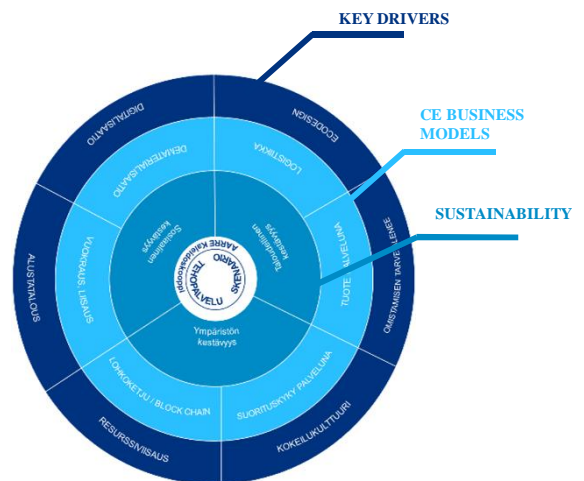


## Circular economy kaleidoscope

**How different circular economy trends and drivers could boost your business model development?**

**What kind of sustainability impacts your future business models may have?**



Circular economy kaleidoscope is a simple tool for business ideation. The tool consist of three rotating discs; one focusing on key drivers, other on circular economy business models and third on economic, environmental, and social sustainability.

The tool aims at promoting transformation in niche scale, like in firm level, by changing prevailing mindsets through realization of alternative options (e.g. drivers, business models and ideas) and their impacts to sustainability.

How to use this tool? As a practical example of the CE kaleidoscope, consider the future possibilities on combining platform economy as a driving force for new CE leasing business models and what kind of possible environmental impacts this could have. The tool allows versatile combinations of different driving forces, CE business models and potential impacts.

Identifying and experiencing future elements facilitates understanding what is needed for a more systemic sustainable transformation. This tool may give food for thoughts, which are not that obvious at first sight. The CE scenarios and the kaleidoscope tool can also be used to engage stakeholders, enhance co-creation, and identify enablers and prevailing attitudes.

### CE kaleidoscope helps businesses

- To link CE drivers to business models
- To co-produce future oriented sustainability solutions in a form of business ideas
- To ideate and create new perspectives and insights on CE

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