

A CIRCULAR APPROACH TO A PANDEMIC – **DESIGNING OUT PPE WASTE**



**Geelong Design Week – Virtual Event – FREE
22nd March from 1pm – 4.30pm.**

[Register here via Eventbrite](#)

Whilst it may protect us, current disposable personal protective equipment (PPE) - such as a face mask - does nothing to protect our planet from waste. But what if PPE could be designed to protect human health, and have a positive impact on our planet?

Organised by Deakin University, this event will showcase the power of design thinking and system thinking in driving a truly circular economy.

The event will feature teams who will pitch their re-imagined and re-designed solutions underpinned by circular economy principles to solve this environmental challenge and a cross-disciplinary panel of experts who will evaluate their solutions and provide each team with feedback.

The event will also include an insightful panel discussion to explore the role of design and system thinking on accelerating a circular economy.

Audience members are also invited to participate in feedback and discussion via Mentimeter.

Panel Members



John Gertsakis – Director, Product Stewardship Centre of Excellence; Senior Policy Adviser, Design Institute of Australia



Jodie Bricout – Circular Economy Manager Lifecycles and Board Member NSW Circular



Rowan Williams – President, Australasian Bioplastics Association, Regional Market Development Manager, Biopolymers, BASF Asia Pacific



Julie White – Director, Health Research and Enterprise Development, Deakin University, Chair of The Iron Deficiency Collaborative and Director Centurius Pty Ltd



Jennifer Cromarty – CEO Committee for Geelong & Founder of Creative Geelong Inc



James Doerfler – Chair of Architecture, Deakin University



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TIME	PRESENTER	TOPIC
1.05pm	Catherine McMahon	Welcome and introduction
1.15pm	Erwan Castanet	Environmental impacts of face masks
1.20pm	Christopher Hurren	How a face mask exemplifies design challenges with other materials on the market
1.25pm	Tuba Kocaturk	Design thinking and interdisciplinary methodology to drive a circular economy
1.35pm	Catherine McMahon	Panel introduction
1.45pm	Team 1	Pitch (6 mins)
1.51pm	Team 1	Panel feedback (20 mins)
2.11pm	Break (5 mins)	
2.16pm	Team 2	Pitch (6 mins)
2:22pm	Team 2	Panel feedback (20 mins)
2.42pm	Team 3	Pitch (6 mins)
2.48pm	Team 3	Panel feedback (20 mins)
3.08pm	Break (7 mins)	
3.15pm	Catherine McMahon	Audience participation / User feedback (Mentimeter)
3.35pm	Tuba Kocaturk/ Catherine McMahon	Panel discussion – Role of design and systems thinking in a circular economy
4.20pm	Catherine McMahon	Acknowledgements and event closeout

