V: How would you briefly define circular economy and sustainable consumption in one sentence each? #00:00:43-8#

K: Well, circular economy means to me basically it is this closed loop thinking about all the materials are cycling in the system and of course then there are some different ways of approaching but basically it is closing the system or closing the loop in the system. And sustainable consumption, right, I am this kind of textile and fashion person so what I see what sustainable consumption is in textile and fashion, is that we should slow down the systems as well as then think about the material throughput in the system and that means also for companies. Consumption for people that also means slowing down the consumption. #00:02:09-3#

V: How do you explain the key characteristics of the future circular economy to others? #00:02:24-3#

K: Well, I have actually been teaching and I use an example for my students to explain the circular economy. I can send you a link so it is this kind of model from an association who have defined 4 different levels. The user centred approach mainly how we use and how it is possible to extend the use time of products for example. The second level is more linked to the business thinking for example the services and still thinking about the extension of the use time of the product and the third level is then the remanufacturing basically that products should be kind of modular systems or something like that. It is possible to use the elements in a second product or evolution design of products and then the fourth level is actually the material recovery actually means that all materials are not seen as waste but as valuable resources for the second round for industrial design and product design in general. #00:03:42-9#

V: Okay, so these are the 4 key characteristics that you point out. #00:03:46-2#

K: Yes, those are quite simple ones so then you can actually understand it but it is of course possible to link even stakeholders in it but basically I see it as quite an understandable way of understanding circular economy. #00:03:57-0#

V: Imagine a truly circular economy - how would consumption change?  #00:04:00-7#

K: From my own viewpoint, once again that is textile and fashion, that we should consume much less meaning that we have less products and that we use them much longer than today but it doesn’t mean that we can’t buy anything new anymore but facing the truth that actually for example textiles are actually quite a short time in use so extending the use time for example 2 times more or 3 times more would be much better. Also thinking about the consumption side that might be that we actually all much less of a product so for example that we learn to use the services like lending or renting or whatever but also take it as well these kind of consumption like that might be that we actually own much less our product in the future, for example that we learn to use the service like lending, or renting, or whatever kind of the service aspect and that’s actually one of the most key issues in the future. We produce, manufacture, as well as and we buy much much less than currently. we actually try to extend the and intensify the use of the product so that, that would be the future, of course that means new kind of business thinking and service aspects is quite relevant in that.

Q: Very nice, so you already explain the why and do you think, or how do you think reduction and avoidance of consumption can really be achieved?

A: Yeah of course consumption is very very challenging because of course it needs all different kinds of levels to influence the consumer behaviour. So this can be continue educating of providing more information about the influence of current consumption. But, fashion is a good example because, it’s not quite easy to avoid for impulse shopping or over consumption to erase the guilt aspects of it, so in a way, for fashion, it has to be fun. Fashion is always like, change, and, and, following trends, and fun, and it comes the aesthetic pleasure. it should be also that actually, should there be more like this kind of services that somehow keep this kind of emotional satisfaction of consuming less, or not only this kind of behaviour would avoid consumption totally but making more fun through services, as we put the sustainably aspects included, so that’s quite challenging. did I answer the original question? I forget that already.

Q: It was about how can consumption reduction and avoidance be achieved, but that’s a very interesting aspects to say, okay what are actually the needs of the consumers, why do they consume, and then see, okay how can we made them satisfied in a different way to satisfied but actually make sustainable on the same time.

A: Yeah, because actually they are already existed a couple of the business example for example for fashion that, well what is that, what is the biggest dissatisfaction in fashion field currently? it’s low quality, or for example fast manufactured the garments are made so badly, that the quality might be really low, but also the fits that is not satisfying consumers. so there are existing companies, who offer this kind of a like better fitting garments, so they are, they are most based on this kind of made to measure services, and actually that is one way to company to offer these kinds of products satisfaction as well as the consumer can make some kind of all choices, that you can for example select the color of the garment or even the color choices might be several, so there is some kind of your own improvements for the garment as well as the garment are made according to your own measures. So it’s will be little bit more expensive, but still it might be providing you with much more deeper satisfaction, than the fast consumption side. So there already existed this kind of example about the possibilities of the business side to offer all this kind of satisfaction, even this emotional side of consumers.

Q: That is very interesting. I’m gonna get back to examples latter, but now we are reaching the second part of the interview, and that is about the different aspects about the business model, so the business model are the sustainable business model as well, consist of 3 parts, the value proposition, the value creation and delivery, and then the value capture, and then, my first question is about value proposition, so this element refers to the value the firm offers to the specific target customers segments, how should companies shape the value propositions when implementing circular, circularity and sustainable consumption?

A: This is an interesting question because I think company should know their, their customer much better than what they know, what they doing today, so you really want to change your business model, or you want to re-think your business, so then you have to somehow get your customers involved for this re-thinking system. so if really want to understand why, what the customers are looking for, what is this kind of offering that they somehow include their consumption practice for example, that means then you have to collect deep information from your customers, or even for example if you really begin to think, re-think your business or you want to making some changes in your business, you can do that in collaborations with end users or the customers. So that they have some kind of more active role even in the business development, so I think they can quite crucial. We can’t imagine those needs of the customers, we really need to ask that from them, what they are looking for in this product segments. That’s something really important that the business side really need to know their customers.

Q: So what do you think will that mean for product and services, how should company then shape their product & services accordingly to achieve circularity sustainable consumptions?

A: That’s of course totally depends on the product category, what is the idea, what is the product and how it is used for example. That’s totally depends on the product category, for example what kind of offering you can keep for the customer, and of course the customers might also be quite fit to different kind of people with different kind of needs, so then you have to specify that. which customers is best you want to target with your business or with your product. So it might be they have different kind of needs, so then you have to think that, okay shall we build the business so that you can reach all these customers, or do we really have to narrow down the customers segment for example. that is really important that you really got to understand the need side.

Q: So design product and services accordingly for different segments, can you think of an example of product or services that should change?

A: I think for example quite many time if you think of the business side, so they are just thinking of what traditionally, for example the service aspects is totally new for them, because they used to just have design, manufacture, and sell, that’s end of the story. But if you really begin to move your business thinking to the services, that’s totally different logic and actually quite challenging for the business people. So it might help for them that for example that design is co-creating the business model together with the business people because they can challenge the business side that actually, what you actually are selling. Because we often, have done many of this problem cases with companies, it is really a huge work to turn their head, that you are not actually selling the product, you are selling the service, and what that are important is the offering of the service aspects. It is totally different than the product side. I mean, where is the value, is it more in the service side, or is it more in the product side, and these kind of renting or leasing or whatever is a good example actually, that you totally have to change your mindset on the business side.

Q: What the company should do regarding the value proposition for the society and environment?

A: I know that is really important if their business want to make a change for example, they really begin to think about this environmental issues, especially for the consumption side, they want to change the consumer behavior to the service, or service and product combination for example, so then they could do some kind of calculation for example. What this could mean if they not only sell product but actually they sell services, or through the services they try to extend the use of their product for example, or even that if it’s possible to intensify the use of their product and services for example. I think these are some thing that influences that could even be shown, it can be more transparent for the consumers, what actually behind of this business model, and how can that actually affect on the environmental issues in a more profoundly than current business models.

Q: How company create and deliver value, in the transition of circular economy or to achieve circularity?

A: This is actually something that we can approach from different angle, we could think value creation is it value from the users view point, or societal view point, or environmental view point. I think in here also that company could be show this quite transparently, what are the value creation they are influence into the new business thinking for example. So I think that transparency in here is also really important

Q: So also with partner and suppliers…

A: Yes, I think also in the future probably much more networked society than currently, that there are several companies somehow work in a network. It might be that there are several companies that identify some customers needs, but might be it’s not enough that only one company operate this, offering satisfaction for the consumer, it might be that you need several partners to work in a network, so I think business model is also something quite important in the future, that there is not only one value offering of one partner only in this value network. And I think there is also something important to understand what is the customers’ needs and who is needed to fulfill the customers needs. So somehow this kind of re-thinking is really needed in that side. And of course it is also really important for example, if company really wants to create a brand, they really need to think about the customer loyalty aspects so it is the other way around how you construct the value, actually you are building different kind of customer relationship, that is more stronger, more reliable, in a way trying to build a more sustainable business in that way that you are doing something which needs customer participation or you need this loyal customer for example, if I say these aspects there might be some services included, that needs long term commitment from the customer side. That is also important to understand that it goes the other way around too, that you are not the only the one who is deconstructing the value to the customers. Loyal customers might be really important from the brand values view point.

Q: So the company has to conduct for example activities that engage the customers more to build the stable relationship..

A: yes, and that is actually some research from the environment side saying that, now that is complicated to evaluate the quality of garment, when you are buy new garment, so what consumer say is that they rely on the brand, because they think that the brand who offered me the quality previously, so I will buy this brand again. So in that sense, the brand value actually is quite important for companies.

Q: yes, so that’s the aspects of intangible resources, what do you think the role of other resources?

A: well, if we think about the transition towards the circularity, we should also think about the network aspects and also the stakeholder aspects who is needed? and of course there different kinds of stakeholders who should be included for this transitions, or different kind of business, and society of course. One actually I know this kind of policy makers who can somehow support this transition, so I think we somehow extend the whole idea of system network aspects. And who is that needed. Well the resources aspects is quite interesting so actually I haven’t really been tough about it, but for example if we really are begin to use all the waste materials as the whole materials for industrial production for the second round, so that of course need a lot of different kind of stakeholders involved that is possible to do it even in bigger scale that actually all waste are collected, all waste are separated for different waste stream or remanufacturing streams, so that’s quite a large scale thinking that needs to be done.

Q: okay that’s from the material, how about the human resources, what do you think the role for the transition?

A: well actually business is not my strong side, design side. if business really want to re-design their existence or their foundational models of course all people in the company is needed. so, they has been some, I think I read some text that if the company wants to transform their business model, everyone is needed, everyone had to be active in there, and there have to be also this kind of program inside the company, that they have some kind of development process going on, for once a week they sit down and then discuss about their current topical issues in their business for example. They really evaluate a certain aspects in their business, and of course that means that everyone activities, everyone input and knowledge is needed in that process, in a way that if the business wants to do something differently, everyone is actually as important. So that of course really important, this kind of transparency inside the company as well as towards the customers and also society is really important in that process.

Q: okay, so it is really taking all these people on board, and making them understand..

A: yes, because that kind of good idea might come from either actually, so it might be that the innovation aspects like proposal for change the activities might come from really different levels of the company, that is the idea that everyone is as important.

Q: About the distribution channels, how do you think the way a firm goes the market and reach the customers, how do you think it going to change or should change?

A: yes, off course the online market, now is something that should somehow make people to take account on, or re-think their business, if it is possible to use the new channel in a way. of course this all kind of online activities, that you can do online in both ways, company and customer all the way around might be something interesting but also well there has been this kind of examples that it is possible to re-think your marketing, so that you don’t do that traditionally, for example that you use social media somehow, or the group of active customers that they actually begin to be part of your marketing activities or they in a way make part of your sales work for example. In that sense also I think that companies can be much more creative, how they reach the customers, how the business is done, how they make the profit. in that way also I think activating customers might be one way to go in the future.

Q: and then also like distribution channel that is may be less of what is currently lack of retailer and big brand outlet

A: yes, might be distribution will change, and even the manufacture might change. There has been a lot of discussion about this 3D printer, and is it possible to to this kind of distributed manufacturing for example. Does it somehow possible to activate the end users or the customers, as part of the manufacturers, so that’s what interesting. Of course we still have quite long way to go, but it might be actually that the current way of doing this kind of industrial manufacturing might also partly change. That we bring back some of the manufacturing in a more local level. so there have been discussion for example is it possible to somehow activate really skillful customers as part of your manufacturers. Because there are a lot of people that have different kind of skill set might be that they are not for example officially taught they are not educated, but they are still might have different kind of skill that might still be possible to used as part of the business. That might be really creative, that not only this kind of services like lending or something else, but actually really radically thinking the whole industrial manufacture processes, how they should be done.

Q: yes, so that will be more local and totally restructured from what it is..

A: yes, of course these kind of crowdsourcing for example, is good example that already exist. When the manufacturing is done, when there are a certain amount of orders, so that also make your business much more secure in a way that you produce only according to that orders, there is no extra production for example. so that is much more safety.

Q: okay, so there is no more over product …, so then talk about product and production, what do you think about technology and product features help in this transition?

A: well, this kind of feature and technology makes it possible to do more like a unique product or small size production. That’s one way to go for example, but of course then you think more about bigger scale and material recycling, of course that is different kind technology that need to be developed. So I think that technology play quite a crucial role in there. For example if you think about the textile waste, we need this robotic, this kind of automatic sorting system, which is actually being developed right now, in a really big big scale of using textile waste if you really begin to produce new textile fibers from waste materials. So that’s really large scale production and use all of this kind of technological developments, so actually the whole process really flow. So I think there are two ways to approach this kind of bigger scale then there is the smaller scale, that might be this kind of, more like individual unit or small scale production that already happens quite a lot, for example for the fashion/textile sector. In Milan, they have a lot of this kind of small companies, textile companies, fashion companies, who produce their own clothing collection, and they are use this kind of digital textile printing for example, because they see the competing aspects, that they have their own brand and own designs, and that means that they can do that. Because otherwise if they print their own fabric in some asian countries, they need so big order. it’s really intensive, too big and intensive, and the production cost more compound. So this digital technology makes it possible to do it in a smaller scale as well as more local production.

Q: Product features, how do you think they could and should change?

A: Yes, actually with these things, they say that we can have much more variety in the future, think about all digital that impossible to produce, only one piece of something or ten piece of something, it might be that it is totally different in the future. We have been studied quite long in the textile, recycling of textile waste, new fibres, and now we have this findings is also, normally textile in fashion industry the fabric/textile are white when they start to do something, it means that they bleach, and then they put color in the fibre again. But actually what we have now if we want to starting in circular economy, and all material will be cycle in the system that the fibres for example will be made from waste materials, it is also possible to use, or keep the color in the fibres. It means actually that might be in the future, we are designing something totally different, for example we don’t have this kind of trend colors, but there is always exactly the same trend for companies, but it might be that in the future, for example there is not be one yellow color, but they are using shades of yellow color, because they are using the color that are in the fibre. That actually means that there are much more variety, and not exactly the same than what it is, according to the mass manufacturing that everything is exactly the same color. Every company looks exactly the same. Probably there will be much more variety in the future for this kind of example, and much more this kind of unique business or really small scale production. So, I think that that will be the future that might be totally different than how I think.

Q: Okay, that’s a very interesting aspects about product features..

A: But there is one risk, that everyone is talk about 3D printing, but currently they are still developing different kinds of materials for 3D printing, but most of them are based on polyester type, this kind of plastic type. That is not very aesthetic, not very nice one, and not very suitable for different kind of use situation. So that is also risky that everyone begins to do design, and everyone are doing this kind of design with 3D printer, or whatever kind of digital printing, might also means that there are a lot of this bad design exist. It’s not really functional or not really aesthetic, everyone can do their own design. So that is the risk of the future.

Q: So then again, there can be overproduction in the local scale, so many bad designs out there, and people cant judge...

A: yes of course we know from all the sustainable development side as well, whatever kind of sustainable product also have to be aesthetic and functional product. So that’s also the risky that we would be loosing a bit these design skills, so it might that all these ugly products  or unfunctional products actually don’t last very long , meaning that we are actually producing more waste.

Q: So, that become the opposite of the idea. [move on to next question], How should a company capture value in order to achieve circularity?

A: We talked about shortly already brand value, about how is it important to build this kind of relation to the customers. One of these value aspects is the monetary value, and that might bring those monetary value back to the company, so I think that is important. And then, the monetary value, I think that’s the thing, how you actually construct your business model, how you make your business. And of course this kind of crowdsourcing could be something if you actually change your business model towards this kind of make-according-to-the-order, so you might be actually lowering the risk in your business. If you can sell everything what you are producing you already know your costs before for each of these products, it is a much more sustainable business in that sense. And of course this kind of online business actually makes it possible to do this kind of crowd sourcing campaign for example. So that’s also something to consider. Well, what else?

Q: [explaining the question, and elaborating], how do you think could the revenue stream change?

A: I don’t know if I had any opinion about this.. Well if you think about the services, you actually want to add something to the service aspects, that actually something that you can count, and re-count your business, that how much actually money you can get from the selling of from the services, and how then the service be something that you can include in your business, in a profitable way. That is some possibility to tell the service as money entering back to the company. That might be a bit challenging, but still, of course that is something. And if you think about how.., for example that you are not selling, but you are renting, then you have to totally re-thinking the whole business, how the profit is actually made. Right now there has been a lot of discussion about this waste. If this extended producer responsibility comes to play in all fields, so that means that actually you have to take back all the waste that you are producing. So that can be something like extra, then there might be possibilities that all you have push the business towards extending the use time of the product because otherwise the waste is extra cost for the company, you have to take back all the waste at the end of the lifecycle of the product. So that can be some change to the system. But the business side that’s not my speciality, I think there are also different kind of ways of thinking how do you actually sell, how you produce and how you sell. Always these kind of services will be included into the business model.

Q: [summarizing comments], then how do you think value should be captured for others? For the environment and society?

A: That is also an interesting, if you really begin to thinking about the business model, they give you also the societal aspect included, for example if you try to push the business for something to be done locally, off course that’s societal impact in there, you can use local people, local resources, or people can, for example small business can be a part of your business for example, that could be something for the societal view point,  and of course that is also easier to control the environmental impact if the manufacturing is more local than what it is currently. That could be something. And then, yes of course this environmental viewpoint, that if you are using waste as the raw material or designing or manufacturing a product that is impossible to recycle, of course the environmental impact than could even be calculated. How is then this product better than the other product made of virgin raw materials. So just ending for waste that is impossible to recycle anymore. So those kinds of issues can be included to the calculation.

Q: Okay. Last question, how do you think the growth strategy of the company should enhance to change in the transition?

A: Yes, I think the business logic is the biggest barrier to change the system. So I think there’s a big challenge in there, really, re-think the business side. And in circular economy actually I think they are two critical points to consider, the scale, because I think there are some problems of scaling up everything or just growing up everything, so that’s a little bit challenging in a circular economy context. And then it’s the tempo, what it is like, fast, or slow, how fast, or how slow it should be. So I think that both two are something that is quite fundamental to the businesses that you really have to think about all the materials throughput, or how long that the product is in use, and what happens for the next cycle, as well as then we think about really big businesses so the scale is actually the problematic one. So all this high level fashion has doing quite well, the fast fashion is totally wast in this kind of making everything bigger again, really quick manufacturing cheap prices, selling more and more, we have to buy more and more, consuming more and more, and there are more waste all the time, so the scale actually is quite problematic, and  if we think about services, product or service aspects so for example it might work until certain scale level. But it might be that everything is not possible to be scale-able. So that’s quite problematic, but then on the other hand if you think about use and the waste, as raw materials for industry that means a big scale. So there are this contradictions in this circular economy that you then always have to balance how fast or how slow, how big or how small, so that’s quite challenging actually. And of course that thing directly for the business model how you then do you business to do some distributed manufacturing or local manufacturing, so that’s also like that the scale that well, will that the only product for your business or will it be everything of your business, or all your business are something done more locally for example. But that’s quite challenging and I think that the business model could be done much more creatively than currently. So it might be that if you don’t change your business morel or business thinking it’s not quite possible to change the business or the industry.

Q: so you think the growth strategy, that will still be growth, but conducted in a more different way..

A: yes that might be yes, for example some small product company wants to be a bigger one, so it might be there are some limits that if you then growing always at some certain point, then it is not possible to continue from that business model. For example services or something, depending on the businesses, but there is always some limit in a way, where that this business model still works, I mean if you want to go further, might be that you need to rethink your business that is not possible to scale everything.

Q: yes, also with the aspect of local, if you scale the business, at some point it is not local anymore..

A:  that’s true, yes, it is quite challenging for the business perspective, yes.

Q: [comments] do you feel that these were all the elements? Is there any elements that is missing for sustainable business model framework?

A: not at the moment, if something comes to my mind can I send you an email or something?

Q: definitely, can you think of an outstanding example?

A: well, there might be that they are not a perfect example. Very often that businesses approach the sustainability or the circularity, they try to solve one problem, so this kind of really good example, I don’t know those one.

Q: it’s fine if that’s only covering one aspects..

A: Yes, I know some example, but might be that all of those are not existed anymore. So, actually there is one renting company in Finland, they focused on children-ware, and that’s quite interesting because small children they grow up so fast, so if you are a baby, you can use a size, or a certain size for a couple of months, it’s quite hectic to change clothes all the time. So they focused on this renting, so they have their own collection, but that’s only for renting system that are based on this kind of eco-material, it was online service, so you order online and pay a certain euros for the week you are using and you send it back by post and you place the order online. So it is actually quite nice because they are really focused on this consumer's needs, the really small children. Because with small children you are home, so it is not easy to go to shops, and you want to probably mimic the shopping, physically shopping. So this online shopping is really handy for the mother or father with the small children, as well as because the baby start growing up so fast, and they need to change the clothes all the time at the beginning of their life. And for the renting side, there is always these kinds of consumers that are worried with the premise are they really hygiene like when they are buying in flea market, or this kind of rented aspects, because the clothes they put it in their body, so it needs to be clean. So they promise that they do a special cleaning between each use, so they are kind of providing this kind of safety aspects for the baby. So they really innovate, they knew their customers quite well. I don’t know what happens to the clothes at the end of the life. I don’t know if they have some kind of recycling or remaking anymore. Well, that’s anyway some kind of good example of this kind of service aspects.

Q: [summary from the answers]

A: yes, and they really need to make this kind of service really easy for the customers. And then there is also one fashion library in Helsinki, and that was quite interesting, because they are focusing in those young fashion lovers, who are also the target market for the fast fashion, but they are ideologically totally different and collaborated with high label young fashion designers. So they offer this kind of fashion creation by renting, they actually have this kind of membership fee, so you can rent the garment, you can actually change the garment every other week so you can test this garment, and there is also a certain membership fee. And if you like the garment you can buy it yourself or extend the renting time. In a way it is quite nice that it was mainly for you female consumers. They can test the different styles. Normally these young female consumers, choose or buy the fast fashion items, or they might actually buy impulse shopping, so they might think that they don’t want to use it anymore. But with this renting, they can try different kind of style with the fashion you can actually change the appearance, this kind of trendy aspects is still there, and you get to change in a more sustainable way. And of course it also supporting the local economy in that way that they offer, local small fashion designers collections for this renting. So in a way it is also educating consumer, that this is a higher level from design or quality aspects these kind of local garments. In a way it was fun experiment, but also educational at the same time.

Q: Those are two very interesting examples. And now drawing from the example, [elaboration], what do you think of the next step of these 2 companies should do to really achieve circularity.

A: Of course the idea that what happens at the end of the life of the product, it can be possible that somebody uses them, or it is also possible to sell them, so there is like a second round for these garments, is it possible to then remake them, redesign, through some modification can still use them, extended the life by design, or quite at the end when they are in a do bad quality, when they really are like waste, so then recycle those as fibre. And that is quite pity, because there are some limitation that some fibres can be recycled, some can’t, so the original design should be designed so that it still be suitable for existing recycling systems. Means that we can really separate all the materials, and they can tell all the different materials, so all the materials can be recycled again. So that is what still missing, how the original design has been designed, and how the end of the life of these products. So what happens when they are in this waste stage, are they still possible to be re-used as material.

Q: So it needs to have a full loop thinking from beginning until the end of life. Do you think there is other aspects to achieve circularity? Or it is mostly these materials and design aspects.

A: No, I do not have anything else in my mind, those are a small example that still exists, based on that business model. Nothing else comes to my mind.

Q: How do you think can circular business model, leads to sustainable consumption?

A: First thing is selling less, and using less, and then extending the use time of product. So I think that is quite critical in all Western societies. Somehow we should try to produce less, and use less, and extend the use time of the product. And of course there is the third party who deal with reuse of the product and recycling materials. I think that the use time is really tell how we actually use the product, or how much we own the product ourselves.

Q: What would be different from the consumer perspective?

A: In the future? For consumer view point, there might be two ways, we buy much less, and we rent, we borrow, or else. So there are new ways for getting new stuffs. Or somehow we are much more involved on the design and manufacturing process. It might be that there are much more local activities that we have more active ourselves to get some products. There might be this kind of crowdsourcing campaign that we can even organize ourselves some kind of local production. So I think in that way customers might change. And of course that if you might think about extending the use time of the product, so it might be there is this kind of repair or mending services, or whatever redesign services, where we try to be really actively extend the use time of the products. And of course there is the end of the life, what happen at the end of the life, that if the product is still usable, that we try to put it in recirculation for somebody else use. Or then also on how then you collect all the waste. Of course there is also possible that customers also have active roles in separating the products and put them in the waste stream so that they really go into the cycle.

Q: So the customers needs to have the knowledge and awareness to do with things. Okay, that was all my question, do you have any other though to add?

A: Circular economy is quite challenging in everyone perspective, designers, manufacturers, business, or consumers, and it needs everyone efforts. And somehow well, from customer side, of course everything should be not too complicated, if you really want to get them on board so you have to be fun and still quite easy for the customers. And of course for society, we still need a lot of information, more education, well, educating everyone actually also business people, but also the end users, customers, that can be a quite big change in the society.

Q: I can imagine that keeping it fun, with all these aspects is going to be one of the main challenges

A: yes exactly.

Q: great, thank you so much for everything.. [explanation, about feedback and second round of interview]

[agreement on next schedule]