

PRESS RELEASE – EN

What Design Can Do receives grant from Dutch Postcode Lottery

Good news for the planet – funding to support the power of design in fighting climate crisis

Amsterdam, 7 March 2023 – What Design Can Do (WDCD) has been awarded a grant to support its work to address climate change with design from Dutch Postcode Lottery, the largest charity lottery in the Netherlands. WDCD is an international organisation that seeks to accelerate the transition to a sustainable, fair and just society using the power of design. Based in Amsterdam, with hubs in São Paulo, Mexico City, Delhi, Nairobi and Tokyo, WDCD started in 2011 and is initiated, curated and organised by creatives.

The challenges facing our world today are complex and urgent. Design and creativity play a vital role in helping to address these challenges by sparking innovative ideas and driving real change. With an estimated 80% of environmental pollution originating from a product's design phase, from materials to packaging, designers urgently need to address their approach to design. In today's world, everything we interact with – from the products we use, the buildings we live in, to the clothes we wear – is designed. Designers are becoming increasingly aware of their impact on climate change but need the skills, tools, and trust to make a greater social impact.

WDCD supports creatives and designers globally by empowering them to recognise their role in creating social change and by mobilising them to put their ideas into action. Start-ups supported by WDCD have designed new materials from pineapple waste, portable shelters for refugees, self-powering greenhouses, and even created clean energy from living plants.

"This is great news for What Design Can Do – and the planet", says co-founder Richard van der Laken. "With this support from the Dutch Postcode Lottery, we will be able to continue to advocate for design's role in finding solutions to the world's most pressing problems."

WDCD will use this generous contribution from the Dutch Postcode Lottery (from the funds received from the lottery's 3 million players), to help designers that build on a fair and sustainable society with knowledge, tools and funding. The support will also be used to continue to advocate for the power of design and designers for climate action with governments, academics, the private sector and the consumers worldwide.

WDCD AMSTERDAM
2E KOSTVERLORENKADE 132H
1053 SE AMSTERDAM
THE NETHERLANDS
+31 20 46 35 359

WDCD MÉXICO
ROSALEDA 797-900
LOMAS ALTAS, 11950
CIUDAD DE MÉXICO, CDMX
+52 (1) 55 3597 0122

WDCD BRASIL
RUA FRANCISCO IASI, 61
PINHEIROS
SÃO PAULO, BRASIL
+55 11 4106 0789

WHATDESIGNCANDO.COM
WHATDESIGNCANDO.COM.BR
WHATDESIGNCANDO.MX
INFO@WHATDESIGNCANDO.COM

KVK 51467305
IBAN NL03RAB00159360331
VAT 850033159B01
BIC RABONL2UXXX

WHAT DESIGN CAN DO

"What Design Can Do is an international organisation that aims to create a fair, more sustainable and just society through design. They do this, for example, by developing sustainable alternatives to plastic packaging, combating waste and promoting a circular economy." said Stijn Boonstra, who presented the check to What Design Can Do on behalf of the Dutch Postcode Lottery.

FOR THE EDITORS

For photos, graphics, copy, and background research on What Design Can Do, view our [press kit](#). More information about past Challenges and What Design Can Do is available at our [press webpage](#). For any press enquiries or more information, please contact our communications manager, Daphne Schmidt, at daphne@whatdesigncando.com.

ABOUT WHAT DESIGN CAN DO

What Design Can Do (WDCD) is an international platform that advocates for design as a tool for social change. Since 2011, we have undertaken numerous activities to promote the role of designers in addressing the world's most pressing societal and environmental issues. To date, WDCD has hosted 15 successful conferences in Amsterdam, São Paulo, and México City. In 2016 WDCD launched an ambitious design challenge programme that engages the creative community with urgent societal issues such as the wellbeing of refugees and climate change. So far, the programme has resulted in €26.6m in funds raised by initiatives post programme.

For more information, visit: www.whatdesigncando.com

ABOUT DUTCH POSTCODE LOTERY

The 'Nationale Postcode Loterij' (Postcode Lottery) was founded in 1989 to support charities that work towards a fair, healthy and green world. The lottery raises funds for its charities and communicates about their work.

At the Postcode Lottery, your postcode is the basis of your lottery number. As a result, you win together with your neighbours. There are now 3 million players in the lottery, who have a chance to win hundreds of thousands of prizes every month and support 148 charities with at least 40 percent of the lottery ticket prize. Since the start of the Postcode Lottery, more than 7.3 billion euros have been donated to people and planet.

What Design Can Do and many other organizations receive support every year.

The Postcode Lottery and the Friends Lottery form the National Charity Lotteries Holding. As a Dutch tradition, these lotteries are included in the Inventory Intangible Heritage (UNESCO) list. The Postcode Lottery format is also active in Great Britain, Sweden, Germany and Norway. The Charity Lotteries together with the lotteries in these countries are one of the largest private donors to charities in the world.

For more information, visit: www.postcodeloterij.nl