

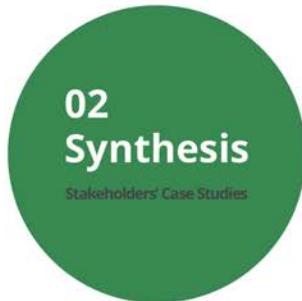


Somers Town
Future
Neighbourhoods
2030

DESIGN FOR CIRCULAR ECONOMY IN SOMERS TOWN

ual: central
saint martins

Contents



Executive Summary

The Future Neighbourhoods 2030 project in Somers Town aims to raise awareness about climate change's impact and promote the circular economy concept. This report summarizes the efforts of our team from Central Saint Martins, MA Industrial Design, in collaboration with local organizations, to identify barriers and enablers of the circular economy system in Somers Town.

Through research, interviews, and engagement activities, we have identified three key factors influencing participation in the circular economy: Local Demographics, Communications, language and skills. We found that more engagement from younger and middle-aged generations is needed, along with improved communication to raise awareness about the initiatives. Addressing barriers, such as technical skills and language can also encourage active participation.

Based on our findings, and with input and guidance from T Factor T Lab 5, a group of researchers with expertise in circular and collaborative economy, we designed and delivered a Circular Economy workshop involving key stakeholders to explore existing circular activities in Somers Town, share inspiration from European examples and explore the potential for circular activities to connect to foster a circular system, and potential for a circular economy, in Somers Town. The workshop resulted in valuable insights and collaboration, leading to the development of an overview of the circular economy system in Somers Town.

The report describes a simplified circular system in Somers Town, including activities linked to reuse, repair, remaking, and recycling, while also recognizing supporting programs and information sharing. By visualizing the existing system and circular services delivered by local organizations, we aim to explore future opportunities and enhance collaboration.

We offer three design outputs that we hope will help to optimize the circular economy system: an information banner on Chalton Street to increase understanding and accessibility of the concept of circularity whilst sharing opportunities for citizens to get involved in existing initiatives; a Circular Somers Town Map and loyalty scheme to recognize and reward participation in these initiatives; and this Circular Economy report to share our insights and enhance connections among stakeholders in Somers Town. These outputs aim to promote circular practices, engage a broader range of citizens, and contribute to developing a thriving circular system in the neighbourhood.

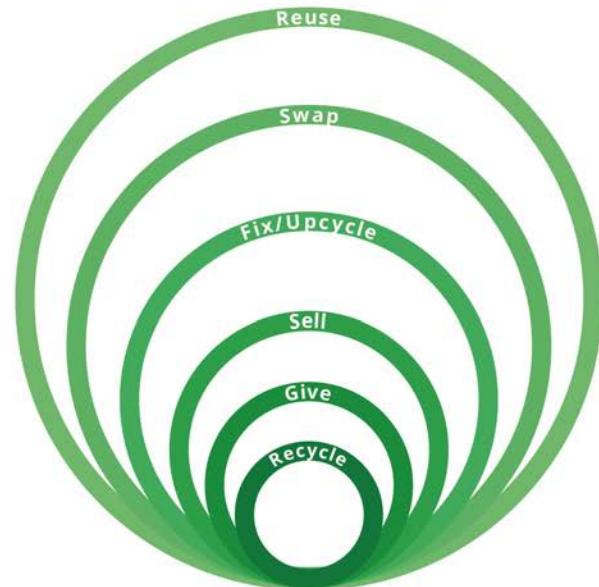


Introduction

What is circular economy?

In 2021, Somers Town received funding from the Mayor of London to embark on a journey toward becoming a more sustainable neighbourhood. As a result, the Future Neighbourhoods 2030 project was launched to raise awareness among residents, local businesses, and organizations about the impact of climate change. The project encourages collaboration in activities that promote the concept of the circular economy and benefit the environment.

Instead of following a linear system of producing, consuming, and disposing of items, the circular economy approach urges us to explore new ways of cycling materials and value back into the system. This means reusing materials and products repeatedly, thereby creating more value while minimizing waste. Embracing circular economy principles can transform the community into one that thrives sustainably, maximizing resource efficiency and minimizing environmental impact.



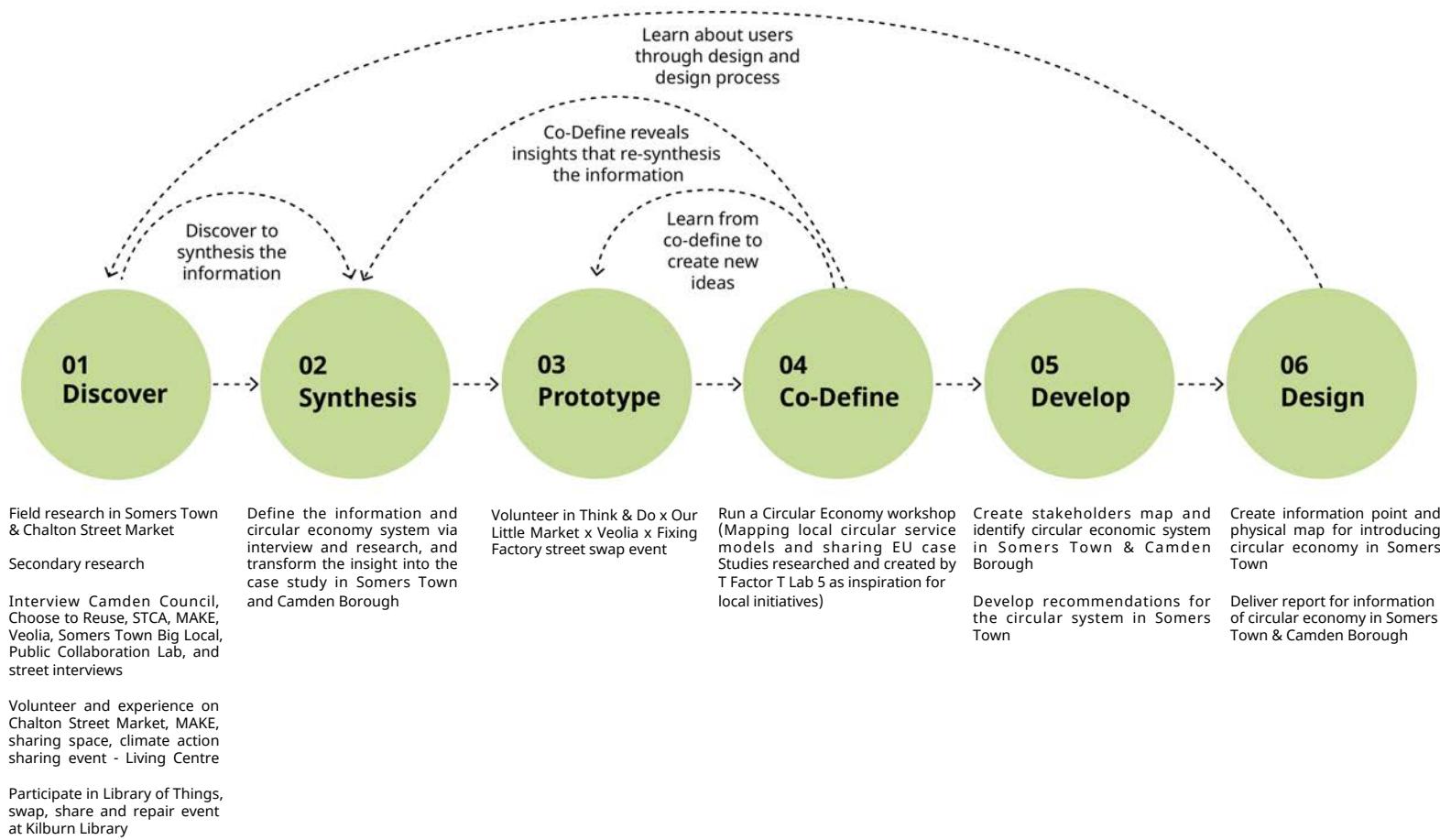
Who are we?

We are a team from Central Saint Martins, MA, Industrial Design, consisting of three academic leads and seven industrial designers. Our collective goal is to address societal and community issues through industrial design approaches and tackle the challenges that acquire innovative thinking and action. In this project, we are collaborating with organizations already involved in the circular economy system in Somers Town and Camden Borough. Together, we are engaging in an action research process to identify the barriers and enablers that need to be addressed to support the realization of the circular economy system fully.

Our design methodology began with thorough research, interviews, and community engagement activities. These initial steps allowed us to gather valuable observations and information. We then participated in a street swap event, which became our first practical prototype of the circular economy initiative. Additionally, through facilitating the workshop, we co-developed circular economy services with participating stakeholders. Additionally, we generated ideas by combining our learnings and understanding from Somers Town then we started to create resources that local organizations and the community can use to promote the circular economy system in the future.



Methodology



01
Discover

Description
Interview

Research



To discover the existing system of the circular economy in Somers Town, we conducted comprehensive field and secondary research in the area. We interviewed various stakeholders, including Camden Council, Choose to Reuse, STCA, MAKE, Veolia, Somers Town Big Local and Public Collaboration Lab, and also conducted street interviews. Additionally, we actively volunteered and gained hands-on experience at Chalton Street Market, MAKE, Sharing Space, and climate action sharing events. We also participated in events organized by the Library of Things' swap, share, and repair initiatives at Kilburn Library.

Volunteer



Interview



Camden recycles
EQUA  Participation



Interview

Through our interviews, we discovered three key factors that influence the participation of the circular economy in Somers Town. Firstly, the "Local Demographic" plays a significant role as most organizations operate during weekdays, making most participants retirees or homemakers. However, there may need more involvement from the younger and middle-aged generations.

Secondly, "Communications" emerge as a challenge. Despite the Future Neighborhood project running for two years, some residents are still unaware of the project and the activities of these organizations. Therefore, there is a chance to enhance communication to raise awareness among the community about the initiatives taking place.

Lastly, "Motivation" is another factor impacting participation. Some individuals may need more confidence attending activities or workshops these organizations host. They may feel they need more technical skills or are hesitant to interact with others due to language barriers. Addressing these concerns and providing support and encouragement can help individuals overcome these barriers and actively participate in the circular economy initiatives in Somers Town.

Interview questions see Appendix 1 & 2 on P. 58 - 59



PUBLIC
COLLABORATION
LAB



02 **Synthesis**

Stakeholders' Case Studies

We synthesised our research findings into case studies for each of the circular initiatives that we discovered in Somers Town. In doing so we identified at which stage(s) in the circular system we understood these initiatives to be operating. We also tried to understand the key characteristics and elements of the initiatives so as to create a set of tools that might be useful in designing future initiatives.

Choose to reuse

Repairing, sharing and reusing in Somers Town



Future Neighbourhoods and the circular economy

A 'circular economy' is one where things we no longer need or want are repaired, reused, shared or traded to help our community and reduce waste.

As part of Future Neighbourhoods 2030 there will be a series of workshops and events promoting the 'circular economy' in Somers Town and at Charlton Street Market.

[Find out more and get involved at somerstownfn2030.commonplace.is](http://somerstownfn2030.commonplace.is)



Camden Council

As the local authority and plan maker for the Future Neighbourhoods 2030 project, Camden Council actively engages with local organizations to deliver workshops and events focused on promoting and educating about the circular economy to encourage more people to view waste and recycling from a different perspective.

Camden Council is also dedicated to supporting the development of a vibrant market on Charlton Street. This initiative aims to rejuvenate the community and establish a low-waste market by collaborating with Our Little Market, a social enterprise, to achieve this goal. As part of support, Camden Council offers new traders the opportunity to participate in a three-time trading trial at no cost. Additionally, assist with licensing, provide setting support, and offer necessary equipment.

Choose to Reuse (Information site)

An online webpage organized by Camden Council provides information on item and material reuse, waste reduction as well as ongoing circular economy projects. This platform serves as a valuable resource for individuals seeking information on how to repurpose items and adopt sustainable practices.

Refill Station Camden (Reuse, SELL, Sell, Give, Recycle)

Camden Council provides an environmentally friendly service by offering a range of effective eco-friendly cleaning and laundry products free from dyes and harsh chemicals. The council encourages customers to bring their reusable bottles, jars, or containers to reduce plastic waste further. The Refill Station Camden is located at Charlton Street Market every Friday.



Contact

OPENING HOURS

Monday - Friday
09:00 - 17:00



Somers Town Community Association

@The Living Centre

(Swap, Recycle)

The Somers Town Community Association is located at the Living Centre, which serves as a hub for providing health and well-being services to the St Pancras and Somers Town Community. Within the Living Centre is a clothes rail dedicated to resident swapping activities, promoting sustainable fashion practices.

Moreover, the association organizes a series of workshops and events focused on addressing the issues of fashion and food waste. These initiatives encourage recycling and repurposing of materials to tackle environmental concerns effectively.



Mon. - Fri. 09:00 - 17:00



Clothes swapping



Food waste recycling



MAKE @Story Garden

(Fix/Upcycle, Upskill)

MAKE is a dedicated community workshop space available to residents of Somers Town, open from Tuesday to Friday. On Tuesdays and Wednesdays, it primarily focuses on DIY activities, providing an opportunity for individuals to learn and practice woodworking skills or engage in repairs. Thursdays are dedicated to fashion workshops, where residents can enhance their sewing and fabric-mending abilities. Additionally, Friday evenings host a Clay Social workshop, where participants can experience the joy of crafting with clay. At MAKE, you can unleash your creativity and try to make or fix stuff using reclaimed materials.



Tue. - Fri. 11:00 - 13:00, 14:00 - 16:00



Textile mending



Wood reusing & repairing



Clay workshop



Lifeafterhummus @Phoenix Centre

(Swap, Fix/Upcycle, Give, Recycle, Upskill)

Lifeafterhummus operates a surplus food bank and reuse centre catering to the needs of residents. They collaborate closely with local markets and food shops to effectively redistribute surplus food to those in need, with the assistance of dedicated staff and volunteers. Outside the Phoenix Centre is a surplus food cart and a cloth swap rail, providing convenient access to essentials for the community.

In addition to its food bank efforts, Lifeafterhummus hosts monthly cloth-swapping events and cloth-mending workshops. These events encourage community engagement and support a more environmentally conscious lifestyle.

Room of Things

The Project Room of Things is a valuable resource that provides high-quality items free of charge to support local families and individuals. It offers a diverse range of essentials for every room in the house, ensuring people can access clothing, housewares, stationery, toys, etc. Within the Room of Things, residents can explore different sections resembling various house rooms, such as the bedroom, kitchen, and living room. Each designated space is well-organized and stocked with the necessary items for that specific area. This setup allows individuals to conveniently find their needs, making their experience efficient and tailored to their requirements.

 Cloth swapping

 Textile mending

 Food & housewares giving

 Food waste recycling



Think & Do @Sharing Space (Swap, Give, Upskill)

Camden Think & Do



Think & Do's Sharing Space is held at Goldington Estate TRA hall, where local residents organize and lead various activities. Each week, there are different engaging activities for participants to enjoy. These activities include sewing workshops, recycling craft sessions, and a weekly free lunch. A monthly street swap event is also held, allowing community members to exchange items.

In addition to these regular activities, Think & Do collaborates with various organizations to deliver training sessions on electronics and knowledge-sharing sessions on waste and recycling. They actively welcome residents, community members, and visitors to participate in these events.



Thu. 10:00 - 17:00



Clothes & housewares swapping



Sewing workshop



Food giving



About OLM Circular Economy

Book a Stall

Projects

FAQs

Contact



WELCOME TO OUR LITTLE MARKETS

About OLM

Circular Economy

Book a Stall

Projects

FAQs

Contact

Do you want to sell food, or something else?

Food Items

Non-food Items



Our little Markets

@ Chalton Street Market

(Sell, Give, Upskill)

Our Little Markets is a social enterprise that goes beyond supporting local businesses by actively contributing to reducing the environmental impact associated with traditional retail. It offers an affordable and low-risk try-out for individuals to test their business ideas and sell their products at Chalton Street Market.

Our Little Markets assists traders by facilitating the setup and takedown process at the market and offering necessary trading equipment. Prospective traders can conveniently book a stall through Our Little Markets' webpage and take advantage of the opportunity to participate in a trading trial three times without incurring any cost or requiring a license.



Fri. 10:00 - 16:00



Reuse items selling or giving

**ABOUT US****WHAT WE DO**

Founded in 2004, Global Generation is an educational charity, which works together with local children and young people, businesses, residents and families in Camden, Islington and Southwark to create healthy, integrated and environmentally responsible communities. Our work connects people of all ages to nature in the middle of the city. We focus on the development of the whole person, providing practical experiences and support for children and young people to become catalysts for change in their communities. We integrate values-based reflective learning into practical sessions through a wide range of educational programmes, enabling people to grow themselves, grow relationships and grow a new vision for the future.



Global Generation @Story Garden

(Swap, Give, Recycle, Upskill)

Global Generation's Story Garden is a sustainable community garden that cultivates a lush, green, wildlife-friendly space that allows residents to immerse themselves in and deepen their connection with the natural world by collaborating with local children, young people, businesses, and families in Camden. Global Generation strives to foster environmentally responsible communities.

Story Garden also occasionally hosts engaging events, such as seed swaps, sharing, and plant and vegetable giveaways. These initiatives actively encourage residents to come together and develop a sense of community as they share food, stories and build meaningful friendships.



Tue. - Sat. 10:00 - 16:00



Seed swapping



Plant & vegetable giving



Your Bike Project

(Swap, Fix/Upcycle, Give, Recycle, Upskill)

Your Bike Project is a social enterprise in Queens Crescent, Gospel Oak. Their primary focus is empowering young people through bike repair and maintenance session, equipping them with valuable skills. They also provide free bike repairs for young individuals, collaborating with Camden Police by using unclaimed and abandoned bikes, and offer an opportunity for young people to fix and use these bicycles.

In addition to its youth-oriented initiatives, Your Bike Project collaborates with local organizations to engage in innovative practices. They use bikes to create recycled paper pulp and prepare fresh food smoothies playfully. By promoting cycling culture, they actively contribute to reducing air pollution in the local neighborhoods, thus striving to create a greener Camden.



Bike fixing



Bike repair & maintenance session

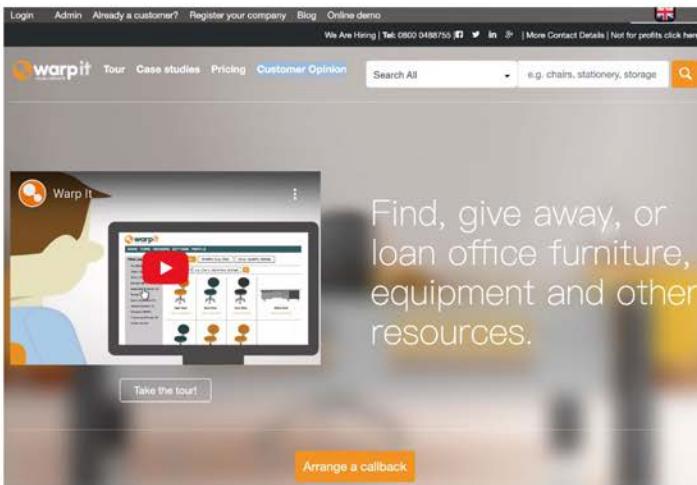


Bike swapping or giving

Login Admin Already a customer? Register your company Blog Online demo

We Are Hiring | Tel: 0800 0488765 | More Contact Details | Not for profits click here

warpit Tour Case studies Pricing Customer Opinion Search All e.g. chairs, stationery, storage



Knowledge Quarter – Warp it

(  Reuse,  Swap)

Warp It is an innovative online platform that facilitates the reuse and management of equipment, resources, and items within companies and organizations. Its purpose is to enable entities to acquire, give, or loan items they need, effectively minimizing waste and reducing carbon footprints by promoting reuse. By encouraging the reuse of items, Warp It helps save money that possibly is spent on purchasing new items and frees up valuable space occupied by underused goods.

To ensure transparency and accountability, participants are required to register on the platform. This allows for the monitoring and analyzing every transaction, providing detailed and up-to-date information on the environmental benefits and financial savings generated through the reuse process.

Star Items

Star Item Of The Day



Rolling Shelving system

QTY	300kg	6300kg
21		

Top 10 Star Items

Item	Qty	Waste	Waste Total
Metal library racking	21	300kg	6300kg
Small rectangle tabl	94	15kg	1410kg
Computer Arms & Post	39	26kg	1014kg
INDUSTRIAL EQUIPMENT	1	1000kg	1000kg
Square table	60	15kg	900kg
Stacking chairs	100	7kg	700kg
Desk dividers	40	15kg	600kg
Desk dividers	40	15kg	600kg
Curved desk	10	45kg	450kg
Sterile filter pipet	200	2kg	400kg

Online webpage



Equipment & material for reusing & swapping

Don't buy new. Design new.

We match companies and their retail and industrial 'waste' with art & design students, creatives and makers that need materials for their projects.



Renée Materials is a London-wide marketplace that connects companies that waste large amounts of materials with students, creatives, and makers who need supplies; one of their Circular Material Hubs is based in Central Saint Martins. Their platform offers companies an alternative to current waste disposal methods (they offer reuse instead of landfills, incinerators, or recycling). Renée Materials supports creatives by providing access to affordable, high-quality, sustainably sourced materials and supplies while promoting circular behavior.

Their overarching goal is to assist misplaced resources in finding a new purpose. By implementing and fostering circular creative practices, they aim to inspire and empower individuals to embrace a future where waste resources are valued and used to their fullest potential and a world without wasted materials!



Materials swapping & selling



Material reusing



Veolia's Sustainability Fund; transforming local communities and environments.

Do you have a project idea that will help transform your local community or environment? We want to hear from you!

Launching 21 April 2023, just in time for Earth Day, Veolia's Sustainability Fund could help your project come to life with a cash donation, in kind resources or volunteers.

Application deadline is 29 September 2023.



Veolia Camden (Recycle, Information site)

As a Camden Council contractor, Veolia collects recycling and rubbish from all Camden residents and some businesses. Beyond their collection services, Veolia is dedicated to educating residents about responsible waste management practices such as repairing Waste Electrical and Electronic Equipment (WEEE) and recycling food waste.

During collaboration events with partners such as Somers Town and Camden Council, Veolia actively introduced recycling systems and worked towards minimising waste. Veolia's Education, Communications, and Outreach team attends community events to engage with attendees and address enquiries related to waste services. Their presence is a valuable opportunity to educate the community, encourage recycling, and foster a better understanding of waste management practices.

Sustainability Fund

The Sustainability Fund recognizes the importance of collective action and community engagement in driving positive change. The fund plays a crucial role in fostering a sustainable and environmentally conscious Camden by offering financial support, resources, and volunteer assistance. It catalyzes inspiration and enables impactful initiatives that contribute to the local community's overall well-being and environmental resilience.

Recycle and rubbish collections

Reuse, repair, recycling and waste minimisation projects



**Don't Throw It Away.
Make It Last.**



Fixing Factory

(Fix/ Upcycle, Upskill)

Fixing Factory is a community-driven electronics repair hub operating in Camden and Brent. With two physical locations, they provide a platform for individuals to give their belongings a new lease on life. Their skilled technicians specialize in repairing a wide range of items, from tablets to toasters, focusing on small household appliances and electronics equipped with batteries or plugs (excluding microwaves or large items). Beyond saving people money, Fixing Factory has a broader mission to reduce electronic waste and contribute to a more sustainable planet.

Central to their approach is training and skill sharing. They firmly believe nurturing a new generation of young fixers is the key to building a more circular future. To this end, they offer weekly repair workshops every Thursday, providing opportunities for individuals to learn and enhance their repair skills. Additionally, Fixing Factory encourages people to donate unused items, which can be reused or shared with others in need. Fixing Factory offers its repair services and learning opportunities free of charge by eliminating barriers to repair and encouraging people to value their belongings.



Electronics reusing & fixing



Electronics fixing Skill traning

Why buy when you can borrow?

Borrow useful Things for your home, projects and adventures. Affordable. Convenient. Kinder to the planet.

Find Things, categories or locations

Q. Search

Or explore all Things →



How borrowing works



Join and reserve

Browse the Things online and make a reservation to borrow.



Borrow and return it

Collect your Thing. Use it. Then return it when you're done.



Track your impact

See how much waste you've saved from landfill by borrowing instead of buying.

Library of things

( Reuse)

Library of Things is a social enterprise that enables individuals to minimize waste and enjoy cost savings by offering affordable rentals of a diverse range of useful tools. They are committed to delivering an exceptional borrowing experience by carefully curating their collection of "things." Library of Things establishes direct partnerships with manufacturers and top brands such as Bosch, STIHL, and Kärcher to ensure the highest quality.

The inventory of items is varied, encompassing a broad spectrum of needs, from DIY tools and garden machinery to kitchen appliances, sewing machines, camping gear, event equipment, and other practical household items. Sourcing these items from local spaces contributes to waste reduction and encourages the sharing of resources within the community.



Tools reusing & supporting





A small organisation
with a powerful
reach



Keeping stuff in use
for as long as possible,
at its highest value



ReLondon (Information site)

ReLondon is a group dedicated to advancing the principles of the circular economy. Their primary focus is providing valuable guidance and striving to enhance dry recycling and waste management services, collaborating with governments, businesses, residents, and communities. ReLondon is actively driving London's transformation into a low-carbon circular economy, working towards reducing waste and increasing reuse, repair, and recycling.

ReLondon's mission is to support the City of London in its sustainability endeavors. They run various initiatives to minimize waste, promoting the development of waste reduction and recycling plans that reduce London's waste footprint, particularly in food, plastics, textiles, and more throughout the city.



Circular economy guidance and information



**EU Case
Studies**

Linked to the EU funded T Factor project and the work of T Lab 5, a group of researchers specialising in circular and collaborative economy we were able to draw upon European examples of circular initiatives that the T Lab shared with us. We treated these example sin the same way our our local examples so as to create a portfolio of circular initiatives.



Events / Give and Take Day - 13 January

Give and Take Day - 13 January

 13 January 2024



These events are an opportunity for City residents having a clear-out, to make sure unwanted items are reused, recycled or disposed of responsibly whilst supporting the local community.



NLWA – Give & Take Day

 Swap

North London Waste Authority organizes Give and Take days, which are community exchange events to promote the reuse of items. These events provide a free platform where individuals can bring unwanted furniture or housewares to a designated location on the event day. For the convenience of residents, arrangements can be made in advance for collecting large items from their homes via truck service.



London, United Kingdom



Government led



One day event



Designated place



Furniture & housewares



Free deliver (Online Booking)



El Dia Dels Trastos

(Swap)

El Dia Dels Trastos, known as "junk day" in Spanish, is a community give-and-take day in Barcelona. On this day, residents have the opportunity to leave their unwanted furniture or housewares outside their buildings or on the street for others to take freely. It serves as a platform for people to find items they need while promoting reuse. Some individuals are also there to collect items for their recycling businesses. At the end of the day, if there are any remaining items, municipal trucks collect them and ensure they are proper recycling.

 Barcelona, Spain

 Government led

 Weekly event

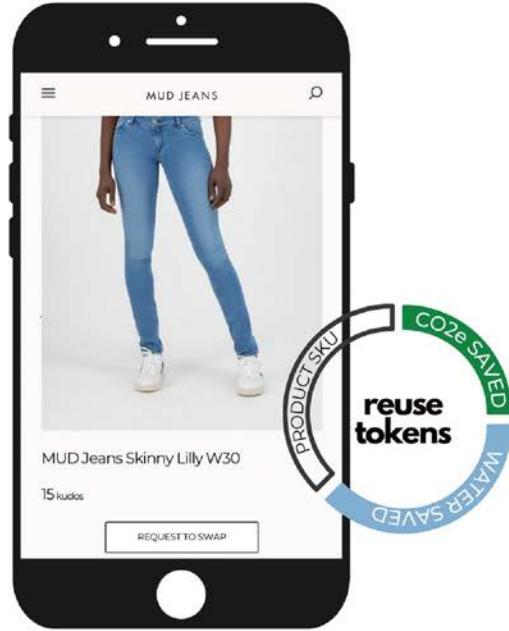
 Outside the buildings or sidewalk

 Furniture & housewares

 Carry out (Personally)

 Private reuse

 Waste collection



SWAP Studio

(Swap)

SWAP studio is an online platform based in Amsterdam that facilitates item swapping.; people need to join their membership first, then can start swapping with their currency, which is called Kudos; the platform only allows fashion and furniture items; Once a swap is agreed upon, there are three delivery options available by using the delivery company, personally delivering the items, or dropping them off at one of the designated pick-up points.

- Amsterdam, Netherlands
- Private company (Profit)
- Online platform
- Membership system
(€ 4.95 per swap/ € 8.95 per month
/ € 7.5 per month-annual)
- Special currency (Kudos)
- Fashion & furniture
- Shipment
(DHL/ hand deliver/ pick-up points)



Residuos en Madrid

Describe cómo utilizar el sistema gratuito de reutilización e intercambio de objetos usados.

Descubre cómo funciona ReMAD



Juego botella y...

Categoría: Menaje

Ubicación: Villa de Vallecas

Producto Reservado
Hasta el 04/06/2023



Juego de desayu...

Categoría: Menaje

Ubicación: Villa de Vallecas

Producto Reservado
Hasta el 04/06/2023



Bloques de cons...

Categoría: Juguetes

Ubicación: Usera

Reservar



Re MAD

(Swap)

Re MAD is an online platform based in Madrid that operates on a point system. Participants can earn 100 points by giving away an item and spend 50 points to acquire an item from the platform. However, this platform exclusively focuses on houseware items for swapping. Users can conveniently drop off or collect items from any of the sixteen physical facilities operated by Re MAD.



Madrid, Spain



Government led (Non-profit)



Online platform/ physical estate



Point system



Houseware items
(x clothing, electronic devices)



16 collection points

Nuestros servicios

Servicios exclusivos para la ciudadanía



¿Quieres vaciar tu piso o local?



Mueble recuperado



Decoración



Curiosidades

INICIO

TIENDA

CATÁLOGO

SERVICIOS

NOTICIAS

EQUIPO

CONTACTO

Recu-Madrid



Fix/ Upcycle/



SELL



Sell/ Recycle/



Recycle/ Upskill)

Recu-Madrid is a social initiative dedicated to waste and recycling management services for households, companies, and the public sector. They offer waste collection services, training programs on fixing and upcycling, and educational workshops on waste management. Additionally, they operate a webpage where reusable items can be purchased.



Madrid, Spain



Social initiative



Online platform



Fix & upcycle training



Waste & recycle collection



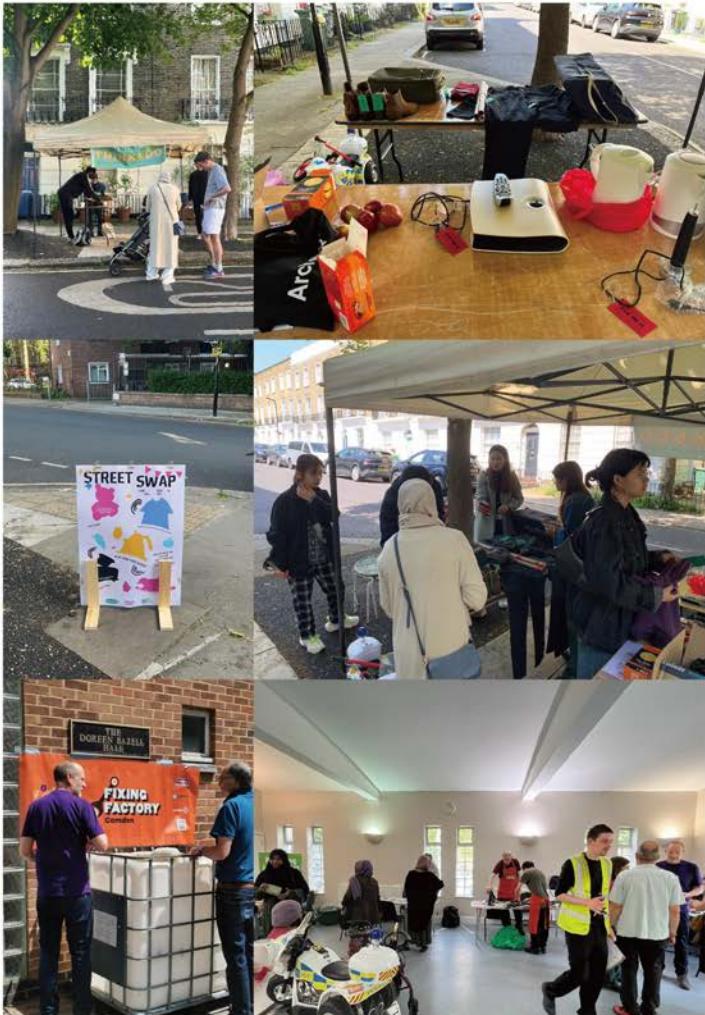
Circular economy education & outreach



Clothes, furniture, electronic device selling

03 Prototype

Street Swap Pilot Module



THINK & DO x Our Little Markets x VEOLIA x FIXING FACTORY Camden

Street Swap Pilot Module

(Swap, Fix, Recycle, Sell)

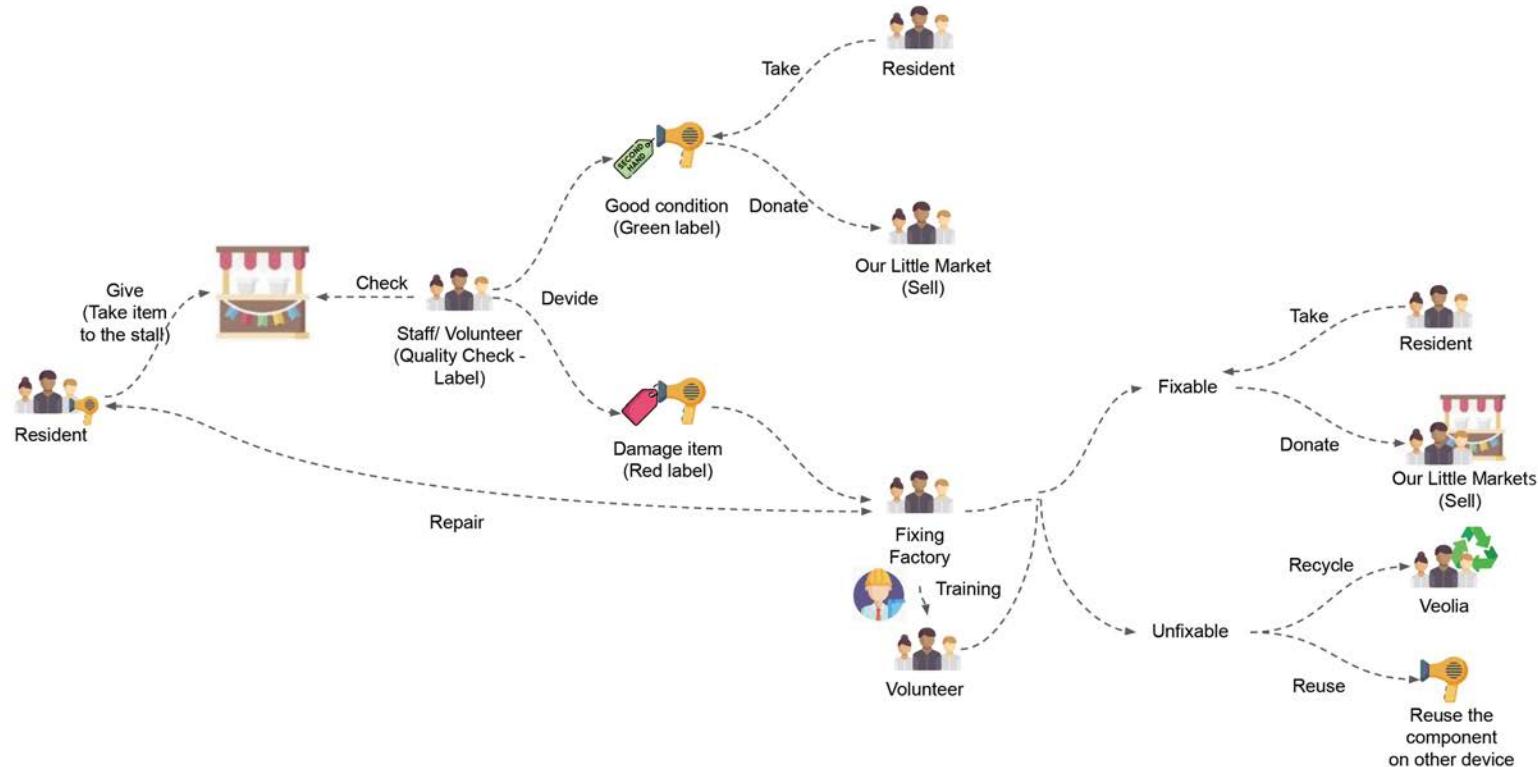
Think & Do has launched a street swap pilot event on Goldington & Medburn St. on 24th May. This initiative allows nearby residents to bring unneeded items in good condition and swap them with their neighbors, creating space in their homes whilst giving someone something new. The street swap event occurs from 8:30 a.m. to 12:00 p.m. at the corner of Goldington & Medburn St., where stalls have been set up.

In addition, Think & Do has collaborated with Fixing Factory and Veolia for the afternoon event, which runs from 12:30 p.m. to 4:00 p.m. Fixing Factory leads the fixing and training session for electronic devices, ensuring that these items are given a new lease of life. Veolia Camden participates by providing recycling services and sharing information about the Waste Electrical and Electronic Equipment Directive (WEEE). Any leftover items from the event are either repaired by Fixing Factory, donated to local groups, or sold at Chalton Street Market by Our Little Markets, contributing to the circular economy market and supporting new young traders.

Before the event, CSM MAID designed track tags to facilitate the street swap system organized by Think & Do. These track tags help volunteers easily identify the condition of items for giving, fixing, or recycling. Additionally, the staff from Think & Do can convert the physical information from the track tags into a spreadsheet to track the stream of items being swapped, taken, or sold. This allows them to visualize the impact of the street swap event and better understand the initiative's consequence.



Street Swap Pilot Module



04 **Co-Define**

Circular Economy Workshp
EU Case Studies

Circular Economy Workshop

Combining the insights gained from our research in Somers Town and the advice and guidance provided by T Factor T Lab 5, we designed the structure and resources for Somers Town Circular Economy workshop.

The workshop's goal was to collectively validate and iterate our understanding of the existing circular economy system in Somers Town with stakeholders; introduce EU examples of circular initiatives (developed by T Lab 5), that might provide inspiration for local initiatives; map existing and ideal service models for local initiatives and identify opportunities for design interventions that might support the development of a circular economy for Somers Town.

Participating local government and community organisations and local businesses included; Camden Council Markets team, Camden Council sustainability team, Camden Council environmental services team, Lifeafterhummus, Think & Do, Knowledge Quarter, Your Bike Project, Our Little Markets, Renee, and Somers Gallery.

The workshop structure was as follows:

1. Participating organisations introduced themselves and their initiatives by locating themselves on a Somers Town Circular Economy system map - this gave an opportunity to validate the case studies that had been prepared for local initiatives.
2. The facilitators introduced the EU case studies, which were also shared with the participants as a booklet. The case studies were discussed.
3. Participants were invited to decide which of three workshop stations to work on to map out their service models; Swap/give; Fix/upcycle; Sell. Participants were provided with tools to help them map out their service models (see pages 44,59,60).

Originally we planned to stage the workshop in Chalton Street Market on May 31st morning, but we had to make a last-minute location change due to cold weather conditions, so the workshop was held at Somers Gallery instead.



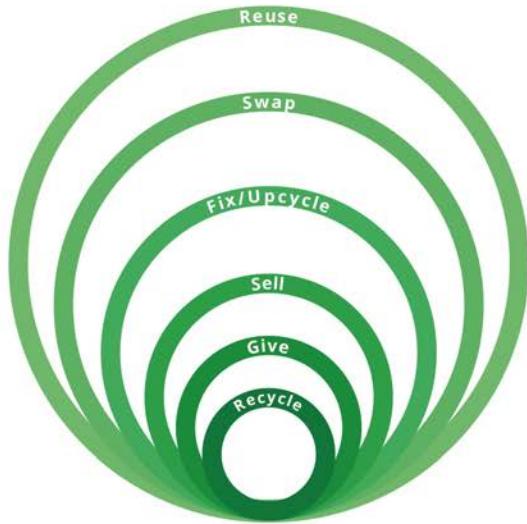
Circular Economy Workshop

During the workshop, stakeholders mapped out their service models, which allowed us to co-define what works well within the system and identify future potential. The reality check and insights shared by stakeholders during the workshop have equipped us (and them) with insights to help 'join the dots' between circular initiatives.

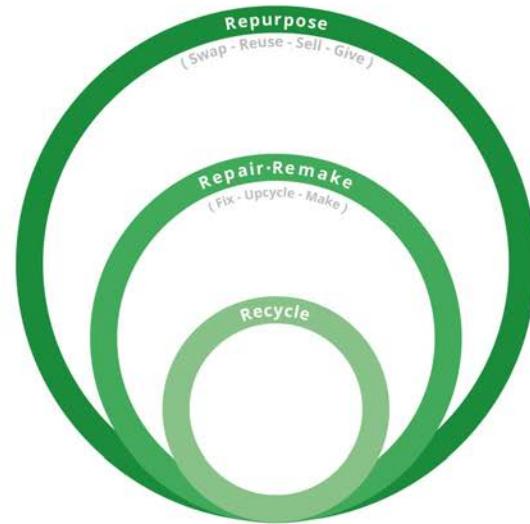
We were able to develop an overview of the circular economy system in Somers Town. Building upon these insights, we have decided to design a way to effectively communicate the circular economy concept to residents and encourages them to engage with the circular activities happening across the neighbourhood.



Circular Somers Town



Circular Economy Module



Somers Town -
Circular Economy Module

Based on our research, interviews, engagement activities, and co-defined workshop outcomes, we have identified the key components of the circular economy system in Somers Town. Instead of a conventional circular economy model, we have simplified it into three categories: repurpose, repair & remake, and recycle. These categories encompass the main activities observed in the community. Moreover, we have observed additional elements within the Somers Town circular economy system, such as supporting, upskilling programs, and information sharing. It is also important to note that many of the organizations in Somers Town play multiple roles that contribute to different aspects of the circular economy.

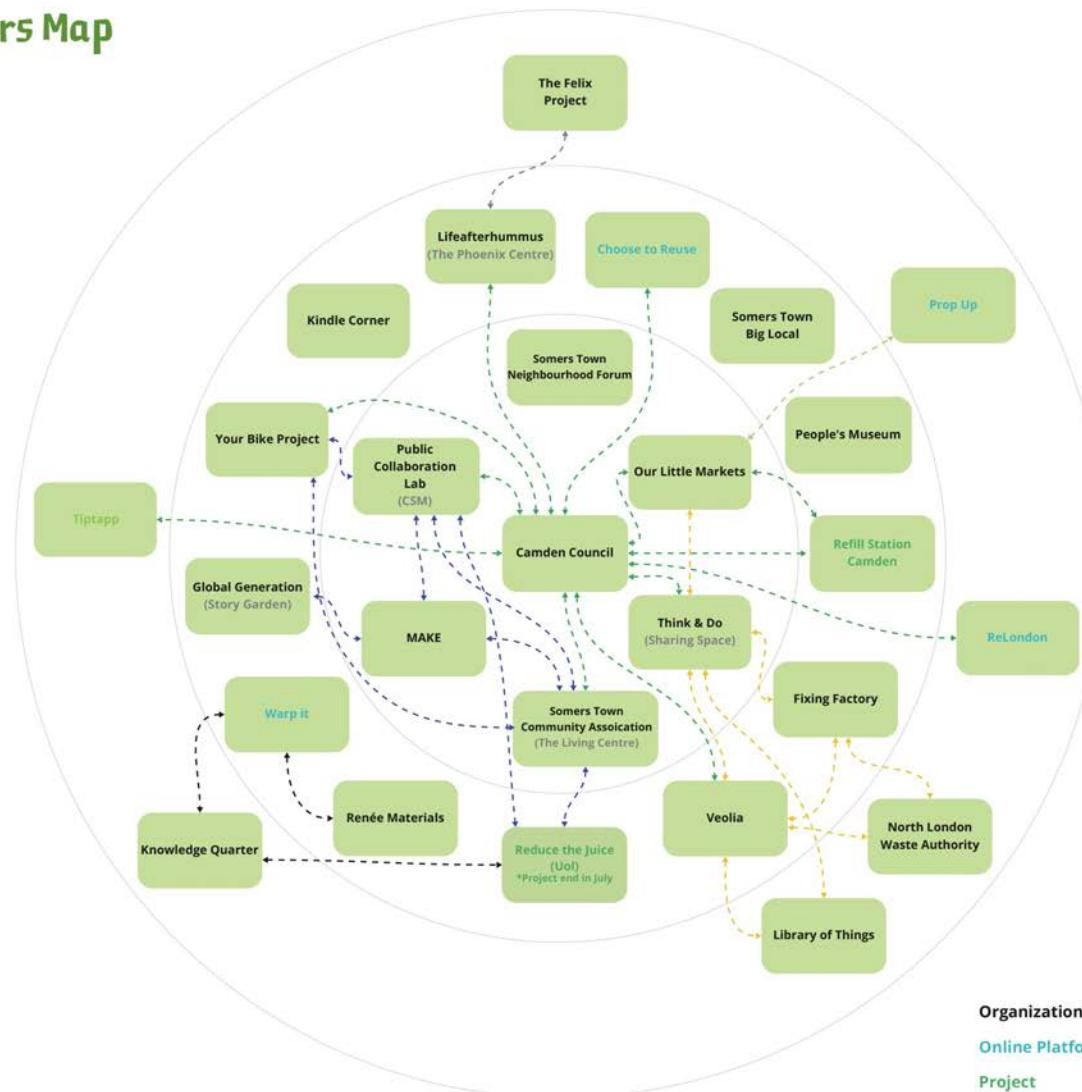
Furthermore, by connecting the dots among these organizations and examining their collaborative efforts, we aim to visualize the system's flow and establish links between stakeholders. We aim to showcase the information gathered in the report and facilitate connections that foster future opportunities.

(To visually represent this system, please refer to the diagram of Circular Economy System and Stakeholders Map)

Circular Economy System



Stakeholders Map



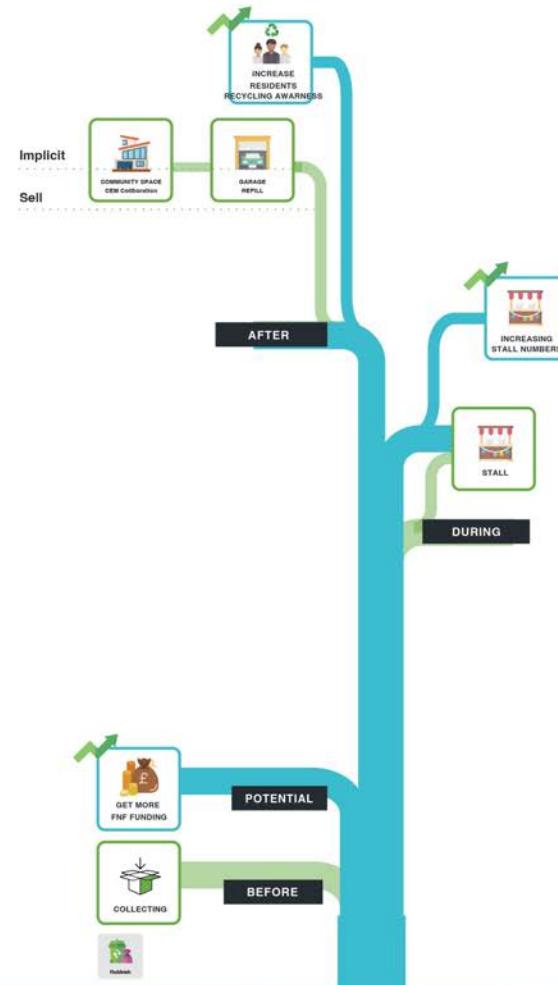
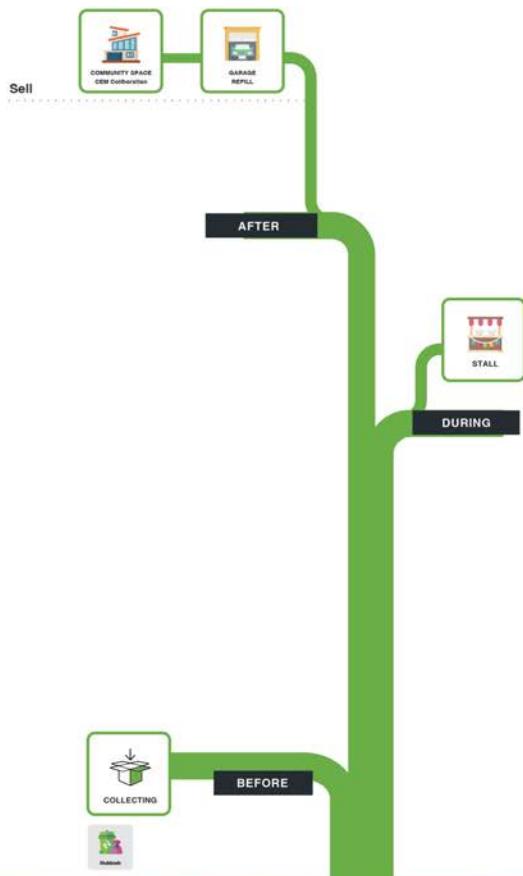
Circular Economy System Stream

We have developed a circular economy icon toolkit that serves as a resource to help stakeholders visually identify the effective aspects of their existing initiatives/services. These icons are designed to represent the various elements and activities involved in the circular economy initiatives that we have observed. The tool invites users to recombine these elements in the creation of their own contextually appropriate circular activities. Through this visual representation, stakeholders can gain an overview of their system, recognize its strengths, and identify areas for improvement or innovation.

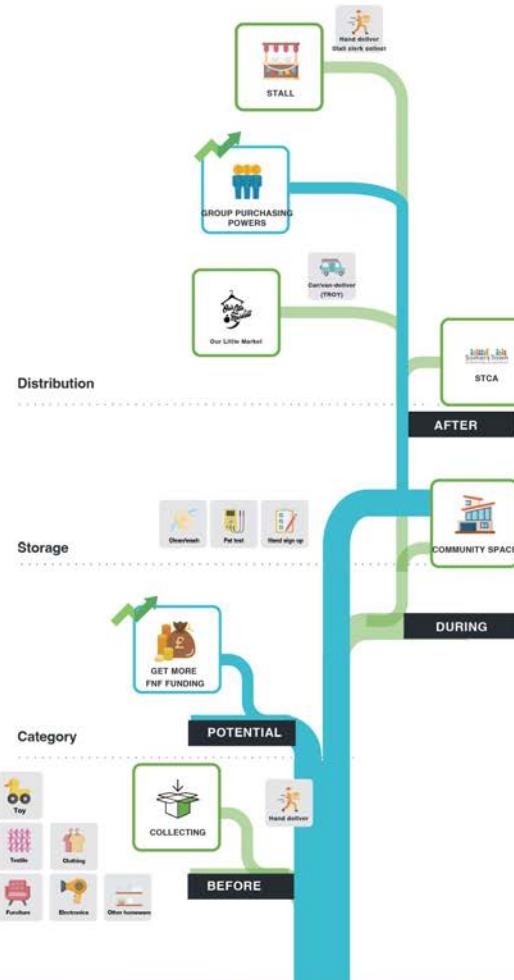
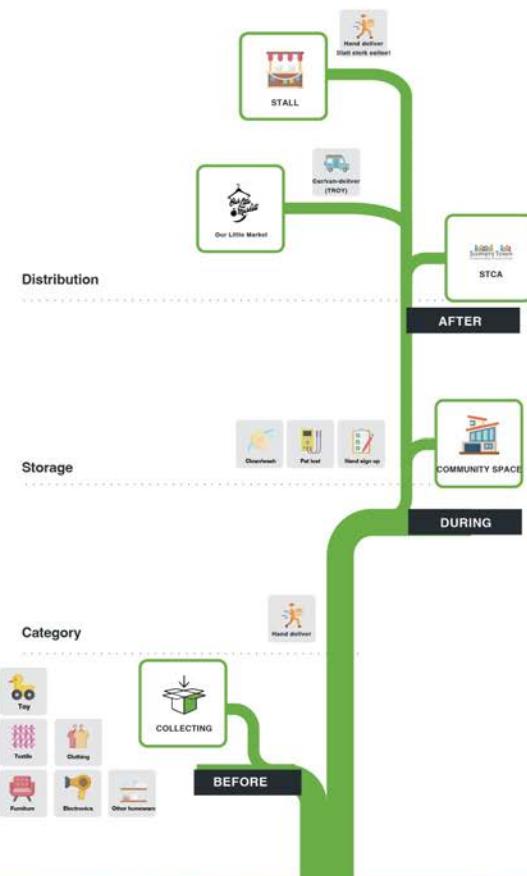
Moreover, the circular economy system stream allows stakeholders to showcase their involvement and contributions. The toolkit acts as a visual roadmap, highlighting the pathways and opportunities for stakeholders to collaborate and accelerate circularity in Somers Town.



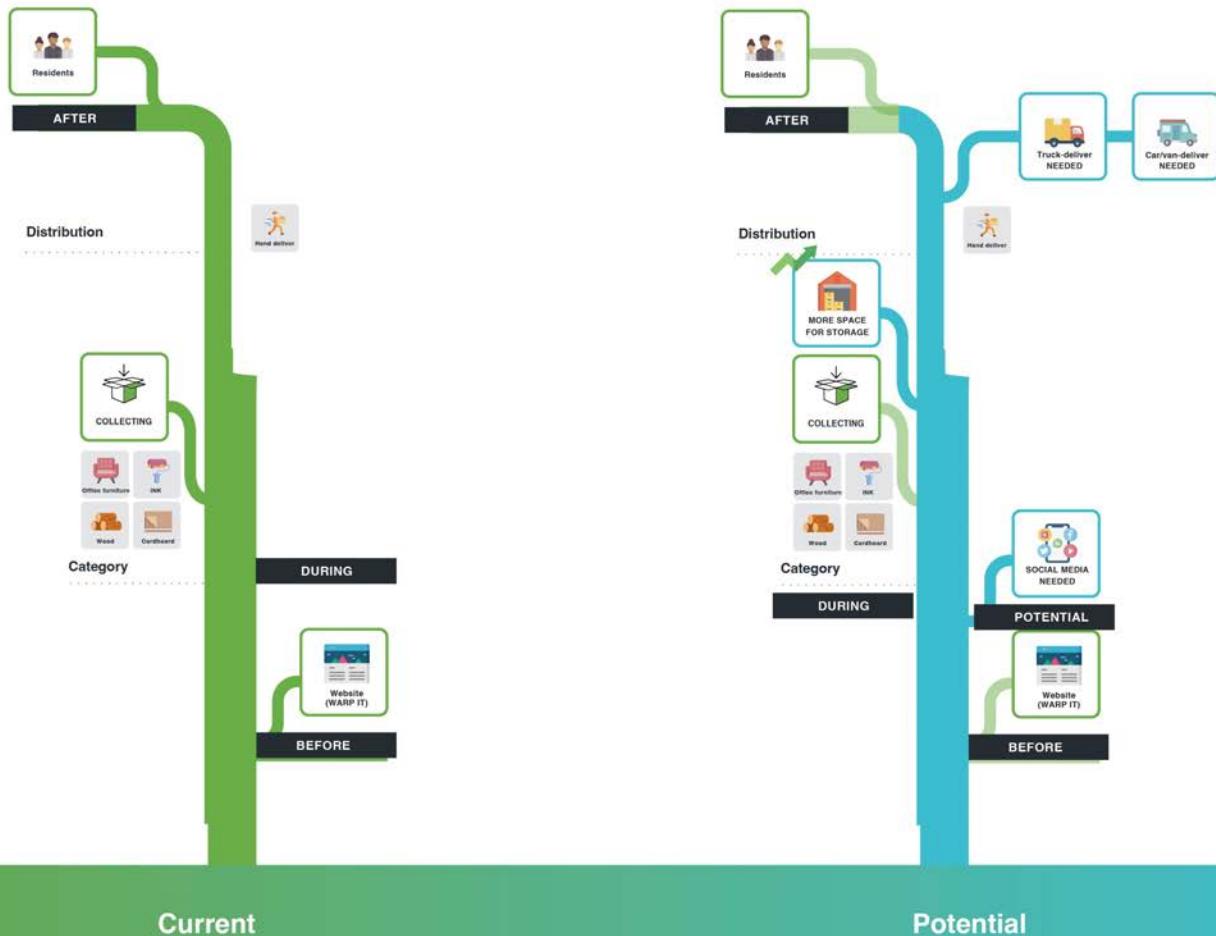
Refill Station



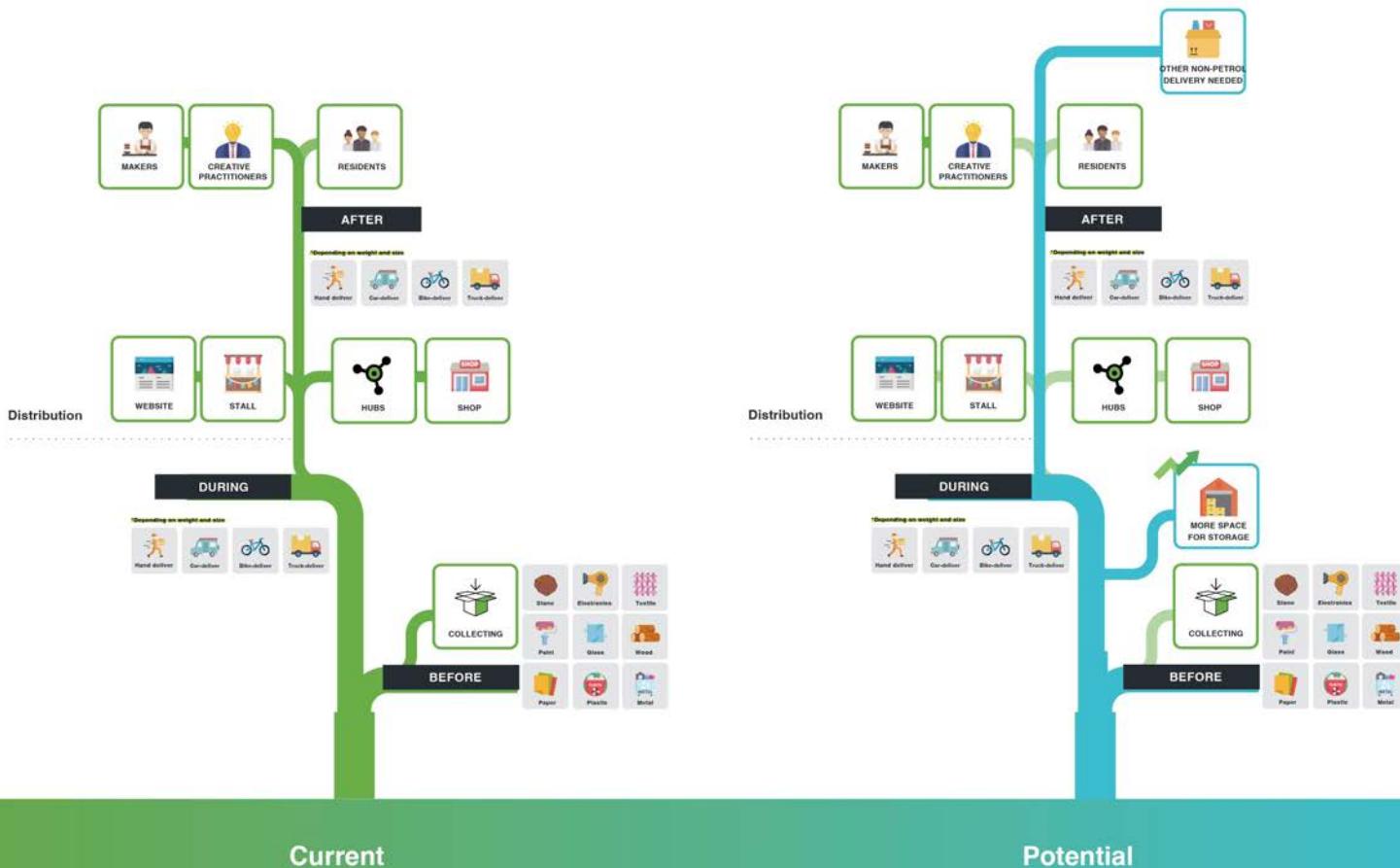
Think & Do



Knowledge Quarter – Warp It



Renée Materials



05 Develop

Insights
Recommendations
Proposals

Insights x Recommendations x Proposals

Discover

The circular economy system can be complex as it requires alignment with the existing market system of selling, buying, using, and disposing of. This complexity may make it challenging for many residents in Somers Town to understand.

Since the launch of Future Neighbourhood and Climate Action initiatives, local organizations in Somers Town have delivered numerous circular activities.

Circularity requires and thrives on collaboration.

Repairing, remaking, and repurposing activities rely on specialized skills and access to appropriate equipment.

The financial reward can significantly drive local trade, promote a circular economy, and enhance economic resilience.

Recommendation

Make circularity more widely understood and accessible to the broader community.

To enhance the value and long-term impact of the Somers Town circular economy, consistently improving the visibility of existing circular activities can increase awareness and promote these initiatives effectively.

Sharing knowledge, materials, equipment, and skills helps connect activities and people while contributing to waste reduction efforts.

By offering training programs, workshops, and resources that help develop the required skills and provide them with the necessary tools, we can empower individuals to actively engage in repair, remaking, and repurposing practices.

We can engage a broader range of individuals by recognizing and rewarding participation in circular activities through implementing local currencies, points systems, or similar mechanisms that motivate individuals to embrace circular practices and further supports the development of a thriving local economy.

Design

Information banner on Chalton Street

Circular economy report

Circular Somers Town Map

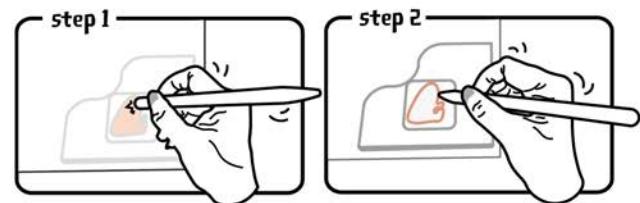
06 Design

Deliverables
What Happen Next?

Circular Somers Town Map

We believe engaging a broader range of individuals and recognizing their participation in circular activities can motivate them to embrace circular practices. This engagement will also deepen their understanding of community events and organizations' circular economy system, fostering a stronger connection. Therefore, by prototyping a playful reward system that combines with Circular Somers Town Map, we aim to increase interactivity among residents and support the development of the circular economy market at Chalton Street. This approach will not only enhance economic resilience but also motivate and encourage active participation in circular practices within the community.

Usage Instruction: To participate, start by collecting five stamps on the Circular Somers Town Map from designated spaces, and engage with these locations' diverse range of circular practices, workshops, and events. Each stamp represents an individual's active involvement in the circular Somers Town, and once gathered all the stamps on the map, head over to Our Little Markets, located at Chalton Street Market, every Friday; Present the completed map and seize the opportunity to claim a well-deserved reward.



Information Banner

To promote a more comprehensive understanding and accessibility of circularity within the broader community, we propose the installation of a prominent circular information banner on Chalton Street. This banner will be a central point, integrating and delivering essential information about Somers Town and its Circular Economy initiatives. By displaying these information, we aim to enhance community awareness and understanding of the principles and benefits of the Circular Economy that is taking steps towards realizing a Circular Somers Town.



Wrap Up & Reveal Event

Information Stall
& Circular Somers
Town Service

Information Stall & Circular Somers Town Service

Through our development of design proposals for Circular Somers Town (refer to Pages 49-50), we had the opportunity to showcase our designs at Chalton Street Market on June 16th, from 12 to 2 pm. During this two hours event, we engaged with local residents, sharing our discoveries about the circular economy in Somers Town by displaying an information banner, case studies report, and the Circular Somers Town Map, which visually represents the organizations involved in the circular economy, from Wrap-Up & Reveal Event allowed us to gather valuable feedback on our research of the circular economy system in Somers Town.

To further enhance the cohesion of information sharing and the reward system within the circular economy initiative, we recommend the collaboration of local organizations such as the Somers Town Community Association, MAKE, Think & Do, and Our Little Markets. This collaboration will encourage greater community participation through volunteer opportunities and workshops at the Living Centre, MAKE, and Sharing Space, allowing residents to get involved truly. Upon completion of these activities, participants can earn reusable items from Our Little Markets. We hope that our design can provide valuable assistance to the organizations in Somers Town, fostering stronger connections between them and creating a thriving atmosphere for Chalton Street Market.





What Happen
Next?

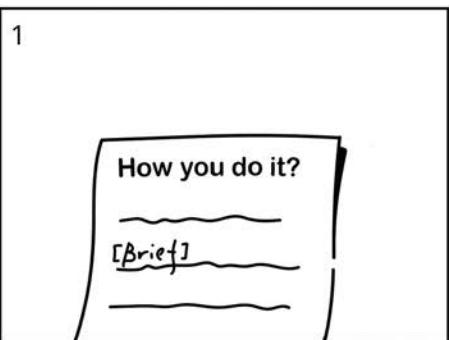
Join Your Own Dots

Circularity flourishes through collaboration, as highlighted in reference (Please see P. 34); numerous connections exist between the past and present systems. Now you get a chance to establish relationships for your future potential partnerships visually.

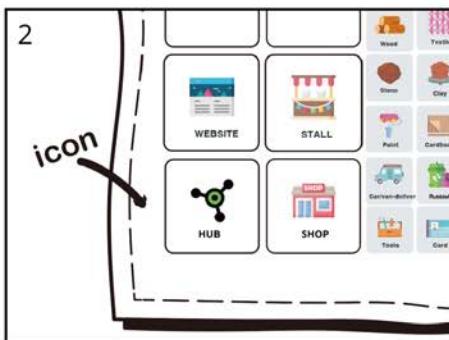


How To Visualize Your Own Circular Economy System

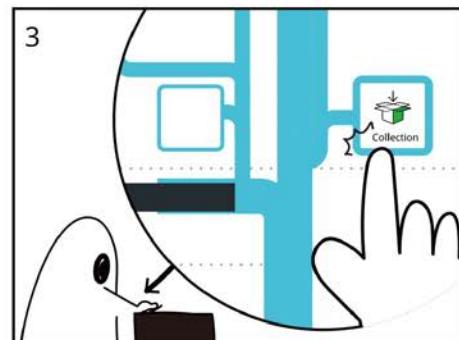
The toolkit is specifically designed to assist stakeholders from various organizations in creating their stream of the circular economy system. It encompasses the actions that occur "Before," "During," and "After" in the process; using easily identifiable icons, you can visualize your own Circular Economy System, which might help you find out the details that you might overlook before. (Practice on the next page)



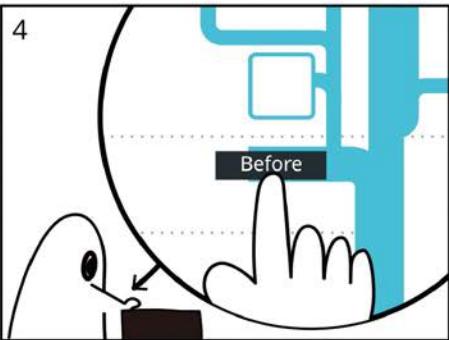
The first step, think about how you do things in the "Before," "During," and "After" stage.



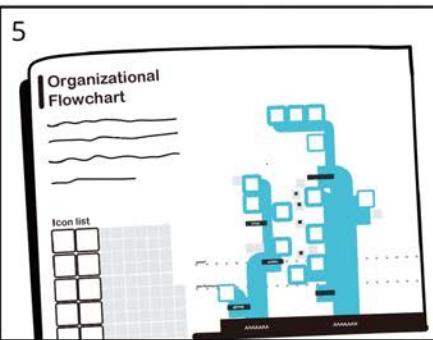
Second, take a look at the icon list and start building your circular economy system.



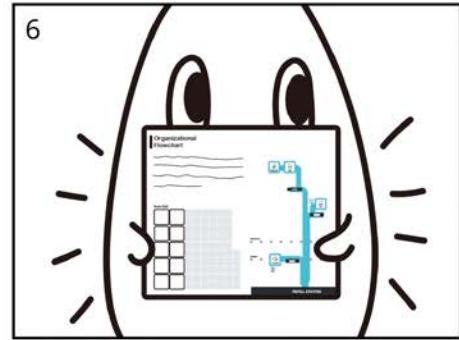
Select the icon from the icon list and place it in your diagram.



Write down the detail of your circular economy system.

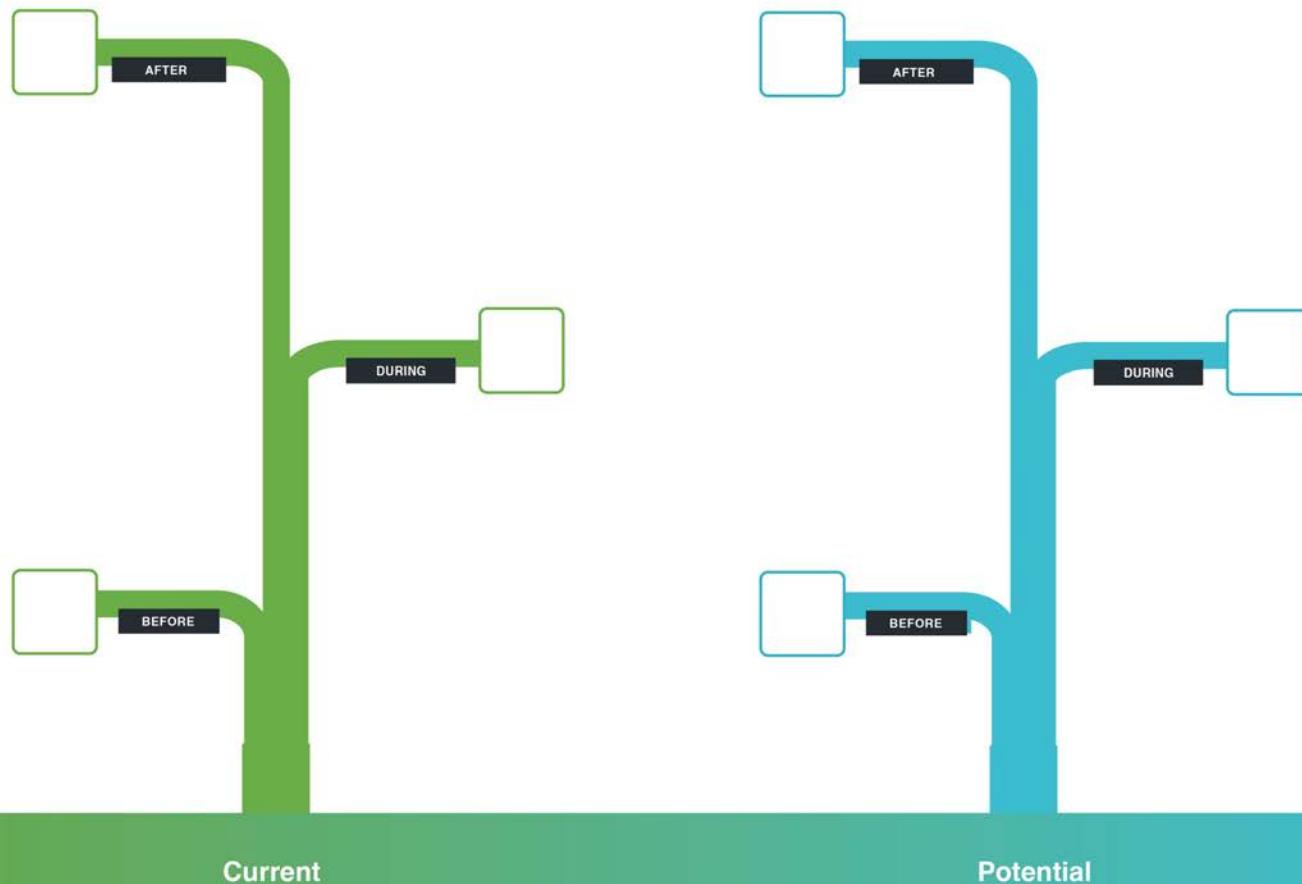


Finish the flow chart and think about what can work better in the system or future opportunities.



Create Your Circular Economy System

Getting a reality check on your ongoing actions is always beneficial. By visualizing your current system, you can identify what works well and iterate on those aspects while discovering areas that can work better to enhance future outcomes. Now it is time for you to crack on by using the icon toolkit on the next page. Additionally, you can refer to pages P.36-39 for inspiration.



Actor

		
Resident	Local government	Staff

		
--	---	---

Action

		
--	--	--

Transportation

	
Truck deliver	Car deliver

Location

	
---	--

Others

	
--	--

Material

		
Clay	Textile	Cardboard
		
Wood	Paper	Glass
		
Stone	Seed	Others

Activity

		
---	---	---

Registration system

	
Hand sign up	Membership

Registration system

	
--	---

Object

		
Electronics	Cloth	Plant
		
Furniture	Houseware	Tool

Waste

		
General waste	Recycle waste	E-waste

Trace system

		
Spreadsheet	Hand sign up	Tag

Circular economy action

		
Swap	Fix/upcycle	Recycle
		
Give	Sell	Reuse

Reward

		
Tokens	Points	Local currencies

Transportation

	
--	--

Location

	
---	--

Transportation

	
--	---

Distribution

	
--	---

	
--	---

Source of information

	
Poster/ Flyer	Word of mouth

Location

	
--	---

Transportation

	
--	---

Location

	
--	---

Transportation

	
--	---

Location

	
--	---

Transportation

	
--	---

Location

	
--	---

Transportation

	
--	---

Location

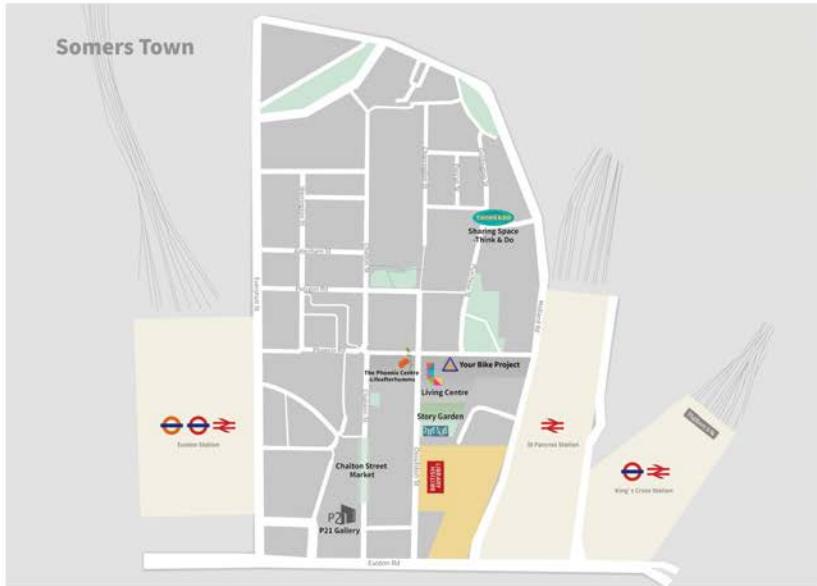
	
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Appendices

Appendix 1 - Interview Questions (For Organizations)

Introduce	<ul style="list-style-type: none">-Who are you, and what is your role in your organization?-How long did you work in your position?
likes	<ul style="list-style-type: none">-What are the successes, what works well in your circular economy system?
Concerns	<ul style="list-style-type: none">-What is working less well, and what needs are left unmet in your circular economy system?
Idea	<ul style="list-style-type: none">-Here is our understanding so far (Stakeholders map).Can you tell us what we've got right and wrong and where you think it could be improved?-Also what ideas you have for those improvement
Interest	<ul style="list-style-type: none">-Who else do you think might be interested in or has an interest in the concerns of the circular economy and may be willing to get involved.
Follow up	<ul style="list-style-type: none">-Will you introduce us to the people that you think might be interested in working with us on this idea or tackling this concern? So that we can get in touch with them and see if they want to join us in the project?-What is your expectation about the Future neighbourhood/ Circular economy market project?
Wrap up	<ul style="list-style-type: none">-If there is something more you would like to add?

Appendix 2 - Interview Questions (For Residents)



Do you have items that need to be swapped, repaired, or upcycled?

If you want to make something, where do you go?

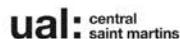
Have you ever participated in any activities in Somers Town?

Do you know the specific information of these organizations? Such as their location and opening time. If so, which one do you prefer to go to?

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- 12 <http://www.lifeafterhummus.com/>
- 13 <https://www.thinkanddocamden.org.uk/>
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- 19 <https://reneematerials.co.uk/>
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Sam Oates



Raghib Islam



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Frieda Bischoff



Tyler Inberg



Javier Calderon

