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Fenna is a doctoral researcher at Imperial College London, associated with the EPSRC Centre for Industrial Sustainability, researching how circularity is interpreted and used in innovation processes. Struck by the overlap as well as differences between the multitude of circular economy frameworks, such as the Performance Economy, Cradle-to-Cradle and Blue Economy, she became interested in circularity as a broader discourse around the outcomes, selection and execution of various resource strategies. How people give meaning to and shape the world around them is a long-standing interest of Fenna: a BSc degree in Industrial Design Engineering was followed by a MSc Design for Interaction, both at Delft University of Technology. After a short period of freelancing as a designer, her quest became more focussed on sustainability and continued at Cranfield University, completing the Msc Sustainable Manufacturing.