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Enhancing Sustainable Innovation by Design

An Approach to the Co-creation of Economic, Social and Environmental Value



Enhancing Sustainable Innovation by Design

Simona Rocchi

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Abstract

This study introduces a new, flexible and easy-to-use methodological design approach to envisioning *product-service systems* able to create economic value for business, as well as social and environmental benefits for society. Such an approach has been developed to support business innovation projects, by finding a practical way of making 'sustainability' part of their design briefs.

The approach here proposed does not replace conventional eco-design practices: it is an instrument of different nature. It moves beyond the modification of products and their technological changes towards answers able to stimulate social innovation, and therefore to facilitate a radical transformation of industrially-oriented patterns of production and consumption.

To elaborate on this theme, an iterative research approach has been used, one that moves from the theory currently available on how to produce and design sustainable *product-service systems* to new experimentation practices, and from these practices to a new, theoretical, contribution. The domain chosen for its application is digital networking and information communication technology, with a particular focus on the electronics and consumer electronics sectors in Western markets.



About the author



Simona Rocchi has both a Master of Science in 'Architecture with a specialisation in Industrial Design' (Politecnico di Milano, Italy) and a Master in Science in 'Environmental Management and Policy' (International Institute for Industrial Environmental Economics, Lund University, Sweden). She is frequently invited to give lectures at different European Universities and is a visiting professor at the Faculty of Business Administration at the Externado University of Bogota, Colombia.

She started her professional career at the Politecnico di Milano, working at the 'Project-Product-Environment' centre, where she dealt with environmental product policies and sustainable design strategies. She has also collaborated with such international research centres as the IIIIE at Lund University, Sweden and the IÖW Institute in Heidelberg, Germany.

Since September 1998, she has worked for Philips Design, in Eindhoven in the Netherlands, as a Design Director. At Philips Design she handles corporate projects related to sustainable development and design research activities. She is responsible for the internal design research sustainability programme; while at Philips Corporate, she is part of the Task-force on New Sustainable Business Initiative. She is also the author of several publications on sustainability and innovation design process.