

Re -
Progetto
Re-Cycle

Il tè delle 5... alle 18

- > Turismo sostenibile
- > Arte per l'inclusione
- > Produzione sostenibile

1-10 > Città e spazi sostenibili



Live in Facebook e Youtube



FESTIVAL
DELLO SVILUPPO
SOSTENIBILE
2020

PROMOSSODA



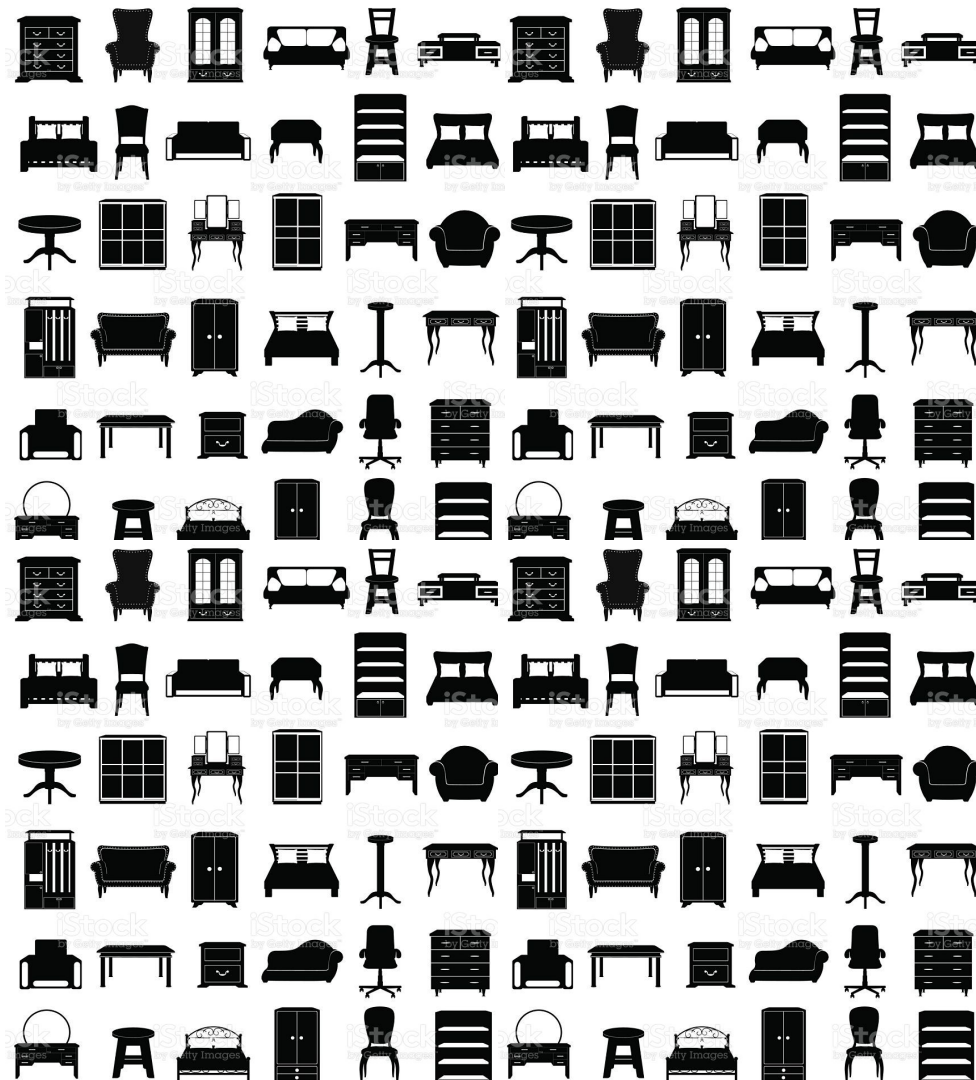
NUOVI MODELLI PER L'ABITARE
SOSTENIBILE: IL PROGETTO
CLIMATE KIC CIRCULAR HOUSING

SILVIA PEZZOLI



● Poliedra
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GOAL 12 - CONSUMO E PRODUZIONE RESPONSABILI



LINEAR ECONOMY

TAKE > MAKE > DISPOSE



WASTE

TECHNICAL & BIOLOGICAL
NUTRIENTS ALL MIXED UP



SOMETHING USEFUL

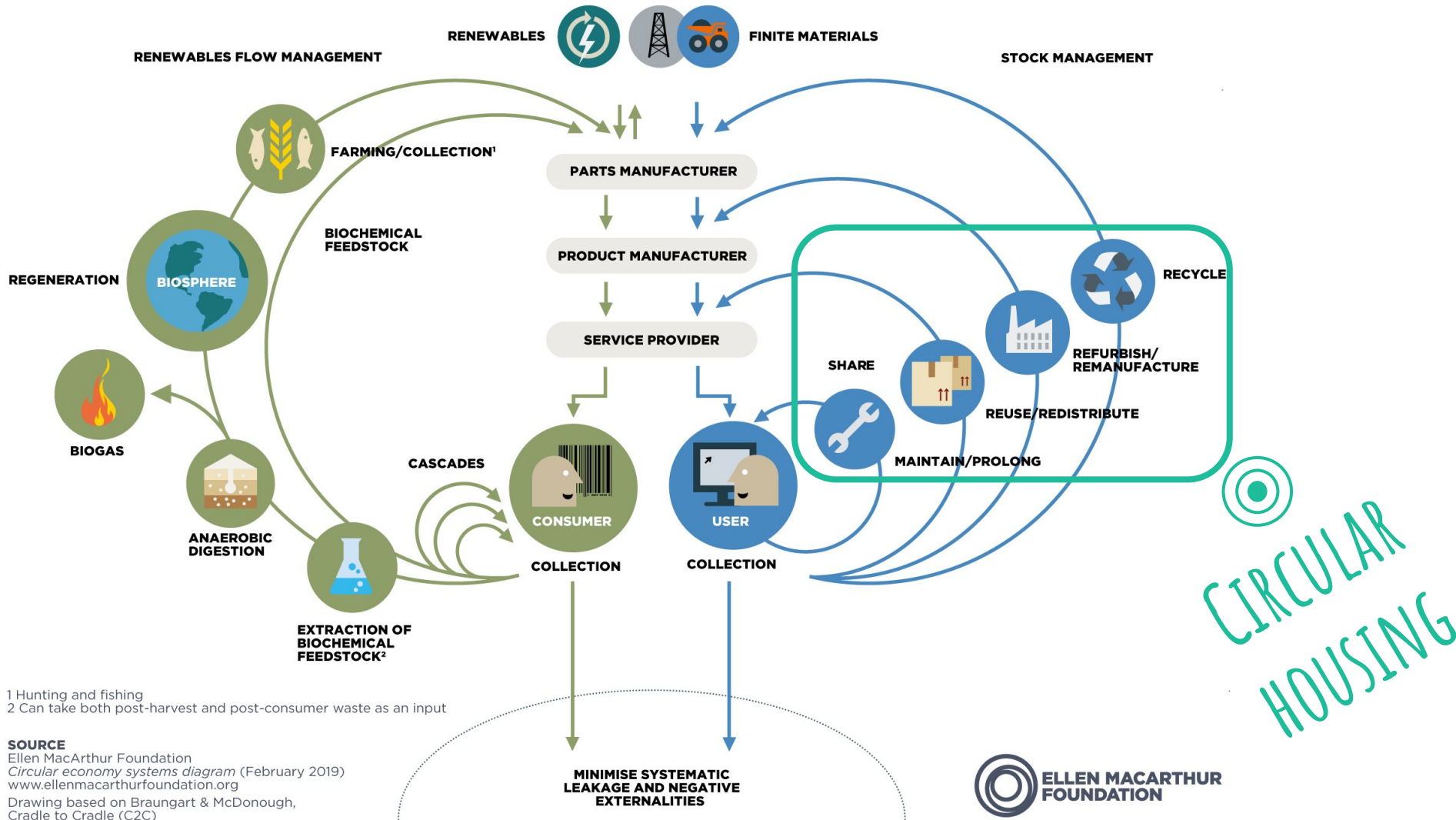
CIRCULAR ECONOMY

TECHNICAL
NUTRIENTS

BIOLOGICAL
NUTRIENTS



LIVING SYSTEMS



1 Hunting and fishing
 2 Can take both post-harvest and post-consumer waste as an input

SOURCE
 Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
 Drawing based on Braungart & McDonough,
 Cradle to Cradle (C2C)



CLIMATE KIC CIRCULAR HOUSING PROJECT

The objective of the "Circular Housing" project is the **definition of a new business model to be applied within in the apartment for lease**

- investigation of the **possibility to offer furniture and electric appliances fully circular** (reusable, refurbishable, recyclable) to tenants at a fare monthly rate
- definition and implementation of a **deep behavioural and market change**
- **redesign the economic systems around these products** avoiding waste generation and promoting behaviours that embrace circularity



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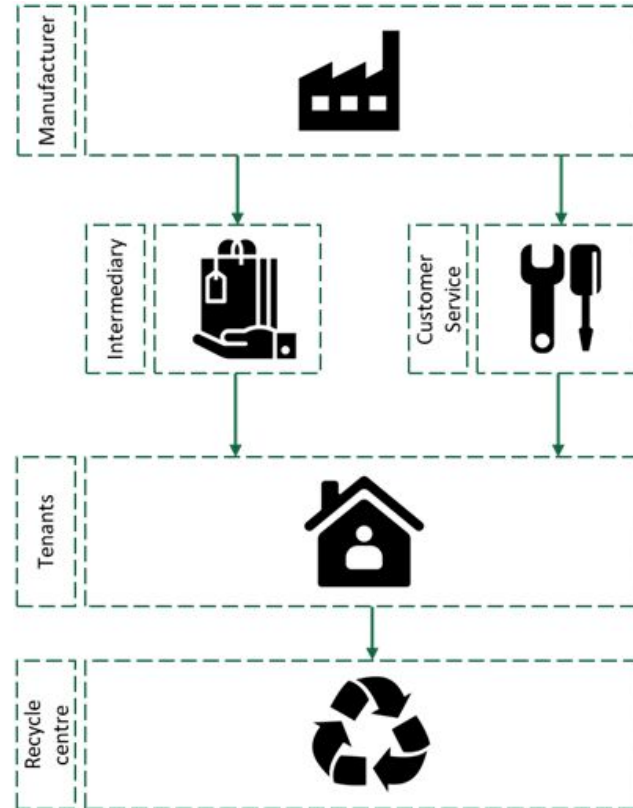
DEFINIZIONE DEL BUSINESS MODEL: ATTORI DELLA FILIERA E CONNESSIONI

TENANTS

Purchase the good and ask the customer service for maintenance or restoration of breakdown/malfunction.

MANUFACTURER

Sells the good and doesn't supervise either usage, performance or end-of-life disposal.



CUSTOMER SERVICE

Provides assistance, purchasing spare parts from manufacturers or specific suppliers.

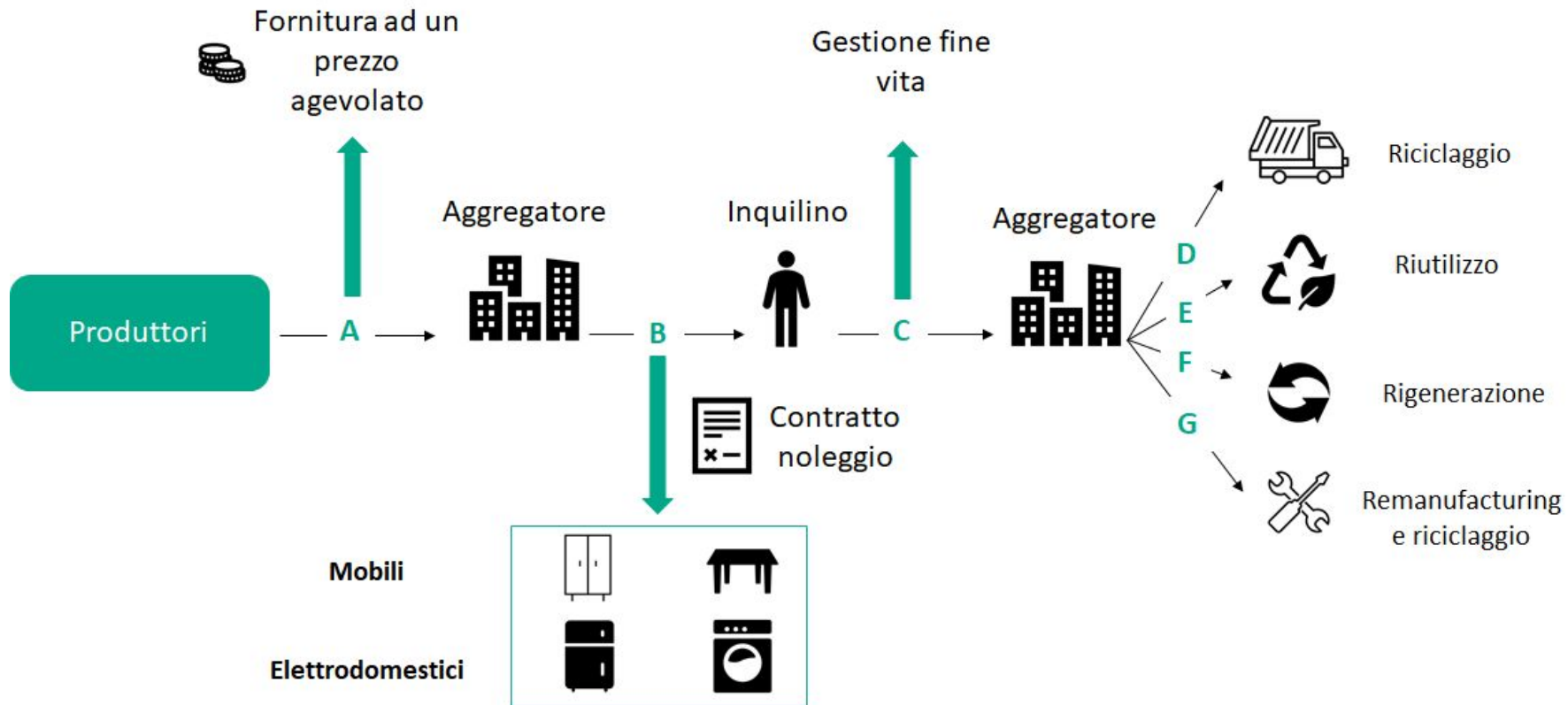
INTERMEDIARY

It is a supplier, which provides good to installer or directly to tenants.

RECYCLE CENTRE / UTILITY

Collects end-of-life products and creates recycled goods, if possible.

DEFINIZIONE DEL BUSINESS MODEL: UN PRIMO CONCEPT



DEFINIZIONE DEL BUSINESS MODEL: 2 ELEMENTI DI CIRCOLARITÀ

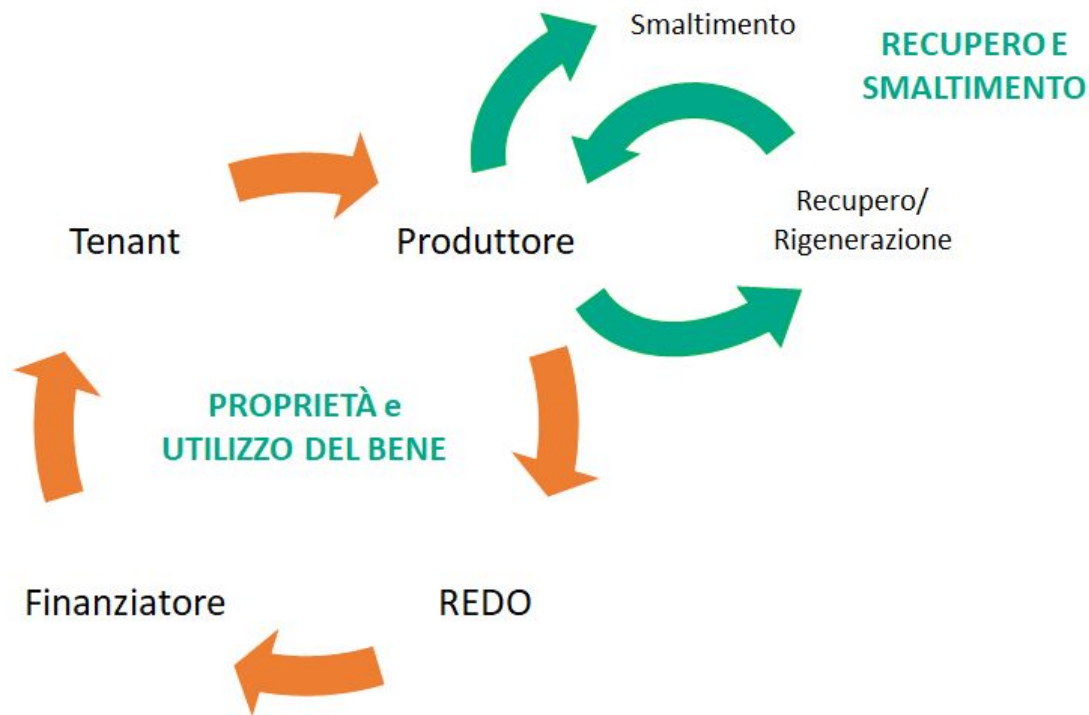
“Product as a service” nello scenario CH

Offerta di prodotti ad alta efficienza energetica |
Ecodesign accessibile

Manutenzione e riparazione |
Prolungamento della vita utile

Recupero e rigenerazione |
Seconda vita

Riciclo della materia |
Gestione del fine vita



STIMA DEGLI IMPATTI AMBIENTALI: LIFE CYCLE ASSESSMENT - LCA

“Product as a service” nello scenario CH

Offerta di prodotti ad alta
efficienza energetica |
Ecodesign accessibile



RIDUZIONE CONSUMO **ENERGIA** NELLA
FASE DI **UTILIZZO**

Manutenzione e riparazione |
Prolungamento della vita utile



RIDUZIONE CONSUMO **MATERIA ED**
ENERGIA NELLA FASE DI **PRODUZIONE E**
DISTRIBUZIONE

Recupero e rigenerazione |
Seconda vita



RECUPERO DI MATERIA NELLA FASE DI
GESTIONE DEL FINE VITA

Riciclo della materia |
Gestione del fine vita



USERS' ENGAGEMENT: IL PROCESSO

USER CENTRED DESIGN

Definition of the business model

Fine tuning of the business model

Analysis

Validation

Break the ice survey

To select a sample of users

Deep down survey

To identify problems and opportunities

Personas

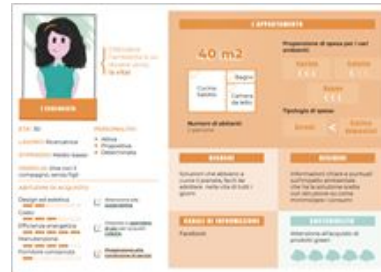
To identify user archetypes

Mock-up workshop

To simulate and validate the business model idea

Evaluation survey

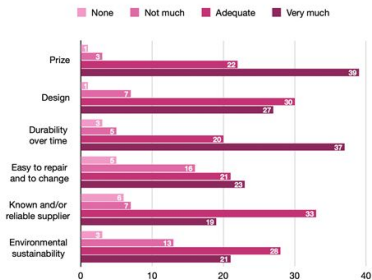
To evaluate behavioural change



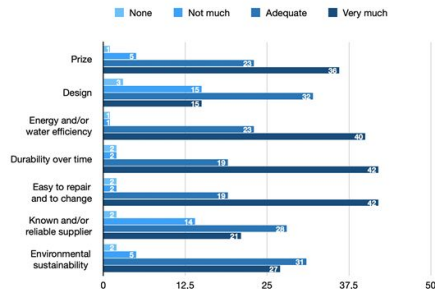
USERS' ENGAGEMENT: IL PUNTO DI VISTA DEI POTENZIALI UTILIZZATORI

HABITS

ARREDO



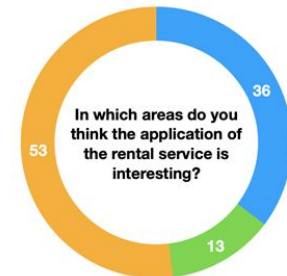
ELETTRODOMESTICI



OPPORTUNITIES

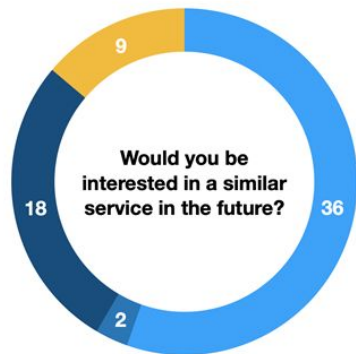


● First home experience ● Temporary moving
● High intensity usage



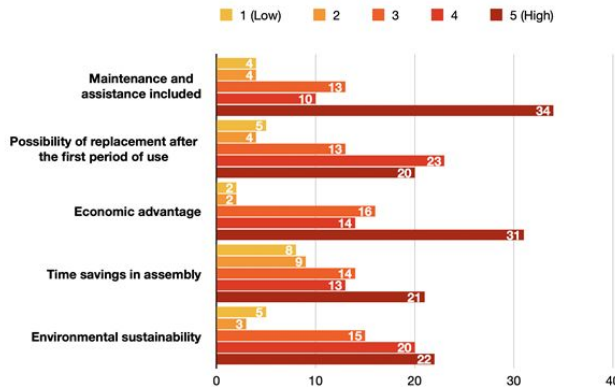
● Kitchen ● Bedroom ● Living room

INTEREST



● Yes, both ● Yes, just furniture
● Yes, just household appliances ● No

ASPETTI PER INCORAGGIARE L'ADOZIONE DEL SERVIZIO

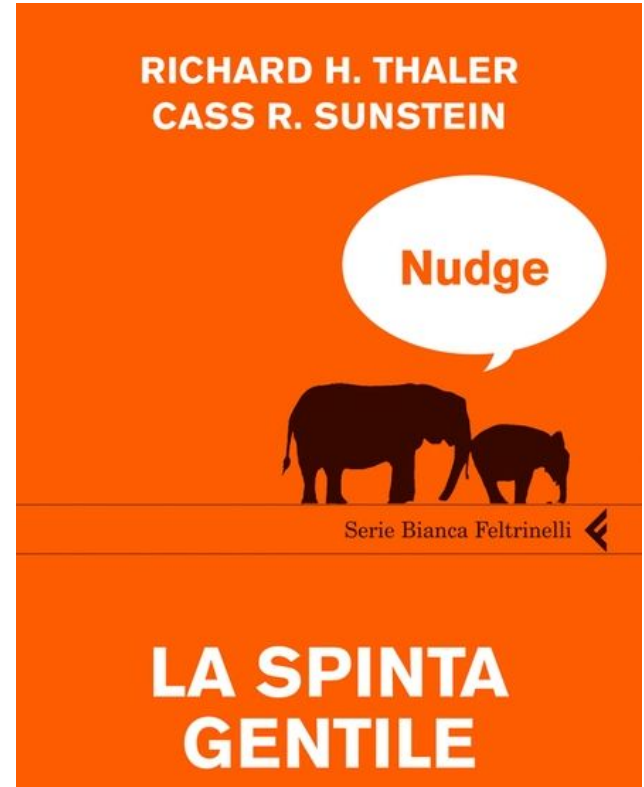
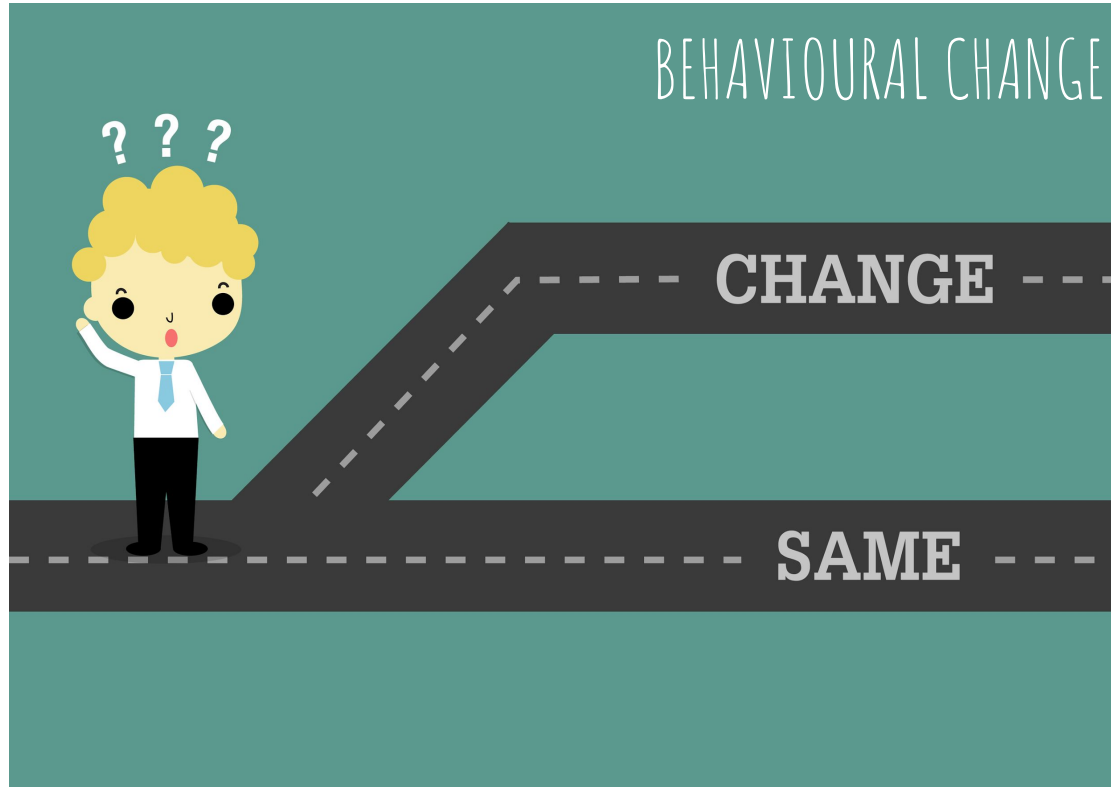


BEHAVIORAL CHANGE



● Yes ● I don't know ● No

USERS' ENGAGEMENT: GUIDARE I COMPORTAMENTI VERSO LA SOSTENIBILITÀ



ARRIVEDERCI E
GRAZIE PER
L'ATTENZIONE!

Contatti

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