



# CIRCULAR DESIGN FORUM

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# Systemic Design Knowledge stream

Session report out. 29<sup>th</sup> March 2022

Hosted by [EGGS Design](#)

Supported by [VanBerlo](#), part of [Accenture](#)

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# The Team



Chief Creative Officer

**Jan Walter Parr**

EGGS Design



Service Designer

**Kristine Lundteppen**

EGGS Design



Service Design Strategist

**Rina Strydom**

VanBerlo part of Accenture



Sustainable Designer  
& Strategist

**Alicia Ville**

VanBerlo part of Accenture



Industrial Designer

**Anna Gebala**

EGGS Design

# EGGS Design. Main organizers

**Jan Walter Parr,**  
Chief Creative Officer  
of EGGS Design

Jan Walter one of the EGGS Design founders, as well as the Chief Creative Officer. He is EGGS's key player in building methods for sustainability, circular design, behavioural design, insight, service design, and design-driven innovation. In the winter of 2021, he acted as Head Coach for Luxinnovation's Circular Design Challenge, guiding startups towards new circular business models. As a central figure in the development of Service Design in Norway, he is the winner of multiple design prizes, for example, as the winner of "Statens Designkonkurransen" and multiple Awards for Design Excellence by the Norwegian Design Council within the categories "Product design," "Service Design" and "Design for all." His deep engagement within sustainability guides his and EGGS' practice. Jan Walter has many design-driven innovation projects behind him, including many design pilots (DIP) sponsored by the Norwegian Design Council. Jan Walter is a guest lecturer and diploma censor at design institutions such as NTNU, AHO, HiOA, and HiØ. [LinkedIn](#)

**Kristine  
Lundteppen**  
Service Designer

Kristine Lundteppen, a service designer at EGGS Design, has a forward-thinking approach to design and always aims to positively impact our society by practicing holistic-, human-centered-, and sustainable design. She has a broad academic background from studying at Oslo Metropolitan University and Umeå Design Institute in the design fields; Product-, Service-, Interaction-, and Systemic Design. She has worked with diverse topics and approaches in various industries, from mobility, renewable energy, digitalization, the textile industry, consumer behavior, and women's health. Currently, she is working on electrifying Norway with renewable and clean energy by enabling data-driven decisions through utilizing systemic, and service design approaches. She is engaged in integrating systemic methodologies in the service design discipline- transforming insight into strategic interventions and problem-solving products. [LinkedIn](#)

# VanBerlo, part of Accenture. Support Team

## Rina Strydom

Service Design Strategist

Rina Strydom is a senior service design strategist at VanBerlo. She previously worked as senior Service design at Fjord, part of Accenture Song, in South Africa for 2 years. Her approach to service design is to translate experience strategy into a holistic approach that touches all aspects of products and services across industries to design for system change and circular economy. Rina has a master's degree in designing for Sustainability and human-centred design at SCAD. Here she worked with the university and non-profit organisations in the United States to study and influence social change for circular economy and extend the life cycle of usage of consumers and corporate behaviour change. [LinkedIn](#).

## Alicia Ville

Sustainable Designer  
& Strategist

Alicia Ville is a sustainable designer and strategist at VanBerlo. Donella Meadows' enthusiast, who aims to leverage systemic and visual thinking within design organizations to tackle climate collapse and shift behaviors. Alicia has a background in industrial product design, she moved from Spain to the Netherlands for her master's studies at TU Delft University. She joined VanBerlo two years ago and works mostly on sustainability-related projects (visualizing product-service-systems value flows, helping clients define sustainable strategies and how they can translate them into their products). [LinkedIn](#).

# Why we organized this Knowledge Stream

We see the potential of applying systemic design while working with the circular economy. It enables us to look beyond the product or service and to see the connections and processes along the entire lifecycle and system.

We believe that creating the Systemic Design KS (Knowledge Stream) will help us connect with others working within the systemic design. As a team, it will be easier to map knowledge gaps, and challenges and recognise efficient practices.

# Goals of this first session

## The goal

By sharing our knowledge about Systemic design in circular value streams, we wanted the members to understand how they personally can benefit from using Systemic Design methods to enable circularity and in general experience the value of systemic design. We wanted to create a space to learn not only from us but also to facilitate practice lead learning session “learning by doing”. We wanted every participant to have the possibility to share and learn from each other, by discussing challenges and opportunities from several perspectives.

## The impact

The impact envisioned from the session was to empower and expand the members’ toolbox that are battling and experiencing systemic challenges, in addition, we wanted to inspire and share our knowledge about systemic design that perhaps could result in breaking down barriers for succeeding in creating a circular economy.

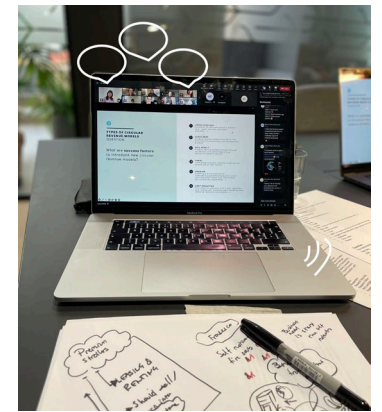
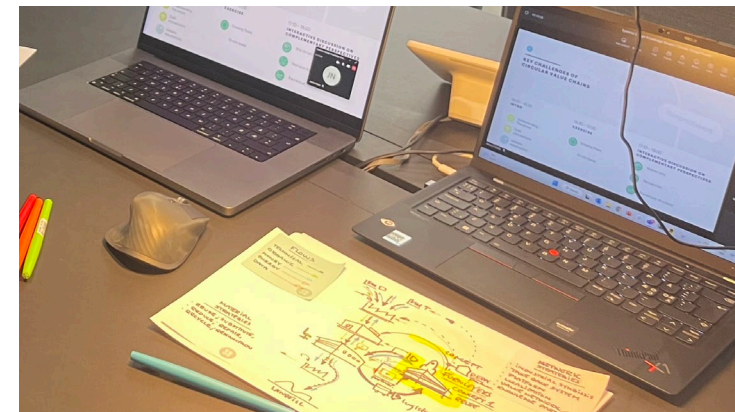
We wanted the members to learn how they can overcome challenges and explore new possibilities by using systemic design methods.

# Session Setup

The focus of the session was on the key challenges encountered when applying systemic design in circular value streams. The session consisted of three main elements: sharing our experience, practice by doing, and discussion.

## *The setup*

- A brief introduction to systemic design
- Case sharing
- Exercise - Drawing flows
- Discussions





→ THE SESSION

# Introduction & Case Sharing

The session started with a brief introduction to systemic design to create a common understanding of the use terms. As the next step, a Gront Punk project was presented to go more in-depth. The case included methods used from gathering insights with interviews, crafting interventions, created concepts, and their validation.

Here you can read more about the case.

<https://eggsdesign.com/work/case/calculated-design-for-sustainability>



→ THE SESSION

## Exercise – Drawing flows

The activity of mapping the flows together was used to explain the different types of flows involved in circular value streams. As a next step, the layer of material strategies, network types, and revenue models were added as circular strategies.



# Discussion Topic 1. Know your Materials

- Regulation is a strong driver that has started to change things fast.
- Changing a material requires finding a new supplier. It is challenging when current ones are already established.
- Sharing data about recycled material and its impact can help convince customers of new materials that might have different or lower aesthetic qualities than virgin ones.
- Using an argument of potential marketing leverage could be used while arguing for the more sustainable but also more expensive material.

## Discussion Topic 2. Build Networks

- Solving all problems on your own is too big for one company or organization. There is a need to connect with other companies to combine the efforts.
- Internal policies create a challenge. They are isolating companies. Facing a second mindset could be inspiring and beneficial to challenge current practices.
- The bigger the company the stronger influence of internal policies and the more limited the possibilities to collaborate and share work.
- Neutral entities have the potential to help companies overcome IP burdens that can slow down sharing insights to accelerate the circular transition. Circular Design Forum is one of those platforms.
- Another neutral organization is Circular Economy Club. It is a non-profit international circular economy network. It is focused on teaching and helping to support the transition towards a circular economy. It can be found in many cities, e.g. Amsterdam.
- Creating platforms to connect multiple stakeholders. Help to arrange the supplier and demand.

## Discussion Topic 3. Find Revenue Models

- Revenue models, leasing, or renting might be more profitable than selling. Collected and analyzed data could be used to argue against the traditional economic model.
- Dare to rethink your offerings in order to achieve sustainability.

# Discussion – Tips

- Storytelling is powerful to convince users.
- Changing people's mindsets requires the use of different tools: hard KPIs, talking to their feelings, regulation, or creating a convincing story.
- Even a small but very motivated group of people within the company can trigger a change.
- Retailers are very competitive. Lists that are ranking products based on sustainability qualities can be a strong incentive for companies to invest in research and product development.

→ NEXT

## Final remarks

The goal of the session was to provide an introduction to the systemic design but also broaden the knowledge for more experienced participants.

We managed to engage a great amount of the participants in the session. Enthusiasm and openness to share knowledge were inspiring.

We had the ambition to go more in-depth but with limited time, a broad topic, and a number of activities to become too challenging. Narrowing down to the specific topic should be used for the next session

Keep the discussion alive in the Miro board.  
The slide deck can also be found there.

→ NEXT

## Follow up

**Closing and connecting.** Use of MIRO board to keep contact and share the results from this first session.

**Share.** Share inspiration and tools that help you apply systemic thinking in your process

**Questions.** Share or answer questions from the community, cross pollinate and connect for collaboration

**KS Next steps.** We would like to hear from you how to keep shaping this KS to deliver most value to the community.





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