

## **SlnnDesign workshop at the ERSCP Sustainable Innovation through Design**

**Thursday 16<sup>th</sup> October, 11.15 – 12.55, Robert Scott Hall**

### **Background**

The background of this workshop is the **SlnnDesign – Sustainable Innovation through Design** project. Its main objective is to develop training materials and tools for the systematic integration of sustainability considerations (environmental, social and economic) in the design process of products and services belonging to the habitat domain, leading to innovative and competitive solutions. Specifically, the project targets building materials, textiles for the habitat and furniture.

SlnnDesign is funded by the Leonardo da Vinci programme of the EU and encompasses not only the production of training materials, but also their practical application through demonstration actions and also their integration in the Vocational and Educational Systems of the participating countries: Portugal, Spain, Austria and Denmark.

The consideration of sustainability criteria early in the development phase of new products and services opens up for innovations that are expected to contribute to tackle major sustainability problems in the context of a globalized economy.

In this context, design for sustainability has the following features:

- The objective is fulfilling clients' needs or demands in an economically feasible way, within the limits of the carrying capacity of the supporting ecosystems and in the framework of equity in society;
- Societal expectations regarding companies' products may be comprehensively addressed if they cover organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues and community involvement and development; these may be used to guide DfS;
- Consider the different stages of the product and service development process and early integration of sustainability considerations in the process;
- Consider the total life cycle of the product-service;
- Take into account the need of stakeholder dialogue and involvement, for the co-design of sustainable solutions;
- Sustainability assessment methodologies to avoid counterproductive and rebound effects are necessary; these include environmental and social LCA and life cycle costing; they may be quantitative or qualitative
- The link between existing organization-orientated sustainability management practices and DfS is to be exploited.



## Objectives

The operationalization of DfS and the setup of an educational programme in this field is not an easy task. So in this workshop the aim is to discuss:

- What are the opportunities and barriers in the practical implementation of DfS in companies? What is the role of management and management systems?
- Is there a market pull for DfS in the habitat, specifically from architects and interior designers?
- Which are the main challenges related with the education and training of designers and product developers to practice DfS?
- Which synergies can be established between SlnnDesign and other projects and initiatives in this field?

## Target audience

The workshop is designed to interest:

- Teachers and trainers for VET and university systems;
- Practitioners (designers, product-service development team members, sustainability managers and coordinators) interested in design for sustainability;
- Sector representatives and company representatives, particularly in some way related with new product and service development, of the habitat domain;
- Researchers in the field of DfS and education for DfS;
- Architects, interior designers and others that represent the demand site for more sustainable habitat products and services.

## Programme

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| 11.15 – 11.20 | Welcome (Cristina Rocha, LNEG, PT)   |
| 11.20 – 11.40 | DfS and the SlnnDesign Project (Cristina Rocha and David Camocho, LNEG, PT)  |
| 11.40 – 12.40 | World cafe: Debate of the 4 above questions, moderated by David Camocho (LNEG, PT), Oihana Hernaez (Prospektiker, ES), Kirsten Schmidt (Aalborg University, DK) and Rainer Pamminger (Vienna University of Technology, AT) |
| 12.40 – 12.55 | Plenary presentations and final debate   |
| 12.55         | Closing of the workshop  |

