

VALUES DRIVEN INNOVATION

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AGENDA

- The Rationale
- Principles
- Putting it into Practice
- Q&A



MISSION LED: VALUES DRIVEN

We must act with **urgency** and use our power as designers to **make a difference**, not just a living.

In the darker times we can choose to be the victim of circumstance or **choose to be the Remedy**





Artificial Intelligence

Big Data, Analytics

Mobile Everything

Cloud Computing

Social Media and
Collaborative Innovation

Smart Materials

Wearable and
Embedded Technology

Robotics

Internet of Things

Nano-Technology and
Smart Materials

A PERFECT STORM OF TECHNOLOGICAL INNOVATION



Population Growth – 9.7bn

Climate Crisis

Demographic

Pandemics

Geo-Politics

Species Extinction – 6th great event

Economic Disparity

Contaminated Planet

Social Injustice

Food Production – 70% Growth

MEETS A PERFECT STORM OF GRAND CHALLENGES

5420

Working Days to 2050

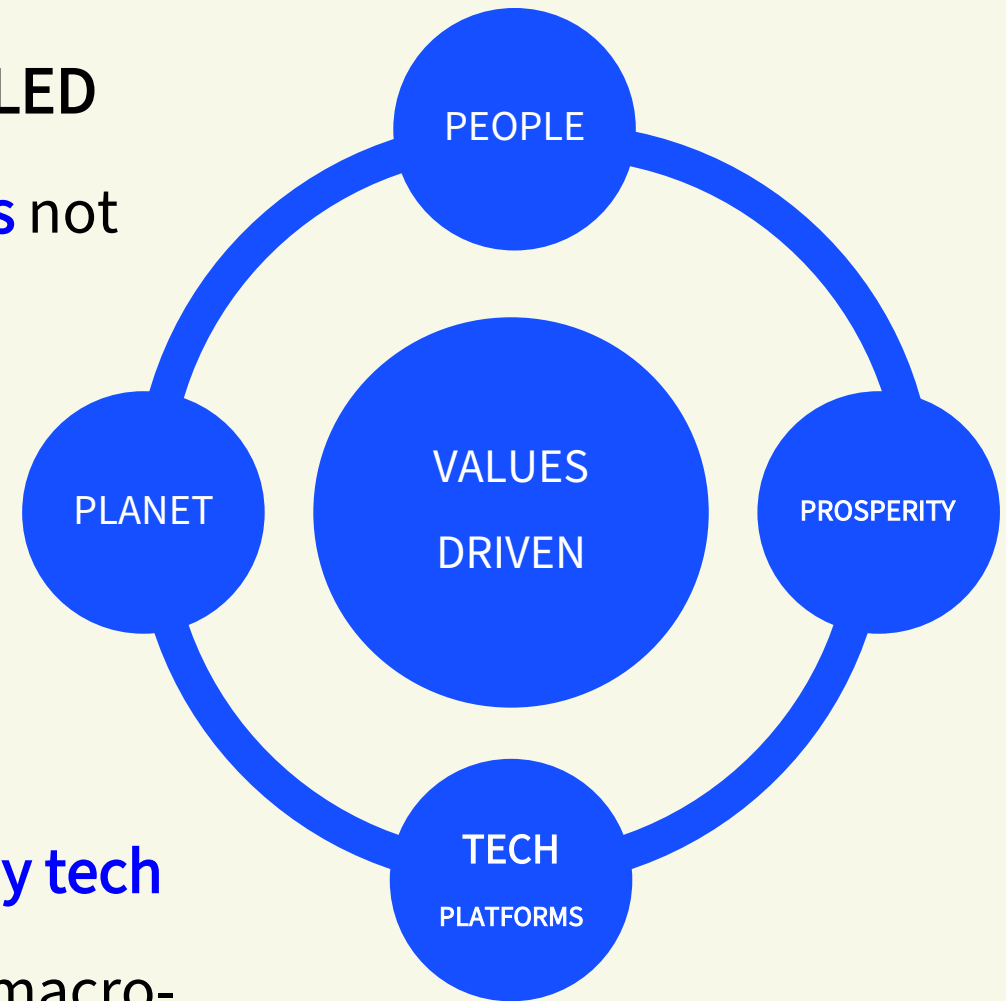
We cannot waste a second

**SYSTEMIC ISSUES DEMAND A
SYSTEMIC SERVICE LED RESPONSE**

MISSION LED – VALUES DRIVEN

DESIGN LED INNOVATION + PURPOSE = MISSION LED

- Clear **evidence-based** missions – driven by **values** not only value creation
- **Interdisciplinary** from the outset
- **Collaborative** – designing with not for society
- Demands **economic sustainability** as well as societal and environmental and sustainability
- Harnessing the power of technology **not driven by tech**
- Exploiting the **full array of policy instruments** at macro-, meso- and micro-level



SUSTAINABLE MARKETS INITIATIVE

Terra Carta Design Lab

'The "Terra Carta" is a recovery plan that puts Nature, People and Planet at the heart of global value creation ... it harnesses the precious, irreplaceable power of Nature combined with the transformative innovation and resources of the private sector.'

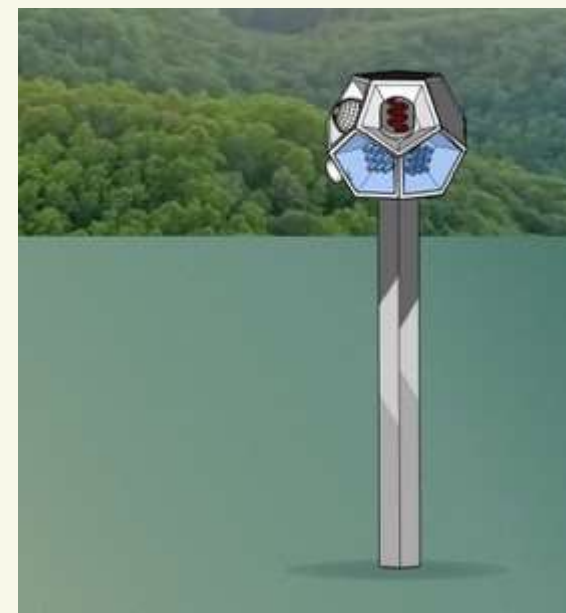
His Majesty, King Charles III



2022 TERRA CARTA WINNERS

5 Royal College of Art Ventures
from the Terra Carta Design
Lab 2022 raised over £85m

2024 GLOBAL WINNERS: RCA, RISD, NID (INDIA), DUBAI





PONDA – Regenerating wetlands



BLUENOSE – Cuts CO2 from Shipping



Aquafade
The Water soluble and Biodegradable Polymer

AQUAFADE – Water soluble PCBs



DEEP DIVE XR – Environmental Education



PULPATRONICS – Paper RFID



SEAGRAFT – Regenerating sea-grass



PYRI – Saving Forests



BIOFONIC– Save the soil



nioh

Transformative immersive experiences



VOX AERIS - Healthy Air

PRESENTATION AT THE PALACE



RCA WINNERS

Pyri: Early wildfire detection system comprising heat activated sensor network made from non-toxic materials connected masts for fast intervention

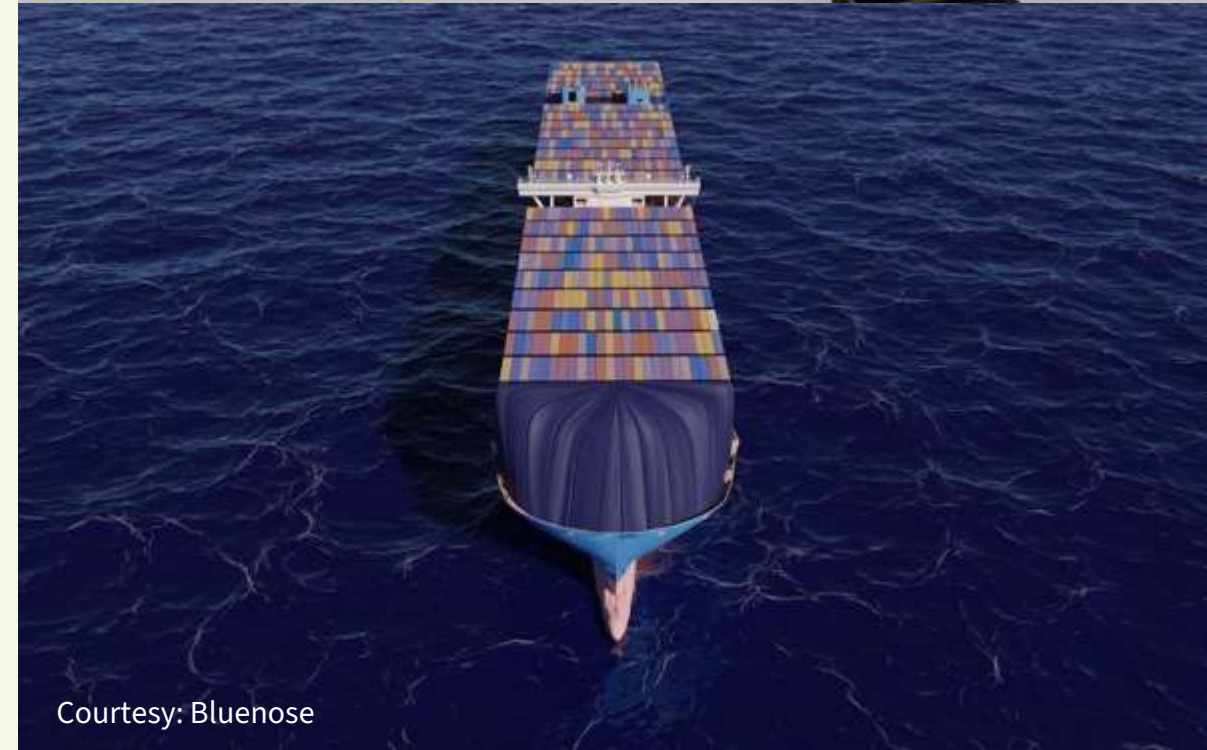
- Wildfires released an estimated 6,687 megatons of carbon dioxide pollution in 2023 — seven times more than was emitted by global aviation that year.

Bluenose: AI-powered and tailored aerodynamic retrofits for cargo ships.

- Engineered for maximum savings and improved compliance with CII, EEXI, and MARPOL Annex VI regulations.
- 95% of world trade is by ship, and 80% of it from just 5000 container vessels
- Up to 5% fuel saving and payback in less than 2 years



Courtesy: Pyri



Courtesy: Bluenose



TERRA
CARTA

2023/24



BLUENOSE

DESIGN FOR GOOD



A Growing Global Alliance

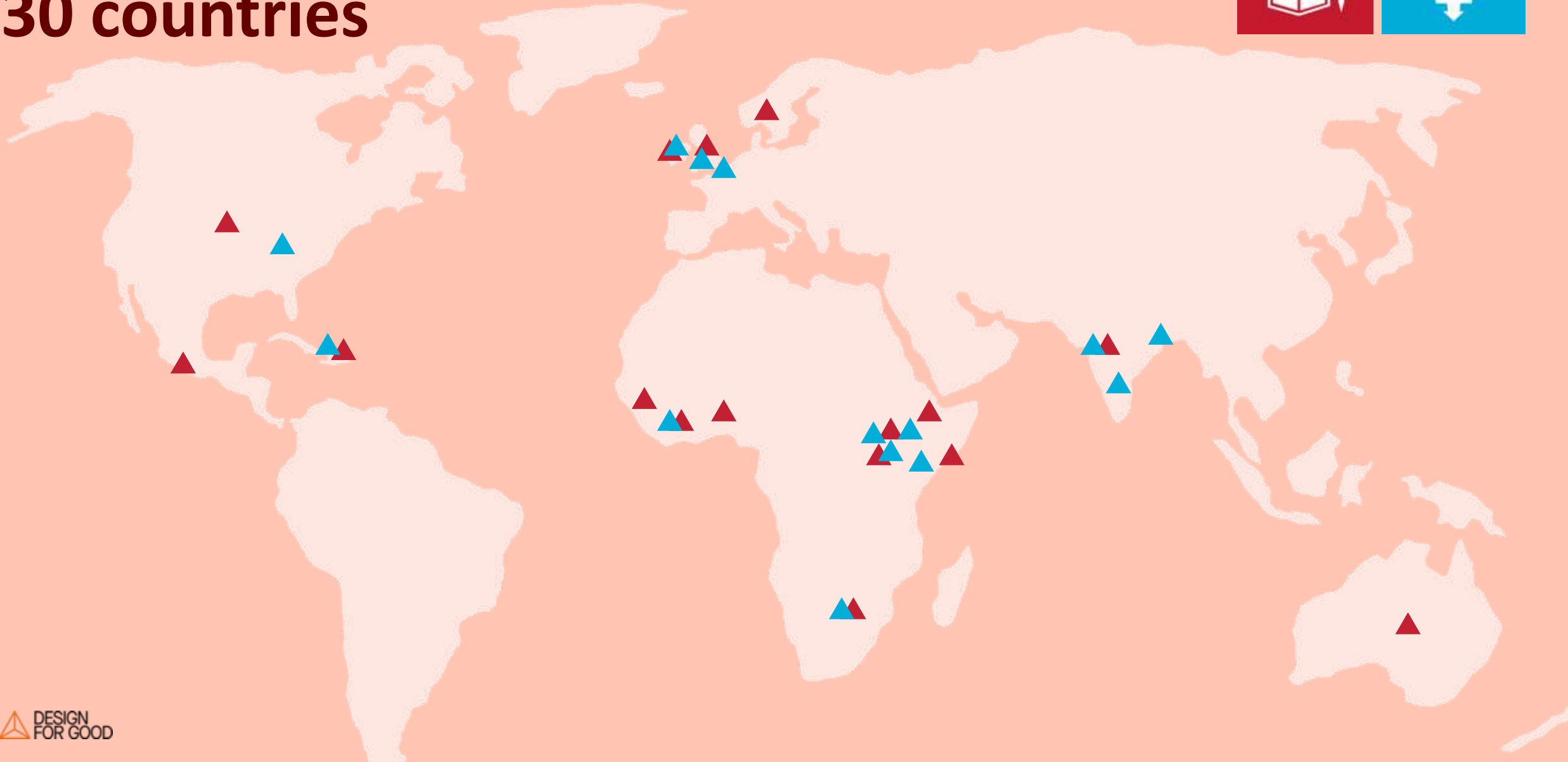
Design for Good was launched in 2022 by ten founding alliance members. Each year more organisations will join.

Their designers work together in cross-functional teams to design products and services with affected communities that are donated fully open-source.



1,600 designers

30 countries





Design Source

Guiding Principles

who develop and negotiate diverse
and fluid, open, and critical experts

DESIGN FOR GOOD



2,250

children in the Dominican Republic educated on hand hygiene habits, an increase of 33% in children's handwashing behaviour.

DESIGN FOR GOOD



1,800

households in Ghana gained access to a home toilets, reaching nearly 7,000 people.

DESIGN FOR GOOD



3,300

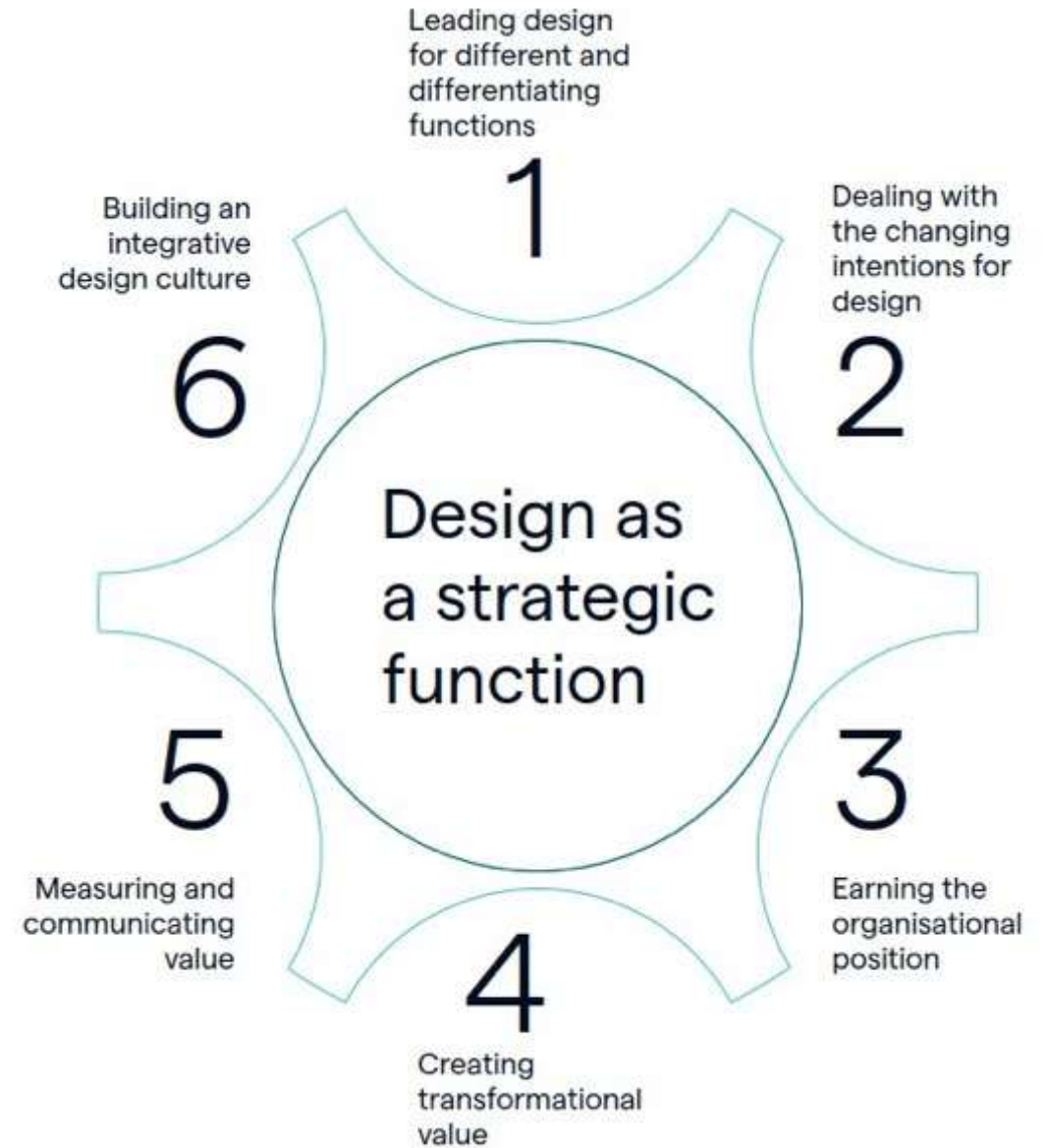
children gaining foundational learning skills via playful, teacher-led games made of locally sourced materials to make education more accessible and sustainable..

DESIGN IN PUBLIC POLICY FORMULATION AND SERVICES IN REGULATED SECTORS

Six drivers

Regardless of the original intention for creating a design function and the drivers for change, the factors for determining the success of building a strategic design function were the same.

- Flexibility (1,2)
- Demonstrating impact and leading on two fronts (3,4)
- Measuring and Communicating (3,4,5)
- Building and nurturing culture within and beyond the organisation (6,1)

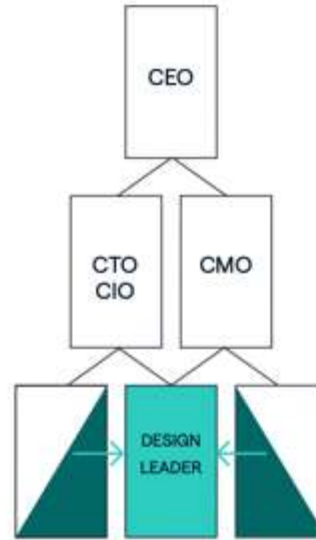


What does this
mean for
government now?

What does this
mean for service
design now?

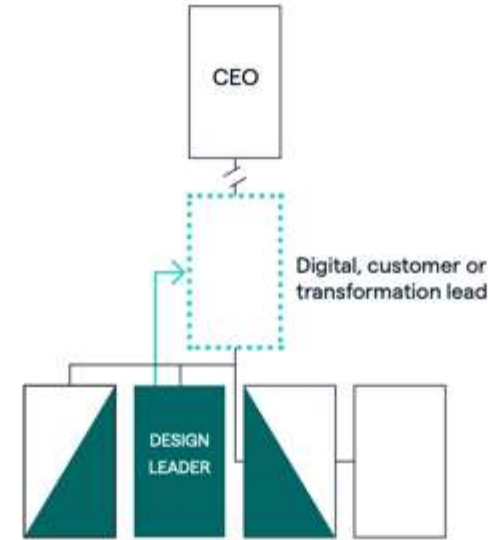
Design's growing maturity within organisational structures

For design to play an equal role within the ExCo, Design Leaders need to have equal responsibilities with their peers.



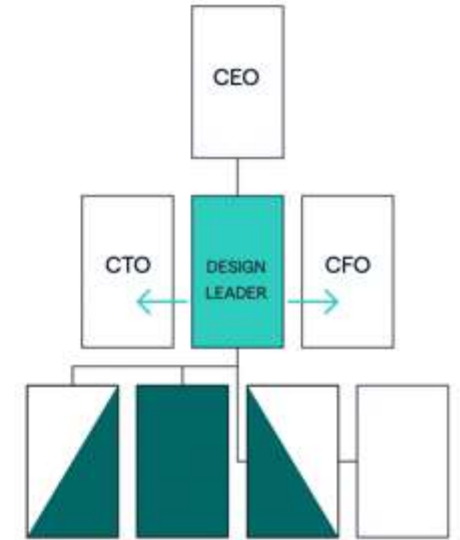
Embedded

Design is embedded inside Technology or Marketing, and seen as a shared service or capability. Design leadership is more operationally focused.



Governed

Design sits within a transformation leadership function and is governed by a transformation role, like a Chief Customer Officer, or in the past, a Chief Digital Officer, which may be 1 to several steps removed from the CEO.



Strategic

The Chief Design Officer is responsible for the P&L of Design as a function in the organisation, controls design services for the organisation and plays a fundamental role in achieving business results.

PROBLEM

Users of primary healthcare centres queue for long hours , early in the morning to get an appointment

No prevention or self-care

Patient dissatisfaction and inefficiency in the use of public resources.

CHALLENGE

How can we bring primary healthcare closer to people and thus reduce congestion in local centers, while promoting prevention and self-care?



IDEAS
SUBMITTED

176
from Chile

208
ideas

32
Worldwide

CONCURSO ABIERTO DE INNOVACIÓN PÚBLICA ::: PUBLIC INNOVATION OPEN CHALLENGE :::

PRIZES



20

selected ideas
\$7,000 USD (to transform
ideas into MVPs)



4

Winning solutions
\$50,000 USD to
implement pilots)

Focus on entrepreneurs

BOOTCAMP

20 finalist teams transform
their ideas into minimum
viable products (MVPs)

through interactions with
public officials, innovation
and entrepreneurship
experts, patient
engagement, and expert
talks.



SOLUTIONS EXPO

fair with evaluation by the
expert jury and open to
the community from
which 4 propositions
selected.





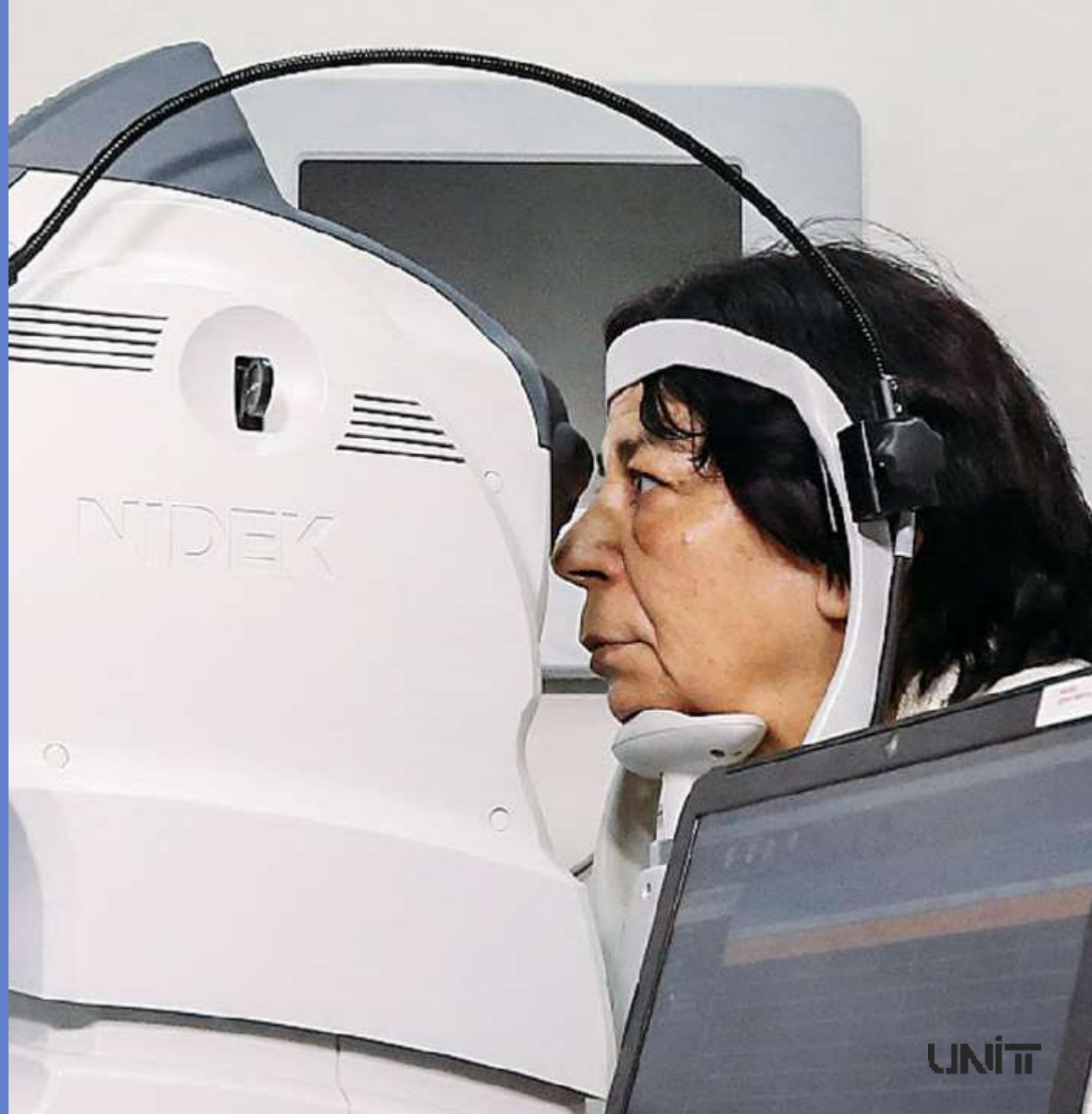
EXAMPLE: DART

AI solution to prevent diabetic retinopathy,
one of the main causes of congestion in
primary healthcare centres

IMPACT

Reduces waiting lists in primary
healthcare centres by 20%

50% reduction in the Ministry of
Health's budget for diabetic retinopathy
treatment.



TRANSFORMING DESIGN SKILLS

Skills for Planet Blueprint

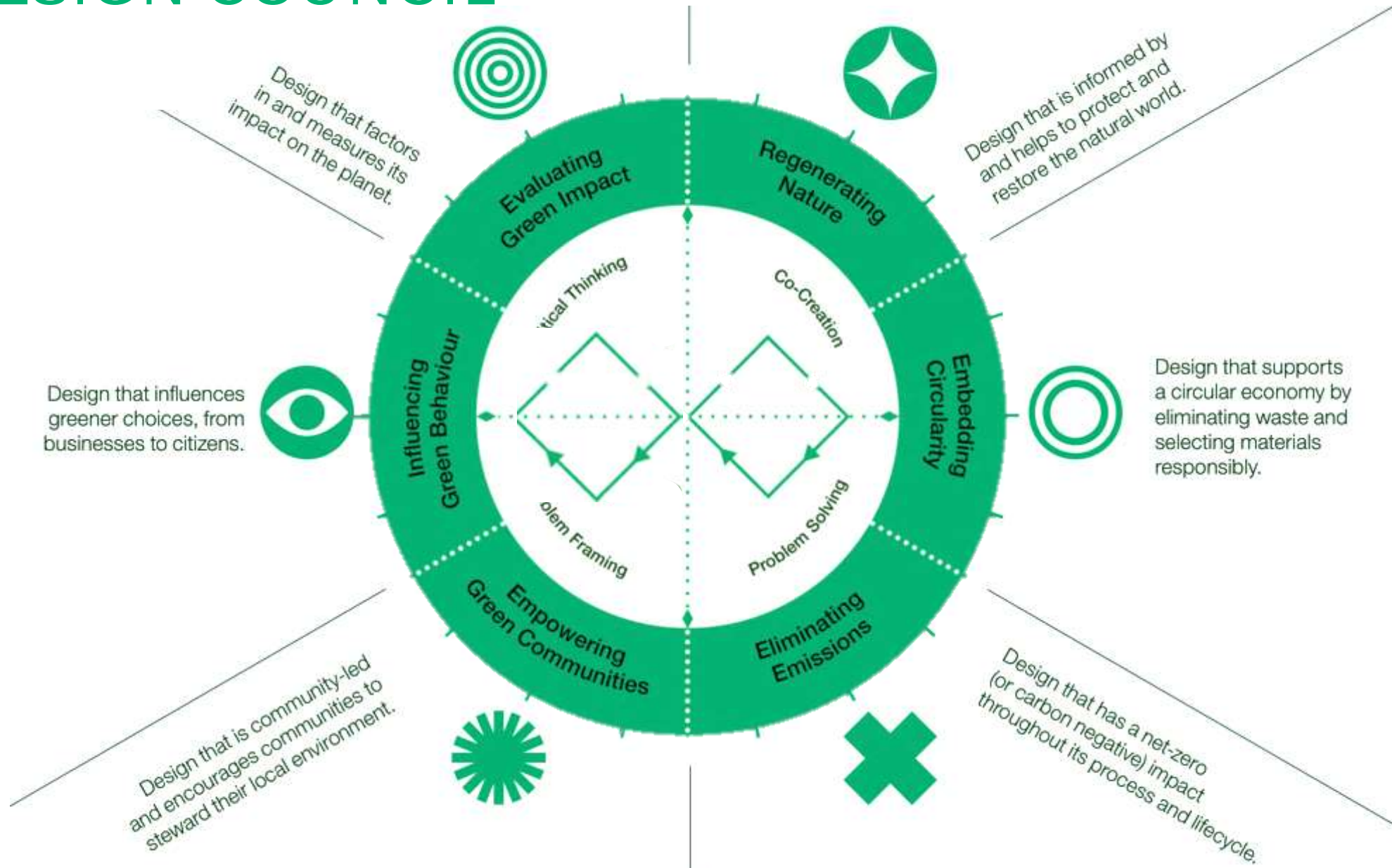
The critical green skills
that all designers need



**Skills
for
Planet**

**Design
Council**

ALIGNED WITH THE GREEN SKILLS FRAMEWORK FROM THE DESIGN COUNCIL



SUMMARY

- Driven by **values** not only value creation
- Interdisciplinary / Collaborative: designing **with** not **for** those who serve and those who deliver
- Considers **economic sustainability** as much as social and environmental sustainability
- Harnessing the power of tech **not driven by tech**
- Considers the **full array of policy instruments** at macro-, meso- and micro-level
- Demands investment in **new skillset, new methodologies** tools
- Earn the right to participate, earn **the right to lead**
- **BE THE REMEDY**

