



RESPONSIBLE  
JEWELLERY  
COUNCIL



The World Jewellery  
Confederation

# SUSTAINABILITY

## PROGRAMME FOR DESIGNERS

*Embedding Circularity in Design*

# 2021

# THE SUSTAINABLE VISION

## MODULE 01



# PROGRAMME OVERVIEW

## MODULE 01 | THE SUSTAINABLE VISION

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

# MODULE 01 | THE SUSTAINABLE VISION

## OCTOBER 20

### CHAPTER 01 | SUSTAINABILITY

The RJC

The Sustainable Vision

The Responsible Business

The Sustainable Development Goals (SDGs)

The 5P's of Sustainability

### CHAPTER 02 | CIRCULARITY

What is a Circular Economy?

Why Circularity is Rising

Transition to Circular Design

Cradle to Cradle vs Cradle to Grave

### CHAPTER 03 | EMBEDDING CIRCULARITY

The Circular Vision for Designers

The Circular Design Process





**SUSTAINABILITY**

**CHAPTER 01**



# RESPONSIBLE JEWELLERY COUNCIL

- > The RJC is a global standards body.
- > Responsible business is good business, without causing harm to people or the planet.
- > Code of Practices focussing on business ethics and responsible supply chains.
  - > RJC COP contributes to the United Nations Sustainable Development Goals (SDGs).

## THE SUSTAINABLE VISION

- > The pandemic has heightened sustainability awareness.
- > Sustainability will remain a key consideration for consumers post-pandemic with a growing percentage adopting a more sustainable lifestyle.
- > Some consumers have stopped buying certain products due to ethical or environmental concerns.



Credit: Tobia Zambotti

# THE RESPONSIBLE BUSINESS

- > Consumers are pushing for brands to change by placing greater value on sustainable products.
- > Gen Z/ 16-25 year old consumers are adopting more sustainable behaviours than any other group.
- > Many want brands to take the lead with 64% of consumers wanting brands to reduce packaging, 50% want information on how to recycle and 46% need clarity on sourcing of products.

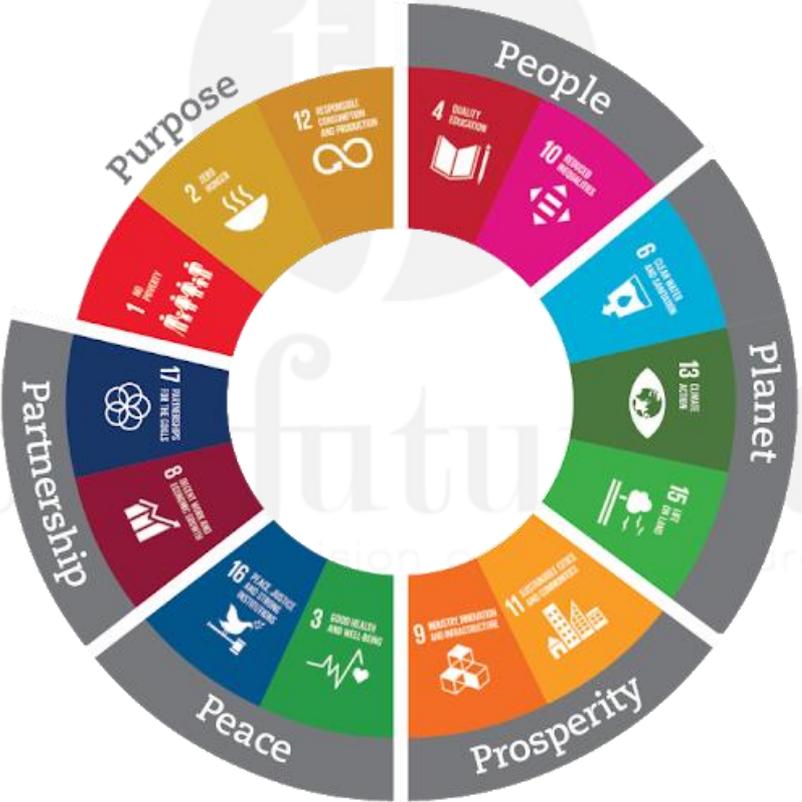
(source Boston Consulting Group)



Credit: Ecolaf

# THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS)





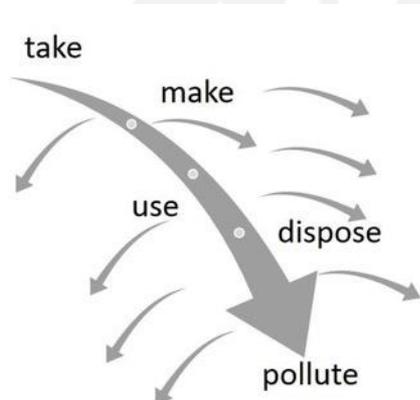
**THE SDG'S GOALS  
SET BY THE UNITED NATIONS  
ARE SUMMARISED IN THE 5P'S  
PEOPLE, PLANET, PROSPERITY,  
PEACE & JUSTICE  
& PARTNERSHIP**

Source: <https://vale.com/>

**CIRCULARITY**

**CHAPTER 02**





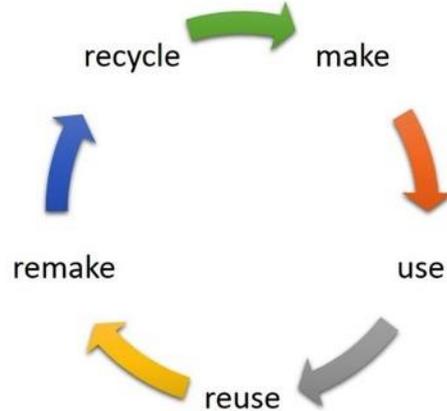
## WHAT IS A CIRCULAR ECONOMY?

> A circular economy is an economic system that tackles global challenges.

> A circular economy seeks to rebuild capital.

> Reuse, sharing, repair, refurbishment, remanufacturing and recycling.

> Closed-loop system, minimising the use of resources and the creation of waste, pollution and carbon emissions.



**RETHINK**  
**REPAIR**  
**REUSE**  
**REDUCE**  
**REFUSE**  
**RECYCLE**  
**RECOVER**  
**REGIFT**

Credit: Pinterest

## WHAT IS A CIRCULAR ECONOMY?

“A CIRCULAR ECONOMY SEEKS TO REBUILD CAPITAL, WHETHER THIS IS FINANCIAL, MANUFACTURED, HUMAN, SOCIAL OR NATURAL THIS ENSURES ENHANCED FLOWS OF GOODS AND SERVICES IT IS AN IDEA, FIRST MADE CONCRETE”

Ellen MacArthur Foundation



Credit: Sustainable Campaign By LARK & BERRY

## WHY CIRCULARITY IS RISING

### **Consumer Expectations:**

Consumers have started to live in a more holistic way, respecting the natural world and contributing towards nurturing the planet.

### **Market Expectations:**

There is a significant rise in “slow design” incorporating natural materials in their raw forms, reducing processed materials and carbon footprints.

### **Regulatory Requirements:**

The European Green Deal  
The Circular Economy Action Plan

EU Action Plan:  
"Towards a Zero Pollution for Air, Water and Soil"

**Linear Economy****Recycling Economy****Circular Economy**

Credit: Pinterest



# TRANSITION TO CIRCULAR DESIGN

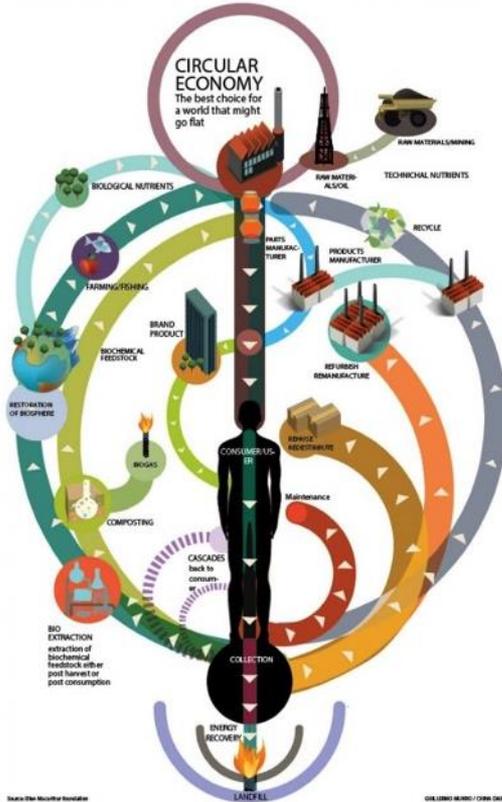
How do we build economic systems that eliminate waste, regenerate, and use all resources, including energy and materials, to their fullest?

- + DESIGN OUT WASTE AND POLLUTION
- + KEEP PRODUCTS AND MATERIALS IN USE
- + REGENERATE NATURAL SYSTEMS

# CRADLE TO CRADLE VS CRADLE TO GRAVE

While Cradle to Grave is based on the make, use, dispose principle, Cradle to Cradle uses the principle of closing the loop wherein a product at the end of its lifecycle can be circled back into the production cycle.

In the linear economy, raw natural resources are taken, transformed into products and are disposed of. On the opposite side, a circular economy model aims to close the gap between the production and the natural ecosystems' cycles – on which humans ultimately depend.

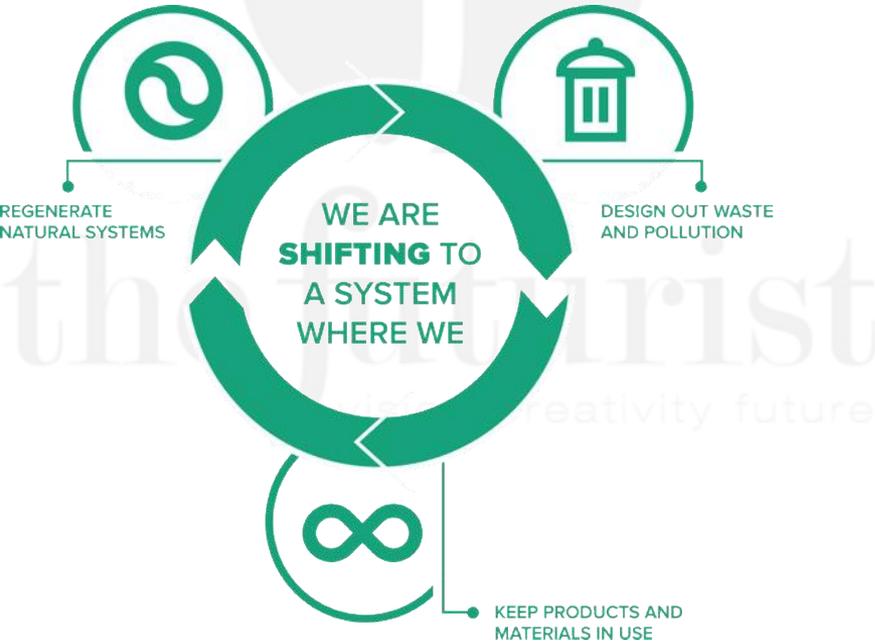


# EMBEDDING CIRCULARITY

## CHAPTER 03



# THE CIRCULAR VISION FOR DESIGNERS



**“DESIGN IS INTEGRAL IN THE SHIFT TO THE CIRCULAR ECONOMY.”**

Ellen MacArthur Foundation

**“THE NEXT BIG THING IN DESIGN IS CIRCULAR”**

Ellen MacArthur Foundation

# THE CIRCULAR DESIGN PROCESS



**SOURCING:** with ethical practices and environmental care

**MANUFACTURE:** consider your impact and alternative options

**DISTRIBUTION:** with optimised transportation & logistics

**USE:** provide care instructions to ensure product longevity and durability

**RECOVERY:** recycling, reusing and regeneration

**RECOMMERCE:** with aspirational & conscious storytelling

# 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.

A large, minimalist indoor space with white walls and a ceiling with recessed lighting. The floor is covered in a dense field of tall green grass and small yellow flowers. Three people are standing in the field: a woman with long blonde hair in the foreground, a man in a dark shirt in the middle ground, and a woman in a white shirt in the background. The text "THANK YOU" is overlaid in large white letters across the center of the image.

THANK YOU