Ingredient	Environmental Impact	An ingredient with less impact
What it is and how it is used	Sourcing & Disposal	Include impact on your product
What it is and how it is used	Sourcing & Disposal	Include impact on your product
What it is and how it is used	Sourcing & Disposal	Include impact on your product
What it is and how it is used	Sourcing & Disposal	Include impact on your product

The materials you use

What are the ingredients that make up your product, and what is the impact they have.

Cradle to cradle

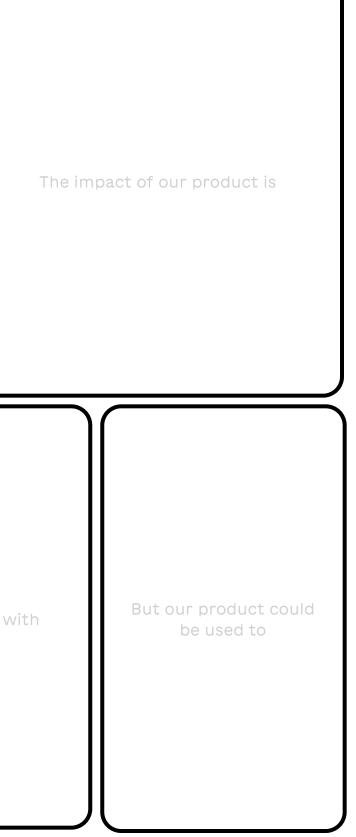
Define what the current product life cycle looks like. How does the product get made, where is it sold, what is it replaced with and what (if anything) do you find your product being used as.

People replace our product with

People need our

product when

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The product (or part)	Imagine it were used to-do
Product (or part)	Could it

Imagine if

Now let's work though each element in your brands ecosystem to explore if there is another life for a specific part.

ine it were ed to-do	To test this you would do
ould it	We'll see by

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Cradle to cradle

Based on your approach to the exercise looking at each part, map out your ambition for what the life-cycle of your product could be, and any changes you could adopt to better help the ongoing adoption of that product being used for something else.

People replace our product with

People need our

product when

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