



The circular economy seems like an endless source of economic, environmental and social opportunities.

Nonetheless, when it comes to action, companies find it hard to identify scope for improvement and actionable levers. Eco-designing your business model while taking into account its ecosystem is exactly why we created the Circulab board.

Following your observations and experiences during the game, you will be able to summarise the main flows, actors and resources necessary to ensure the smooth functioning of your business model and also summarise the impacts generated.



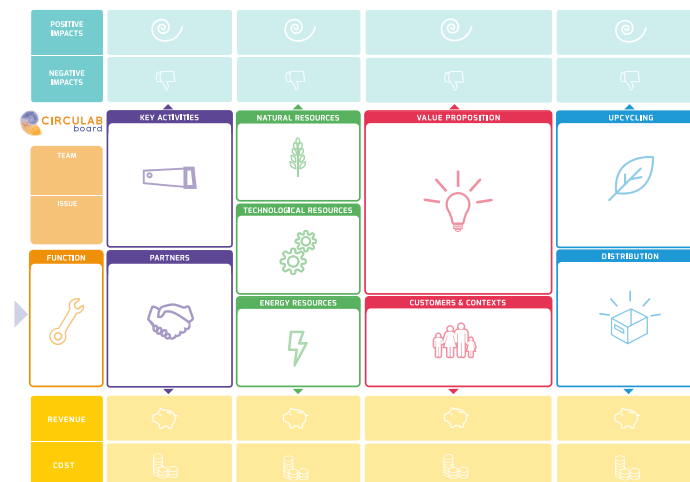
Gather together your colleagues around a table. Prepare pens and post-its for everyone, then follow the various stages to complete the Circulab board.

1. Choose the activity of the structure you want to study, or take a current issue of concern.
2. Gather together the stakeholders and/or the various company representatives. With the help of post-its, complete the white boxes by starting with the 'function' box. The questions at the bottom of each box should help to guide you.
3. Once the 10 white boxes are complete, complete the yellow rows, then the green rows, in line with what corresponds with the column indicated.
4. Your Circulab board is ready: you have succeeded in summarising the complexity of your business model.



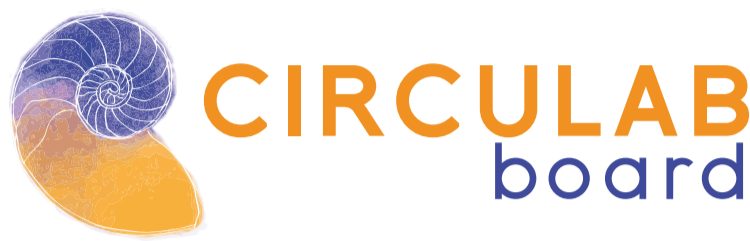
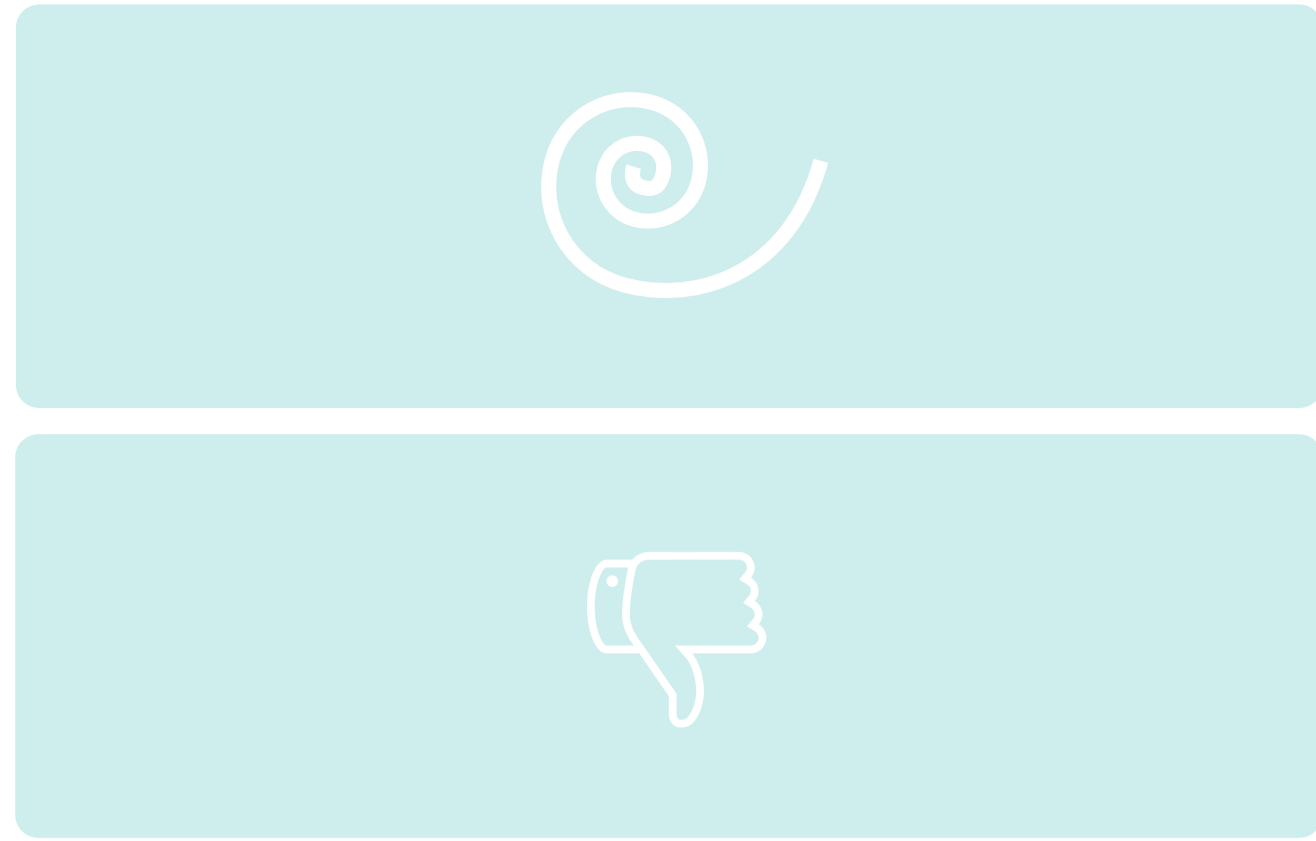
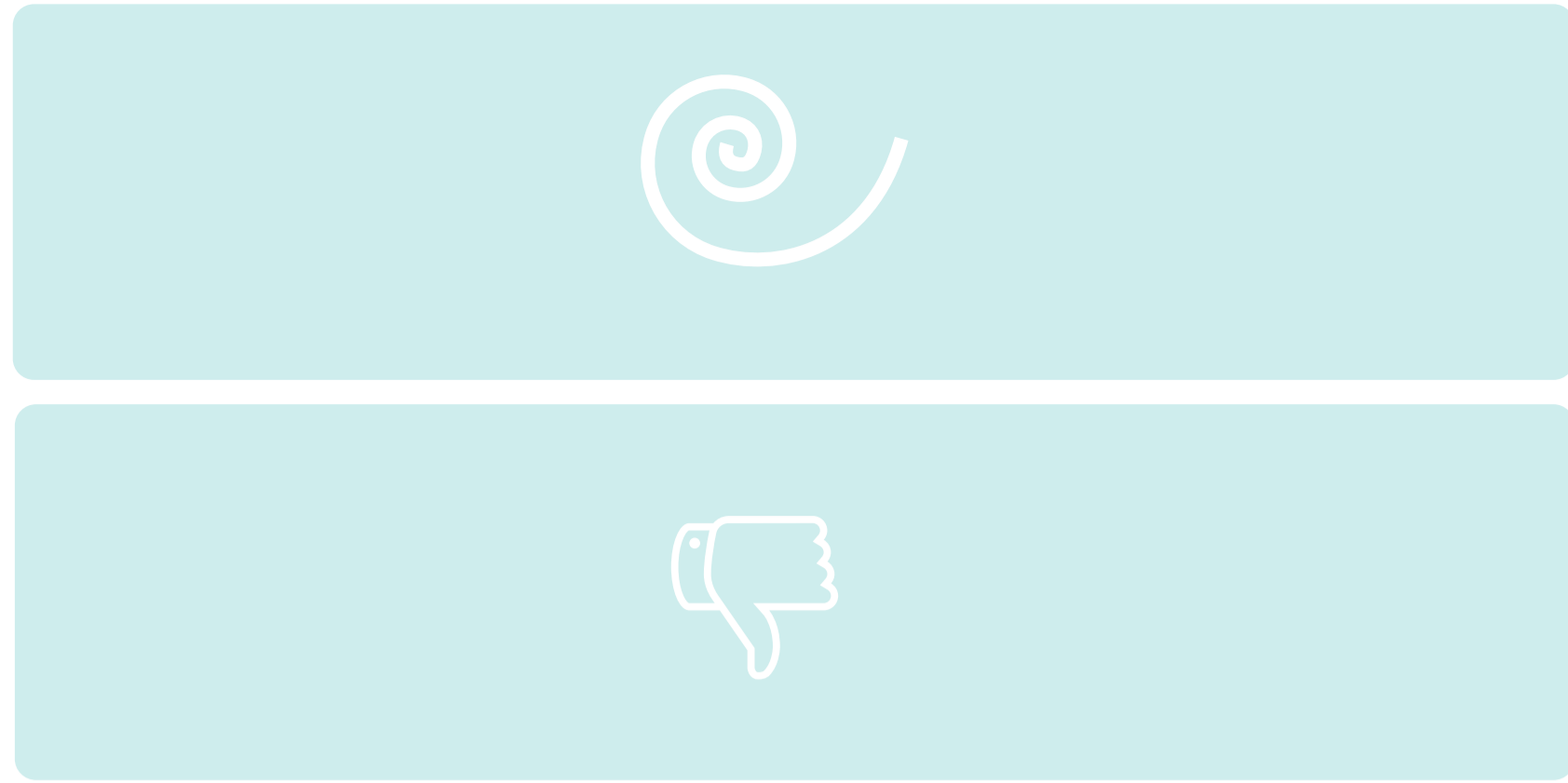
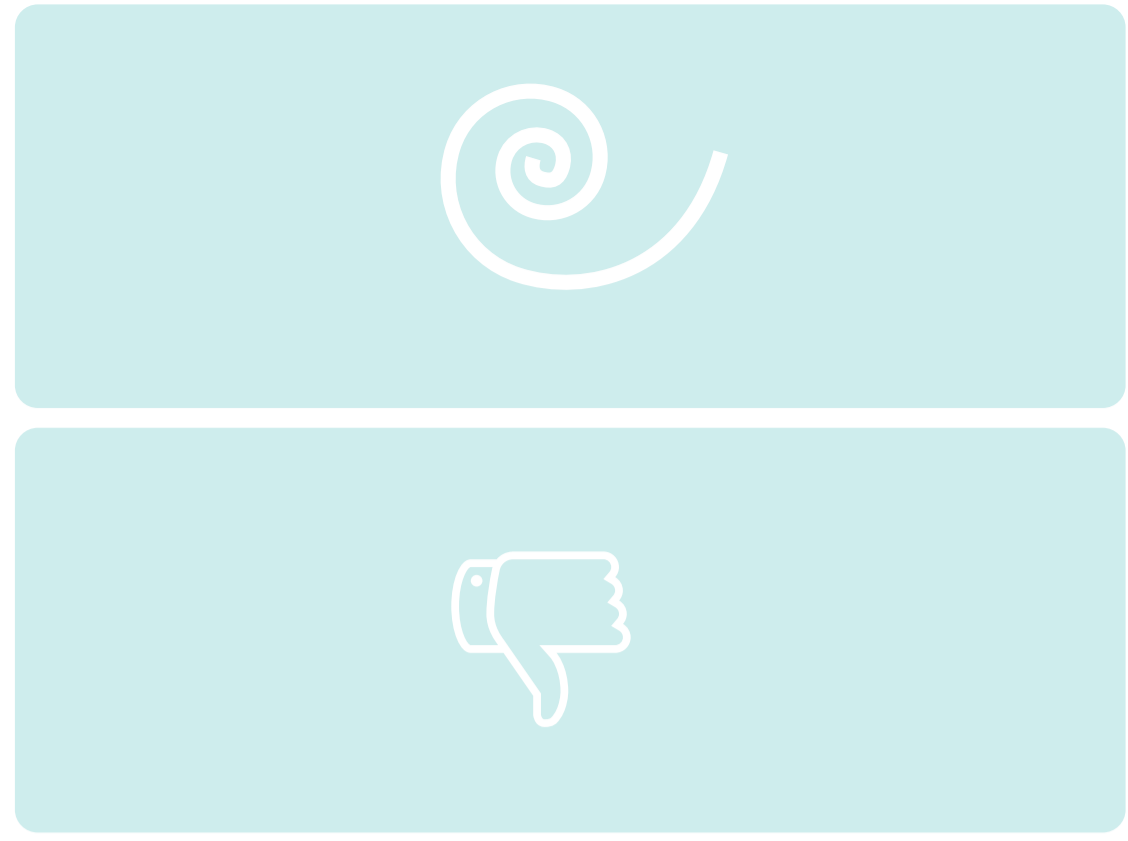
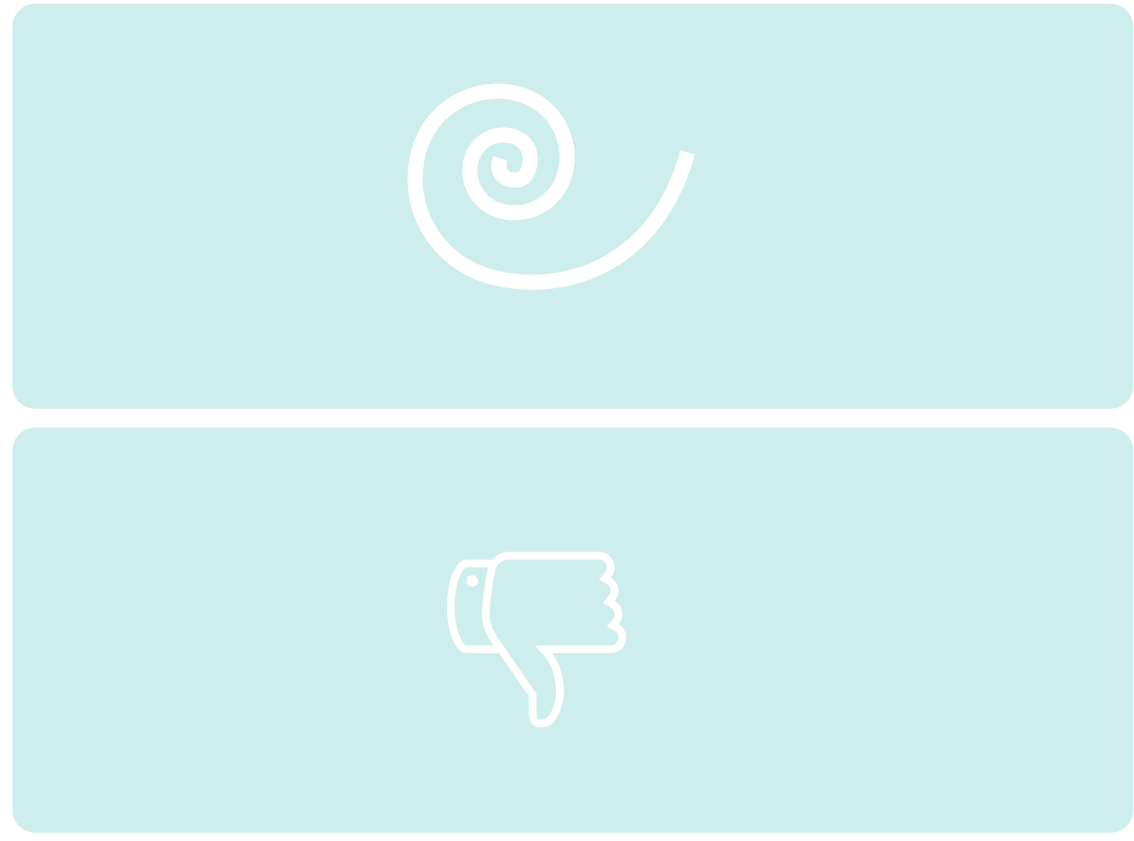
Once completed, there are many ways to use the Circulab board. Here are several other configurations to facilitate cooperation and creativity in your teams.

- > Make all the elements in one box disappear, in order to find alternatives and anticipate likely changes.
- > By means of different choices in the white boxes, try to make all your negative impacts disappear.
- > By starting once more with a negative impact, try to transform it into new revenues or into a cost reduction.
- > If several companies are involved, start with an empty Circulab board then add your respective competencies in the Partners column, and your non-recovered or non-optimised resources in the Resources columns. Together, try to find ways of recovering or mutualising resources.



POSITIVE IMPACTS
 What are the positive economic, social and environmental impacts for your organisation, society, the planet?

NEGATIVE IMPACTS
 What are the negative impacts of your organisation?
 What waste is generated, and what are the consequences on health and on nature?



TEAM

ISSUE

FUNCTION



What is the main function of the offer?
 What essential needs are met by the offer?

KEY ACTIVITIES



What are our key activities creating value?
 What expertise do we have?
 What expertise can we acquire?

PARTNERS



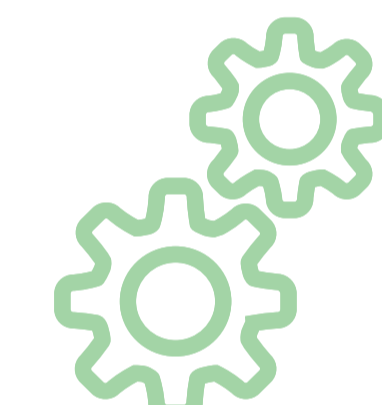
Who are our key partners and suppliers for the creation of value?
 What activities and expertise do they provide?

NATURAL RESOURCES




Which natural resources are necessary?
 Is a circularity of resources possible?
 Are they biodegradable?

TECHNOLOGICAL RESOURCES




Which technological resources are necessary?
 Which components, machines or other composite materials are used?

ENERGY RESOURCES



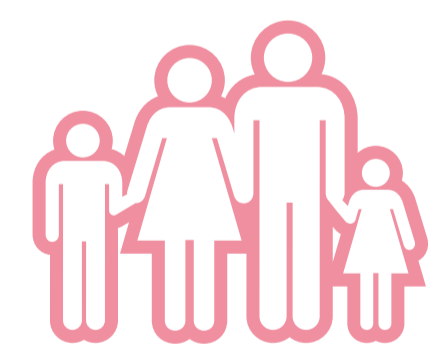
Which energy resources are required?
 Are they fossil fuels or renewables?
 Is an independent energy supply possible?

VALUE PROPOSITION




What problems do they resolve?
 What value are we offering to customers?
 What does the experience we are offering look like? How does it work?
 What are its key characteristics?

CUSTOMERS & CONTEXTS



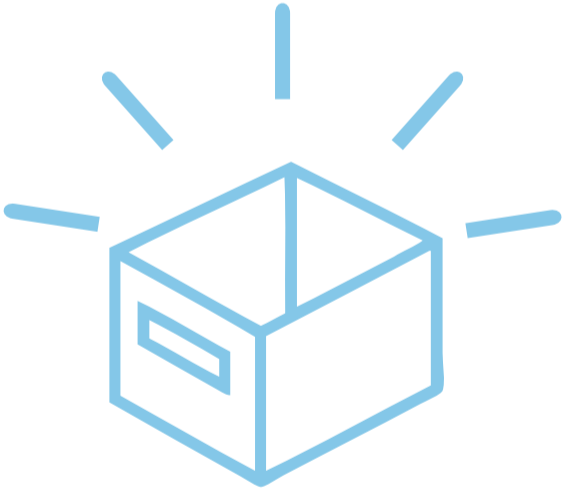
For whom are we creating value?
 Who is at the heart of our customer base?
 In which relevant contexts can we resolve the problem?
 What are the situations linked to our value proposition?

UPCYCLING



What happens at the end of the life cycle of the product and of each of its components?
 Can they be reused, repaired or recycled? How can one reach zero-waste? Could one involve the user or partners to reach this goal?

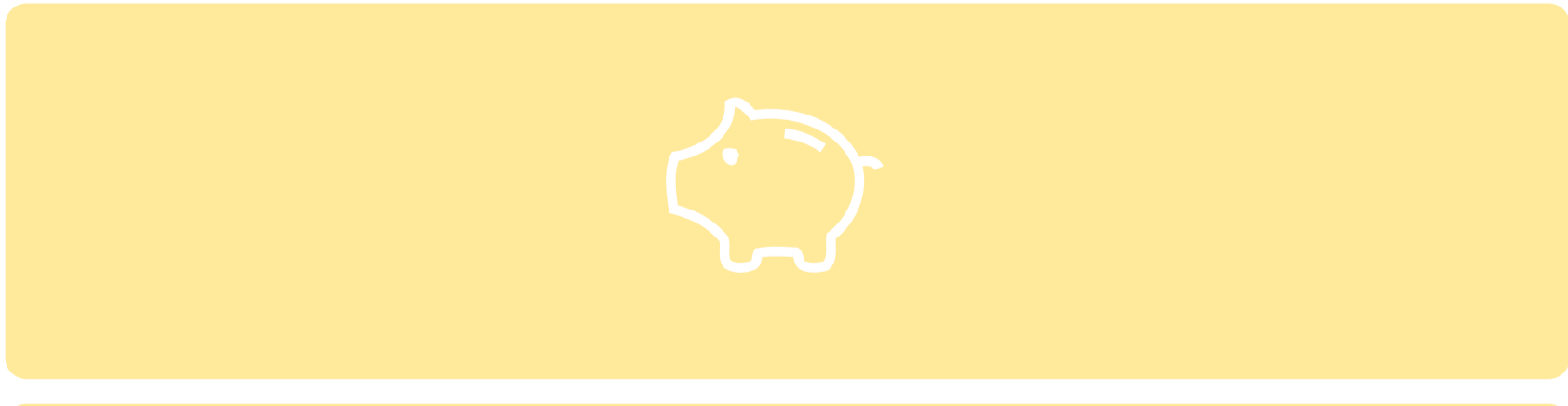
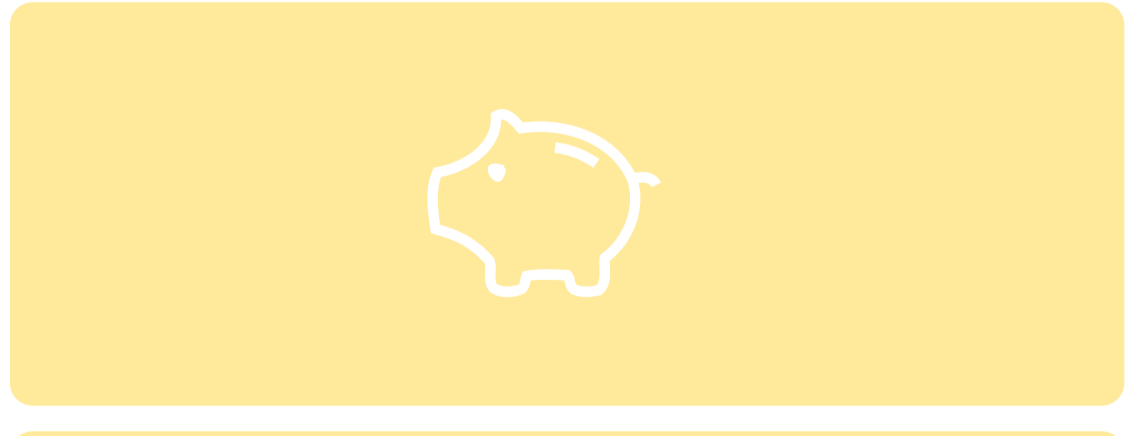
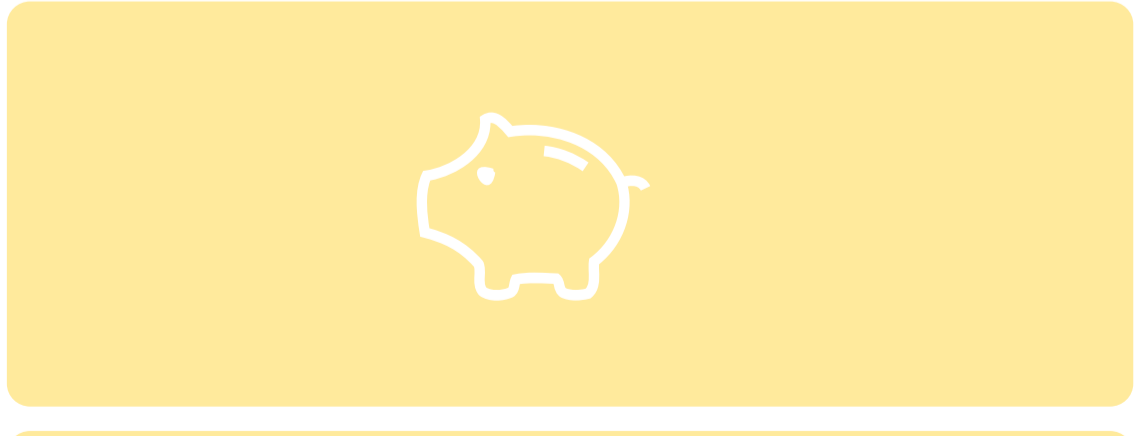
DISTRIBUTION



On what occasions do we think about our value proposition? How can we make our offer better known? How does the sales process work? What kind of customer relations process is in place? How can we develop it? How is the product/service delivered or offered?

REVENUE

What are the existing or potential sources of revenue?



COST

What are the necessary costs and investments?

