

Design & Circularity

What design can do to create circularity in communication campaigns

Design & Circularity & Communications &
Behaviors & Innovation & Entrepreneurship &
Public Policies & Government & Creatives &
Organizations & Universities & Artificial
Intelligence & UX & Nature & Economy & Politics
& Governments & Brands & Companies &
Governments & The planet & Greta &
What Design Can Do

I asked for some help to Artificial Intelligence

chat.openai.com/chat/627e9b66-e72c-4a98-8035-8a40c4cbbb23

+ New chat

Preparing Prospective Design

Create 27-minute Circ

Clear conversations

Dark mode

OpenAI Discord

Updates & FAQ

Log out

RI Can you help me to create a 27 minutes presentation on the role of communication to create awareness on Circular Design?

Sure, I can help you create a 27-minute presentation on the role of communication in creating awareness about circular design. Here are some key points that you can consider including in your presentation:

1. Introduction to circular design: Explain what circular design is and its importance in addressing the issue of waste and resource depletion.
2. The role of communication in creating awareness: Discuss how effective communication can help raise awareness about circular design and its benefits.
3. Case studies: Include examples of successful communication campaigns that have helped increase awareness about circular design.
4. The benefits of circular design: Highlight the environmental, economic, and social benefits of circular design.
5. How individuals and organizations can get involved: Provide practical steps that individuals and organizations can take to support circular design, such as designing products with circular principles in mind, or supporting businesses that adopt circular practices.
6. Conclusion: Summarize the key points of your presentation and encourage the audience to take action in support of circular design.
7. Leave some time for Q&A.

Regenerate response

ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

Hello_ I am Ricardo Lozano

D M - M X C - 23 - C - R L V

I'm a Graphic Designer
a Design Promoter
a Teacher
a Student
a Design Enthusiast
a Climate Change believer
a Climate Change enemy
and I believe that Design and creativity can change the world

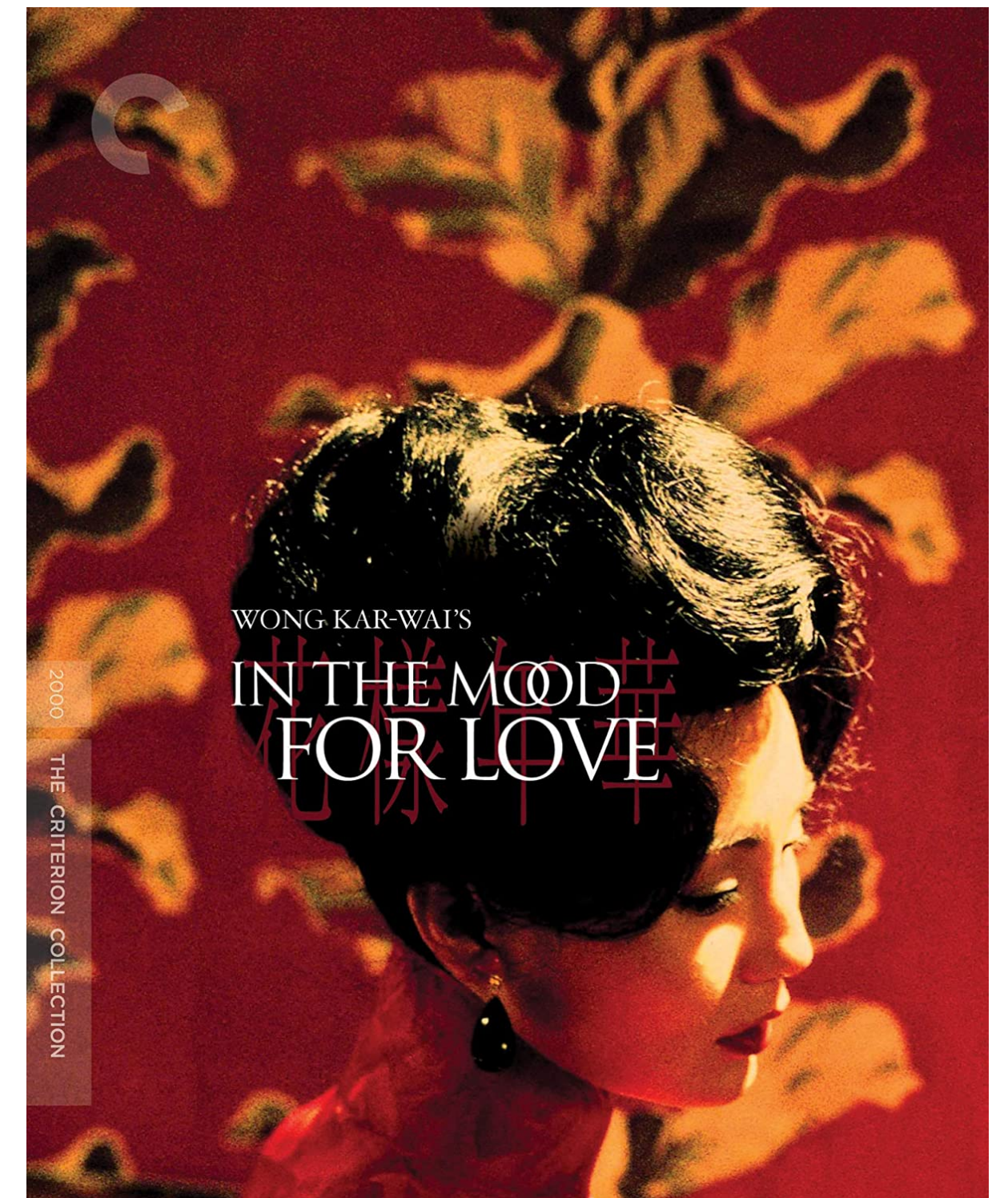
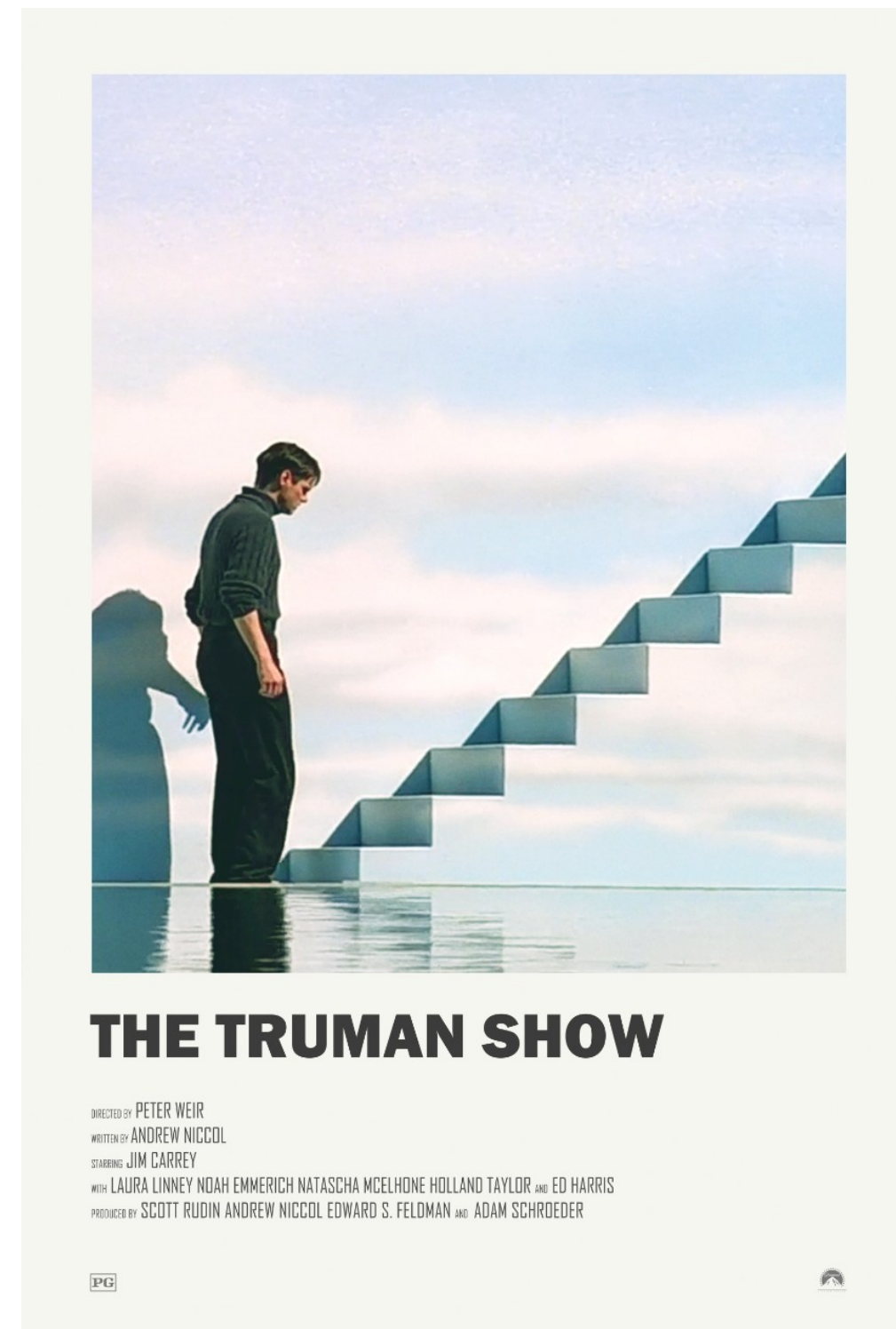


I'm not a robot



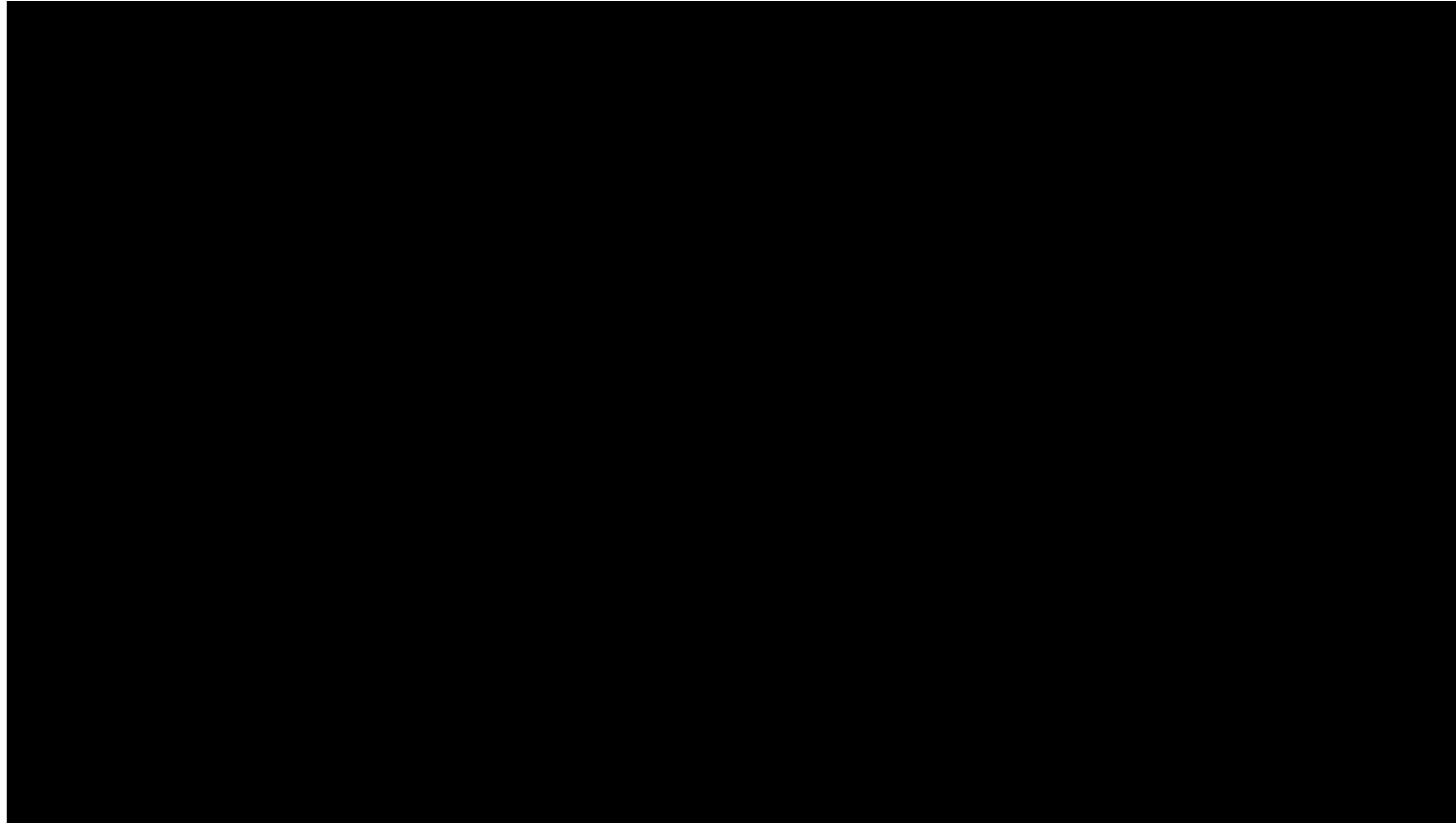
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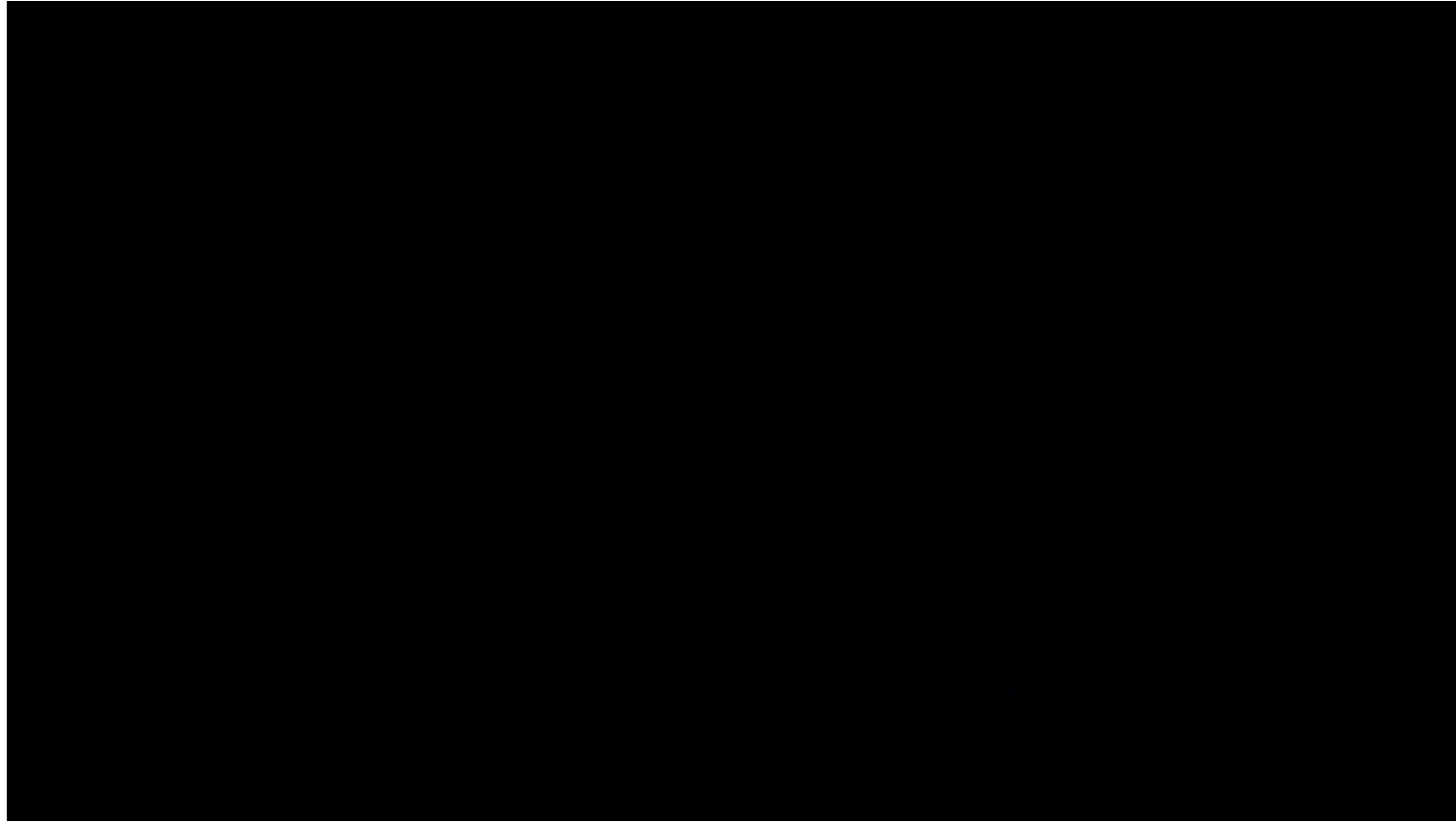


D M - M X C - 23 - C - R L V

Cítrico Gráfico – Ambulante 2006



Cítrico Gráfico – Quorum



Abierto Mexicano de Diseño – 2013

ABIERTO MEXICANO DE DISEÑO

Diseño gráfico, diseño industrial, diseño de moda, arquitectura, diseño floral y paisajismo, diseño interactivo e interiorismo.

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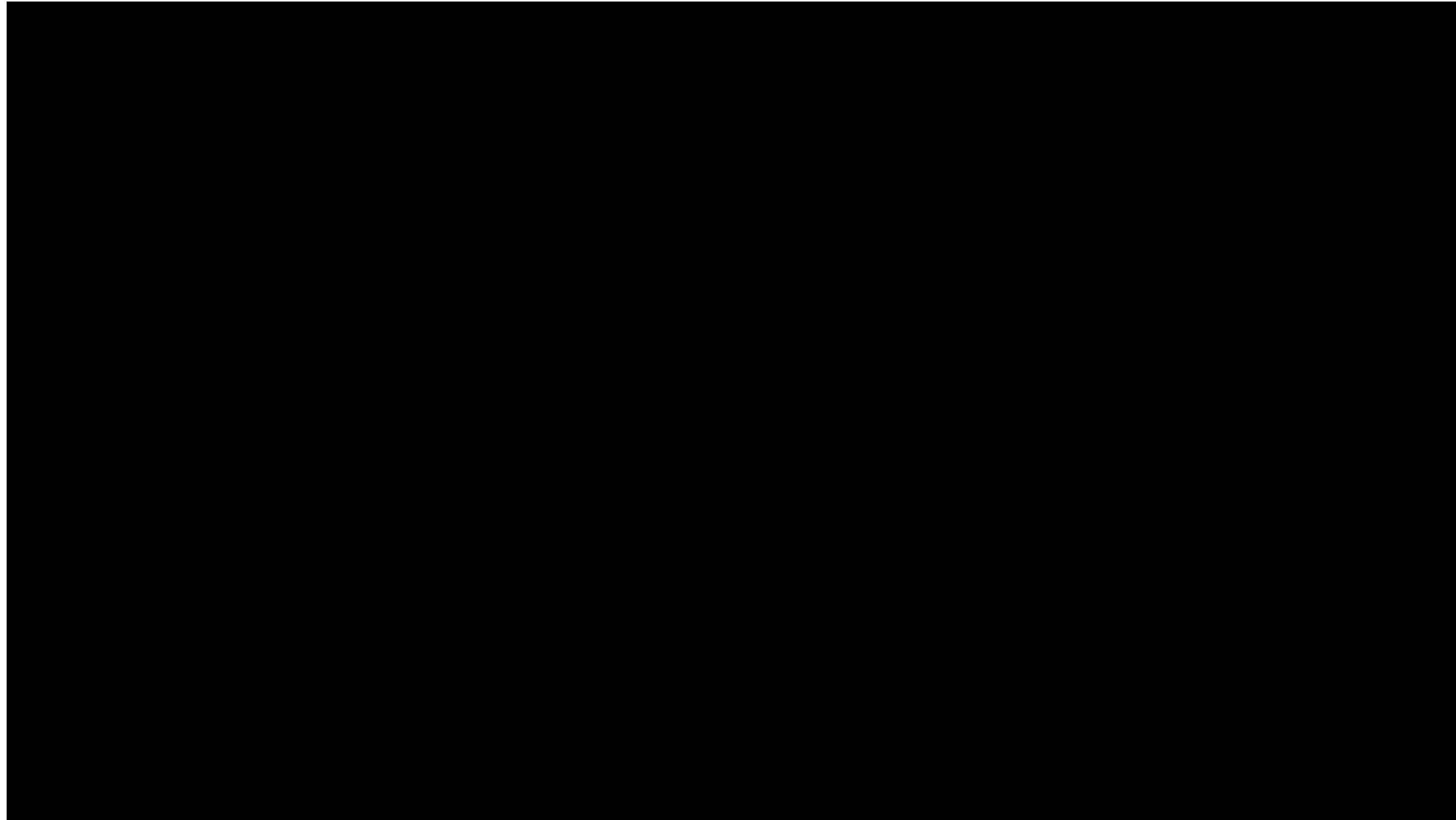
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Abierto Mexicano de Diseño – 1st Edition



AMD 2014 – Morag Mayerscough
Zócalo CDMX



AMD 2017 – Sin Ríos ni Callejones
Palacio Postal



AMD 2018 – EWE – Masa Gallery
Museo Numismático Nacional



AMD 2019 – Pop, Populista, Popular
Curated by Mario Ballesteros
Museo de Bellas Artes



Browser window showing a chat interface on chat.openai.com. The chat history on the left includes "New chat", "Preparing Prospective Design", and "Create 27-minute Circ". The main chat area shows a user asking "can you help me creating slides?" and the AI responding with a list of seven slide topics for a presentation on circular design. The AI response includes a "Regenerate response" button. The footer text reads: "ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

MAKE IT CIRCULAR CHALLENGE



GLOBAL PARTNER



IKEA Foundation

WHAT IS CIRCULAR DESIGN?

Circular design is the creative engine of the circular economy. It is a framework that allows us to change the way we make and use things: from quick fixes to long-term solutions, from exploiting nature to collaborating with nature, from creating new materials to using what we already have.

MAKE IT
CIRCULAR



GLOBAL PARTNER



IKEA Foundation

WHY CIRCULAR DESIGN?

80%

**OF THE ENVIRONMENTAL
IMPACTS OF PRODUCTS ARE
DETERMINED IN THE DESIGN
PHASE**

Source: [EU Science Hub](#)

45%

**OF THE WORLDWIDE CO2
EMISSIONS ARE LINKED TO
THE PRODUCTS AND MATERIALS
WE USE EVERYDAY**

Source: [Columbia Climate School](#)

8,6%

**OF THE WORLD'S ECONOMY
IS CURRENTLY CIRCULAR**

Source: [Circle Economy](#)

Browser tabs: Create 27-minute Circular Desi x +

Address bar: chat.openai.com/chat/627e9b66-e72c-4a98-8035-8a40c4cbbb23

Left sidebar:

- + New chat
- Preparing Prospective Design
- Create 27-minute Circ [edit] [delete]
- Clear conversations
- Dark mode
- OpenAI Discord
- Updates & FAQ
- Log out

Chat content:

RI: which examples of circular design would you use?

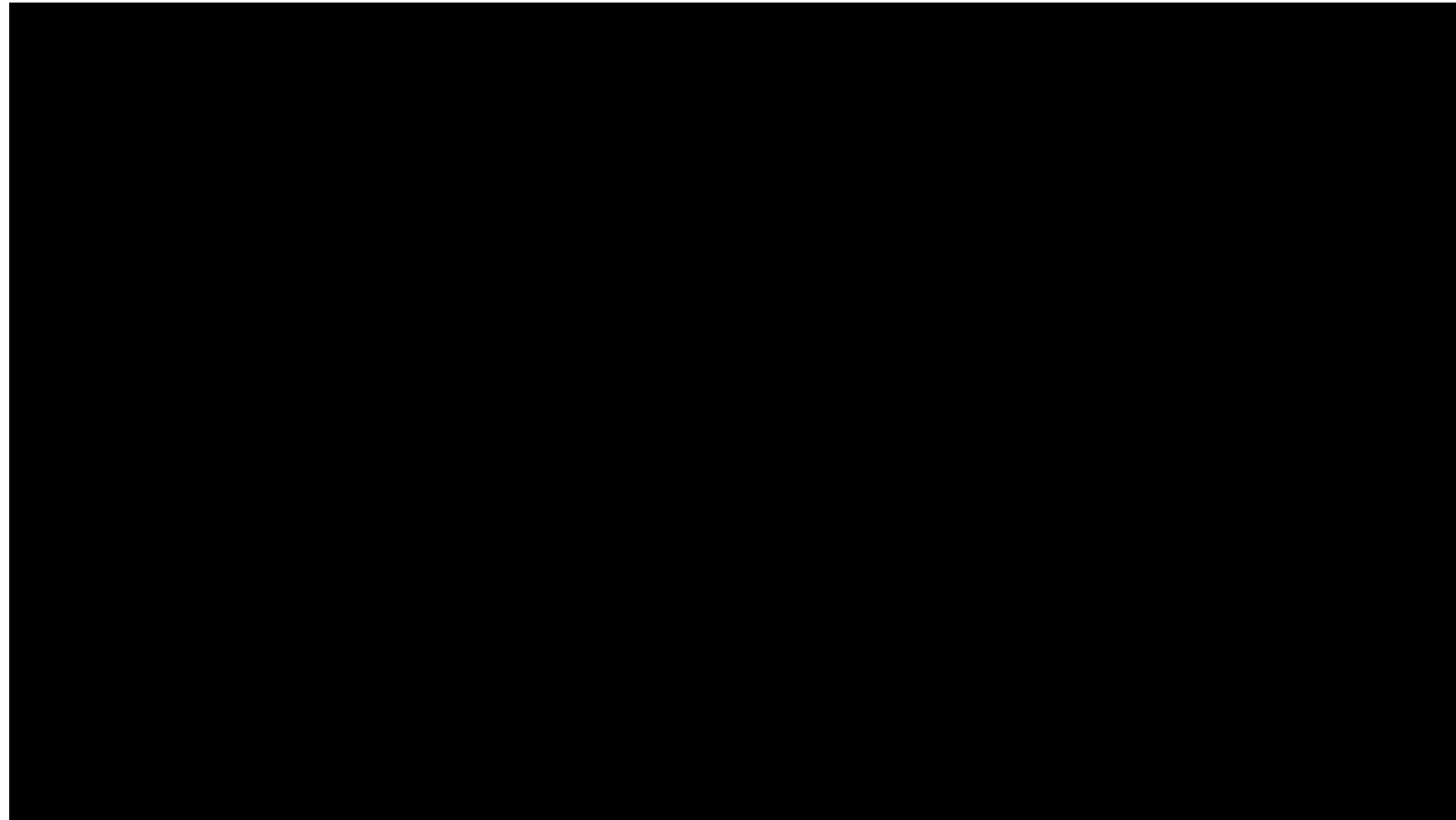
AI: Here are a few examples of circular design that you can use in your presentation:

1. The "Cradle to Cradle" concept, developed by Michael Braungart and William McDonough, which advocates for designing products that can be easily disassembled, recycled, or composted at the end of their useful life.
2. The "closed loop" system, where materials and resources are used, recovered and then reused again within the same product lifecycle.
3. The use of biomimicry in product design, where the principles and systems found in nature are used to inspire sustainable design solutions.
4. The use of circular economy business models, such as product-as-a-service, where a company provides access to a product rather than selling it, which helps to extend the product's useful life and reduce waste.
5. The "Eco-Cycle Solutions", an organization that helps to create closed loop systems by collecting and processing hard-to-recycle materials and turning them into new products.
6. The "Carpet Tile Take-Back Program" by Interface, a global leader in carpet tile manufacturing, which collects used carpet tiles and recycles them into new carpet tile or other products.

These are just a few examples, but [Regenerate response](#) more examples of circular design that are more specific or relevant to your audience.

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Mapu Speakers – No Waste Challenge – NL & Chile



Browser window showing a chat interface on chat.openai.com. The chat history on the left includes "New chat", "Preparing Prospective Design", and "Create 27-minute Circ". The main chat area shows a user question: "What should governments and big companies do to engage in a circular economy based in design". The AI response, generated by GPT-4, provides a list of six steps:

1. Adopt circular economy policies: Governments can create policies that support the transition to a circular economy, such as regulations and incentives for businesses to design products with circular principles in mind and to use recycled materials.
2. Invest in research and development: Governments and companies can invest in research and development to develop new circular economy technologies and business models.
3. Implement circular procurement: Governments and companies can implement circular procurement practices, such as buying products and services that are designed for circularity and have a closed-loop lifecycle.
4. Collaborate with other stakeholders: Governments and companies can collaborate with other stakeholders, such as NGOs, universities, and other businesses, to create closed-loop systems and share knowledge and best practices.
5. Communicate and educate: Governments and companies can communicate and educate about the benefits of circular economy and how it can be achieved and encourage the public to participate in the circular economy.
6. Lead by example: Government

Below the list is a "Regenerate response" button and a text input field with a send button. At the bottom, a footer reads: "ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

Concretos Sustentables de México



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+ New chat

Preparing Prospective Design

Create 27-minute Circ

RI what should designers do?

Designers can take several steps to engage in a circular economy based on design:

1. Learn about circular economy principles and design: Designers should familiarize themselves with the principles of circular economy and how they can be applied to design.
2. Use circular design principles: Designers should use circular design principles such as "Cradle to Cradle" and "closed-loop" systems to create products that can be easily disassembled, recycled, or composted at the end of their useful life.
3. Use biomimicry: Designers can use biomimicry, which is the process of studying and copying nature's solutions to design problems, to create sustainable and circular design solutions.
4. Think about the entire lifecycle of a product: Designers should consider the entire lifecycle of a product, from sourcing raw materials to disposal, and design products that minimize waste and environmental impact.
5. Consider circular business models: Designers should consider designing products and services that align with circular economy business models, such as product-as-a-service or product-life extension.
6. Collaborate with other stakeholders: Designers can collaborate with other stakeholders, such as engineers, manufacturers, and end-users, to create closed-loop systems and share knowledge.

Regenerate response

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Let's not fool ourselves,

The screenshot shows a web browser window with the URL `chat.openai.com/chat/627e9b66-e72c-4a98-8035-8a40c4cbbb23`. The browser's address bar and navigation icons are visible at the top. On the left side, there is a dark sidebar with several menu items: '+ New chat', 'Preparing Prospective Design', 'Create 27-minute Circ' (with edit and delete icons), 'Clear conversations', 'Dark mode', 'OpenAI Discord', 'Updates & FAQ', and 'Log out'. The main chat area features a user question: 'are designers capable of creating a change for the climate crisis?'. Below this, the AI assistant (GPT-4) provides a comprehensive answer, starting with a thumbs-up icon and a thumbs-down icon. The response is structured into several paragraphs, discussing the role of designers in creating sustainable and circular designs, energy-efficient products, and communication campaigns. It also notes that designers alone cannot solve the climate crisis and that collaboration with other stakeholders is essential. At the bottom of the chat area, there is a text input field with a 'Regenerate response' button and a send button. A footer at the very bottom of the page reads: 'ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'



If you can't open it, you don't own it.

Browser window showing a chat interface on chat.openai.com. The chat history on the left includes "New chat", "Preparing Prospective Design", and "Create 27-minute Circ". The main chat area shows a user asking "Do you think we will survive the climate crisis?". The AI response states that as a language model, it cannot form opinions or make predictions, but it is important to note that the climate crisis is a complex and multifaceted problem that requires global action and cooperation. The response further explains that the current trajectory of human activities is not sustainable and that urgent actions are needed to reduce greenhouse gas emissions, adapt to the impacts of climate change, and protect natural ecosystems. It also mentions that the scientific community has consistently warned about the dire consequences of failing to take action on climate change, and many scientists and experts believe that if we do not take significant and immediate actions, the consequences will be severe, including more frequent and severe weather events, rising sea levels, and disruptions to food and water supplies. On the other hand, there is also a growing movement of people, organizations and governments that are working on solutions and taking actions to reduce emissions and adapt to climate change. The solutions to the climate crisis exist, and many scientists, experts, organizations, and governments have proposed various strategies to reduce emissions, increase the use of renewable energy, and protect ecosystems.

Buttons for "Regenerate response" and "Clear conversations" are visible. A footer note reads: "ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

Ibero University – La Desta project

La' Desta
de limón



D M – M X C – 23 – C – R L V



La Desta in Design Week México



D M - MX C - 23 - C - R L V



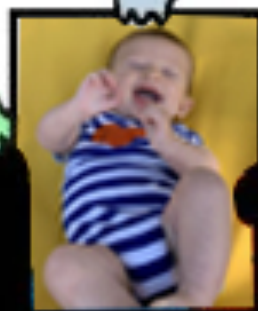


**¡YA HAY
DISEÑO
FRESCO!**

Browser window showing a chat interface on chat.openai.com. The chat history on the left includes "New chat", "Preparing Prospective Design", and "Create 27-minute Circ". The main chat area shows a user asking "Can you write a poem after this?" and the AI responding with a poem about climate change and circular economy. The poem text is: "Climate change, a crisis so dire / A threat that we can no longer admire / Ethics and humanism, a crucial role / In addressing this problem, our common goal / Circular economy, a path to tread / Reducing waste, conserving resources ahead / Promoting equity, social inclusion / A sustainable future, our mission / Nature's patterns, let us mimic / Designing for the future, let's be quick / Collaboration, the key to success / Together, we can address this mess / Let's act now, before it's too late / For the sake of future generations, let's not hesitate / A circular economy, a moral duty / To ensure a habitable planet, our beauty." Below the poem is a "Regenerate response" button and an empty input field. The footer text reads: "ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."



DO IT FOR HIM



Gracias – Thank You – Tak skal du have

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