



Towards a Sustainable Finnish Re-Manufacturing Industry

Circular Economy Life Cycle Opportunities Canvas

INTRODUCTION

The **Circular Economy Life Cycle Opportunities -Canvas** supports the systematic identification and structuring of potential innovation opportunities across the product lifecycle and value chain. It also illustrates the interaction between the company's strategy, product design, manufacturing processes and customer interactions with the product throughout the lifecycle.

The canvas guides participants to explore how products, services, circular business models, technologies, and practices can be improved or reimaged to better support circular economy and sustainable transition goals. It encourages looking beyond incremental improvements to identify opportunities related to durability, reparability, recyclability, resource efficiency, energy efficiency, value recovery, and new forms of value creation.

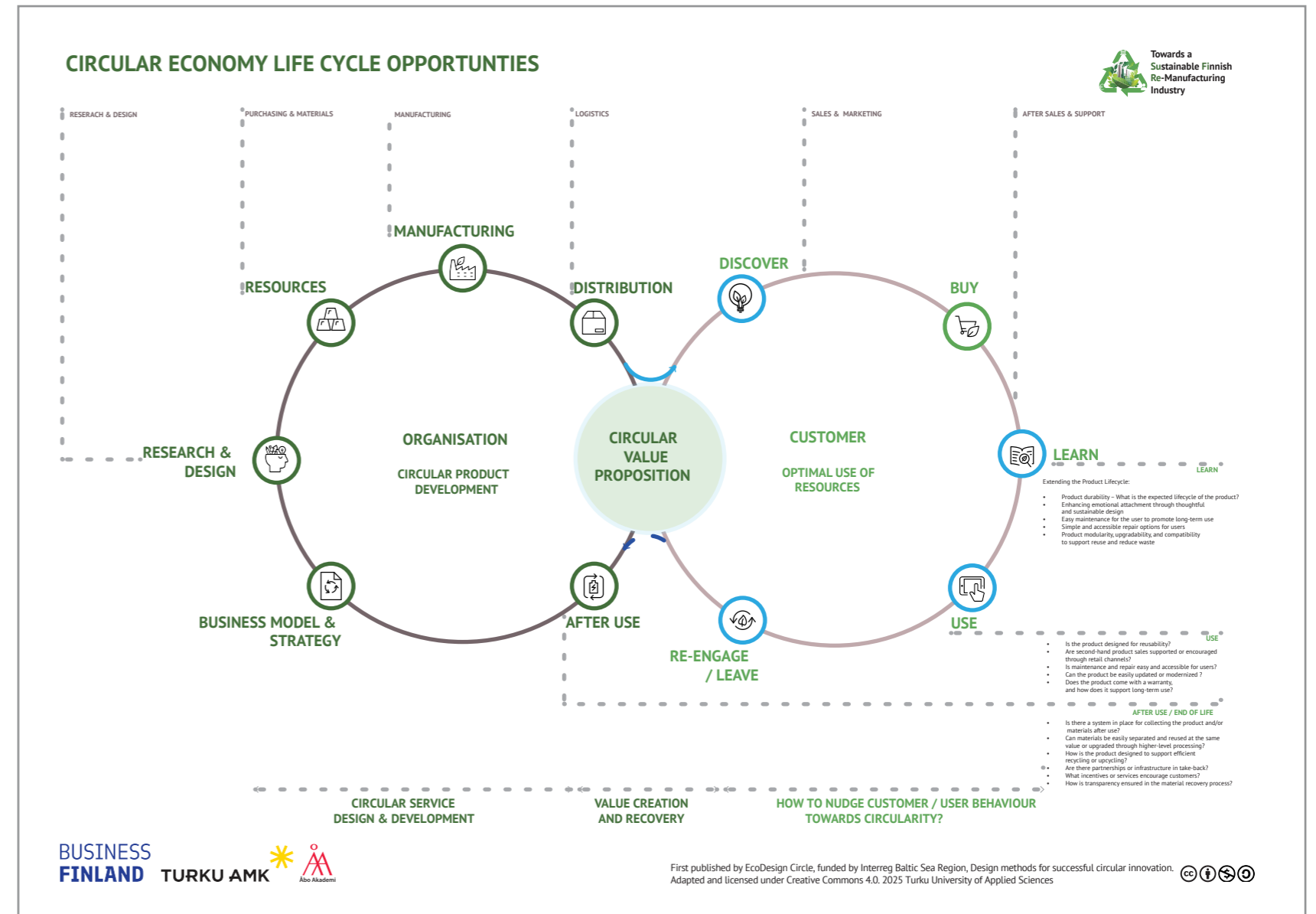
OVERVIEW

TIME: approx. 60-80 min

PEOPLE: 3-5 people per team from different departments or disciplines up to 6 teams

CREATOR: : Based on EcoDesign Circle Interreg Life Cycle Discussion Canvas redesigned by Johanna Liipola / SuFiRe -project / Turku University of Applied Sciences

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HOW TO USE

This canvas helps **identify circular economy innovation opportunities** across the product lifecycle, revealing gaps and incorporating the customer perspective. It also provides a foundation for **developing new strategies, service and product business models, and value creation and recovery opportunities.**

Use this canvas to explore and understand what kinds of circular economy innovations can be developed throughout the entire product lifecycle. The canvas **supports systematic thinking by connecting insights from design, materials, production, use, customer interaction, and end-of-life stages.**

STEP ONE:

In this phase, **participants analyse and identify gaps**, inefficiencies, and linear practices across the product lifecycle.

The participants can examine **products and services from the customer and user perspective to better understand needs, behaviors, and barriers related to circularity.** The work captures existing practices as well as new innovation ideas without evaluating or prioritizing them too early. Participants explore opportunities related to product durability, reparability, upgradability, reuse, recycling, energy efficiency, and value recovery

STEP TWO:

At the **bottom of the canvas, this second step invites participants to reflect on and develop sustainable and circular economy business model strategies.** The aim is to align these strategies with customer and user needs and goals towards sustainably. Participants can also ideate value propositions and revenue models that support circular value creation and recovery, as well as extends the product lifespan.

OPTIONAL:

If you have used the Process and Value Mapping Canvas in the workshop to map the current state, you can also reuse the post-it notes from that canvas. This allows you to work more efficiently and helps identify gaps where no sustainability- or circular business model-related services, innovations, or opportunities have yet been identified.

RESULT

A visualized map of new business strategies and business models opportunities.

YOU CAN ALSO USE THIS

- Developing new strategies for circular and sustainable transition
- Designing new service and product business models
- Identifying value creation and value recovery opportunities
- Structuring next steps for research, development, and innovation (RDI) activities
- Interaction with the customer to find their needs and objectives to your product and service models.

NEXT STEPS / RECOMMENDATION

Recommended to use together with Process and Value Mapping – canvas. You can also use this as basis to create Sustainable transitions vision roadmap -canvas. Also can be used together with Business model canvas.



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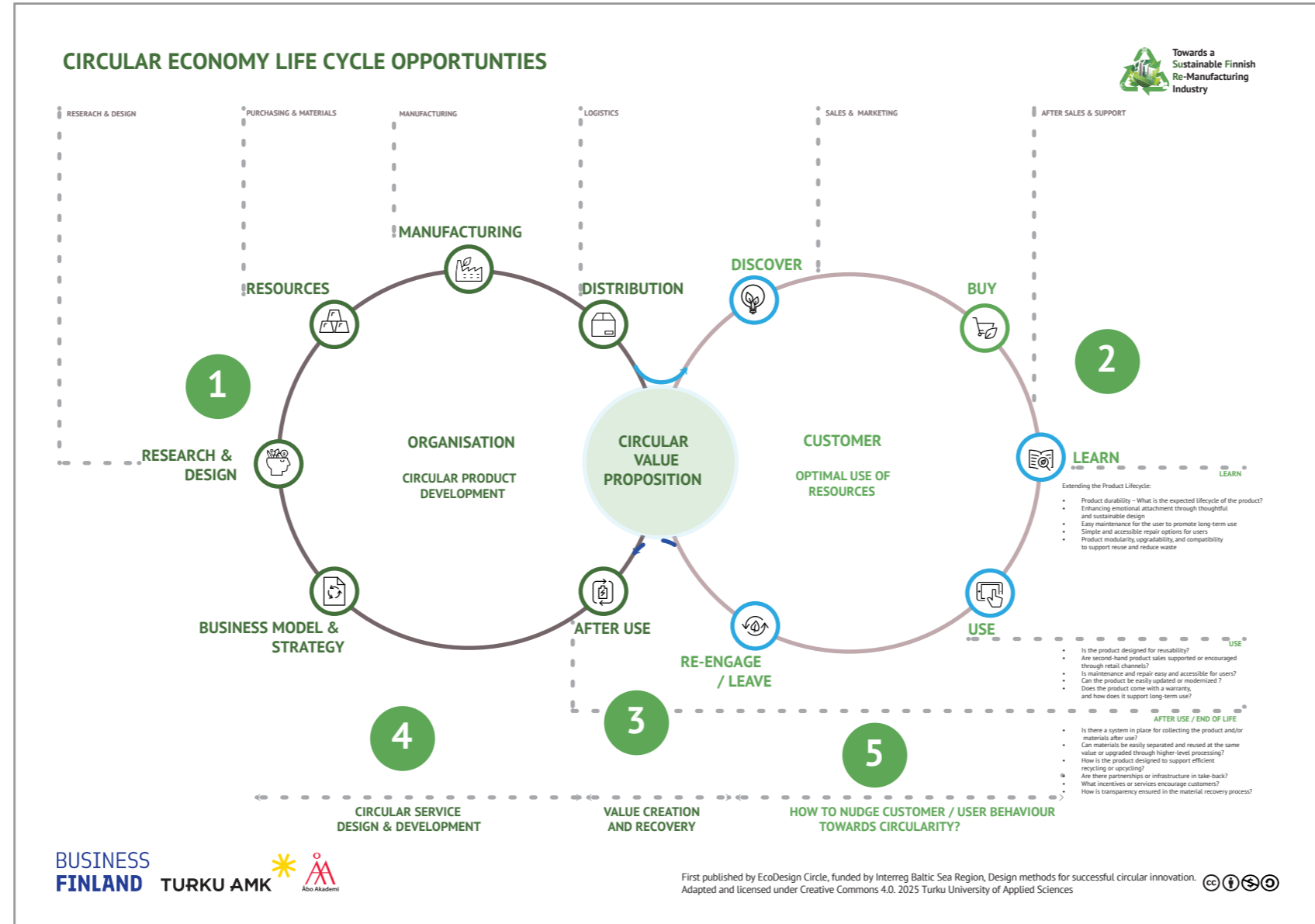
1 ORGANIZATION AND COMPANY CIRCULAR PRODUCT DEVELOPMENT

Consider and identify what types of circular economy actions have **already been implemented**. For example, use yellow Post-it notes to capture and organize the information.

HINT: You can also skip this or reuse the current status canvas results.

Think, reflect, and innovate on what kinds of circular economy innovations are planned or could be implemented **within the organization's product and service development**. Use green Post-it notes to capture and organize your ideas.

Think, reflect, and innovate on what kinds of circular economy innovations are planned or could be **implemented outside the organization**—for example, green electricity or external partnerships. Use pale green Post-it notes to capture these ideas.



2 CUSTOMER CIRCULAR PRODUCT USE

Consider and identify what types of circular economy actions already take place from **the use and customer perspective** (e.g., product use, maintenance, sharing, reuse, or lifetime extension). Reflect also on aspects such as product durability, ease of maintenance, repair possibilities, and how customers experience and value the product over time. Use yellow Post-it notes to capture and organize these observations.

Think, reflect, and innovate on what kinds of circular economy solutions could be developed from the **customer and user perspective within the organization's products and services**. Consider how product lifecycle could be extended through improved durability, stronger emotional attachment via thoughtful and sustainable design, easy maintenance, accessible repair options, and modularity, upgradability, and compatibility. Use green Post-it notes to capture and organize your ideas.

3 AFTER USE AND RECOVERY

Innovate how the **after-use phase of the product can be developed from both upcycling and downcycling perspectives**.

Consider who takes responsibility and whose business this could be—for example, the organization, partners, customers, or third-party service providers.

4 CIRCULAR SERVICE DESIGN & DEVELOPMENT

Think, reflect, and innovate on the transition toward circular business models. Consider whether this shift can be **evolutionary**, building on existing business models through gradual improvements, or whether new, more **revolutionary business models** are needed to create real impact.

Explore what kinds of changes are required in value creation, delivery, and capture, and reflect on what may enable or hinder this transition within the organization and its ecosystem.

5 NUDGE CUSTOMER / USER BEHAVIOUR

Think, reflect, and innovate on how to encourage **users to act more sustainably**. Consider how they can be **informed, motivated, and supported in making better choices**.

Explore how product and service design can nudge this behavior—for example, through intuitive design, default options, or feedback that makes sustainable choices easier and more attractive.