

Circular economy design principles; feedstock, product system and end-of-life

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The role of product design is changing dramatically with products that have to fit in the circular economy. Designers need to develop product ecosystems and engineer a product's value chain to create circular concepts.

In this presentation the challenges, opportunities and design principles are being shared that take into account the product life cycle, from feedstock to product system to end-of-life. Strategic and practical examples will be shared that relate to market adoption drivers, such as extended producer responsibility, product as a service, and targeted recycling product-infrastructure combinations.

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Author biography:

Name: Rick Passenier

University/Institute: Rick Passenier is founder and global director sustainability at PACE, a globally operating technology and design consultancy company specialized in creating sustainable value chains for plastics. He obtained his Master's degree in Industrial Design Engineering at Delft University of Technology, and is currently working on creating circular product design principles with the same university, as well as implementing policy, technology and business concepts for accelerating the circular economy.

