

  
**DISCOVER**

  
**BUY**

  
**SERVICE / USE PERIOD**

  
**MAINTANCE**

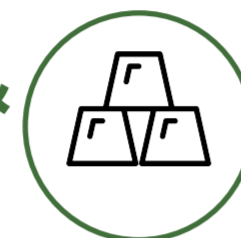
  
**AFTER USE**

**RESEARCH & DESIGN**



- What is the actual need or purpose of the product or service?
- What kind of customer experience do we aim to provide?
- What raw materials will be used, and how can they be reused?
- What is the business model, and can it be adapted to support a circular economy?
- How does the product function within the broader ecosystem?
- How can the product or service help customers achieve their circular economy goals more effectively?

**PURCHASING & MATERIALS**



- Where do the materials come from?
- What is the purity of the materials used, including packaging materials? Are there any harmful substances or compounds involved?
- Can the materials be easily reused?
- How can the use of ecological, recyclable, or recycled materials be encouraged?
- What is the range of materials available or considered?

**MANUFACTURING**



- Does the production process generate waste or shunt current, and what happens to it?
- Within the company?
- Outside the company?
- How energy-efficient is the production process?
- Is renewable energy used in production?
- How much water is used in the production?

**DISTRIBUTION**



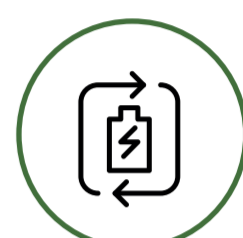
- Are logistics optimized for both efficiency and environmental impact?
- Can logistics be further improved through partnerships or new technologies?
- Do logistics operations utilize emission-free fuels?

**SALES AND MARKETING SUPPORT**



- What are the core messages of the marketing strategy, and how do they reflect sustainability values?
- What unique and sustainable value does the product or service offer?
- What is the business model and revenue logic (e.g., volume-based sales, leasing, sharing platforms), and how can it support circular or regenerative practices?
- What is the target market size, and what are the sustainability-related goals?
- How is customer support organized to promote responsible and long-term use?
- How can customers be guided and encouraged to use the product or service in a sustainable way?

**AFTER SALES**



- How can predictive maintenance extend the product's lifecycle and reduce waste?
- How can product and service updates or retrofits be supported to enhance longevity and sustainability?
- How can customer support be organized to be both accessible and environmentally responsible?
- Are there take-back or recycling systems in place for end-of-life products?
- How can the product be designed for easy disassembly and repair?
- What incentives or services can be offered to encourage customers to return, upgrade, or reuse products?
- How can digital tools (e.g. apps, platforms) support sustainable maintenance and usage?