



# DESIGN FOR SUSTAINABILITY

WORKING GROUP

talking with **Adrian Segens**



# Cambridge Design Partnership

Strategic partner in  
product development.

Engineering complex products built  
to perform, scale and compete

Cambridge, UK • Raleigh, USA

200+  
innovation experts

100%  
employee owned

Healthcare

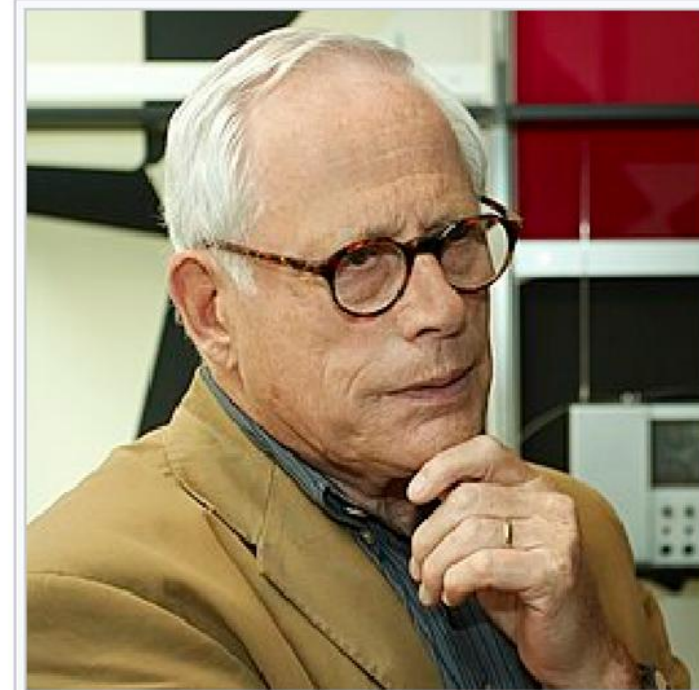
Consumer

Industrial



# Dieter Rams

**Dieter Rams** (born 20 May 1932) is a German designer who is most closely associated with the consumer products company **Braun**, the furniture company **Vitsoe**, and the functionalist school of industrial design. His unobtrusive approach and belief in "less, but better" design has influenced the practice of design, as well as 20th century aesthetics and culture.



Dieter Rams



# Sustainable & Circular Design



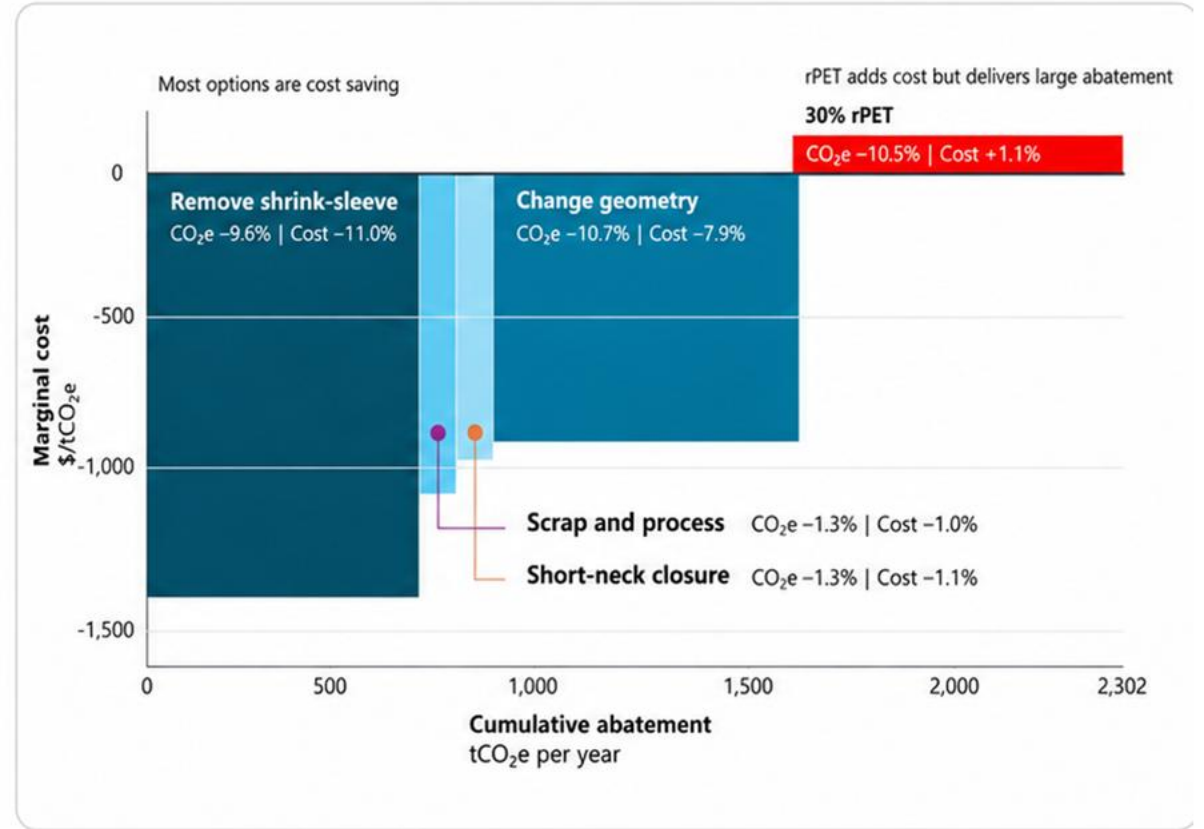
**Lifecycle thinking, engineered for scale**



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PARTNERSHIP

# Sustainability Cleansheeting

Cost and carbon in one view



# Sustainable packaging

Design levers



# Circular strategy

10 Rs

CIRCULAR ECONOMY

SHORT LOOPS

Design phase



**R0**

**Refuse**

Avoid unnecessary products and materials



**R1**

**Rethink**

Redesign how value is delivered and used



**R2**

**Reduce**

Use fewer materials and less energy

MEDIUM LOOPS

Use phase



**R3**

**Reuse**

Use again for the same purpose



**R4**

**Repair**

Maintain and fix products for longer use



**R5**

**Refurbish**

Restore products to good working condition



**R6**

**Remanufacture**

Rebuild using recovered parts and components



**R7**

**Repurpose**

Use products or parts for a new function

LONG LOOPS

End-of-life phase



**R8**

**Recycle**

Reprocess materials into new raw material



**R9**

**Recover**

Recover energy or residual value from waste

LINEAR ECONOMY



**Landfill or Incineration**

Value lost



# Klarus

## Circular product service system



### Durable core

High-quality, long-life core designed for years of reliable use. Built to be kept, not replaced.

### User interaction



Intuitive signals and seamless experience. We handle the rest behind the scenes.



reddot winner

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# Businesses: Moving to a Product Service System

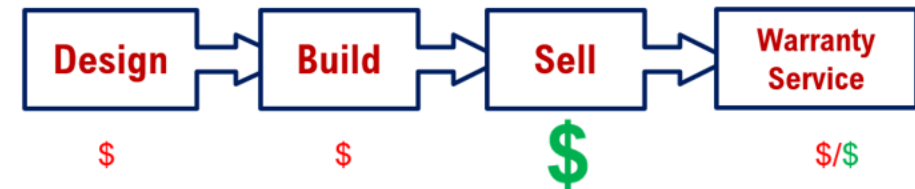
**Product Service System:** combines products and services to create value for customers.

**For customers:**

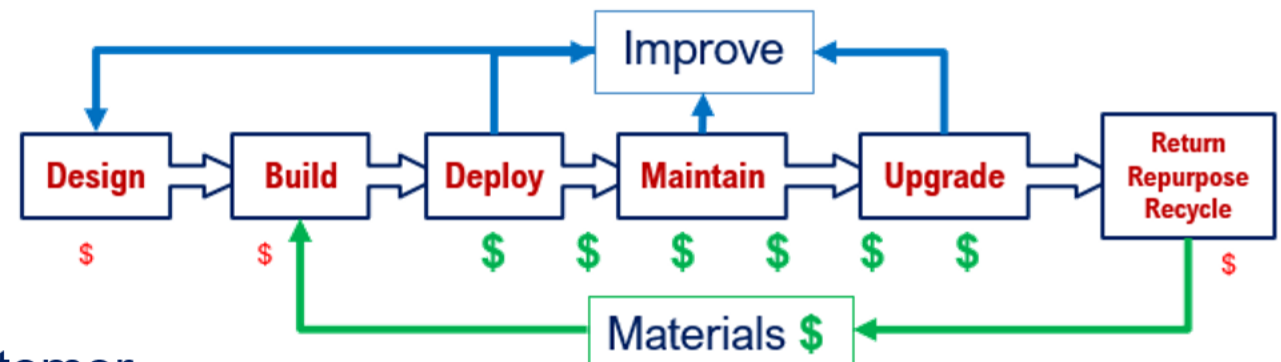
- From CAPEX to OPEX

**For manufacturers:**

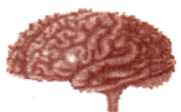
- **Full control** of the product lifecycle
- Circular Loops **reduce costs**  
The battle for batteries in Automotive
- **Direct connect** to the customer  
Updates and Upgrades
- **Guaranteed flow** of income per **loyal** customer



Traditional linear approach



Product Service System

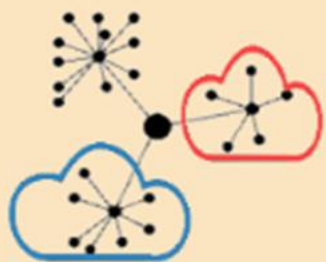


TacIT

The Know-How to Know Now



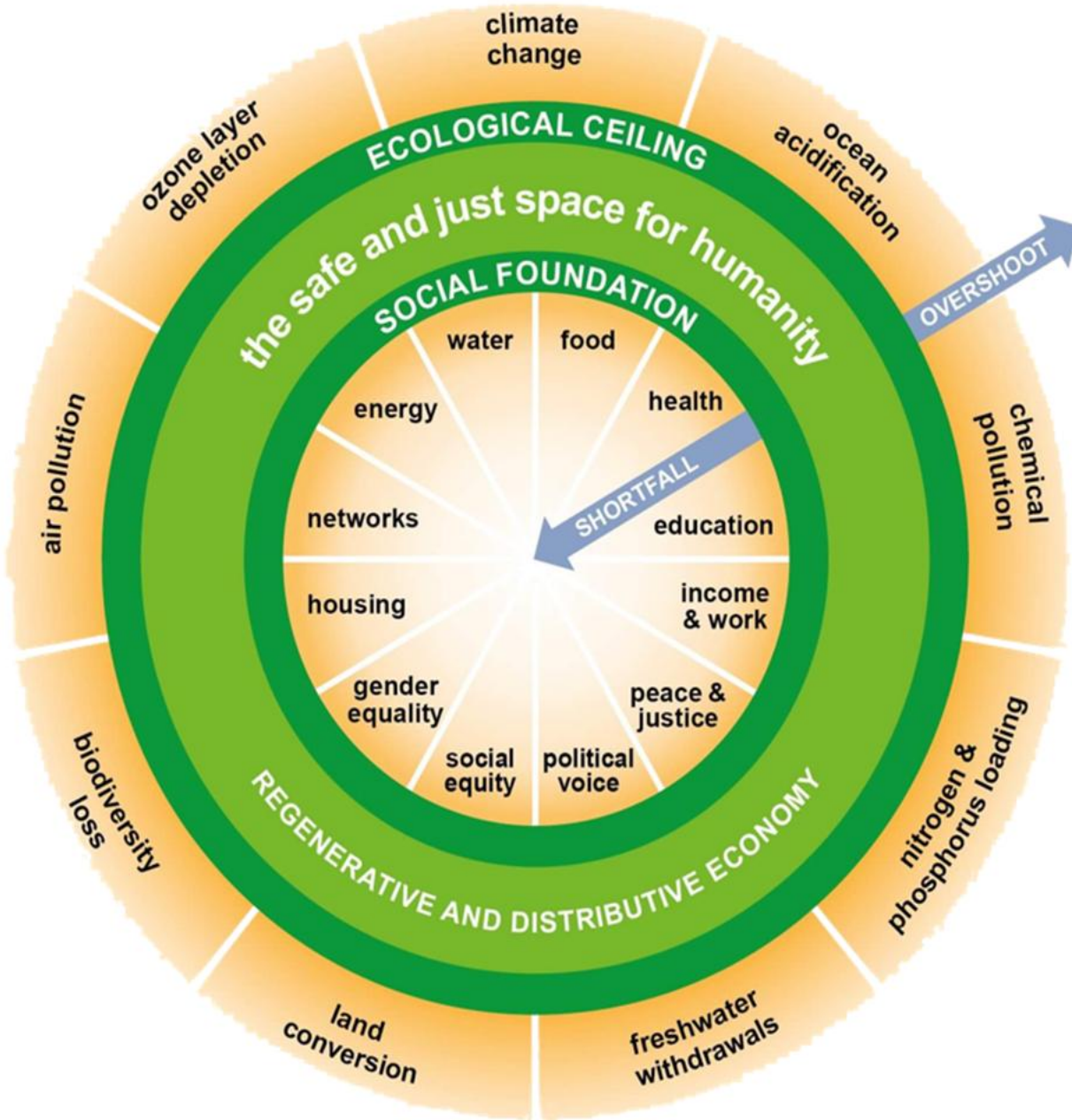
Real-time



Model-Based

# New Economical Models

the end of continuous growth



[www.kateraworth.com/doughnut](http://www.kateraworth.com/doughnut)

# You'll own nothing, and you'll be happy

**2016**

WORLD  
ECONOMIC  
FORUM

**“Saving the climate  
does involve huge  
change, but it might  
make us happier at  
the same time.”**

**Ida Auken**  
Danish Member of Parliament, Global  
Future Council on Cities and  
Urbanization



# More interesting content:

- **The WEF's Circular Car Initiative as a great vision of what a circular future looks like.**

A paper is essential reading whether you are in automotive or not:

<https://www.weforum.org/publications/raising-ambitions-a-new-roadmap-for-the-automotive-circular-economy/>

- **The European Joint Research Center on PaaS:**

<https://publications.jrc.ec.europa.eu/repository/handle/JRC143813>

- **More about Dieter Rams:**

<https://archive.org/details/rams-2018-documentary-1080p>