

The letter, from CEOs to the industry, was launched on 1st November 2021 and is an urgent appeal to acknowledge the cycling industry's responsibility in reaching the UN Paris Agreement targets on Climate Change, and to do so collectively.

You can read the letter, and encourage the CEO/founder of your company to sign up here: [shiftcyclingculture.com/climatecommitment](https://shiftcyclingculture.com/climatecommitment).