

**Graduation opportunity: Bringing circularity to organisations. The creation of a circular method and model for through usage of the principles of customer journey, service blueprint and design thinking, The Bin Utrecht.**

### **The need for circularity**

The Netherlands has the ambition to become 50% circular in 2030, and 100% circular in 2050. We as The Bin help companies, to create new value out of waste streams. The result can be new products, new processes or entire new value-chains. For examples of a couple of projects please see <https://www.thebin.nl/projecten/>. In our projects we find that sometimes we want to go faster than the company can. The reason: A company sometimes hardly understands how much waste it has and where it originates from. In order to help them understand their waste streams we started working on a model, which follows waste throughout the company.

### **Your assignment**

Your assignment would be to further develop this model, and test and evaluate this with real companies. The model combines principles of circularity, customer journey and design thinking. Current focus in the field of sustainability and circularity lies on data. For example, a Life Cycle Analysis. These provide insight in which materials use the most energy and drain the most resources. However, they don't shine light on which solutions are available.

We as The Bin want to focus instead on actionable insights. We consist of Industrial Designers (SPD and IPD) and consider one of our key values that we bring both creativity and a customer centricity to the topic of waste. The goal of the method and model is to understand why specific actions are made, how these actions create waste and how we can improve them.

### **Contact details**

Are you interested in taking on this graduation opportunity? Please send an email to [martijn@thebin.nl](mailto:martijn@thebin.nl) or give us a call on 0031-6-14530378. We are also open to other graduation opportunities in the field of waste and circularity that you are interested in. The Bin is based in Utrecht.