

Moving toward a
sustainable future

ALEGREDESIGN

Introduction

What actions can a company carry out to design in respect of the health of the planet, promoting values and principles linked to a sustainable and environmentally friendly lifestyle?

From regenerative innovation to the creation of a proactive and ethical corporate ecosystem, we have outlined 4 strategic directions to face the challenges of the future.

User Profiles



01

Strategic directions



02

01

User Profiles

Knowing the emerging mentalities that are shaping the challenges of the new world allows to face this important period of transition while keeping both human and planet health at the center.

Sustainability continues to be a key consumer priority, with conversations about the topic remaining relevant on social media across different industries. Consumers are expecting change from design companies, and many are willing to actively participate in building back a better world alongside the brands they choose.

In this chapter we'll show you three new user profiles that are emerging from the sustainability discourse.

DS Automobiles carbon capturing clothing collection



1

Accessible sustainability: *the value-driven user*



B-Box



For this users sustainability expectations will be centred on accessibility and affordability. Brands and companies will need to respond through **strategies that democratise access to sustainable lifestyles**. Addressing the climate emergency requires global-scale behavioural change to adopt responsible lifestyles en masse.

To enable this shift, affordability to lower-impact propositions will be fundamental for consumers. Increasingly **driven by value for money and a need for independence**, this group will seek **convenient local solutions that simplify life** and enable them to regain control of it. Convenience and socio-ecological responsibility will need to be integrated into commercial offers, as the majority of consumers consider value for money a key purchase driver.

The pandemic has accelerated a shift in preferences from global and centralised, to local and decentralised. **Local economies and services will enable customers to access and assimilate sustainable choices on a micro-level**. Open-source and decentralisation will shift from exclusive concepts to mainstream realities, with major companies scaling up products and services that integrate these values.

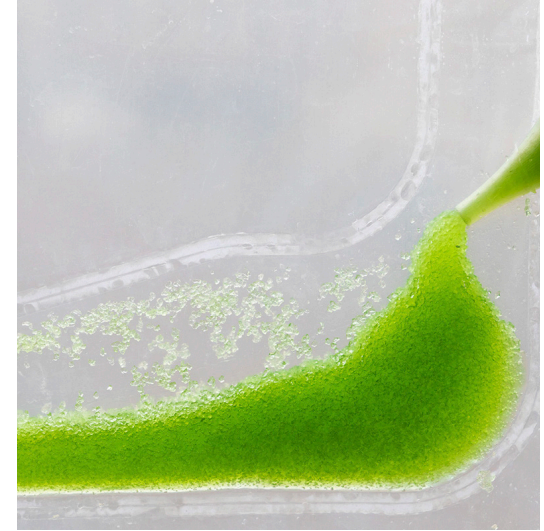
2 Committed sustainability: *the action-driven user*

These users are channelling their anxieties about the climate emergency into hope and action, willingly **adopting new behaviours in order to reduce their ecological footprint**. Companies and brands will need to collaborate with sustainability communities and individuals to **address the climate emergency collectively**.

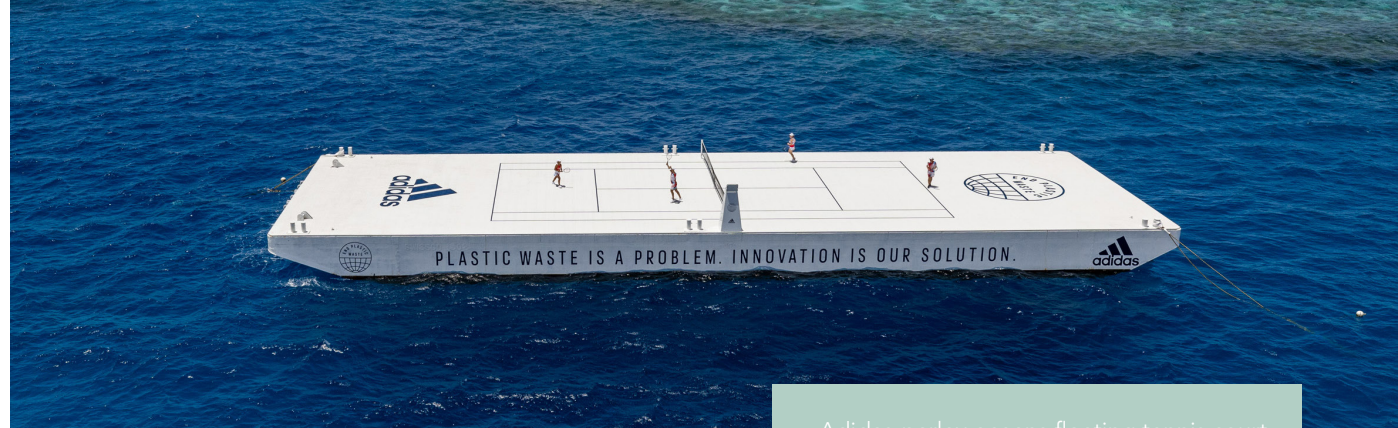
The extreme effects of the climate emergency are impacting people's mental health, in particular young adults and children. Climate depression and eco-anger drive greater engagement in climate activism. The purpose-driven user will transform negative emotions related to climate change into hope and action, **making efforts to change their purchasing behaviour to be more responsible**.

Businesses will need to provide customers with strategies that facilitate the shift towards sustainability, from personal carbon footprint-tracking apps to zero-waste products.

Purpose-driven consumers will want to **participate in changing the world for the better together with the brands they choose**. Community and collaboration will be their key values, and hope and action will be their key emotions.



3 Outsourced sustainability: *the disenchanted user*



Adidas-parley oceans floating tennis court

Driven by a **sense of disbelief** in institutions and by misinformation, this users reject the responsibility of minimising personal environmental impact through new behaviours. Instead, they place their expectations on businesses to step in and lead environmental transformation. **Business is perceived as the only trustworthy institution** over NGOs, government and media. Users expect companies and brand leaders to solve macro socio- environmental challenges. **Businesses establish themselves as thought leaders, guiding consumers to a more responsible future.**

Investments in sustainability will provide companies with great economic opportunities, transforming the financial recovery from the pandemic into a green revolution, and restoring trust and hope among this consumer group.

Maintaining quality information standards will be another key element for rebuilding trust among disenchanted users. Brands, in collaboration with governments and media, will need to **provide truthful and reliable content around sustainability**, helping consumers navigate the difficulties related to it.

02

Strategic directions

In this section we outline four strategic directions that identify macro-themes and trends around the challenges of sustainability.

1 Regenerative Innovation

2 Monitoring of environmental regulations

3 Empathic and transparent communication

4 Proactive business ecosystem

bFRIENDS from recycled bioplastic waste



Mother of Pearl by Plasticiet



Regenerative Innovation

Regenerative innovation means creating new products, processes, technologies and services that meet both human and business needs while simultaneously respecting the world's natural resources and bolstering its regenerative capacity. Because disruption and sustainability both require profound paradigm shifts, regenerative innovation offers one of the most promising opportunity spaces for design companies.

Innovation means also acting as a **powerful, transformative force for change** — making it the perfect partner for any organization that wants to act decisively on its sustainable purpose.



Ottan bio-composites



Case study

Sustainable startup *Notpla* has created an edible, biodegradable packaging made from seaweed and plants that was designed to replace plastic. According to Notpla's designers, the material is entirely biodegradable and edible and can be composted at home in four to six weeks. So far, the packaging has been used to create thin films for cardboard takeaway boxes, as well sachets for condiments.

How to act:

- ↑ Create new product lines that have both human and planet health as their focus.
- ↑↑ Research and development of new generation materials and technologies that can have a direct impact in reducing emissions and resolving biomass.
- ↑↑↑ Long-term strategic planning to reduce operational and supply chain impact.



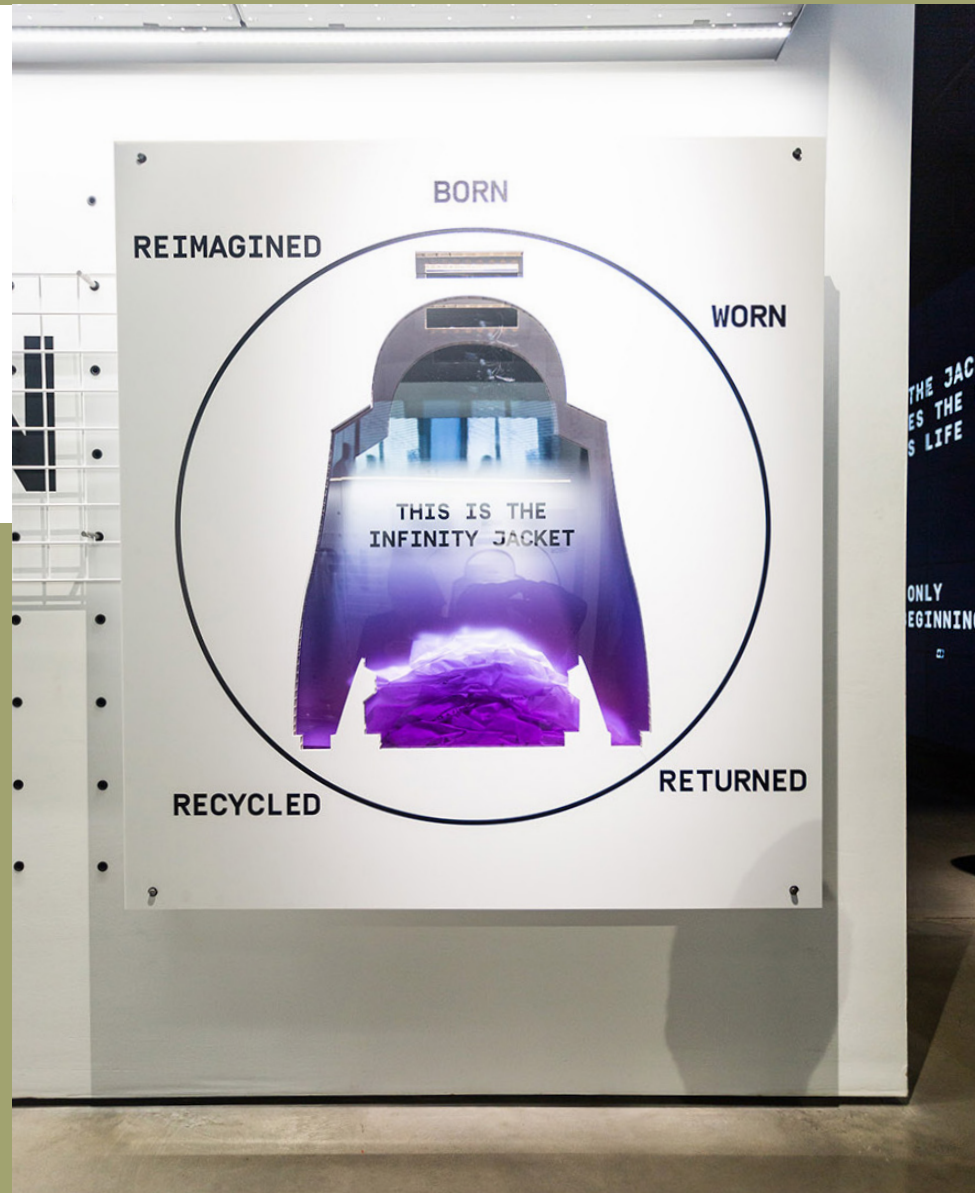
Framework's Modular Laptop

Monitoring of environmental regulations

Nowadays it's clear that even with decisive action, climate change will still have dramatic asocial, political, economic and ecological effects. By putting sustainability and resiliency at the center of the business strategy, studios and companies can contribute to reaching drawdown while mitigating business and operational risks posed by climate change. Organizations that fully understand the business value of sustainability will recognize that this strategic transition is an opportunity for innovation that will provide a competitive advantage. Just the next generation of impact-focused entrepreneurs and ventures will create and scale innovative solutions to our most pressing environmental challenges. To take part in this transition process, design organizations must **monitor the latest environmental policies and regulations to guide their strategic decision making** and business development.



"Move to Zero" line, Nike



Case study

Circular and 100% recyclable, *Napapijri's* Infinity jacket is the first of its kind, manufactured from former waste including plastics and fishing nets, treated and repurposed for a second life and beyond. Established in 1987, Napapijri is rooted in outdoor apparel. The brand thrives at the intersection of design, sustainability and innovation. The Infinity jacket continues this narrative, embodying Napapijri's pioneering mindset.

How to act:



Commitment to fulfill the UN's sustainability development goals and those based on science and environmental and social criteria.



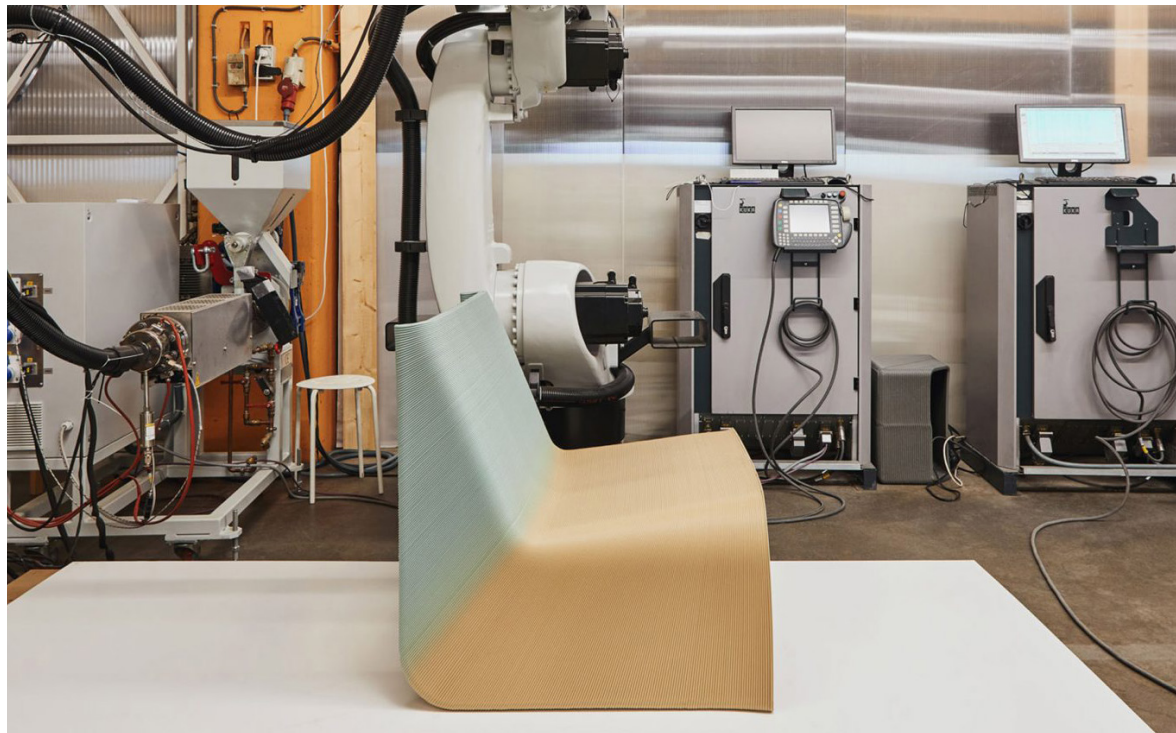
Long-term strategy to reduce the risks of regulatory intervention due to non-compliance with the environmental framework.



Entrepreneurial and challenging spirit to propose new business models that create a competitive advantage.

Empathic and transparent communication

Consumers are demanding more transparency, honesty and ethical practices from the furniture and design brands they buy into, as self-education is rising. Surveys and statistics demonstrate that consumer culture has already shifted toward sustainability, suggesting that organizations not already working to mirror this cultural transformation risk being left behind. The new user profiles (that we have drawn in the first part of this report) find assurance in third-party certifications, so **transparent communication about sourcing, traceability and the conditions of the manufacturing environment** are vital to building the ethical integrity of the brand.



Ermis Chair by a single spiral plastic thread



Case study

Textile brand Vescom has launched a range of durable upholstery made from 100 per cent recycled plastic waste. Vescom's new upholstery is made from recycled PET bottles obtained from local sources. These are made into a yarn that Vescom has woven into four types of soft-touch fabric, each using a classic weaving technique.

How to act:



Explore authorised and third-party certification boards that are verified and trustworthy in both the eyes of the industry and the consumer.



Create an empathic connection with your audience and show them your honesty, commitment and integrity in the messages you communicate.



Spread knowledge. Help users differentiate between authentic messages and greenwashing, and make useful content about your approach to sustainability.



Proactive business ecosystem

Ethics, integrity and regenerative sustainability must be the core values of the company around which to build innovation and make an impact. In order to do this, a fundamental shift in the business mission is needed across the organization.

By demonstrating commitment to the same social, economic and environmental values as the customers and employees they want to attract, organizations can advance their business goals while also deepening their sustainability impact.

But businesses must do more than speak about these values — *they must live them.* That means making the commitment to transparent and proactive diversity, equity and inclusion practices.

Companies need to fully leverage value integration to achieve **holistic internal cultural transformation**: by hiring forward-looking leaders with relevant social, technological and ecological expertise, organizations can meet external and internal expectations for sustainable governance while pioneering new business models.



City TreeBench to combat urban pollution

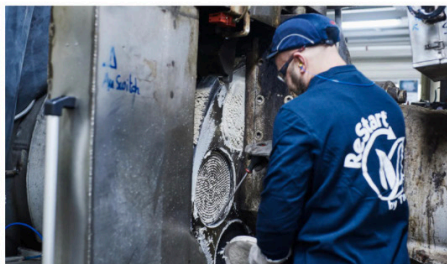


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Recycling? You have the will. We have the way.

We can all agree that recycling safe materials is a good thing. It preserves the world's natural resources and is a major contributor to reducing climate change. But doing the right thing isn't always easy. How can you be sure your post-installation or used flooring comes back for a second life and doesn't end up as landfill or goes to incineration?



Case study

The flooring manufacturer Tarkett produces a broad scope of surfaces including vinyl, laminate, wood, carpet rolls and tiles and linoleum. With a goal to establish a circular economy in the flooring industry, Tarkett is invested in cradle to cradle production. The company's take-back ReStart programme sees it collect not only its own flooring, but also flooring from its competitors – gathering off-cuts and used vinyl, linoleum and carpet flooring to be recycled back into its own products.

How to act:



Improve reputation and brand awareness inside and outside the company. Customers will be more loyal and employees more proud to share the company's values and mission.



Transform the corporate culture and set the mission around a regenerative vision.



Improve access to purpose-driven partners and top talent driven by an ecosystem mindset.

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