

## **GREEN FUTURE - DESIGNING FOR SUSTAINABILITY**

The Danish Design Association (DDA) is the trade association for the Danish design companies. They work to aid the development and internationalization of the design business in Denmark. In addition to representing design companies interests, the DDA creates national and international networks and develops resources and tools. Design plays a crucial role in the environmental performance of products and services throughout their lives. From choosing the right materials and planning effective processes to creating radical and coherent product and service concepts, design helps transforming the challenge of sustainability into an asset and opportunity for businesses to increase their profit and create new markets while generating value and quality for people and the planet.

And by designing attractive solutions for people's everyday life, design helps making new technology available and relevant while building powerful brands thus promoting sustainable lifestyle as the preferred choice.

Danish design companies have a long tradition for cross-disciplinary praxis and a human centred approach – key factors in innovation. Furthermore design doing and thinking and environmental consideration is thoroughly integrated throughout the Danish society. Today Danish design companies work within both the private and public sector to help increase the quality, value and environmental performance of products and services within such diverse areas as – amongst others – energy, waste, food, health and mobility.

As the trade organisation for Danish design companies Danish Design Association works internationally to continuously develop and improve the network, knowledge

and skills for design to stay a valuable partner when creating our common future.

### **The DAIM-project**

User-driven innovation can lead to a more environmental-friendly waste management. Design scientist along with the waste company Vestforbrænding are researching new possibilities for waste reduction and recycling through interaction with citizens. As part of the project *Design Anthropology Innovation Model* (DAIM), design scientists have, among other things, followed waste disposal workers at work, to better understand the citizens' needs. Experience from these tours has already helped improve different processes in the work of Vestforbrænding.

The design scientist involved in the DAIM-project, has developed a tool box which is a collection of communication material, debating points and process management material, which can be aimed at present projects. The tool box is already in use at Vestforbrænding.

Design Anthropology Innovation Model (DAIM).

The DAIM project was launched in spring of 2008. First stage of the project was development of a preliminary innovation model with particular focus on user involvement and anthropological design knowledge.

Second phase of the project consists of comprehensive pilot project, that examines the organization behind waste management and where the design anthropological innovation model will be further developed and tested.

In phase three the model is tested by design agencies through their work with clients. In phase four, which the project has just entered, the project has just entered into phase four, in which the results are accumulated and communicated. The project is completed with a book and a conference in February 2010

DAIM-project is a collaboration between Vestforbrænding, design researchers, designers from the Danish School of Design, SPIRE center at Mads Clausen Institute

at University of Southern Denmark, the Danish design agency 1508 and 3PART as well as international Sweco Architects, Ergonomics Design and Make-Tools.

The DAIM-project is among some design examples, that improves life, like the worlds greatest design award, INDEX award, that has chosen to represent Denmark on their website. For more information please visit [designtoimprovelife.dk](http://designtoimprovelife.dk)

### **The Danish Designers and the Electrical car.**

Design researchers want the electrical car to turn the Danes on. The electrical car as a sustainable means of transport become an important element in the effort to solve the societys environmental problems. With the project Etrans the designers from Kolding School of Design will by involving both market segments and commercial interests, make the electrical car the obvious choice for future car users

### **More info**

Please visit: <http://www.danishdesignassociation.com/>