

CLICKNL | DESIGN is the research and innovation network of the design sector in the Netherlands.

It strengthens the design sector by:

- Setting the research & innovation agenda
- Supporting knowledge transfer
- Connecting industry and knowledge institutes

[WWW.CLICKNL.NL/DESIGN](http://WWW.CLICKNL.NL/DESIGN)



## CIRCO

Creating Business  
through Circular Design

München Creative Business Week  
Tuesday, 23 February 2016  
14.00-17.00 pm  
TUM - Vorhoelzer Forum





BART AHSMANN | CLICKNL | DESIGN

Bart Ahsmann is responsible for industry liaison on design research, education and entrepreneurship at Delft University, Industrial Design Engineering. His areas of expertise include managing innovation, design and new business development processes. He is the Managing Director of the Dutch design network CLICKNL Design.



VERA MOLL | CIRCLE ECONOMY

Vera has a background in business (model) and product development in both highly commercial and not for profit organisations. As Head of Engagement at Circle Economy she is responsible for the engagement of different stakeholder groups with the topic of circular economy and the Circle Economy organisation, and the co-development of products and programs on several aspects of circular economy.



PIETER VAN OS | CIRCO

Pieter van Os has worked in the field of energy and material efficiency for over 10 years. In addition to building a successful business, he works continually to halt the bankruptcy of our planet. He applies his professional entrepreneurial skills to bring innovative products, services and concepts to market under the name of Reversed Concepts. At the same time, knowledge and experience gained with these ventures forms the basis for the consulting firm Pure&Profit. He is currently a partner of the team developing and operating CIRCO: "creating business through circular design".



JEROEN HINFELAAR | CIRCO

"The best way to predict the future is to create it." Jeroen Hinfelaar MSc is an experienced strategy adviser, manager & entrepreneur. He is Partner at Nuovalente: new values, new business models and a fervent supporter of a circular economy. He thinks macro, acts micro and inspires companies to design & kick-start circular business. Jeroen co-initiated the CIRCO "Creating business through circular design" project. He studied Business Administration and Electrical Engineering at Delft University of Technology.



## CIRCO: Creating Business through Circular Design



MCBW

Tuesday 23 February 2016 | 14:00 – 17:00 pm

TUM/ Vorhoelzer Forum [www.vf.ar.tum.de/](http://www.vf.ar.tum.de/)

**Is it true that designers are the real game changers in the move towards a circular economy? Join us in a review of the business models, design strategies, workshops on circular design, and the results of the CIRCO project.**

**Our current economic model is becoming increasingly unsustainable for both the economy and our planet: the circular economy offers companies opportunities to anticipate inevitable change and innovate their business models.**

The CIRCO project takes circular design as a starting point and enables companies and designers to work together and "go circular". In 2015, CIRCO empowered 50 Dutch companies and 75 design professionals to develop new circular products, services and business models.

In a pressure cooker workshop, CIRCO introduces companies and designers to the principles and opportunities of the circular economy. Participants quickly learn to use circular business models and design strategies to start creating circular business.

CIRCO disseminates its learning in order to identify new opportunities for collaboration with international stakeholders.

### PROGRAMME

14:00 Introduction: CLICKNL Design  
Circular Economy and CIRCO vision  
Mini-workshop: Creating business through circular design

15.30 Network Break

16.45 Scan: How can the NL CIRCO-approach accelerate Bayern circular business?  
Wrap up

16:30 Drinks

17.00 End

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