

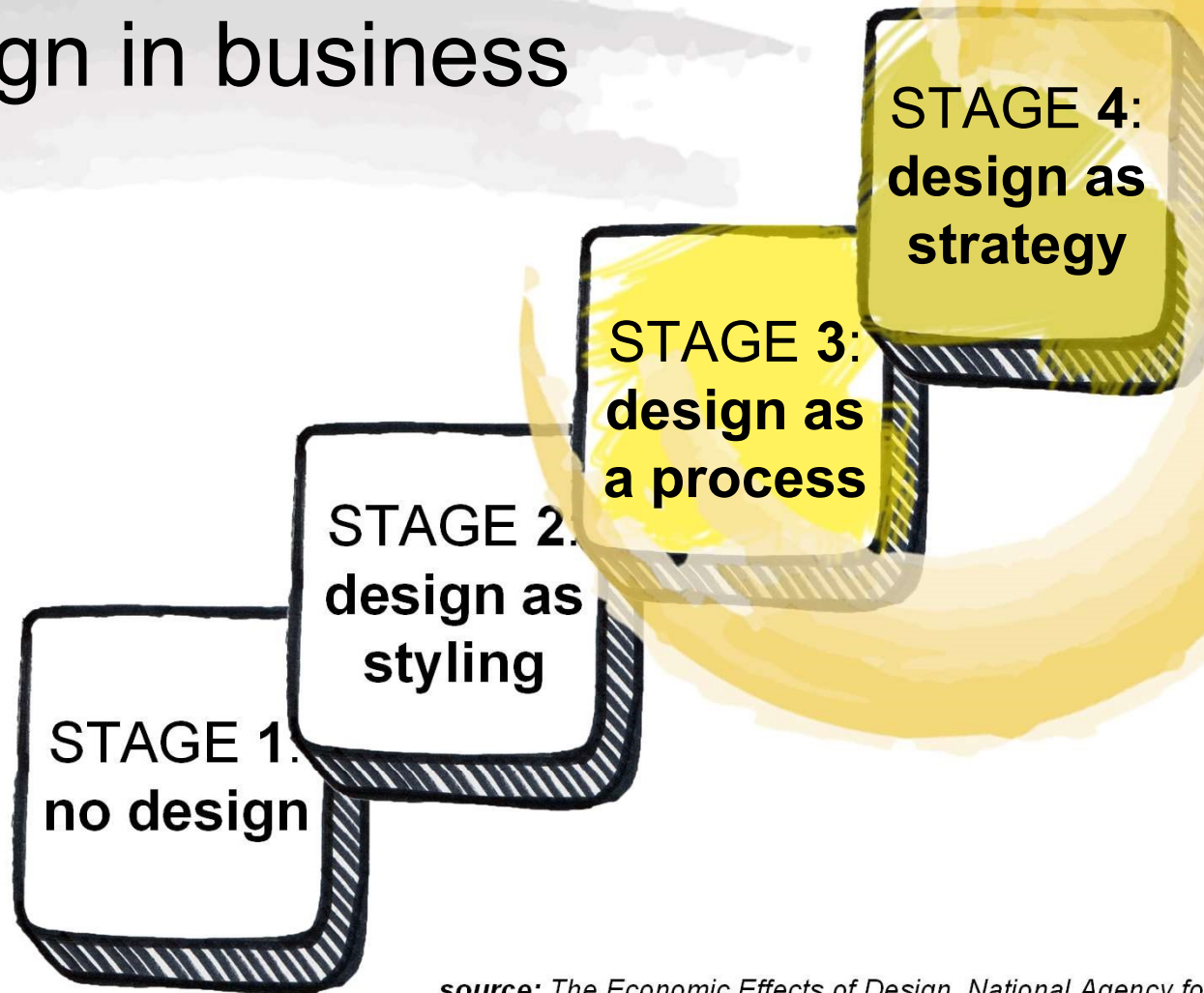


# WHAT DESIGN CAN DO for sustainable development economy?

**DESIGN  
TALKS  
BUSINESS**  
SUMMIT

CHANGEPILOTS

# design in business



*source: The Economic Effects of Design, National Agency for Enterprise, Copenhagen, Sep. 2003 &  
Design Creates Value, National Agency for Enterprise, Copenhagen, Sep. 2007.*



# responsibility

(ability to respond to change)



“There are professions more harmful than industrial design, but only a few”

Victor Papanek, 1971 *Design for the Real World*

# 1 waste as a material with an identity



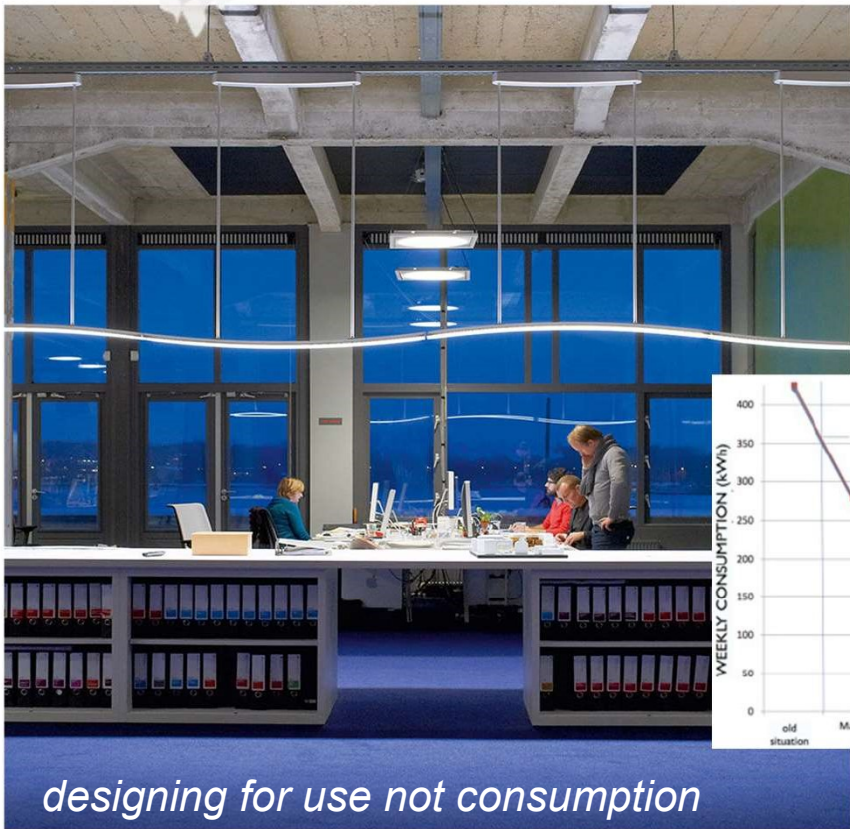
*"This is not just about shipping;  
it's about how we manage steel  
as a resource globally"*

*Jacob Sterling, Maersk Line*

- *using Product Passports to improve the recovery & reuse of shipping steel*
- *Prepares for quality material recycling in the early design phase.*
- *Gains greater control over the materials used*
- *Ultimately makes new ships from old.*

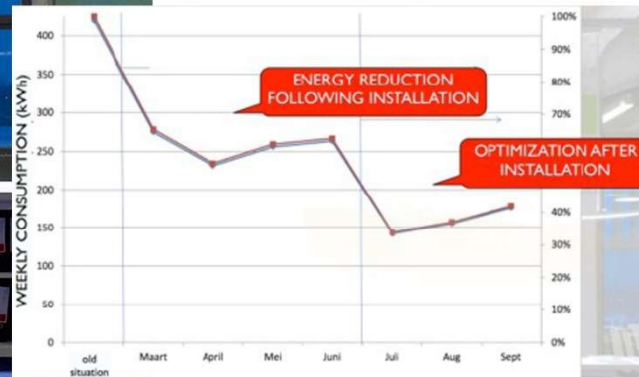
Source: [Ellen McArthur Foundation](#)

## 2 service flip - light as a service



*Provides the exact amount of light for workspaces and rooms that employees need for specific tasks - no more, no less.*

**PHILIPS** pay-per-lux

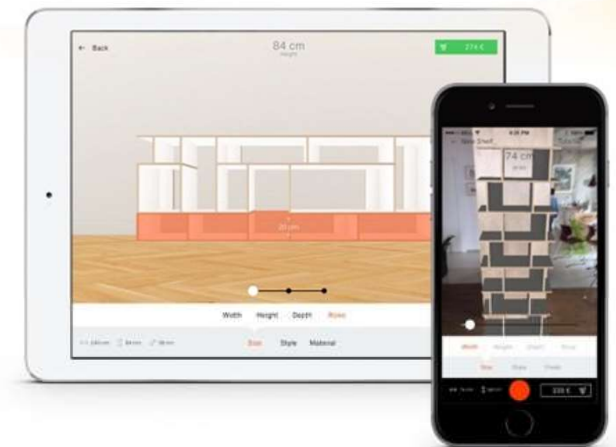


Source: [signify.com](https://www.signify.com)

# 3 mass customisation - made-to-order algorithm

produce only  
what is needed

**tylko** furniture



Source: [tylko.com](http://tylko.com)

# 4 business model innovation - white label



**Apple MacBook Air 13" (Late 2018)**

13.3" Retina Display, Intel® Core™ i5 Prozessor, 8GB RAM, 128GB SSD, Intel®,...  
ab ~~79,90 €~~ **49,90 €**/Monat



**GoPro HERO5 Black**

12MP, 4K, LCD-Display, Wifi  
ab **14,90 €**/Monat



**Oculus Quest VR 64GB**

Virtual Reality All-in-one, 64 GB Speicher, OLED Display, 6DOF, Controllers  
ab **24,90 €**/Monat



**Samsung Galaxy S10**

6.2" Display, 128GB Speicher, 12MP + 12MP + 16MP Rückkamera  
ab ~~59,90 €~~ **29,90 €**/Monat

*Offers a rental service option (online and offline) to large retailers.  
Facilitates their transition to sustainable consumption models*



- *stretches the life cycle of the products by re-using, repairing and redistributing [producer]*
- *gives access to many new experiences & products [user]*

Source: [circularitycapital.com](https://circularitycapital.com)



Circular design is not about creating new things.  
It is about new combinations of existing elements.

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