



RESPONSIBLE
JEWELLERY
COUNCIL



The World Jewellery
Confederation

SUSTAINABILITY

PROGRAMME FOR DESIGNERS

Embedding Circularity in Design

2021

PROGRAMME OVERVIEW

MODULE 01 | THE VISION FORWARD

OCTOBER 20



MODULE 02 | CIRCULAR VISION

NOVEMBER 03

Our Goal

LET'S CHANGE THE WAY WE DESIGN.

To begin changing the way we design, we need to first understand the importance of sustainability in our job and our lives. Most communication systems have so much waste that designers could almost choose any part of that system and quickly imagine ways to make the system more effective. However, this is easier said than done, and trying to do something out of the ordinary in the real world can lead to problems. Yet, this is not to say it can't be done. It is a case of identifying what it is we want to achieve, and looking at possible outcomes and ways of solving a problem. To design something that is economic could be something as simple as the ink we use, or where the paper we need has been sourced, for example. If graphic designers intend to change the way they design, then it is time to search for ways to use a lot less stuff and to use stuff with a much smaller carbon footprint.

Sustainability is about meeting the needs of our current generation while ensuring we meet the needs of generations to follow. For graphic designer Ryan Kavanagh, this means that as we use resources in today's world, we must make sure that there are resources left for our children, and our children's children.

Order a stamp package from your local Post Office today

MODULE 03 | DESIGN FOR THE FUTURE

NOVEMBER 24



vision creativity future

CIRCULAR VISION

MODULE 02



MODULE 02 | CIRCULAR VISION

NOVEMBER 03

CHAPTER 01 | PILLARS OF CIRCULARITY

Why Transition To Circular Design?
The New Consumer
Linear To Circular Businesses

CHAPTER 02 | BENEFITS OF CIRCULARITY

The 5 Pillars of Circularity
People + Planet + Peace
+ Prosperity + Partnerships

CHAPTER 03 | CIRCULAR DESIGN

How to Transition to Circular Design
Circular Design
Recycling, Upcycling & Re-design



Credits Antonio Mora

MODULE 01 | KEY TAKEAWAYS

CHAPTER 01 | SUSTAINABILITY

There is increasing pressure on business to incorporate sustainable practices from international and national legislation.

The SDGs can be summarized by the 5P's people, planet, prosperity, peace & justice & partnership.

Created by the UN the SDGs are a universal call to action to end poverty, protect the planet and improve the lives and prospects for everyone, everywhere.

The RJC Code of Practices contribute towards the SDGs, there are publicly available resources to support designers in their circularity journey on the RJC website.

CHAPTER 02 | CIRCULARITY

A circular economy is closed-loop system, minimising the use of resources and the creation of waste, pollution and carbon emissions.

Circularity is rising as consumers expect more responsibility from businesses, market trends towards circularity and the increased regulatory requirements for businesses.

Transition to circular design, design out waste and pollution, keep products and materials in use and regenerate natural systems.

Cradle to grave is based on the make, use, dispose principle and cradle to cradle uses the principle of closing the loop.

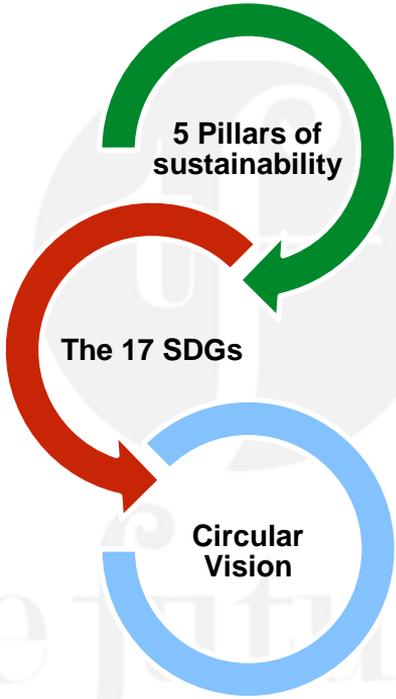
CHAPTER 03 | EMBEDDING CIRCULARITY

Circular design includes considering the lifecycle of a product at the design stage, and how designers can help "close the loop" to create a circular economy.

You should consider all steps of the process when designing a product, from design to end use.

You should consider the materials you use, the way your products are manufactured, how your products are distributed, and ensuring you provide the proper care instructions so that your product is durable and has longevity.

MODULE 01 | RECAP



PILLARS OF CIRCULARITY

CHAPTER 01



WHY TRANSITION TO CIRCULAR DESIGN?

- > Contributes to the overarching agenda of the 17 SDGs.
 - > Minimises resource consumption and waste generation.
 - > Optimises production and logistics.
 - > Extends the useful life of products.
 - > It raises awareness of sustainability.



THE NEW CONSUMER

- > The mindsets & lifestyles have shifted, and are well-aligned to the ideals of circular economy and design.
- > Society primed for transitioning into an era of circularity.
 - > Consumers are becoming more knowledgeable about sustainability.
 - > Consumers today are re-defining luxury.



Credits: Elle Taiwan

LINEAR TO CIRCULAR BUSINESS

WHAT DOES THIS MEAN?

the



FROM LINEAR TO CIRCULAR BUSINESS



LINEAR ECONOMY >

Traditionally follows the “**take-make-dispose**” **step-by-step plan**. This means that raw materials are collected, then transformed into products that are used until they are finally discarded as waste.

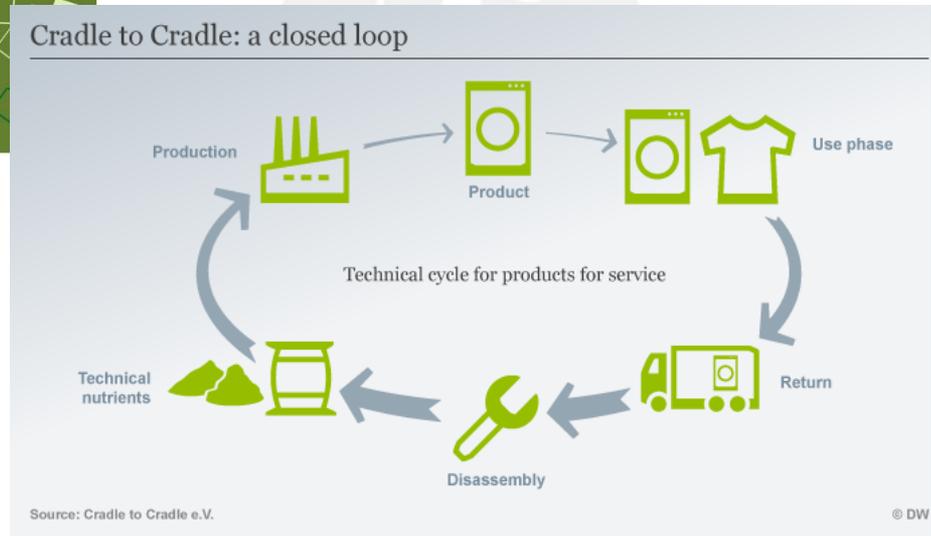
CIRCULAR ECONOMY >

A business model of production and consumption, which involves sharing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.



CRADLE TO GRAVE

CRADLE TO CRADLE



BENEFITS OF CIRCULARITY

CHAPTER 02





PEOPLE

- 01 NO POVERTY
- 02 NO HUNGER
- 03 GOOD HEALTH & WELL-BEING
- 04 QUALITY EDUCATION
- 05 GENDER EQUALITY

PLANET

- 06 CLEAN WATER AND SANITATION
- 07 AFFORDABLE AND CLEAN ENERGY
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND

PEACE

- 16 PEACE AND JUSTICE, AND STRONG INSTITUTIONS

PROSPERITY

- 08 DECENT WORK AND ECONOMIC GROWTH
- 09 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITY
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

PARTNERSHIP

- 17 PARTNERSHIPS TO ACHIEVE THE GOAL

CIRCULAR DESIGN

PEOPLE

SDG'S 1, 2, 3, 4, 5

- > DESIGN OUT INEQUALITIES
 - > NEW OPPORTUNITIES
- > PRESERVE CULTURAL HERITAGE
 - > SUPPORT COMMUNITIES
- > PUBLIC HEALTH & WELL-BEING
- > DIVERSITY, EQUITY & INCLUSION



Credits Gucci Beauty Ad Campaign

PLANET

SDG'S 6, 7, 11, 13, 14, 15

- > REDUCING CO2 EMISSION
- > WATER WASTE
- > LOW ENVIRONMENTAL IMPACT
- > LIMITING POLLUTION
- > CLEAN ENERGY



Credits: Antonio Mora

PROSPERITY

SDG'S 8, 9, 10, 12

- > INDUSTRY INNOVATION
& INFRASTRUCTURE
- > RESPONSIBLE CONSUMPTION

NEW SERVICES | INNOVATIVE
BUSINESS MODELS |
E-COMMERCE DIGITAL
| EXPERIENTIAL SHOPPING |
IOT - INTERNET OF THINGS

th

Credits: Pinterest



PARTNERSHIP

SDG 17

- > EDUCATING CONSUMERS
 - > SHARING REAL VALUE
 - > PARTNERSHIP TO ACHIEVE GOALS
 - > LESS IS MORE
- > COLLECTION PLANNING



Credits: Vogue

CIRCULAR DESIGN

CHAPTER 03



CIRCULAR DESIGN

“over 70% of a product’s life-cycle costs and environmental footprint is determined during its design phase.”

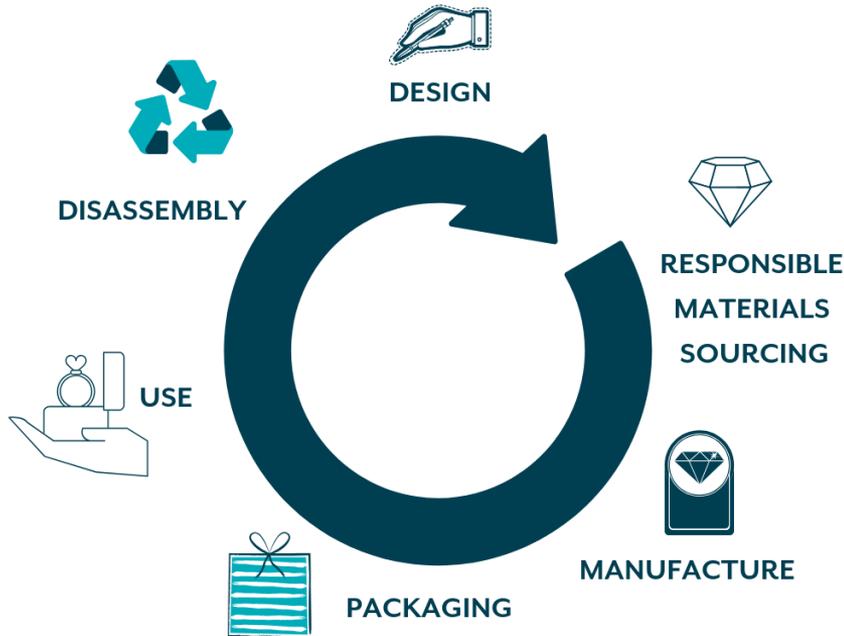
Navi Radjou & Jaideep Prabhu

- + Design out waste & pollution
- + Keep products & materials in use
- + Regenerate natural systems



Credits: Sarah Ho

WHAT IS CIRCULARITY IN JEWELLERY?



HOW TO TRANSITION TO CIRCULAR DESIGN

+ DESIGN
 + MATERIALS
 + MANUFACTURING
 + PACKAGING
 + USE

Source: <https://www.commonobjective.co/article/how-can-jewellery-be-circular>

RECYCLING

- + Recycling has been prevalent in the jewellery industry for thousands of years.
- + Metals from unwanted, outdated or broken jewellery can be refined and used again.
- + Diamonds or gemstones can be recut into updated or more modern shapes.



Credits: Maki Okamoto

November, 2021

UPCYCLING & REDESIGN

- + Turning outdated or sentimental pieces into something new.
- + Remodelling vintage or existing jewellery into a new piece.
- + Resetting & recutting of diamonds and gemstones.
- + Transforming rings or brooches into pendants.



Credits: Grannie Morton

November, 2021

CASE STUDY: NADIA MORGENTHALER



- WEB: nadiamorgenthaler.com
- IG: [nadiamorgenthaler](https://www.instagram.com/nadiamorgenthaler)

- + Made using recycled gold.
- + Responsibly sourced diamonds.
- + Working with local artisans.
- + FSC & recycled paper packaging.
- + Recycles waste & chemicals used in the manufacturing process.

CASE STUDY: MELISSA JOY MANNING



- WEB: melissajoymanning.com
- IG: [melissajoymanning](https://www.instagram.com/melissajoymanning)

- + Recycled metals.
- + 100% recycled silver.
- + Locally produced products.
- + Offers a jewellery repair service.
- + Detailed care instructions provided online.

MODULE 02 | KEY TAKEAWAYS

CHAPTER 01 | PILLARS OF CIRCULARITY

Transitioning to circular design contributes to the overarching agenda of the 17 SDGs and minimises resource consumption.

Mindsets & lifestyles are shifting, consumers are more aware of sustainability, their buying power and the impact their choices have.

A linear economy follows the “take-make-dispose” model and a circular economy is a closed loop system aimed at eliminating waste and the continual renewal of resources.

CHAPTER 02 | BENEFITS OF CIRCULARITY

The SDGs can be summarised by the 5P's people, planet, prosperity, peace & justice & partnership & designers can contribute towards them.

People: Design out inequalities and support communities.

Planet: Reducing Co2 emissions, water waste and limiting pollution.

Prosperity: Industry innovation and responsible consumption.

Partnership: Educating consumers, and collaboration

CHAPTER 03 | PILLARS OF CIRCULAR DESIGN

Over stock can be re-purposed and transformed in brand-new pieces, and certain components can be recycled.

Recycling of precious metals is prevalent within the jewellery industry and has been a prominent practice for thousands of years.

Upcycling and redesign can involve elements of recycling; upcycling is a method of using waste and transforming them into new products.

A lush green forest with a person walking away in the distance. The forest is dense with tall, thin trees and a thick carpet of moss and ferns on the ground. The lighting is soft and dappled, creating a serene atmosphere. A person wearing a light-colored, patterned poncho and a hat is walking away from the camera towards the center of the forest. The ground is covered in vibrant green moss and ferns. The trees are tall and thin, with some showing signs of decay or damage. The overall scene is peaceful and natural.

THANK YOU