The design perspective

Lars Ericsson

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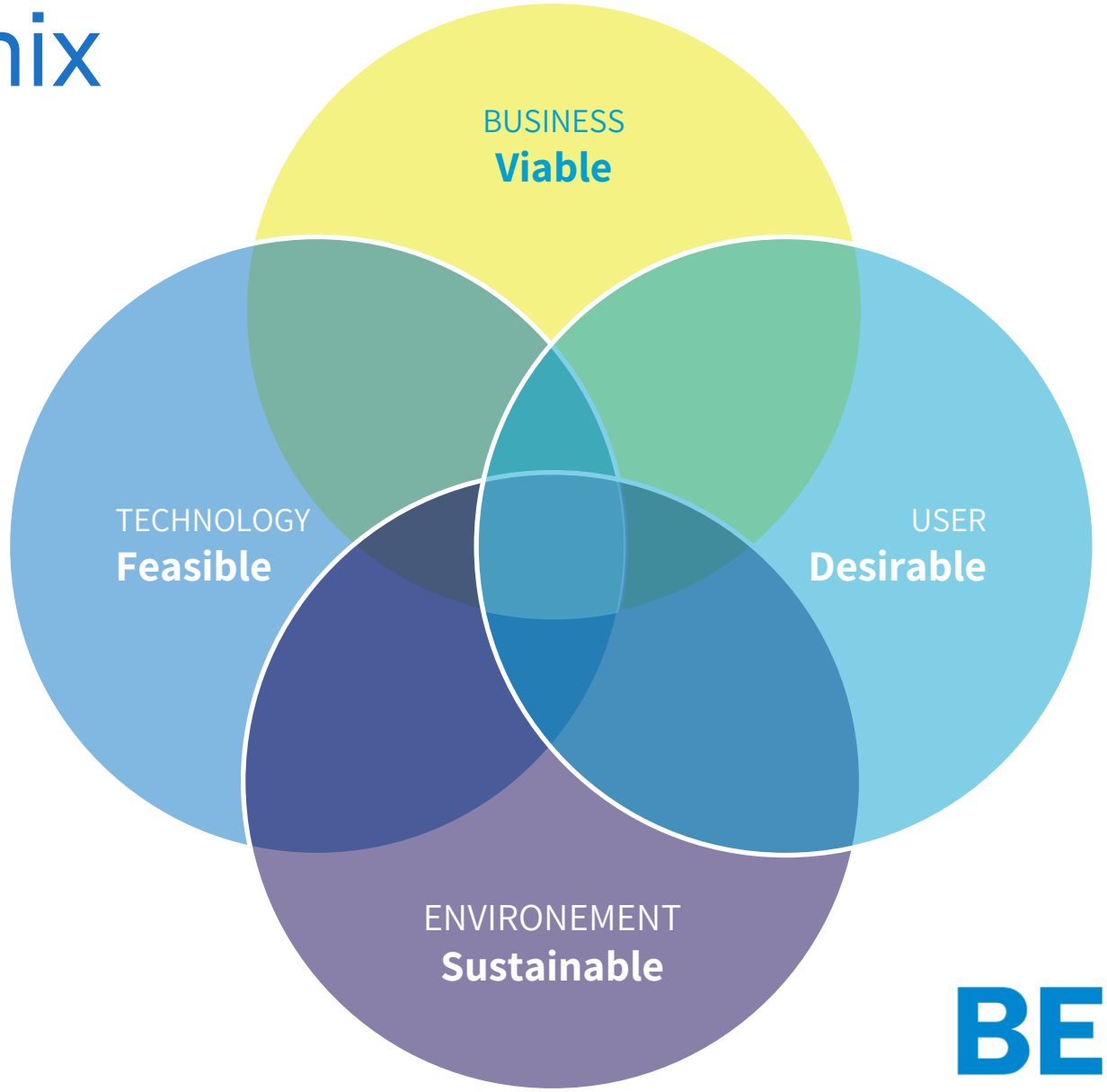
The right mix



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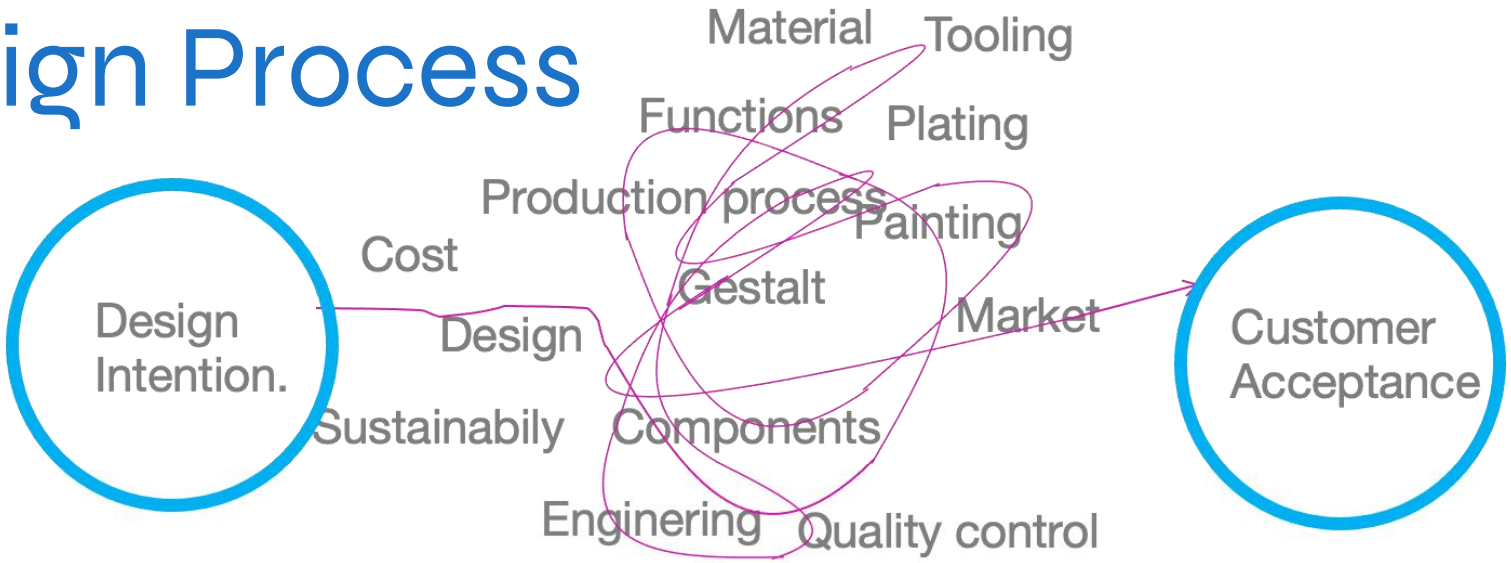
The Design Process



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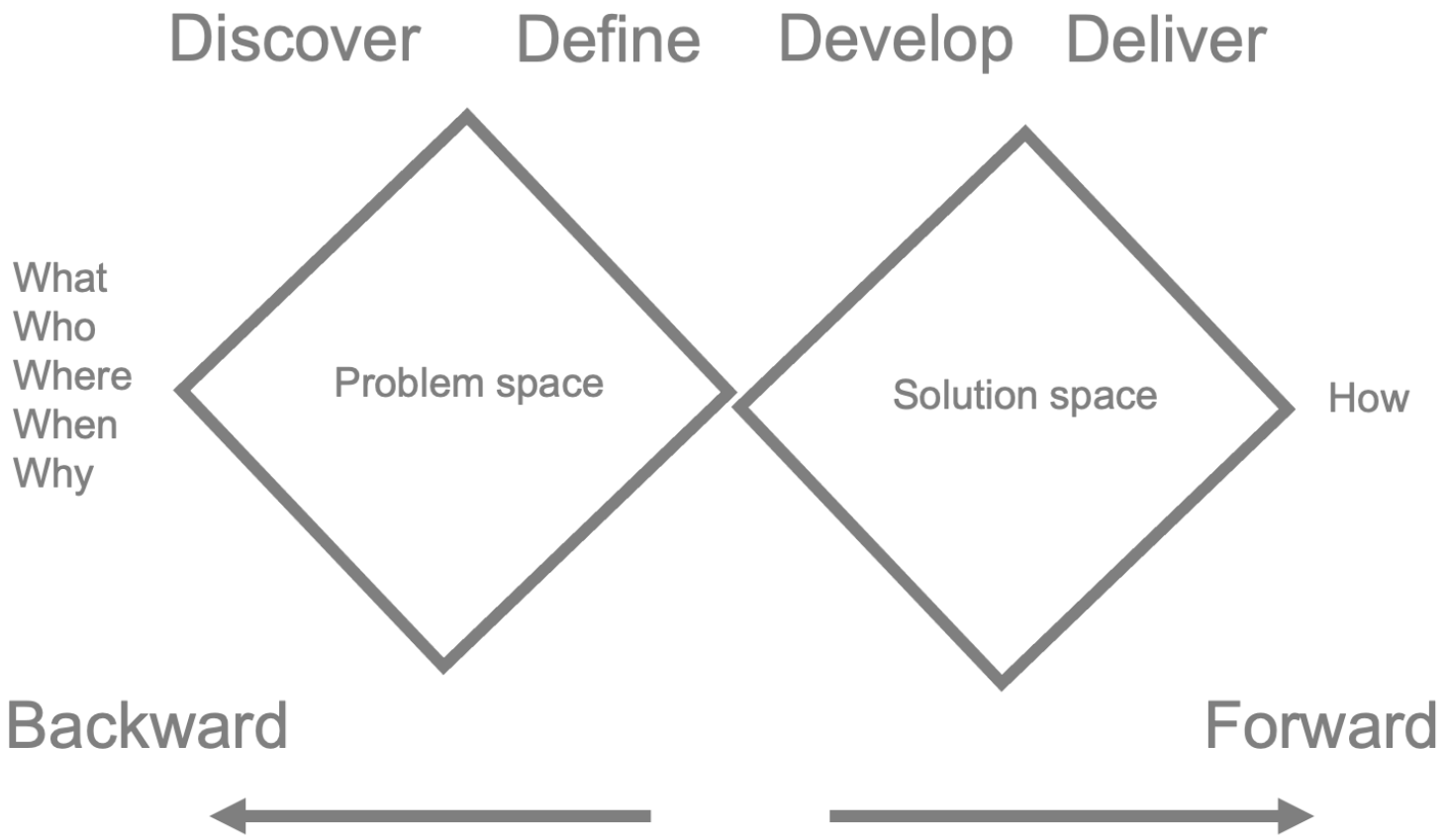
The Design Process



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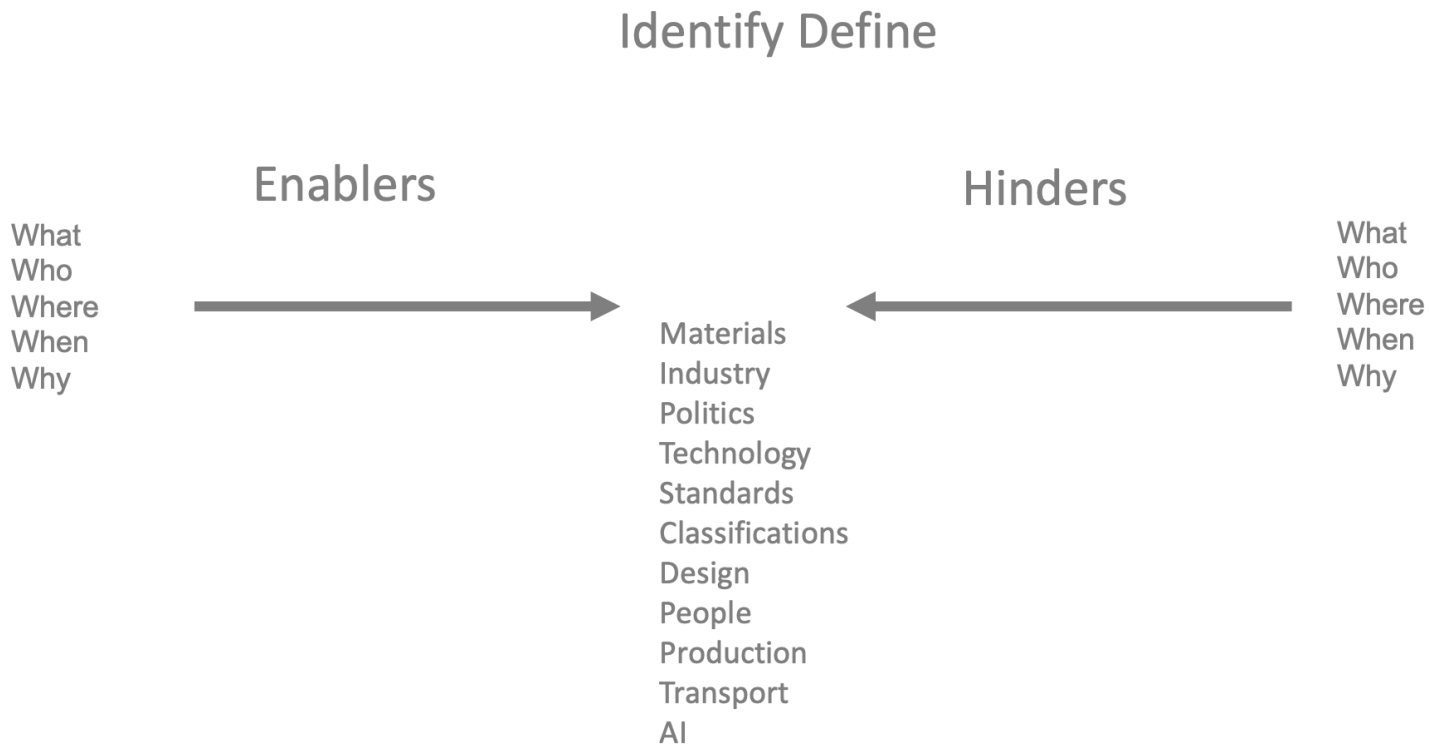
A Challenge with new sustainable materials



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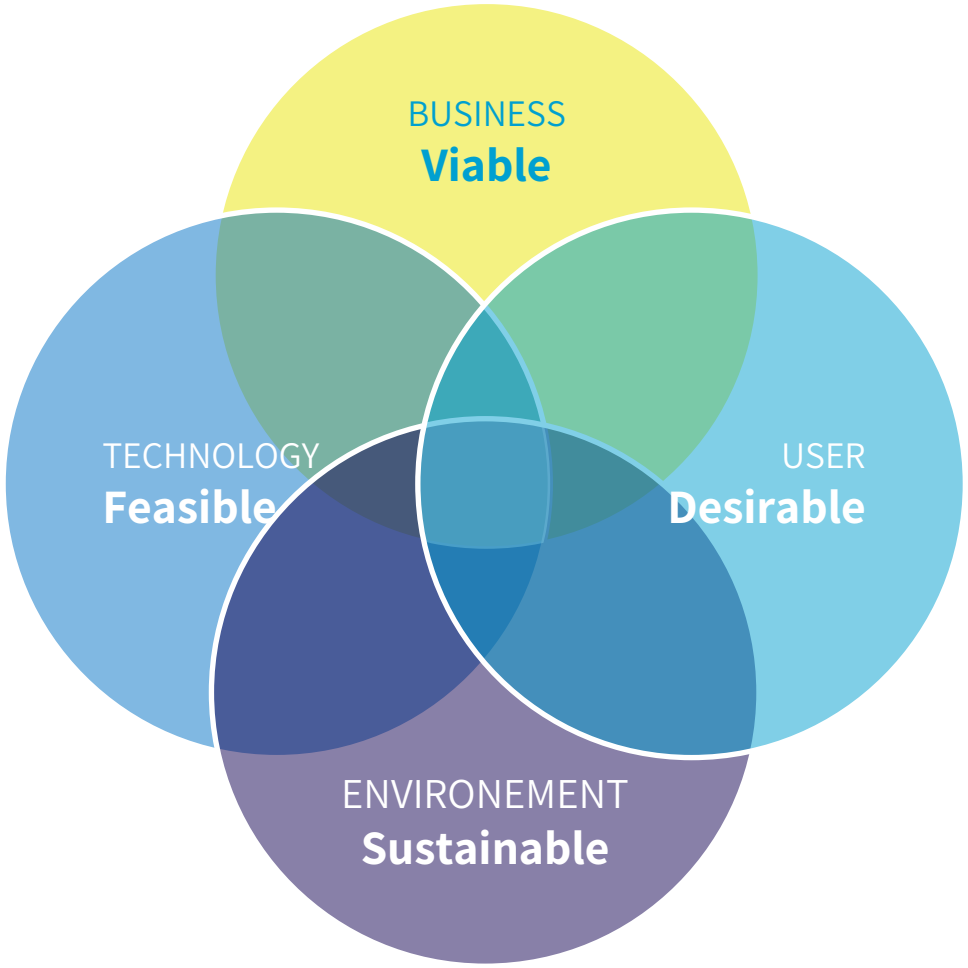
The Challenge



- How will the ecosystem and marketplace be designed to be viable and useful for the stakeholders in the material community?
- How will the ecosystem become feasible financially and commercially sustainable for stakeholders and how to share “data” in a financially and commercially sustainable way beneficial to stakeholders.
- How should the system be designed to achieve a desirable position in a European context? How to achieve a transparent and useful system for different stakeholders in the commons?

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The Design Challenge

Design Intention.

What materials are sustainable and how can we know for sure?
How do we perceive sustainable material?
How to produce sustainable material?
How do we combine and design sustainable materials
How can we trace the material and communicate in a trustful way?

Customer Acceptance

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