



Cradle 2 Cradle for the 3rd Industrial Revolution

International seminar
Ljubljana, 12 October 2010



Realising Sustainability and Innovation through Design

Dr Gisele Raulik-Murphy

Design Wales

International Institute of Design Policy & Support

Cardiff, Wales, UK

SEE

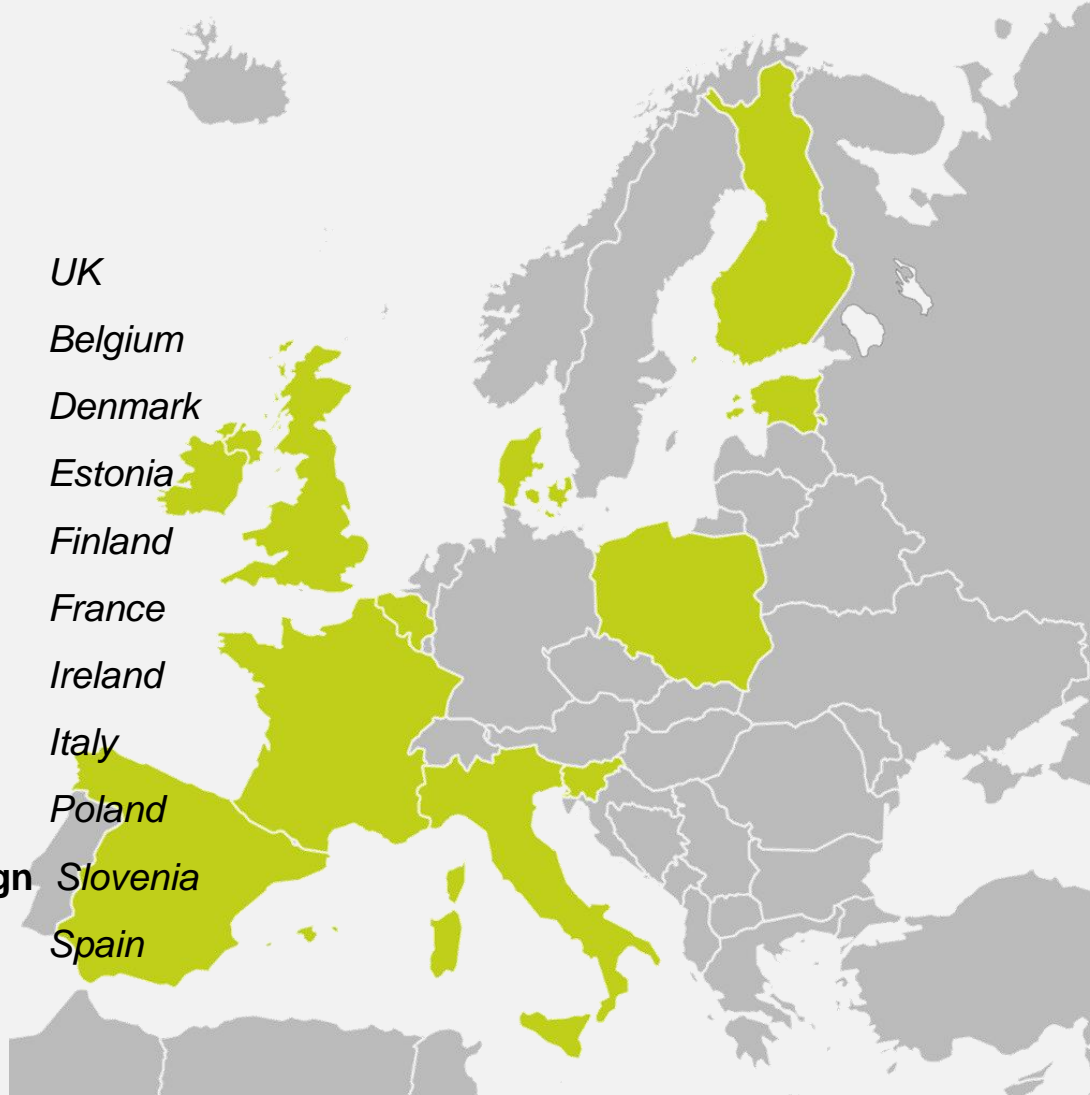
Sharing Experience Europe Policy, Innovation & Design

A network of 11 design organisations in Europe
working to integrate design into innovation policies.

Objective: To positively influence regional policies.

SEE partners

- | | | |
|----|--|-----------------|
| 1 | Design Wales | <i>UK</i> |
| 2 | Design Flanders | <i>Belgium</i> |
| 3 | Danish Design Centre | <i>Denmark</i> |
| 4 | Estonian Design Centre | <i>Estonia</i> |
| 5 | Designium – Aalto University | <i>Finland</i> |
| 6 | ARDI Rhône-Alpes Centre du Design | <i>France</i> |
| 7 | Centre for Design Innovation | <i>Ireland</i> |
| 8 | Consorzio Casa Toscana | <i>Italy</i> |
| 9 | Silesian Castle of Art & Enterprise | <i>Poland</i> |
| 10 | BIO - Museum of Architecture and Design | <i>Slovenia</i> |
| 11 | Barcelona Design Centre | <i>Spain</i> |



Project activities:

- Thematic workshops and conferences
- Study visits
- SEE bulletin (the only publication about design policies & design programmes)
- Library of case studies (online)
- Design policy & promotion map (online)
- SEE Policy Booklets





SEE Policy Booklets:

Rationale behind policy intervention,
the role of design in that context,
illustrative case studies
and policy proposals.

- SEE Policy Booklet 1 (November 2009):
Integrating Design into Regional Innovation Policy
- SEE Policy Booklet 2 (May 2010):
**Realising Sustainability and Innovation through Design:
Making it Happen in Communities, Industry, Public Sector and Policy-Making**
- SEE Policy Booklet 3 (November 2010):
Evaluation Tools for Implementing Design Policy
- SEE Policy Booklet 4 (May 2011):
Bringing Innovative Ideas to the Market More Quickly

Realising Sustainability and Innovation through Design.

Making it Happen in Communities, Industry, Public Sector and Policy-Making

SEE Policy Booklet
02—

May
2010—

SEE workshop (Copenhagen, November 2009)



Case studies presented by the SEE partners ranged from sustainable products, production systems and pilot schemes through to government-initiated services.

Realising Sustainability and Innovation through Design

Communities Industry Public Sector Policy-Making

Sustainable Development: meets the needs of the present without compromising the ability of future generations to meet their own needs.

Our Common Future (Brundtland Report), World Commission Report for Environment and Development, 1987.

This can only be achieved by behaviour change.

Realising Sustainability and Innovation through Design

Communities Industry Public Sector Policy-Making

Applying design for inciting a sustainable and innovative mindset for all actors in society.

EXAMPLES of GOOD PRACTICES

Realising Sustainability and Innovation through Design

Communities Industry Public Sector Policy-Making

Why ‘through design’?

DESIGN THINKING MATRIX

CORE STRENGTHS	creative	user-centred	viable
	▼	▼	▼
PROCESS	- synthesises complex problem-solving (visualisation)	- engages stakeholders (co-design)	- systematic
	▼	▼	▼
SOLUTION	- innovative (sometimes unexpected)	- desirable - inclusive	- fit for purpose - sustainable

Realising Sustainability and Innovation through Design Communities

Why Design?

A tool for stimulating a long-term shift in behaviour as it aligns the user experience with sustainable solutions.

Achieved by

- employing creative, ethnographic and multidisciplinary techniques.
- applying design as the mechanism for maximising diverse inputs,
- stimulating capacity-building and prototyping better public services

GOOD PRACTICE IDENTIFIED:
Urban Farming
Design of the Times - DOTT 07 (UK)

www.dott07.com

'In nine months they organised a meal for 7000 people, serving food grown 100% within the city limits.'



Realising Sustainability and Innovation through Design Industry

Why Design?

A key mechanism for enabling organisations of any size to adopt products and systems that conform to new regulations through processes that identify and propose solutions to inefficiencies.

GOOD PRACTICE IDENTIFIED:
Orangebox (UK) - Cradle to Cradle

www.orangebox.com

www.ecodesigncentrewales.org

www.c2ccertified.com

The chair incorporated enhanced environmental features, including product light weighting and resource efficiency, more effective assembly and disassembly times and an innovative mono-material backing unit.



GOOD PRACTICE IDENTIFIED:
Orangebox (UK) - Cradle to Cradle

www.orangebox.com

www.ecodesigncentrewales.org

www.c2ccertified.com



GOOD PRACTICE IDENTIFIED:
Ecolizer (Belgium)

Public Waste Agency of Flanders (OVAM)
and Design Flanders

www.ovam.be/ecolizer

Developed to help designers create more environmentally friendly products by making eco design more accessible during the initial design phases.



Realising Sustainability and Innovation through Design Public Sector

There are several ways in which the public sector could champion sustainable and innovative solutions. One is to lead by example in promoting sustainable public procurement.

GOOD PRACTICE IDENTIFIED:
Green Public Procurement
(Tuscany - Italy)

This group has produced a manual called 'Green Public Procurement'17 for the diffusion of green purchasing practices in order for local authorities to promote sustainable innovation. This has become an important tool for local SMEs in responding to public sector calls, as the guide sets out a comprehensive list of criteria relating to sustainability and ecodesign for assessing tenders.

The Fattorini furniture company developed a collection of school furniture in accordance with the manual criteria for green purchasing, and has subsequently won tenders at the national level having developed an entire collection of ecodesign furniture products for children.

GOOD PRACTICE IDENTIFIED:
Good Design Mark (South Korea)

www.seeproject.org/casestudies/Good%20Design%20Selection

Good Design winners are granted priority status when applying for a procurement tender as part of the Excellent Quality Products System implemented by the Public Procurement Service.



Realising Sustainability and Innovation through Design Policy-Making

If governments want to make policy-making more inclusive, more evidence based and more innovative, this is an opportunity to take advantage of design, an engaging, creative and user-centred approach.

Design methods can be applied to facilitate broader engagement by involving more actors and stakeholders in the development of creative solutions.

GOOD PRACTICE IDENTIFIED:
Territoires en Résidences (France)

www.territoiresenresidences.wordpress.com

To co-design with local stakeholders a future vision articulated in a set of long-term scenarios and a programme of concrete, medium-term actions for implementing the vision.



Workshop using magic cards with teachers in a high school in Revin (Champagne-Ardenne region, 2009)



Workshop with the population Bordeaux Rive Droite (Aquitaine region, 2009)



GOOD PRACTICE IDENTIFIED:
City Move Interdesign (Sweden)

Municipality of Gellivare,, the Swedish Industrial Design Foundation (SVID) and International Council of Societies of Industrial Design (ICSID)

www.svid.se/citymove/ or: www.icsid.org/news/year/2010_news/articles962.htm

The City Move Interdesign workshop brought together the expertise of industrial designers, architects, landscape architects, social scientists, city planners, engineers, environmental specialists, artists, psychologists, students and community members in a creative process to present proposals that responded to the diverse needs of the population.

The sports arena in Malmberget/Gellivare was the venue for the Move City workshops. 38 people from 18 countries worked in this space together with citizens, who could take active part in the discussions or observe the project development during two weeks of activities.



Conclusion

Design is proving to be a facilitating tool that uses ethnographic and multidisciplinary techniques to engage citizens, communities, industry, the public sector and policy-makers in **co-designing more efficient and inclusive** services, systems, products, processes and policies.

COMMUNITIES = involvement in social innovation initiatives. Design encourages participation and empowerment to incite long-term attitude change.

INDUSTRY = design can transform sustainability and innovation challenges into advantages by improving a product's lifecycle performance, communicating the company's social responsibility ethos, creating a competitive advantage and facilitating the adoption of sustainable regulations.

PUBLIC SECTOR = service design can minimise inefficiencies in public services and place the user at the centre of the process. Better public procurement can also result in services and infrastructure that are more user centred, efficient, innovative and of better quality.

POLICY-MAKING = design is a mechanism for increased stakeholder participation in decision-making, leading to a more inclusive, transparent and creative policy process.

International
Institute of
**Design Policy
& Support**



SHARING EXPERIENCE EUROPE
POLICY INNOVATION DESIGN

www.iidps.org / www.designwales.org / www.seeproject.org

graulik@designwales.org