

# CIRCULAR ROLLOUT

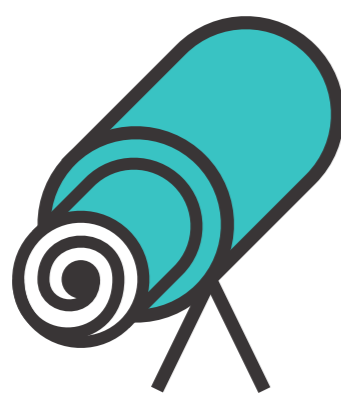
Bridging the design-implementation gap in circular economy

## Challenge

The circular economy is a significant opportunity to create environmental, social and business value. However, although business model and product redesigns have been made, little have been implemented. Project management consultancy Critical Minds wanted to help their clients cross this design-implementation gap. This graduation project focused on researching and designing part of this consultancy service.

## Circular Rollout

Circular Rollout is a consultancy method, workshop and set of tools that is used after identifying circular opportunities. Using the toolkit, a project proposal is created that is ambitious yet realistic, one that will actually be rolled out. After the workshop has been completed, the project proposal can be 'rolled out' on an office wall to be presented to colleagues.



### 1 Determine desired scope

Circular economy is a big topic, so where to start? Align your project with strategic business objectives to guarantee success.



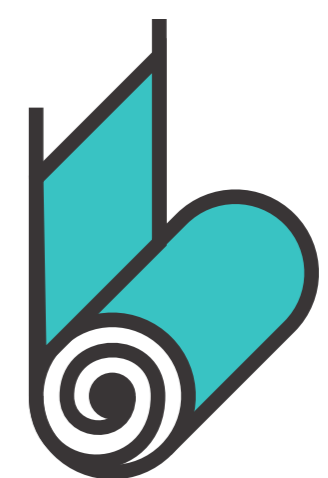
### 2 Compare projects & select one

Create and compare 3 potential projects, varying in scope and impact. Which one fits your desired scope best?



### 3 Create actions & end goal

Ensure the project is followed-up with by creating concrete actions. Create a Big Hairy Audacious Goal to include the long-term perspective.



### 4 Rollout circular project

Roll out the project proposal in your office by hanging it on the wall. Inspire your colleagues with a presentation!



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