<table>
<thead>
<tr>
<th>GOALS AND STRATEGIES FOR CIRCULAR PURCHASERS</th>
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<tbody>
<tr>
<td><strong>A</strong> Reduce total amount of materials</td>
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<tr>
<td><strong>B</strong> Reduce amount of virgin inputs</td>
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<tr>
<td><strong>C</strong> Extend the useful life</td>
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<tr>
<td><strong>D</strong> Maximise the reusability of a product or component</td>
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<tr>
<td><strong>E</strong> Maximise the reusability or recyclability of materials</td>
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</tbody>
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**A**
1. Internal sharing
2. Renting or peer to peer sharing
3. Reuse, refurbishing or upgrading
4. Minimal use of materials in design
5. Less waste

**B**
1. Understanding the share of recycled, biobased and virgin materials present
2. Increasing the amount of recycled content
3. Increasing the amount of biobased content

**C**
1. Extending guarantees
2. Contractual arrangements for maintenance and repair
3. Upgradable products
4. Design for longevity
5. Repairability and maintainability
6. Modular/change oriented design
7. Contractual incentives for extension of useful life
8. Supplier guidance for use optimization

**D**
1. Design for Disassembly
2. Modular design
3. Standardised design
4. Understanding the internal composition and connections
5. Contractual arrangements for take back and reuse
6. Stimulate circular business models

**E**
1. Design for recycling
2. Understanding materials
3. Contractual arrangements for take back and recycling
4. Reducing or banning toxicity
5. Biologically degradable / compostable
6. Stimulate circular business models

**Modular/change oriented design**
- Contractual incentives for extension of useful life
- Supplier guidance for use optimization