

# World Industrial Design Day

Kicking-off the Global Goals Jam

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Global Goals Jam  
Design 2030 now!

[www.globalgoalsjam.org](http://www.globalgoalsjam.org)  
[www.wdo.org](http://www.wdo.org)



## Design 2030 now!

Aim of WIDD

Hi! Thanks for your enthusiasm to take part in World Industrial Design Day this year! For the first time, the Global Goals Jam and World Design Organization are connecting their communities through World Industrial Design Day.

We took World Industrial Design Day as the opportunity to explore what are the local challenges you see around you - and what are important insights for the Jam community to build upon in September.

As Global Goals Jam, we are proud to provide you with a process and methods that will help you design for sustainability.



**WORLD**  

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**DESIGN  
ORGANIZATION**

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# About the Global Goals Jam

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The #GlobalGoalsJam is a two day event consisting of short design sprints. Creative teams of designers, developers and Jammers from the local community work together using a tailored toolkit. Together, we create interventions aimed at short term targets in support of the long term goals. The Global Goals Jam is an initiative of Digital Society School.

## A collaboration with United Nations Development Programme

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

In 2016, United Nations Development Programme approached Digital Society School to create a collaboration that connected the design community with the Sustainable Development Goals. Using our expertise in Design Methods and international collaboration, we designed a process that empowers people to create direct impact for the global goals, solving local challenges relevant to their own context.

## Vision

We believe that interdisciplinary teams can boost their creativity by using design methods. We believe in the value of sharing and building on each others' knowledge. We believe in agile and iterative design. We believe in tackling big (global) issues by taking small (local) steps.

[digitalsocietyschool.org](http://digitalsocietyschool.org)



# About the World Design Organization

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The World Design Organization (WDO)<sup>™</sup>, formerly known as the International Council of Societies of Industrial Design (Icsid), is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and ultimately a better environment and society.

From 12 founding professional design associations in 1957, WDO has grown to include over 150 member organizations from 40 nations, engaging them in collaborative efforts towards creating a better world through design.

WDO has United Nations Special Consultative Status and has established an international roster of programmes including World Design Capital®, World Design Talks<sup>™</sup>, World Design Impact Prize<sup>™</sup>, World Industrial Design Day<sup>™</sup> and Interdesign<sup>™</sup>.

[wdo.org](http://wdo.org)

**WORLD**

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# About the World Industrial Design Day and WIDD 2019 "mini-jam"

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WIDD is an annual international day of observance celebrated throughout the world in recognition of the establishment of WDO on 29 June 1957. The global design community marks the day with activities such as panel discussions, workshops, design competitions, exhibits, gallery installations, networking events and more.

Global Goals Jam and World Design Organization are joining forces for World Industrial Design Day 2019!

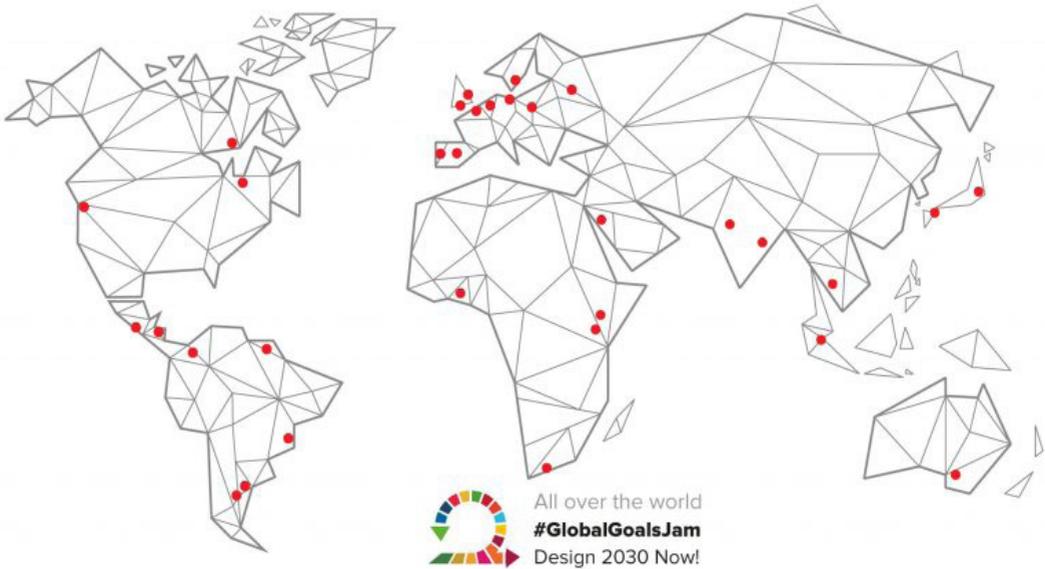
The goal of this selected toolkit is to work with and in your community to see what local challenges are relevant for Global Goal 12: Responsible Consumption and Production.

We have crafted a design process for an event that can be held over the course of an afternoon or up to a full day (depending on which methods you use and how deep you dive in). The first part is focused on identifying a local challenge, the second part is about assessing the possible impact of your challenge. This should help you create a brief that can then be used in September by a Jam in your city, region or country. Maybe you even want to continue the process - then you are very welcome to organise a Global Goals Jam yourself!

Depending on your possibilities in time, space and network, you can make this as big as you want. What we value most is bringing together people from different disciplines and backgrounds, to create a conversation and collaboration that includes multiple perspectives.

Because in a globalised world of today, our challenges are so complex that no single discipline, mindset, or expertise will be able to solve them.

Let's #design2030 together!





Slack is a collaboration tool for teams. It is used to help participants, teams, and organisers to communicate and connect efficiently in one single platform. By joining the WIDD platform on slack, you become part of the Global Goals Jam community. Welcome!

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## Registration

Slack

Slack can be accessed through its App or on a browser. Download it at:  
[slack.com/downloads](https://slack.com/downloads)

You can easily sign-up here:  
[bit.ly/ggj-slack](https://bit.ly/ggj-slack)

After you fill in your details and personalise your account you will be ready to start using the tool. In case you have more questions, you can find instructions at:  
[slack.com](https://slack.com)

## Communicate

### Slack channels

When you are logged in, you will find in the left column of the page the following #channels (group chats), for example:

#### **#updates**

General updates channel, with important information on newsletters, planning and check-in moments.

#### **#widd**

Channel dedicated to World Industrial Design Day: so this is the channel for you! Meet your fellow WIDD organisers, share and ask questions about the day.

#### **#2019**

The channel for the wider Jam community, with all organisers of this years Global Goals Jam

#### **#jamkit-material**

Channel with all materials for the Global Goals Jam. Useful if you are looking to organise a Jam in September!

## Social?

### #Yesplease!

In case you want to show the world how you earn karma-points, go ahead and share it all on your social networks. Make sure to use the right hashtags, so we can have a worldwide view:

#GlobalGoalsJam #WIDD2019

#design2030Now

On Twitter: @GlobalGoalsJam  
@worldddesignorg

## Documenting the process

We believe that by documenting each design process, each experience, we are able to fight Design Waste and inspire other people around the globe to develop their own projects.

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### Why

The Global Goals Jam aims to eliminate Design Waste, therefore we encourage all teams to document their design process. Having your process documented and online will help other people in other locations to improve their own process by observing what you and your team have been through in your own experience.

## How

The way to properly document your design process is to always have in hand a way to register your actions and thought process. Make sure to have a smartphone, paper and pencil by your side so that you can easily register insights and outputs from all sprints.

You can send your sketches, ideas, pictures, videos to [widd@wdo.org](mailto:widd@wdo.org).

### Possible ways to document your work:



Sketches



Pictures



Mockups



Videos



Prototypes



Audio notes

## Sustainable Development Goals and challenges

The World Industrial Design Day will be focused on one Global Goal: SDG 12 - Responsible Consumption and Production. You can use the tools in this toolkit to translate this big global goal to a local challenge. We have highlighted a couple of targets that belong to this goal to give you a bit more context.

For more see: [globalgoals.org/12-responsible-consumption-and-production](https://globalgoals.org/12-responsible-consumption-and-production)

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### Target 12.2

By 2030, achieve the sustainable management and efficient use of natural resources



### Target 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

## Progress made in 2018 on SDG 12

Decoupling economic growth from resource use is one of the most critical and complex challenges facing humanity today. Doing so effectively will require policies that create a conducive environment for such change, social and physical infrastructure and markets, and a profound transformation of business practices along global value chains.

Source: [sustainabledevelopment.un.org/sdg12](https://sustainabledevelopment.un.org/sdg12)

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The per capita “material footprint” of developing countries grew from 5 metric tons in 2000 to 9 metric tons in 2017, representing a significant improvement in the material standard of living. Most of the increase is attributed to a rise in the use of non-metallic minerals, pointing to growth in the areas of infrastructure and construction.

For all types of materials, developed countries have at least double the per capita footprint of developing countries. In particular, the material footprint for fossil fuels is more than four times higher for developed than developing countries.

By 2018, a total of 108 countries had national policies and initiatives relevant to sustainable consumption and production.

According to a recent report from KPMG, 93 per cent of the world’s 250 largest companies (in terms of revenue) are now reporting on sustainability, as are three quarters of the top 100 companies in 49 countries.

# Global Goals Toolkit

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The Global Goals Toolkit is a toolkit that connects various frameworks of sustainable development (such as the Global Goals and circular economy) with design methods.

For World Industrial Design Day, we have selected a couple of methods from this toolkit. They will help you work towards a brief that can then be used in the Global Goals Jam in September, for those locations and teams that will be working on the Goal of Responsible Consumption and Production.

In addition to Method Cards that will help you design a local challenge, you will also find two other types of cards: SDG Cards and Target Cards.

The Global Goals Toolkit is developed by Digital Society School. For more info on the methods, workshops and trainings:  
[digitalsocietyschool.org](https://digitalsocietyschool.org)



## SDG Cards

SDG Cards are about the UN Global Goals for Sustainable Development Goals, or SDGs. Just like the 17 goals, there are 17 cards, all with some information on the goal, and a question that poses a global challenge related to the goals. Use these cards to get to know all 17 goals, to get inspired by the challenges they pose and to see which goals relate to what you are working on. The cards are also an addition to some of the Method Cards, such as Global to local and Sustainable roadmap.

## Target Cards

Target Cards are about the targets of each Global Goal. They contain questions and examples that reflect on a principle of sustainable development. To improve your idea they can be used in different phases: to get more information on the SDG when working on your challenge or to add a layer of sustainable impact. In this selection for the WIDD "mini-jam", we included the ones for SDG 12 and its targets.



## Getting to a challenge

The Global Goals are big and ambitious. That's why we included some tools to make them more specific and hands on!

### Design Methods



#### Global to local - 1 hr

Global to local creates local, short term challenges for the global, long term Sustainable Development Goals.



#### Sustainable roadmap - 1hr

With the sustainable roadmap you map out what challenge to work on and what steps to plan from now into the future.



#### Actors Map - 30 min to 1 hr

The actors map represents the relationship between stakeholders, It's a view of the service/system and its context.



## Tips

If you feel you need a bit more context on SDG 12, make sure to do some research and look into the Goal and its targets. Both [globalgoals.org](https://www.globalgoals.org) and [sustainabledevelopment.un.org](https://sustainabledevelopment.un.org) have many resources to dive into.

Also discuss with your team: what do you consider Responsible Consumption and Production? Are there any inspiring examples of organisations doing this well? Or maybe are there any bad practices of people or companies doing it the wrong way?

The time mentioned is an indication: depending on how deep you go you can make this a longer or shorter exercise.

## Assessing the impact

In the Global Goals Jam, this phase normally comes after you have designed and prototyped ideas. The same methods can also be used to assess not only the impact of your idea,

### Design Methods



Dot voting - 15 min

Dot voting is a collective way of prioritizing and converging on a design solution that uses group voting.



People planet prosperity - 1 hr

Evaluate your project according to the different SDGs on the level of People and their social foundation, the Planet and its sustainable boundaries, and the Prosperity of both in the space in-between.



Benefit vs. harm - 1 hr

See what benefits your project brings and to whom. And did you check if you have generated unintended harm?



## Tips

When you need to make decisions, it is tempting to start discussing instead of doing. Be sure not to forget that action mindset!

Dot voting will help you make a quick final decision. It is best done in silence, to give space to everybody to form their own perspective.

People planet prosperity puts your challenge in relation to the other SDGs. If you feel you don't know enough about other goals; take a look at the SDG cards, the Target cards, of the actual targets and indicators at [globalgoals.org](http://globalgoals.org).

The main goal of this method is to see if you thought about all 3 dimensions of sustainable development. So don't get to hung up on the targets or their indicators, some are very specific!

## Templates

The 'People planet prosperity' and 'Benefit vs. harm' methods both have templates you can use.



## Thank you!

We appreciate that you are actively taking part in the WIDD 2019 "mini-jam."

We hope that your participation inspires you to continue within our global community, and invite you to join or organise a Global Goals Jam in September 2019.

We hope you are inspired to design interventions that matter the most to your context.

For more info see [globalgoalsjam.org](http://globalgoalsjam.org)

Let's #Design2030Now!





# Global Goals Jam

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[www.globalgoalsjam.org](http://www.globalgoalsjam.org)  
[www.digitalsocietyschool.org](http://www.digitalsocietyschool.org)