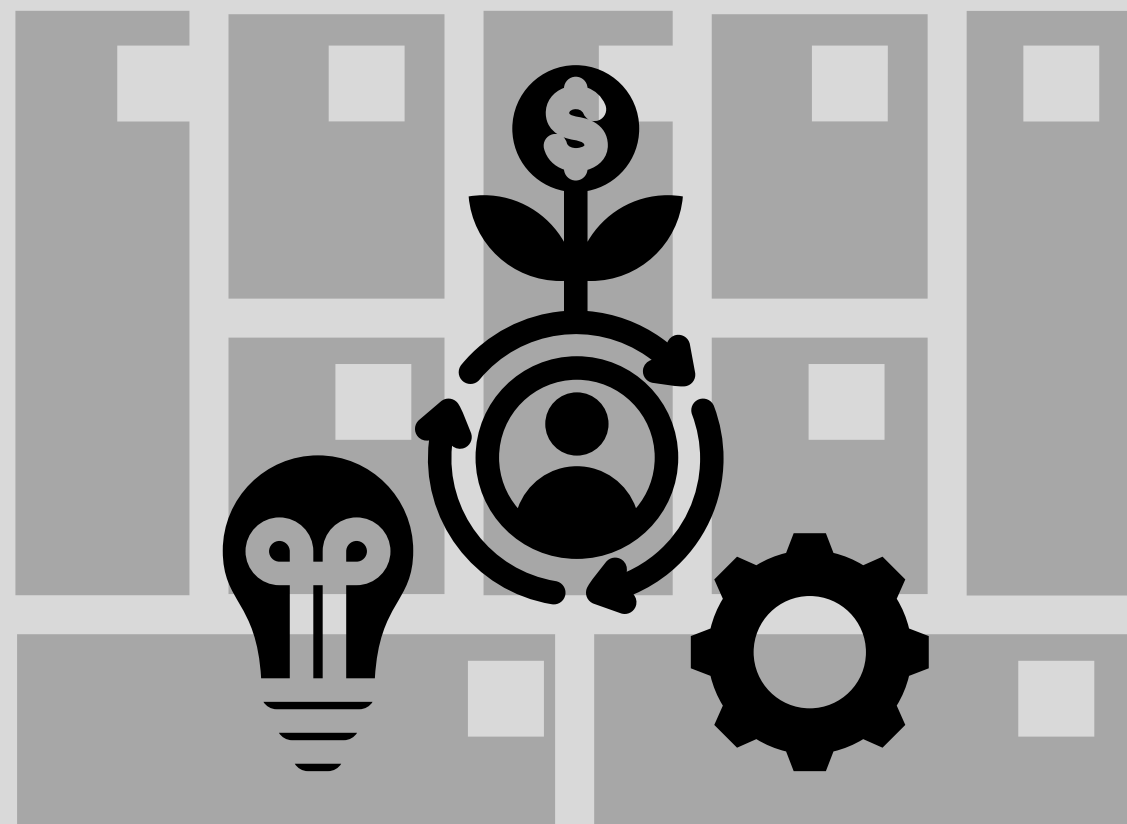


Designing better Business Models with the Circular Economy Patterns



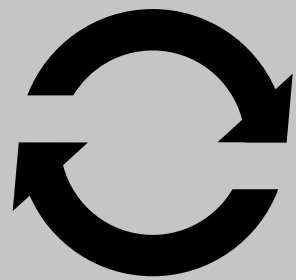
by the BMI Lab

Circular Ecosystem Patterns

by BMI Lab

4 categories

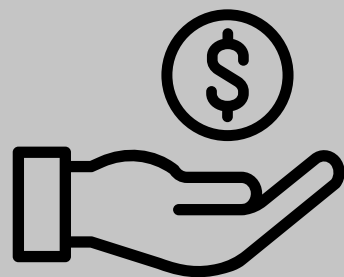
close
the loop



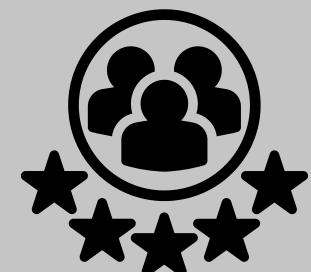
Improve
the loop



Monetise
the loop



excite
the loop



Close the loop

by closing material flows
with these patterns

- Product-Reuse
- Part-Reuse
- Recycling
- Circular Design
- Biodegradability
- Waste as Input
- Reverse Logistics

Improve the loop

by creating sustainable solutions
using these patterns

- Increased Longevity
- Maintenance & Repair
- Eco-Efficiency
- De-Materialisation
- Sustainable Sourcing
- Localisation
- Detox
- Energy Recovery

Monetise the loop

by creating innovative revenue models using these patterns

- Pay-per-Use
- Rent instead of Buy
- Performance-Based Contracting
- Subscription
- Fractionalized Ownership
- Dynamic Pricing
- Revenue Sharing
- Incentivised Take-Back

Excite the loop

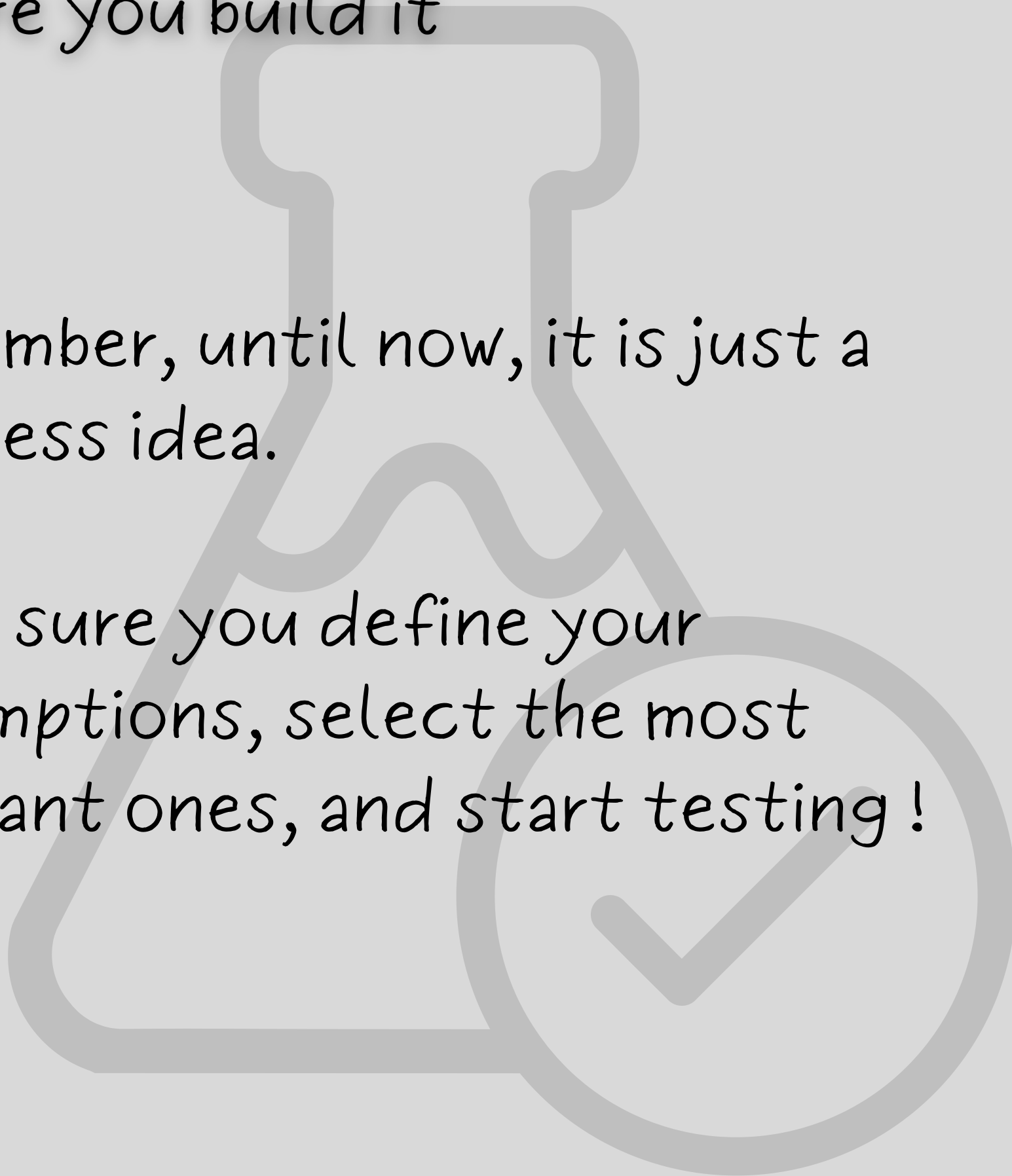
by creating customer-desired offerings
using these patterns

- Solution Provider
- Mass Customisation
- Experience Selling
- Marketplace
- Prosumer
- Eco Lock-in
- Sharing
- Eco Robin Hood

Test it
before you build it

Remember, until now, it is just a
business idea.

Make sure you define your
assumptions, select the most
relevant ones, and start testing!



I help you find sustainable customer-focused ideas and business models that align with your organization so that you can confidently bring them to market!

