

**WHAT
DESIGN
CAN DO**

..STBY..

HKU

RADICAL COLLABORATION **LABS**

NO WASTE

STUDENTS | LAB

LAB RECAP

WHAT CAN DESIGN DO

What Design Can Do believes that design is more than making pretty things. Design and creativity can play an important role in transforming society. We need design and creativity to come up with fresh ideas, alternative strategies and provocative thoughts to address the urgent issues we are currently facing. What Design Can Do connects creative communities with public and private sectors utilizing design as a tool for social change.

EVENTS

WDCD events are a vital tool for people to meet live, exchange knowledge and ideas, share stories (as they are so important), get inspired, connect different nationalities, cultures and sectors, and start collaborations. The WDCD events are organized in Amsterdam, São Paulo, Mexico City, Nairobi, Delhi, and are important moments in time to research, develop and accelerate ideas.

CHALLENGES

The objective of the challenges is to actively call upon creative makers to use the power of design to come up with innovative solutions to global problems. The aim is to demonstrate the potential impact that design can have on society, and to activate designers and creative entrepreneurs to use their skills to address pressing issues.

We help to develop and accelerate the winning projects to make their ideas reality and create real impact.

RADICAL COLLABORATION LABS

The Radical Collaboration Labs are a first step in exploring and developing new design challenges. Through formulating questions such as 'How might we ..' we aim to pinpoint the issues that are raised by our partners. Moving forward, we can continue the research and narrow down real opportunities for design. The questions, discussions and insights of today will be summarized and shared with everyone who contributed.



RADICAL COLLABORATION





MINOR DESIGN FOR SOCIAL CHANGE

What is it that drives our problem with waste? How can we — as producers and consumers — make a difference? From September until December, students from various universities in the Netherlands were invited to unpack these questions during a unique minor programme titled ‘Design for Social Change’.

The Design for Social Change minor was developed by HKU University of the Arts Utrecht together with What Design Can Do and design research agency STBY, as a way to engage students from various schools and disciplines with some of the world’s most wicked problems. In the preliminary phase of the research for WDCD’s third global Climate Action Challenge, about Waste & Consumerism, the students were asked to contribute by deep-diving into related themes.

The No Waste Lab student lab documentation and report are shared on the basis of Creative Commons (CC BY-SA).

METHOD

Using Kees Dorst's method of Frame Innovation, the group explored the following question: How do systems that create waste and encourage consumerism, contribute to climate change in the Netherlands? Students were encouraged to consider various starting points, like types of waste (food / fashion / chemical etc.), systems of waste (from production, to consumption and disposal), and their different contexts (looking at local to global policies).

The steps from the Frame Innovation method were followed in blocks of two weeks per theme:

- Archaeology and architecture
- Learning to **identify paradoxes**
- Building contexts by **de-framing**
- **Field expansion** (new players/game changers)
- Theme research / re-framing by means of design-thinking
- Developing new frames and rapid prototyping
- Game changing: futures, what is needed for transformation and integration in the organisation
- Final presentation

The students worked in interdisciplinary teams, in which each could take on a role as a designer, but also as a project manager, programmer or director. In these teams the students investigated the themes they had chosen and explored possible future scenarios. Their joint visions were expressed in many forms - presentations, text, film, animation, installations and objects. They learned to make the results of their projects and research (visually) clear to a wide audience.

During the project the students experienced how to position themselves in relation to various stakeholders. The five teams, each existing of four students, chose and covered five different subtopics: medicine in wastewater, fast fashion, consumerism, cigarette waste and waste management.

On 6 November, five teams of participating students arrived in Amsterdam to join the WDCD No Waste Student Lab, a one-day workshop focused on further exploration of their research on our waste reality and climate futures. In this lab, they were joined by students from Centre for Frugal Innovation in Africa (CFIA), Design Academy Eindhoven (DAE), and Hogeschool van Amsterdam (HvA).



RESEARCHED TOPICS

PILLS AND POLLUTION

Team 1 chose to investigate our current habits of medicine production, packaging and disposal. They mapped various social, legal and economic factors which contribute to our excessive use of pharmaceuticals, and the amount of chemicals that end up polluting our waste and drinkwater. In terms of interventions, the team focused on raising awareness about this little-understood and often invisible issue.

Pills and pollution



RESEARCHED TOPICS

TO BUY OR NOT TO BUY

Most of us know that the fashion industry is one of the biggest polluters on the planet. But have we examined why we've come to love clothing, but not value it? Or how new technologies like social media can both catalyze and mitigate the problem? Team 2 chose to look at the issue of textile waste through a social and cultural perspective, considering the psychology behind the industry.



RESEARCHED TOPICS

ON OVERCONSUMPTION

In a similar vein, Team 3's research centred on understanding our addiction to consumption. What are the societal values which underpin our desire for more 'stuff'? Can we propose creative ways to expose and extinguish this hunger? These questions led to a series of short films which act as mirrors to our spending trends and habits.

On overconsumption



One day of cigarette waste

RESEARCHED TOPICS

SMALL WASTE, BIG PROBLEM

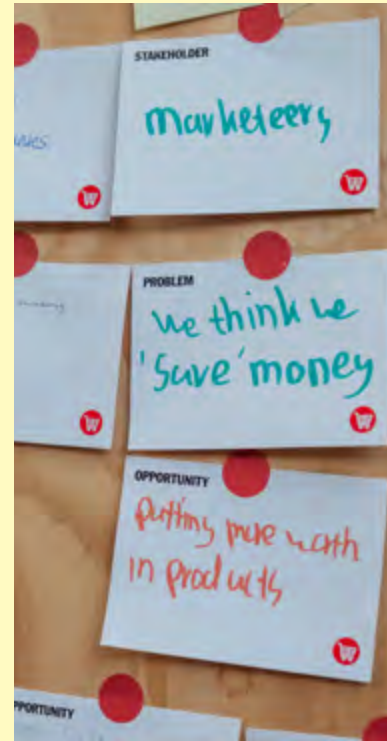
Did you know that 4.5 trillion cigarette butts are littered worldwide each year? Team 4 zeroed in on the issue of cigarette waste, designing clever solutions to raise not only awareness but a sense of responsibility among all citizens. Their intervention included an exhibition of photographs which exposed the hidden scale of the problem.



RESEARCHED TOPICS

CHANGING THE SYSTEM

The last team took on an archeological approach, to better understand the complex waste management system in the Netherlands. Specifically, their research investigated how a piece of waste is typically processed, following its journey from the trash collector, to the recycling plant and / or the incinerator. The resulting map helped visualise both the bottlenecks and the opportunities within the network.



DOCUMENTATION

The research from this minor is documented and published by the students on Tumblr:

<https://oerwoudopinternet.tumblr.com>

Free to use for all. Also linked on the WDCD website.

MORE INFO:
WHATDESIGNCANDO.COM

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IN COLLABORATION WITH

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