THE EUROPE WE WANT
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

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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
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 SInnDesign training materials and tools in existing curricula of the European VET systems of the participating countries;
(ii) new curriculum development, in a harmonized way.
17 Partners from 4 countries
Portugal, Spain, Austria and Denmark
Summary

Financed by the Lifelong Learning, Leonardo da Vinci Programme

SInnDesign is a Transfer of Innovation (ToI)

- **InEDIC** – Innovation and Ecodesign in the Ceramic Industry (www.inedic.net)

- **ECODESIGN PILOT** (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.
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

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

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

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

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## Workplan

<table>
<thead>
<tr>
<th>Workpackages</th>
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<tbody>
<tr>
<td>WP1 - Situation analysis</td>
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<td>WP2 - Integration of SInnDesign into the national VET systems</td>
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<td>WP3 - Development of the SInnDesign training materials and tools</td>
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<td>WP4 - Pilot training and demonstration workshops</td>
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<td>WP5 - Evaluation, harmonization and editing of the SInnDesign training materials and tools</td>
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<td>WP6 - Dissemination and ensuring multiplying effect</td>
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<td>WP7 - Project management, project meetings, reporting, accounting and quality management</td>
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<td>Level 4</td>
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<td>Level 5*</td>
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<td>Level 6**</td>
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<td>Level 7***</td>
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<td>Level 8****</td>
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**Focus in SInnDesign**

**Higher education**

**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)

SIInnDesign National and Sectoral Training Strategies
SIInnDesign Guidelines for Implementation of DfS in VET
SIInnDesign Manual on DfS and Innovation
SIInnDesign DfS and Innovation Tools
SIInnDesign Resources Centre
SIInnDesign Catalogue of Good Practice Examples
SIInnDesign Manual for Teachers and Trainers
SIInnDesign Website and Platform
## Case studies

<table>
<thead>
<tr>
<th>Furniture</th>
<th>Textiles for the habitat</th>
<th>Building materials</th>
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<tbody>
<tr>
<td>2 cases per country</td>
<td>2 cases per country</td>
<td>2 cases per country</td>
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<tr>
<td>3 countries</td>
<td>2 countries</td>
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<tr>
<td><strong>6 cases</strong></td>
<td><strong>4 cases</strong></td>
<td><strong>6 cases</strong></td>
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(under development)