

# 5P Tool

Define your personal drive for the circular economy

## How do you use it?

The circular economy can be perceived as conceptual, intangible on a personal level, or as lacking a short-term sense of urgency. This model helps you to define what circular economy means for you and also what drives you.

## Plot ideas on the map

### 1. Personal

Why is the Circular Economy relevant to me?

What drives me in the connection to this topic?  
How am and can I be engaged with the Circular Economy?

### 2. Private

Why and in what do I engage my family and/or friends with regards to the circular economy? How does my family strengthen my engagement with the circular economy?

### 3. Professional

How do I professionally feel engaged with the circular economy? How does this relate to the vision and purpose of the organisation I'm working for? And what can I do to make the first set of steps towards a circular project?

### 4. Partners

Why should external partners engage with the circular economy? How do I get partners to collaborate in a circular project?

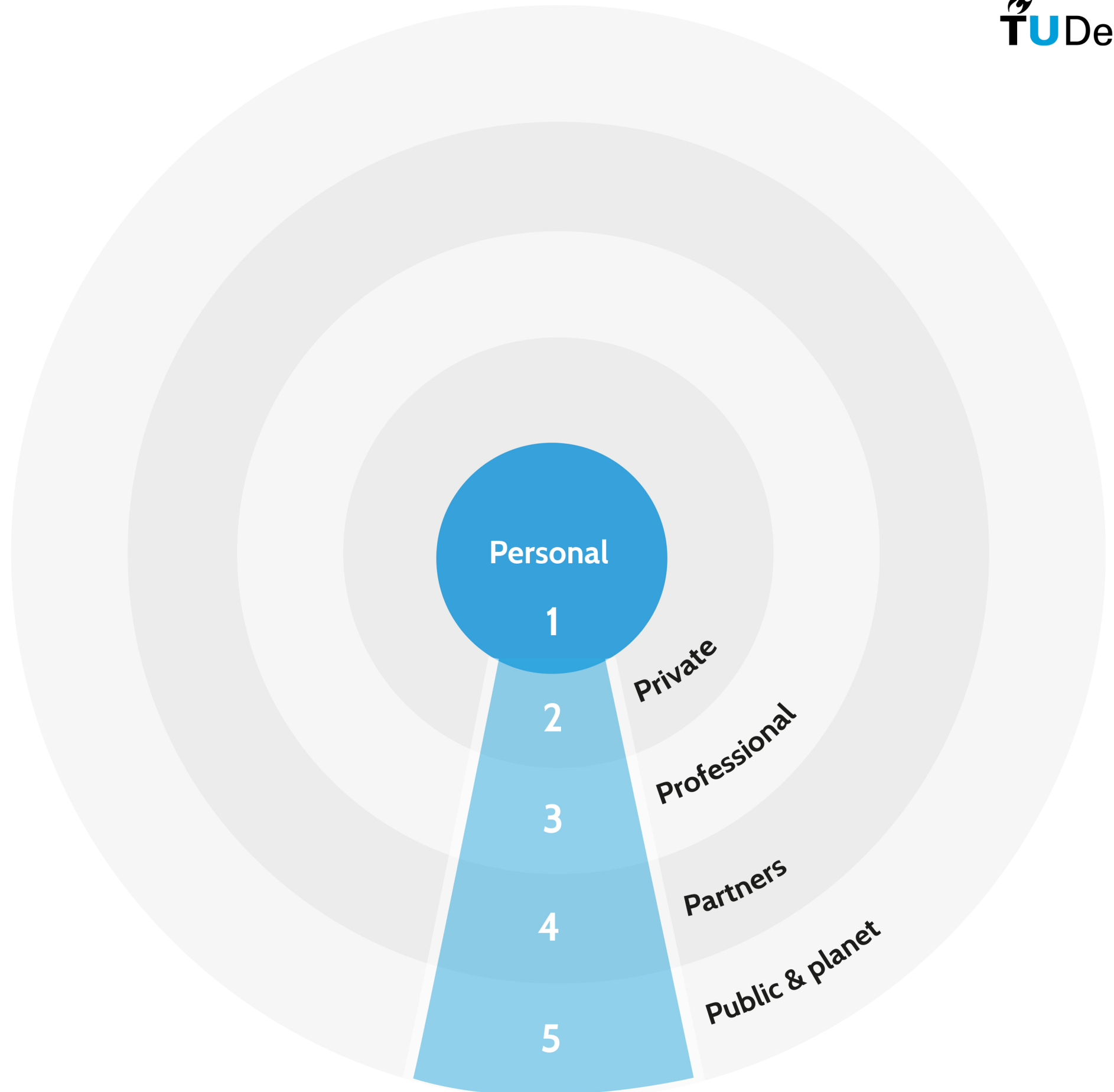
### 5. Public and planet

What and how can I contribute to a positive impact on society and the (natural environment)?

Source:

Kraaijenhagen, C., Van Oppen, C., Bocken. N., 2016. Circular Business Collaborate and Circulate. Circular Collaboration, 37-39

Building on Scouller, 2011



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