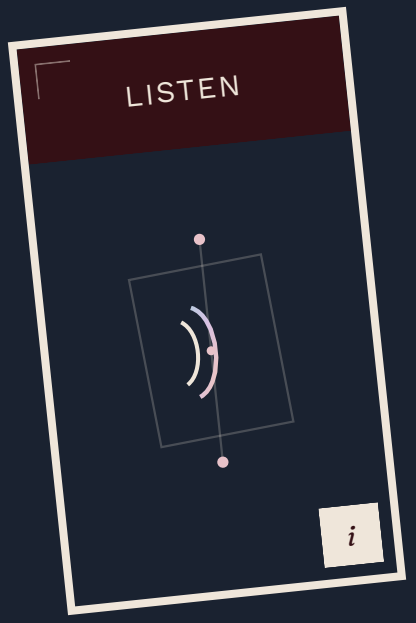
CASE STUDY

Hardware circularity, reframed

Turning a broad sustainability topic into a hierarchy of next lives, and a sharper commercial point of view.



THE APPARENT BRIEF

Explain hardware circularity in language broad enough to cover repair, reuse, components, materials, security and economics.

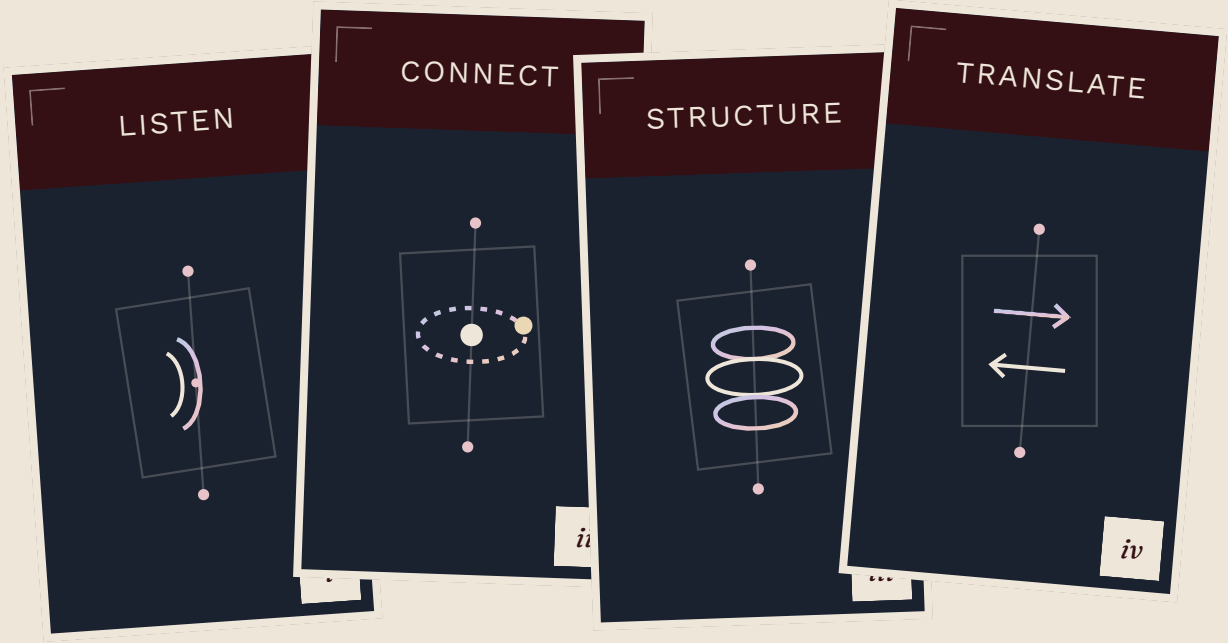
WHAT WAS ACTUALLY AT STAKE

The work wasn’t just naming the right next life.

The narrative underneath it needed to do four things:

i	Replace generic sustainability language with a real hierarchy
ii	Preserve the technical nuance that decides which next life is possible
iii	Make the economic logic visible, not just the environmental claim
iv	Give technical, commercial and executive readers one shared model

THE MOVES



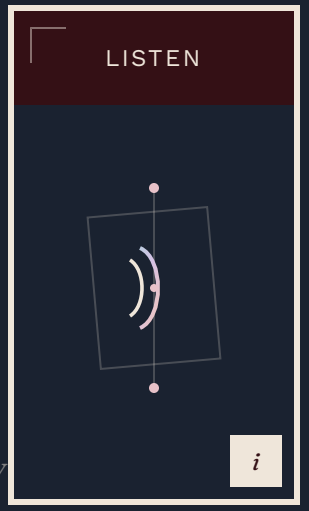
Hardware circularity narrative

LISTEN

The physical system had to be understood before it could be simplified.

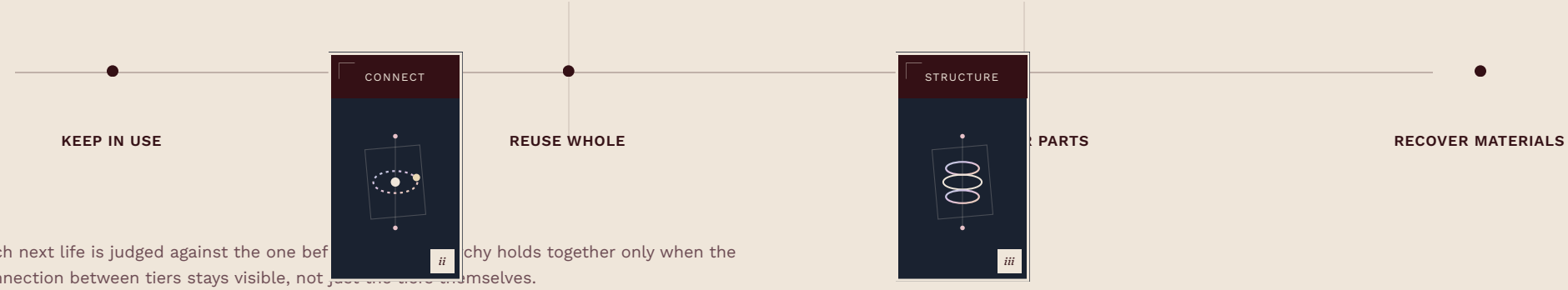
Repair, reuse, components, materials, security and operations all describe the same reality in different vocabularies.

- Research synthesis across technical and operational material
- SME discovery across engineering and operations
- Terminology reconciled across teams
- Constraints that decide which next life is actually possible



CONNECT + STRUCTURE

Lifecycle choices, connected into a single hierarchy of value.



Each next life is judged against the one bef chy holds together only when the connection between tiers stays visible, not mselves.

TRANSLATE

A sustainability story that also had to work as a commercial argument.

A hierarchy, not a binary

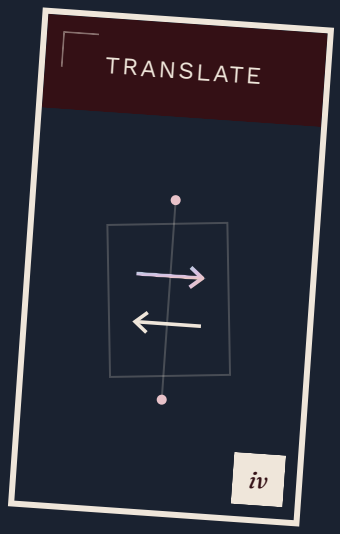
Keep in use, reuse whole, recover parts, recover materials — a value hierarchy rather than a simple reuse-or-recycle choice.

A way to see value leak

Moving to a lower-value route earlier than necessary can destroy more functional and economic value than it saves.

Language for three audiences at once

The same logic had to hold up in technical, commercial and executive conversation without losing what made it true.



THE CONSEQUENCE

The subject became harder to reduce to generic
sustainability language, and easier to use in technical, commercial and executive conversation
alike.

i
i

Bring me the messy version.

Narrative strategy for businesses that know more than their customer can currently see.

Start a conversation