

# CIRCO



a proven circular  
design program  
supporting companies  
to get started with the  
circular economy

Join the 6 week  
**Circular Design Workshop for the cycling industry**  
for bike, parts and apparel

Start 21 April 2021



## Join the cycling industry Circular Design Workshop

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 start working on. Whether you are into **bikes & parts** or into **apparel**, this is a relevant workshop for you!

During the CIRCO workshop, you will start to develop circular businesses. 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 800 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.

## Practical information

# Circular Design Workshop

### 6 week online course:

- 5 online sessions (2-3 hours) & 2 individual coaching sessions
- Homework in between the online sessions
- Total time investment ~24h

### ZOOM and MURAL:

- Workshop will be hosted on ZOOM
- Exercises are done in MURAL

### A Team of two:

To make the best of this workshop, every company joins with a team of two people:

- Someone from Design/business development
- Someone in Sales/marketing

### Dates & times

- Start Wednesday 21 April 2021 (final dates tbd)
- Online session times: 15:00-18:00 CET, 14:00-17:00 GMT, 09:00-12:00 EST

### Costs

- The cost of participation is €500 excl. VAT per company (for 2 people).

The regular price is €2000 excl. VAT. This reduced rate is partly made possible by the Dutch Government.

### Number of participants:

- 10-12 companies (2 people per company)

### Trainers:

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

- Erik Bronsvoot (Circular Cycling, <https://www.linkedin.com/in/erikbronsvoort/>)
- Mars Holwerda (studioMOM, <https://www.linkedin.com/in/mars-holwerda-04976b/>)

### More information and registration:

- [industry@shiftcyclingculture.com](mailto:industry@shiftcyclingculture.com)

# What is the CIRCO method?

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## Academic framework

The CIRCO method is based on an academic framework of the Technical University of Delft in the Netherlands. It is called “Products that last” and it is written by C. Bakker & M. den Hollander, e.a.. 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 Bronsvort from Circular Cycling.

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

## Value proposition and peer interaction

In the Circular Design Workshop, 10-12 companies will participate with two people per company. Participants will explore circular design and identify business opportunities. They will also use circular design strategies to redesign their own propositions, products, services and business models. Participants will leave the workshops with a concrete Implementation Roadmap ready for implementation, making the workshops incredibly effective. In the workshops, participants will join other entrepreneurs, designers and industry professionals and learn to adapt the principal elements of circularity. Although every company develops its own value proposition, the peer interaction is valued very highly and cooperation between companies is triggered almost every time.

### What others say about the CIRCO workshop:

‘This CIRCO workshop successfully guides you through all first steps that are most difficult to transform your cycling business towards a more sustainable one. After these energetic sessions you will feel confident that you actually can make the difference.’

- Sjors Kurvers, SHIMANO

# The process of the CIRCO method

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

## 1. Initiate

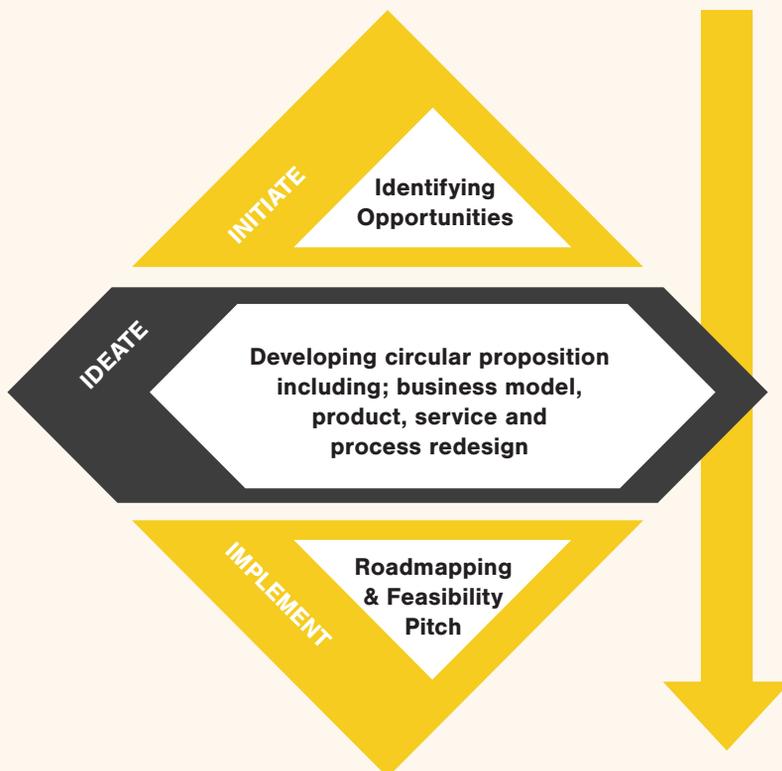
This part delves deeper into the (design) principles for the circular economy. The value destruction in the current linear chain is mapped out and the resulting circular business opportunities are identified and selected for each company.

## 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.



### What others say about the CIRCO workshop:

‘We did the CIRCO workshop, very helpful!’

- Ellis Wiggers, Gazelle



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

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

**800**

companies to create circular business

supported

**600**

designers to fulfil a role as circular change agent

**Two thirds**

of the CIRCO participants are now actively in circular business, rolling out their circular proposition developed in the CIRCO Track

# 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.

# CIRCO



## 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 further questions? Please contact us!**  
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