



# Strollers specifically designed for a circular economy

## Background

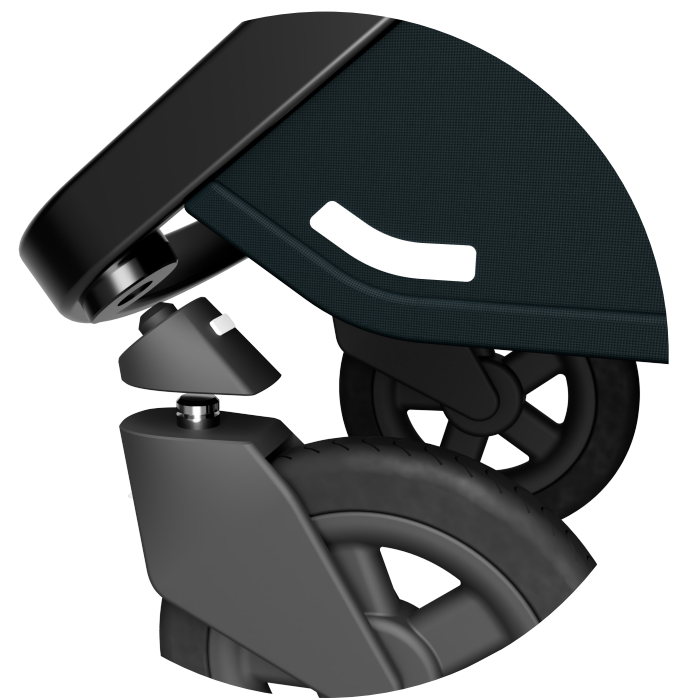
There is an enormous market for second-hand strollers today and it exists for natural reasons. The transition to a circular economy paradigm is imminent and especially suitable for a market such as the one for strollers.

The transition will pose new challenges and requirements for the design of strollers as well as a potential service system providing it.

## Approach

We decided to question the current context (a mostly linear economy), the products themselves and how users interact with them.

The idea is to create an understanding of users' current values and needs and how these are influenced by today's context. By doing this, and by working closely with users while doing it, the idea is to create a bridge and an understanding of what a future context could look like. Since the future strollers are to be designed specifically for this future context (and not today's linear one) the belief is that this context has to be briefly defined and understood before the actual strollers are designed.



## Results

Rolle Tellus can in many ways be seen as a first attempt to "bike-ify" the stroller as a product. It is the first piece in a broader fleet of Rolle strollers specifically made for a circular paradigm, sourcing inspiration from the fields of bicycles. It is a more timeless, honest and optimized design that fulfills the requirements that this paradigm will pose. Compared to many traditional strollers (made for a linear paradigm), the product is a clear example of great material hygiene and improved durability.

**essiq**

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