

# Simplycycle — Transferring Still Evolving Know–How for a Circular Economy

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To find our way into a circular economy is one of the big challenges today. Even the “Roadmap to a resource efficient Europe” stresses the need to decouple economic growth from resource use, the goal to cycle materials within Europe and the necessity for a global economic transformation.

Though there are some best-practice examples and ideas communicated, the knowledge and know-how leading to environmental friendly designed products and a circular economy is still emerging. We are at the beginning of the innovation processes in many companies and countries. There are no ready-to-use solutions, most of the procedures, criteria and processes are to be invented.

Nevertheless it is important to transfer the principles that we already find useful. And to support the development of skills of people. Simulation game is a perfect tool for this.

The simulation game Simplycycle was developed for this purpose - to transfer know-how that is still evolving. It is the result of a development process with the aim to support skill development like cooperation, to raise awareness about problematic issues in everyday life products, and to inspire creativity and out-of-the-box thinking. As people experience powerlessness facing the big environmental issues, this support of creativity is very important. The simulation builds on the idea of being beneficial in what we do; it was especially inspired by the design concept of Cradle to Cradle®. The graphical realisation was modelled on the Cradle to Cradle islands in the North Sea, dedicated to translate this design concept into practical applications for local energy generation, material recycling or house construction.

The simulation was revised during an international cooperation (Leonardo da Vinci Transfer of Innovation Project »Working and learning in the World of Cradle to Cradle« 2011-2013) with organisations from five European nations.

In three levels the players learn about the necessary steps to change from linear to circular design and production, the factors that support continuous flow of materials and how the benefits of this circular production is linked to biosphere, bio-geo-chemical processes and social fairness.

The simulation game and debrief can be experienced in the session during a live-demonstration.

The author also discusses the experience of successful application in different EU countries for VAT education, the use with management and design experts and the transfer into implementation.