20 ideation cards for sustainable innovation
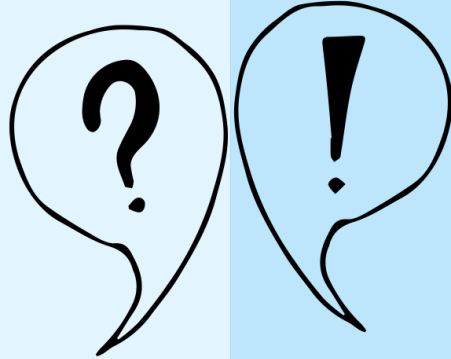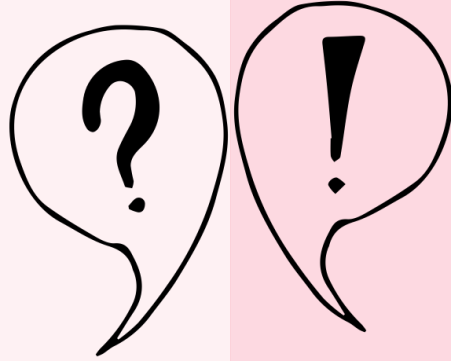
How might we
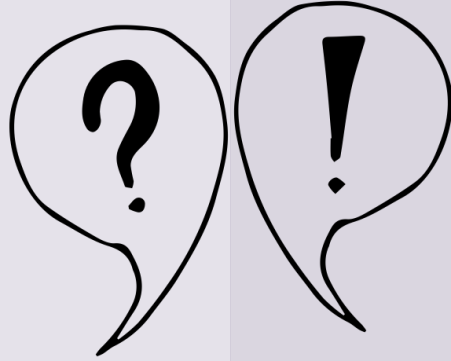**remake our
product into
a service?**

How might we **make it easier for users to repair the product themselves?**

How might we **provide a maintenance service to sustain the life of the product?**

How might we **encourage customers and partners towards greater sufficiency or slower consumption?**

How might we
**use waste, circular
supplies or
recycled materials
as our input?**

How might we **add value to our waste or used products, and sell them to other customer groups?**
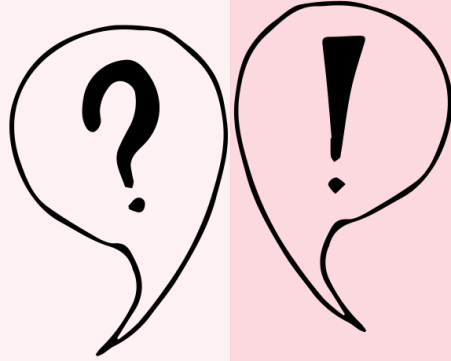
How might we **localise production closer to our partners/customers or source our materials locally?**
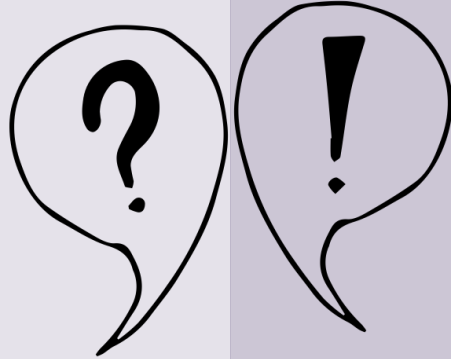
How might we **make better use of idle resources in our organisation and value chain, both tangible and intangible?**

How might we
**share data with
partners to create
new circular
service offerings?**

How might we
**work together
with partners or
competitors to
maximise the use
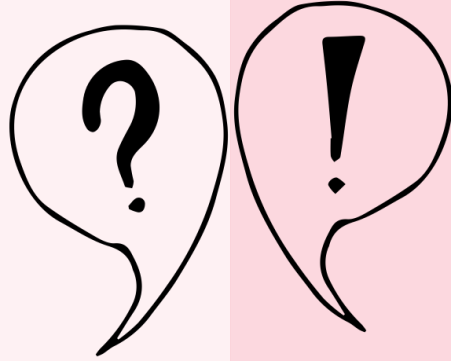of infrastructure
or assets?**

How might we **collaborate with partners or competitors to create a closed loop system or create industry wide change?**
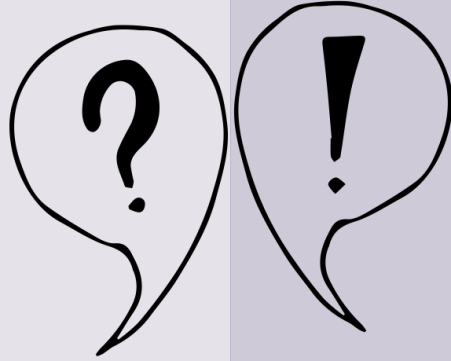
How might we **make a service business model inspired by ecosystems in nature?**

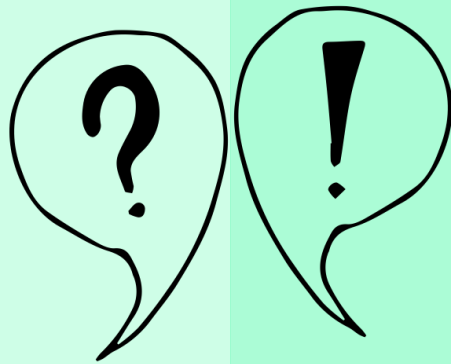How might we **stimulate collaboration and sharing between our customers?**

How might we **laser-focus on a user outcome to slim down our offering and make it less resource intensive?**

How might we **charge for product usage or the results customers achieve instead of ownership?**

How might we **change the purpose of the organisation towards greater sustainability?**
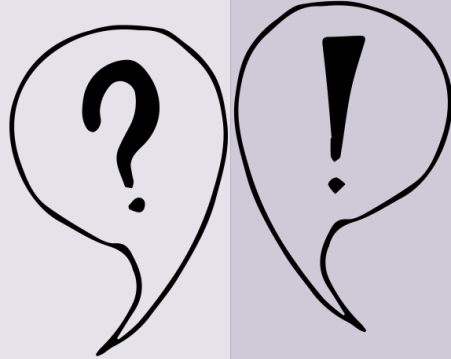
How might we **take ownership to more of the product lifecycle and user journey to retain value and minimise costs?**

How might we **embed technology into materials or products to gather data on how we can increase value or decrease waste?**

How might we **retain value by providing our offering through leasing, licensing or subscriptions?**

How might we
add value to existing assets, materials or products and incorporate them into our service?