

Flagship: Scaling the Circular Economy: an integral design approach

A paradigm shift is currently underway as we embrace the principles of the Circular Economy. Central to this shift is the need to move beyond the traditional sales model to enable recovery strategies and more efficient use of resources. In order to effectively develop new value propositions that also have the potential to promote sustainable behavior, it is crucial to foster close collaboration across the entire value chain, bringing together diverse stakeholders including end users, and aligning their interests. Meeting the needs of all stakeholders and ensuring sustainable use of circular products is vital for the success of the Circular Economy.

Co-creation is emerging as a powerful tool to inspire innovation and driving the adoption and scale-up of the Circular Economy. By involving stakeholders in the creative process, co-creation can unlock new directions for innovation that address societal challenges on a larger scale.

By showcasing how co-creation can effectively drive innovation, enable stakeholder alignment, and foster the implementation of design for behavior change principles, Sonja's research contributes to a deeper understanding of the transformative potential of co-creation in this context.

About Sonja van Dam

Sonja van Dam is Assistant Professor in circular product design and energy consumption & transitions at the faculty of Industrial Design Engineering. Key elements in her work are co-creating circular product-service systems and designing for sustainable behaviour change.



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Research project that Sonja has been involved in related to this topic include:

TULIPS <https://www.tudelft.nl/en/ide/research/sustainability/tulips>

ReCiPSS <http://www.recipss.eu/>

