Green Leap
Design and Sustainable Development

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www.greenleap.kth.se
Goal
To act as a catalyst for change by engaging design in sustainable development.
Why Design?

- Design Process
- User centered
- Design methods as a tool for change
- Visualisation
- Wicked Problems
Why Design?

- E/S Orcelle. Collaboration between Wallenius Wilhelmsen, No Picnic Design and Chalmers
**Actions:**
- Prototyping the Future
- Projects
- Sharing knowledge
- Match-making

**Pillars:**
- Design
- Sustainability

**Partners:**
- Companies and NGO
- Design Business
- Education and Research
We bring you Design!

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Green Leap core

Networking
Spreading of knowledge
Initiating cooperation
Research projects
Product development

technology
lifestyle
Design
business
research
Energy behaviour

- Energy is a gigantic future challenge
- Energy stands for 80% of greenhouse gases
- A transition to renewable energy systems
- Increase efficiency and reduce energy use

"Extreme shortages of fossil fuels will lead to wars and social breakdown”
Energy watch group, cited in The Guardian

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Local Energy Production

- Incitement for change of behaviour
- Studying use and driving forces
- Developing user friendly products, services and systems
- Cooperation with Egen el + No Picnic
Zero Emission Campus Lab

Using the campus as a testbed and living lab for energy projects

Coordinating PhD-work from all areas at KTH
Backcasting

1. Begin with the end in mind
2. Move backwards from the vision to the present
3. Move step by step towards the vision
4. Use forecasting to check individual moves
Prototyping a sustainable future

Use design methods and to visualise and concretise a sustainable future.

Bringing together researchers from Green Leap, CESC, FMS, Visualisation studio with product and game designers.
We want you!

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Why?

- Design methods as a tool for change
- Creativity, Visualisation
- User perspective
- Design affect behaviour and create trends
- Involve design business in research
- Environmental and technical research + design
- Designers want to work with sustainability, but how?