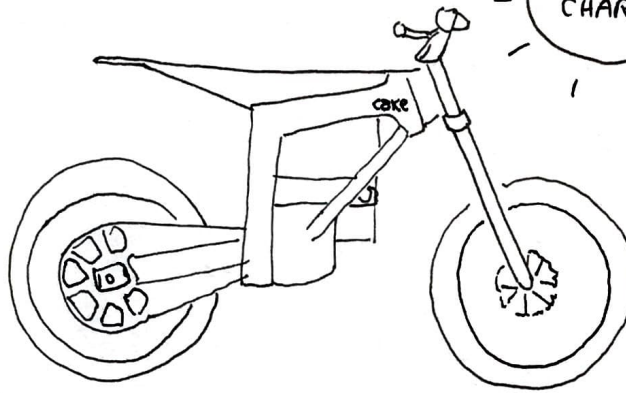


CAKE ELECTRIC MOTORCYCLES



STEFAN YTERBORN

PREMIUM DESIGN



SOLAR
CHARGE

SILENT

INCLUSIVITY

WHEN I REALIZED I WAS
NO DIFFERENT THAN ANYONE
ELSE... I REALIZED HOW DESIGN
CAN IMPACT PEOPLE

"THE OBLIGATION
AND THE PROMISE"

FOR **SUSTAINABILITY**
YOU NEED PATIENCE. COLLECTIVE
RESPONSIBILITY

WE NEED TO BE IN A
CONSTANT CONVERSATION.

PROMOTE

PATIENCE

LITTLE GOALS

ONE STEP
AT A TIME

- INNOVATION
- DELIBERATE STYLE
- PERFORMANCE
- EXPENSIVE
- RESOURCE INTENSIVE
- FUNCTIONAL
- ENDURANCE

PREMIUM — NOT LUXURY

THE PACE OF CONSUMPTION
SETS THE CONTEXT.

REUSABLE PACKAGING WILL REVOLUTIONIZE THE CONSUMER EXPERIENCE

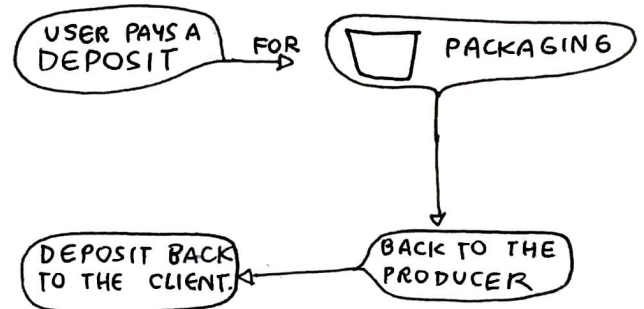
Jasmin.druffner@loopstore.com



JASMIN DRUFFNER

Loop
E-COMMERCE

CIRCULAR SYSTEMS



REUSABLE CAN ALSO BE CONVENIENT.

COST EFFECTIVE

DURABILITY ENABLES REUSABILITY, DESIGN & NEW FEATURES!

INNOVATION

PREMIUMIZATION

LIFE CYCLE ANALYSIS

HOW WILL IT LOOK WHEN IT'S WORN OUT?

CLEANABILITY

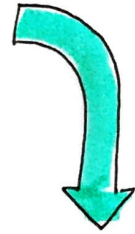
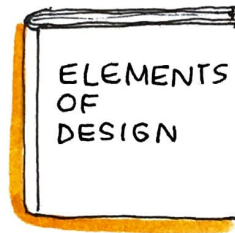
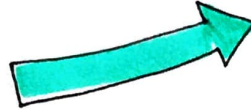
DURABILITY

\$

INTERCONNECTED SUSTAINABILITY

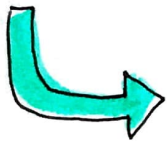
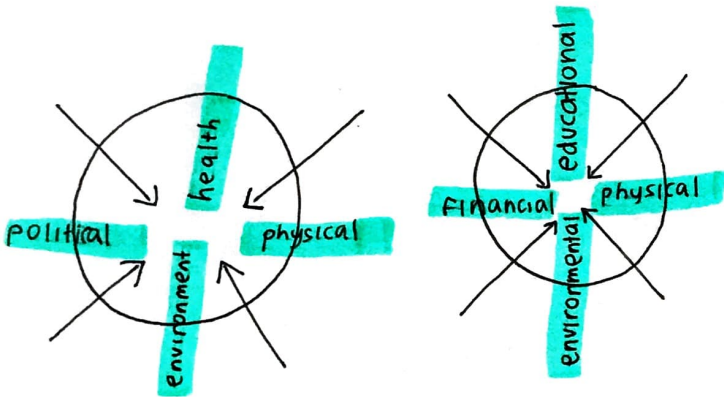
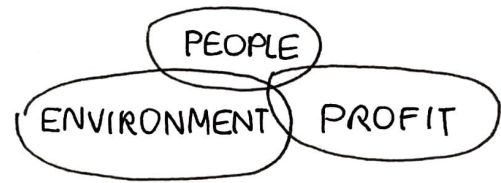
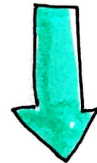


TUCKER VIEMEISTER

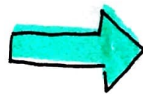


DESIGNER'S JOB

WHAT IS GOOD FOR US
TURNED IN WHAT WE
WANT.



WE ARE
USING ALL
STOCKPILING
ENERGY

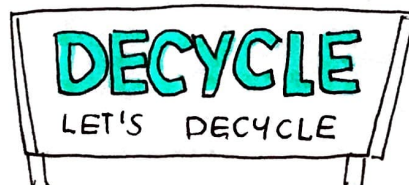
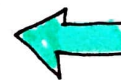


TECHNOLOGY IS OUR
FRIEND. BUT

DO WE NEED TO
GO BIG?



LET'S GO SMALL



MICRO-ENERGY



TAKE THE CARBON



PUT IT BACK IN THE GROUND



IS THE HUMAN RACE SUSTAINABLE?

LORRAINE JUSTICE



AUTHOR, CONSULTANT,
PROFESSOR OF INDUSTRIAL DESIGN

THE EXTINCT GENERATION?

WHAT COULD WIPE OUT THE HUMAN RACE?

NO
CONTROL
OVER IT

- THE SUN DYING
- ASTEROIDS
- VOLCANOS, PLATES SHIFT
- VIRUSES, PLAGUES, & DISEASE

HUMANS
CAN
CONTROL

- WARFARE
- TECHNOLOGY
- GENETIC ENGINEERING
- CLIMATE CHANGE & ECOLOGICAL DISASTER

HOW LONG DO I HAVE?

- MUHAMAD YUNUS (ECONOMIC)
20-30 YEARS IF GLOBAL WARMING ACCELERATES.
- ELLEN JORGENSEN (BIO/CRISPR)
200 YEARS TO ACT, LET MORE PEOPLE INTO SCIENCE
- STEPHEN HAWKING & OTHERS
100-600 YEARS

WHAT CAN WE DO?

- POLITICAL ACTIVISM FOR SUSTAINABILITY (VOTE!)
- CHANGE THE CULTURAL MORES & FINANCIAL SUPPORT
- REGULATE TECHNOLOGY

- ARTIFICIAL INTELLIGENCE
- BIG DATA
- CULTURAL PROBLEMS
- ROBOTICS, INCLUDING DRONES
- CULTURAL MINING
- LESS THINGS → CIRCULAR ECONOMY

LIFE-CENTERED DESIGN

ACCELERATING SUSTAINABLE BUSINESS TRANSFORMATION



BILL ROBINSON

BUSINESS DESIGNER: CREATING UNCOMFORTABLENESS



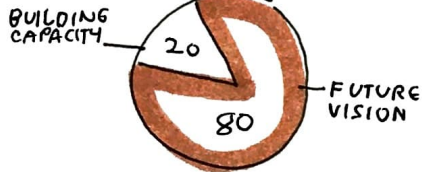
'NEW FUTURES LAB'
TRANSFORMING BIZ
FOR SUSTAINABLE
FUTURES.



FRAMING
PROBLEMS
IN TIMES
OF AMBIGUITY



A 'SKUNKWORKS'
FOR THE ORG



DESIGN
THINKING

SHARED
VALUES

FRAMING
PROBLEMS

LOOKING
FORWARD FOR
DATA



SUSTAINABILITY

THE MAIN LENSE FOR
OUR GUIDE FOR 6000

SPECULATIVE
FUTURE

- POSSIBLE
- PLAUSIBLE
- PROBABLE
- PREFERABLE

DESIGN FOR HUMANITY



JAY PETERS

WWW.EMPOWERING.DESIGN

"THE SOLE MEANING OF
LIFE IS TO SERVE HUMANITY"
TED



FROM

HUMAN-CENTERED
DESIGN



TO

HUMANITY-CENTERED
DESIGN



WE NEED TO
CHANGE OUR
PRIORITIES



THE 4 HORIZONS

EXTERNAL

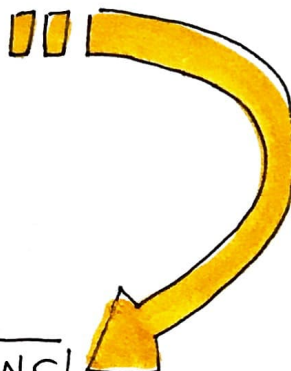
4. MINDSET

3. VISIONARY

2. INTEGRATOR

1. OPTIMIZER

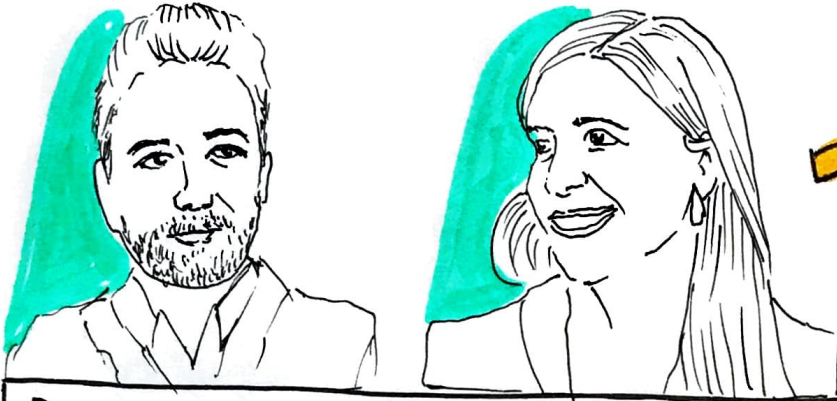
INTERNAL IMPACT



DIMENSIONS

	MOTIVATION	RESPONSIBILITY	APPROACH
4.	EXTERNAL	COMMUNITY	CONSEQUENCE-CENTRIC
3.	↑	↑	↑
2.	↓	↓	↓
1.	INTERNAL	INDIVIDUALS	OUTPUT-CENTRIC

THE POWER OF DESIGN TO CREATE A BETTER FUTURE



BLAKE McELDOWNEY & JULIANNE TRUMMER

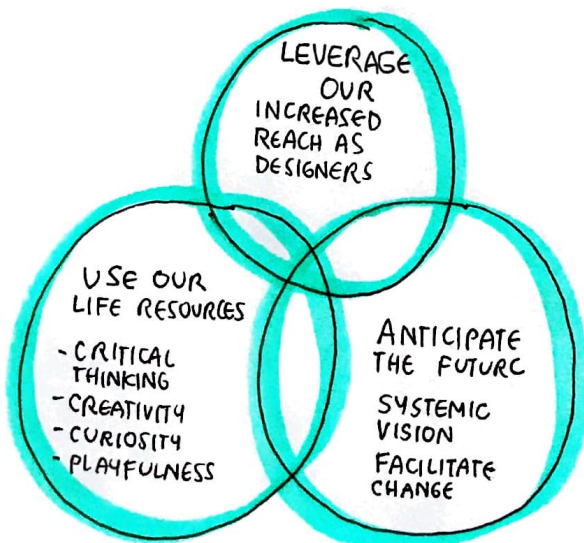
MORMEDI

DESIGN IS A
HIGHLY CONNECTING
DISCIPLINE.

**A BROADER
VISION!**

STOP PUTTING PEOPLE
AS THE CENTER OF DESIGN

- ARTISTIC / CRAFT ORIGIN
- FASCINATION W/ TECH
- FASCINATION W/ BUSINESS



MORE THAN
TECH KNOWLEDGE
NETWORK

- HISTORY
- BIOLOGY
- POLICY

LIFE-
CENTRIC
DESIGN

MORE THAN
PEOPLE
ECOSYSTEM
PLANET
SOLAR SYSTEM

WISDOM

EFFECT

• MORE THAN
PROFIT

- UN GOALS
- CODE OF ETHICS

CONCLUSIONS

INTENTIONAL DISCONTINUITY

WWW.UNSTOPPABLECONVERSATIONS.COM



**KEVIN
GANGLE**

WHY?

WHAT?

HOW?

WE LOOK FOR TRANSFORMATION
IN THE WRONG PLACE.

• INFORMATION

• BOOKS
• TRAINING
• REPORTS

• EXPERIENCE

• ACTIONS
• EMOTION
• BODY SENSATION

• CONTEXT

• WORLD VIEW

UNWANTED CIRCUMSTANCES

INEFFECTIVE ACTIONS & INAGIONS

DEFAULT THOUGHTS

**CHANGE THE CONVERSATION,
CHANGE THE FUTURE.**

**LOOK
FOR
TRUTHFUL
CONVERSATION**

THE 'SUSTAINABLE MATERIALS' FALLACY

ANDREW DENT → 'MATERIAL CONNECTIONS'

→ START DESIGN W/ MATERIALS

"THERE IS NO SUCH THING AS A SUSTAINABLE MATERIAL."

IT'S NOT ABOUT HOW RECYCLABLE A MATERIAL IS, IT IS ABOUT THE WHOLE CIRCULAR PROCESS OF LIFE.

IS THERE A 'GOOD' PLASTIC FOR THE OCEAN?

- RAYON
- PHA/B
- CELLOPHANE

← LEAST BAD

GLASS & CERAMICS

YES ✓

GETS FOXY WHEN RECYCLED

✓ YES

PRODUCTS TO USE FOR A LONG TIME

METAL

100% RECYCLED
NOT THAT VIABLE
HARD TO SOURCE

60-70% IS GOOD

NATURALS

- FUNGI
 - SOMEWHERE TO COMPOST AFTER.
- BAMBOO
 - LIMITED GWE
- ALGAE
 - LOW AMOUNTS USED
- CORK
 - INSULATION

GET TO KNOW THE MATERIALS

EXCITING DEVELOPMENT IN WASTE

TREAT WASTE MORE AS A SECONDARY RESOURCE

MATERIAL CONEXION EXAMPLE

adent@materialconnexion.com
+1 917 934 2895

UBQ

NIKE SPACE HIPPIE - OPTIMISTIC URGENCY & LOW CO2 E SHOES



 **OPTIMISTIC**
URGENCY

+ HIGH-TECH
INDIVIDUAL IMMEDIATE
ACTION

A SHOE MADE OUT
OF TRASH.

THE MOST SUSTAINABLE
SHOE.

OUR TRASH IS
INCREDIBLY TECHNICAL

- RUBBER & PLASTIC WASTE
- FABRIC WASTE



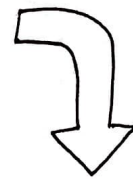
EMBRACE
CONSTRAINTS

BREAKING PARADIGMS: FROM DESIGN CENTRICITY TO CIRCULAR DESIGN



DAVID DOMBROWSKI

1. DESIGN CENTRICITY
2. CONSUMER JOURNEY
3. CIRCULAR DESIGN



DESIGN
NEEDS TO
BE

INTEGRATED
HOLISTIC
INCLUSIVE

FROM



TO

E-COMMERCE

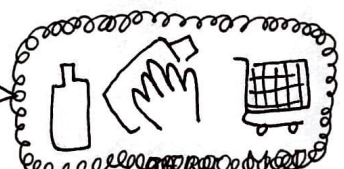


**MOMENTS
OF TRUTH**



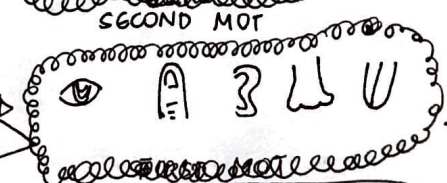
STIMULUS

1ST MOT

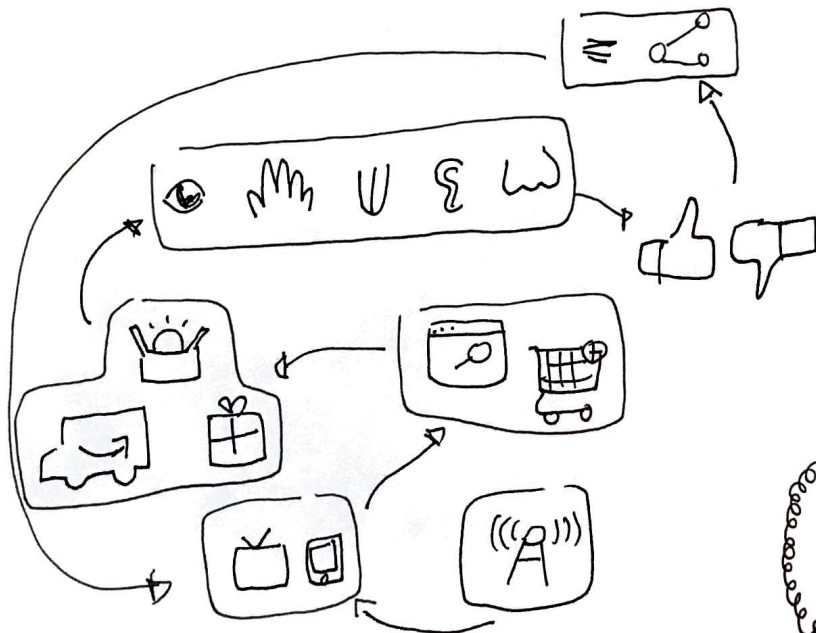
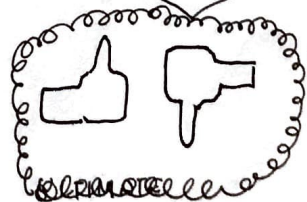
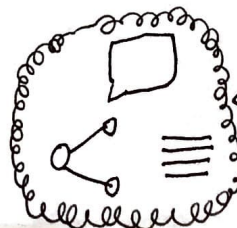


SECOND MOT

2ND MOT



ULTIMATE MOT



MOVING BEYOND LINEAR & CYCLICAL PROCESSES

JIM STEPHENS = JIM@3DESIGNS.ORG

WORKSHOP A WONDERING

AN NEW DESIGN LANGUAGE & CULTURE

DAVID WHITE

WHAT IF THE PROCESS WE USE, THE DESIGN PROCESS, IS ACTUALLY LIMITING OUR ABILITY TO CREATE SUSTAINABLE FUTURES?

PROCESS OF DESIGNERS IS FLUID
IT ISN'T LINEAR!

WE LIVE IN A
NON-LINEAR 

UNPREDICTABILITY...

HOW TO MAKE
THINKING
OBSOLETE?



"UNCERTAINTY" IS THE NEW NORMAL

UNLEARN HOW YOU THINK



DOMINANT
HAND



NON-DOMINANT
HAND

WE NEED A
NEW PARADIGM

**PARADIGM
SHIFT**