



THE EUROPE WE WANT



SInnDesign

Sustainable Innovation through Design

17th European Roundtable on Sustainable Consumption and Production

Research | Experience | Development

14.-16. October 2014 | Portorož, Slovenia

# SInnDesign Sustainable Innovation through Design



image: <http://homemadewebsite.com>



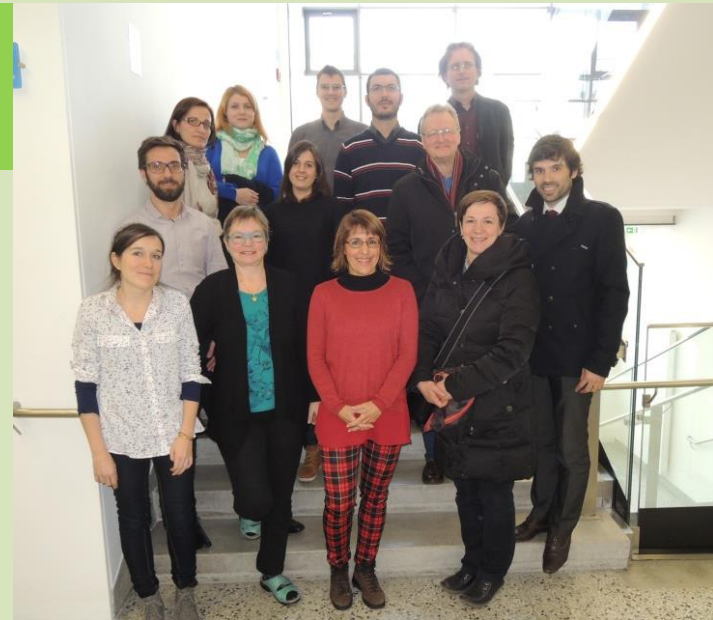
Lifelong Learning Programme

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## Presentation of the project



<http://sinndesignproject.eu/>



Welcome and introduction

Presentation of the project

World cafe session



**Conclusions of the session**

## Objectives

To develop **training materials and tools** for the **systematic integration of sustainability considerations** in the design process of products belonging to the habitat domain, leading to **innovative and competitive** solutions.

To support and promote the **dissemination of design for sustainability** and innovation contents in **training and education** through:

- (i) the integration of the SlnnDesign training materials and tools in existing curricula of the European VET systems of the participating countries;
- (ii) new curriculum development, in a harmonized way.



Furniture



Textiles for the habitat



Building materials



## CORE Partners

 <p><u>LNEG</u> Management coordinator</p>	 <p><u>PROSPEKTIKER</u> Beneficiary</p>
 <p><u>CITEVE</u></p>	 <p><u>ITC</u></p>
 <p><u>TUV</u></p>	 <p><u>AIE</u></p>
 <p><u>AAU</u></p>	 <p><u>KEA</u></p>

## Associated Partners

 <p><u>ANQEP</u></p>	 <p><u>APCMC</u></p>
 <p><u>CEFIRE</u></p>	 <p><u>COCIN</u></p>
 <p><u>IBW</u></p>	 <p><u>HTL DORNBIRN</u></p>
 <p><u>FRITZ HANSEN</u></p>	 <p><u>GABRIEL</u></p>
 <p><u>MONTANA</u></p>	

17 Partners from 4 countries  
**Portugal, Spain, Austria and Denmark**





## Summary

Financed by the Lifelong Learning,  
Leonardo da Vinci Programme



**Lifelong  
Learning  
Programme**

SinnDesign is a Transfer of Innovation (ToI)

**InEDIC** – Innovation and Ecodesign in the  
Ceramic Industry ([www.inedic.net](http://www.inedic.net))



Innovation and  
EcoDesign in the  
Ceramic Industry

**ECODESIGN PILOT**  
([www.ecodesign.at/pilot](http://www.ecodesign.at/pilot))



Project duration - 24 months - October 2013 – September 2015



# Understanding of DfS

DfS is the systematic integration of environmental, **social** and economic considerations in the development of product and product-service combinations that meet consumer needs.

DfS considers:

- All stages of the product development process;
- The total life cycle of the product;
- The **societal expectations**;
- **Stakeholder dialogue**;
- **Sustainability** assessment methodologies;
- Existing organizational management practices.



## Linking DfS and ISO 26000

- Current DfS frameworks and practices **overlook social aspects and stakeholder engagement** or deal with these aspects on an ad hoc basis.
- ISO 26000 offers a **systematic and up to date overview** of what can be considered as social responsibility with the aim of promoting sustainable development.
- Developed in a multi-stakeholder and consensus based process involving hundreds of experts from 100 countries.
- Its an organization-oriented standard, not a product-oriented standard.



Holistic approach

ORGANIZATION

Interdependence

Community involvement development

Human rights

Organizational

Consumer issues

Labour practices

governance

Fair operating practices

The environment

Involving the local community in design; Use of local suppliers; Use of local materials, technologies and skills; Design of product and services for healthier life styles

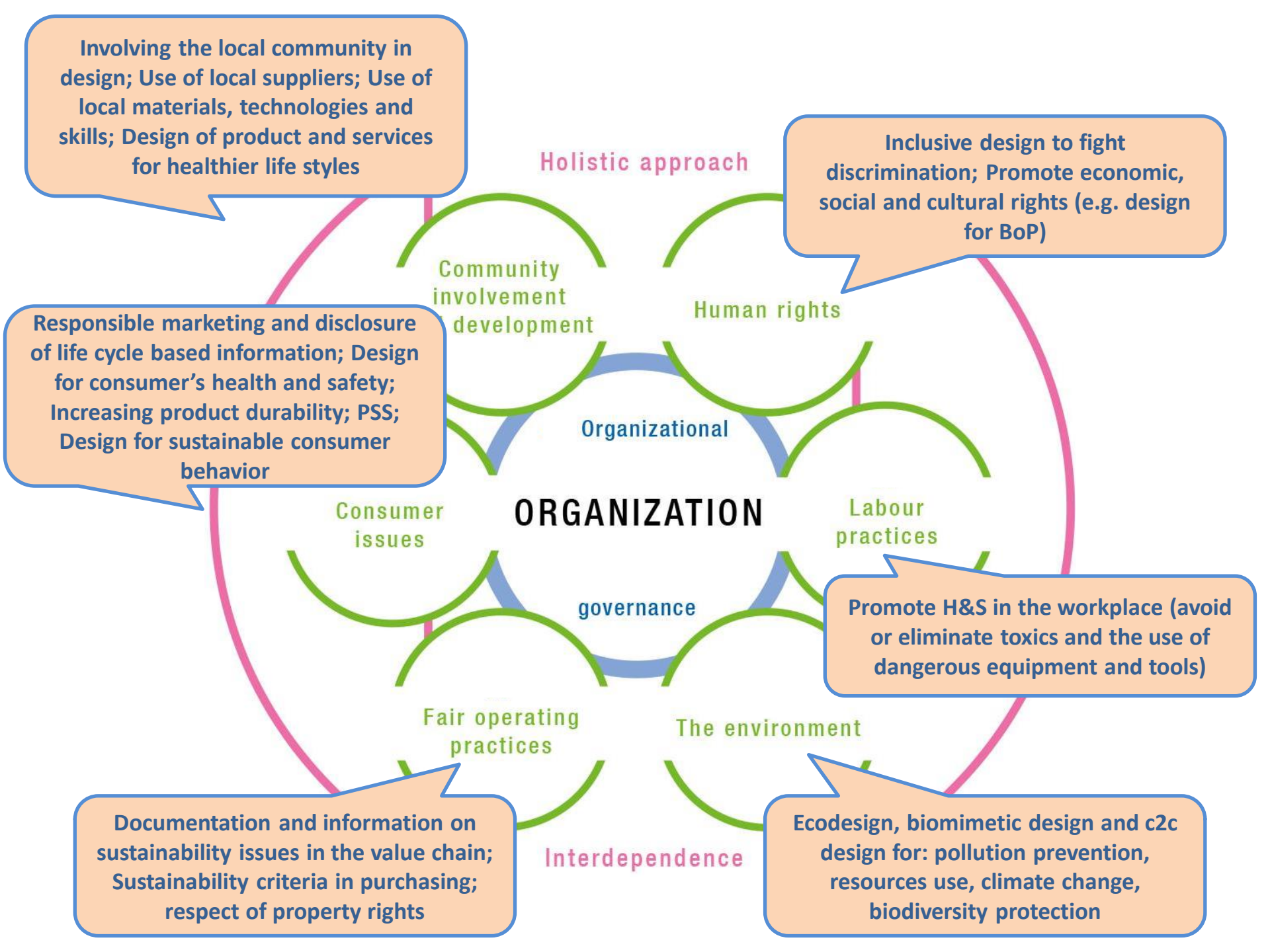
Inclusive design to fight discrimination; Promote economic, social and cultural rights (e.g. design for BoP)

Responsible marketing and disclosure of life cycle based information; Design for consumer's health and safety; Increasing product durability; PSS; Design for sustainable consumer behavior

Promote H&S in the workplace (avoid or eliminate toxics and the use of dangerous equipment and tools)

Documentation and information on sustainability issues in the value chain; Sustainability criteria in purchasing; respect of property rights

Ecodesign, biomimetic design and c2c design for: pollution prevention, resources use, climate change, biodiversity protection





# Workplan

## Workpackages

WP1 - Situation analysis

WP2 - Integration of SInnDesign into the national VET systems

WP3 - Development of the SInnDesign training materials and tools

WP4 - Pilot training and demonstration workshops

WP5 - Evaluation, harmonization and editing of the SInnDesign training materials and tools

WP6 - Dissemination and ensuring multiplying effect

WP7 - Project management, project meetings, reporting, accounting and quality management



<b>Level 4</b>	The learning outcomes relevant to Level 4 are	<ul style="list-style-type: none"><li>• factual and theoretical knowledge in broad contexts within a field of work or study</li></ul>
<b>Focus in SlnnDesign</b>		
<b>Level 5*</b>	The learning outcomes relevant to Level 5 are	<ul style="list-style-type: none"><li>• comprehensive, specialised, factual and theoretical knowledge within a field of work or study and an awareness of the boundaries of that knowledge</li></ul>
<b>Level 6**</b>	The learning outcomes relevant to Level 6 are	<ul style="list-style-type: none"><li>• advanced knowledge of a field of work or study, involving a critical understanding of theories and principles</li></ul>
<b>Higher education</b>		
<b>Level 7***</b>	The learning outcomes relevant to Level 7 are	<ul style="list-style-type: none"><li>• highly specialised knowledge, some of which is at the forefront of knowledge in a field of work or study, as the basis for original thinking and/or research</li><li>• critical awareness of knowledge issues in a field and at the interface between different fields</li></ul>
<b>Level 8****</b>	The learning outcomes relevant to Level 8 are	<ul style="list-style-type: none"><li>• knowledge at the most advanced frontier of a field of work or study and at the interface between fields</li></ul>

## European Qualifications Framework (EQF)



## WP3: DfS Modules

- Introduction
- Design for sustainability overview
- Innovation through design for sustainability
- Design for sustainability processes
- Analysis of sustainability profile
- Stakeholders' involvement for co-design
- Design for sustainability principles
- Sustainable concept development
- Sustainability communication
- Development of partnerships
- Design for sustainability and management systems



## WP3 Tools

- Motivating factors
- Design for sustainability checklists
- Design brief
- Matrix for evaluation of DfS ideas
- Stakeholders' analysis
- QFD: Sustainability/Quality Function Deployment



## Expected results (selected)

**SInnDesign National and Sectoral Training Strategies**

**SInnDesign Guidelines for Implementation of DfS in VET**

**SInnDesign Manual on DfS and Innovation**

**SInnDesign DfS and Innovation Tools**

**SInnDesign Resources Centre**

**SInnDesign Catalogue of Good Practice Examples**

**SInnDesign Manual for Teachers and Trainers**

**SInnDesign Website and Platform**







## Case studies



Furniture	Textiles for the habitat	Building materials
2 cases per country	2 cases per country	2 cases per country
3 countries	2 countries	3 countries
<b>6 cases</b>	<b>4 cases</b>	<b>6 cases</b>



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(under development)

