

FROM

Lars Zimmermann, Mifactori (Mifactori.de)
lars@mifactori.de

FOR

Circular Society Forum 2021

TITLE

Circularity needs to be DIY

ABSTRACT

Circularity is in its core about new practices: reduce, repair, reuse, recycle. But who is to carry out these new activities? Mifactori is convinced that a lot of them need to be in the hands of the consumers. For a couple of years there is the concept of the “prosumer” - the concept of an individual who consumes and produces. We think that these prosumers have a role to play in a circular society. We create designs, methodologies and publications to support and research this. The key to us is Openness, or “Open Circular Design”. In the talk we will provide insights and theoretical frameworks from our work. And we will bring a lot of colorful fun examples from our design work and the design work of others. The talk will end with a small interactive part that will make all of you designers of circularity right on the spot.

FORMAT

Talk. 30 minutes (60 also possible)

We can also frame this as a workshop. Then it would need 60 minutes.