

# THREE DIMENSION WORKSHOPS

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# THREE DIMENSION WORKSHOPS

Date	Dimension	Event Title	Location	Participants	
				AVM	CCI
8 <sup>th</sup> March 2021	Future Trends (Meet the experts)	<b>“Workshop “Speculative Design: Approach, Methods and Tools”</b>	Zoom, online	15	161
2 <sup>nd</sup> of March 2021	Technology (Hands on knowledge)	Company visit: Plastika Skaza d.o.o.	MS Teams, on-line	8	7
21 <sup>st</sup> of October 2020	Mindset of AVM (Mindset PREP)	Time to innovate: Circular design	MS Teams, on-line	23	4
<b>TOTAL</b>				<b>46</b>	<b>172</b>

## Project relevance:

Short description of the process / organization / overall design of the workshops / did you have a topic that you focused on / were there different piloting rounds and did the dimension workshops change ... etc

Speculative design questions the practice of design and aims to offer alternatives that are essential for the world of today and more importantly, the world of tomorrow. The design processes can encourage interrogation of prevailing assumptions and invite exploration of other, alternative states of being and doing. Design practices involving speculative approaches are becoming more critical towards themselves by looking outwards beyond the gallery space and engaging with communities to produce “lasting” and “effective” outcomes. These practices are intended not to be only about creating futures but also, and importantly, about foregrounding the perspective (e.g. socio-cultural context) from which those futures are created.

First, we wanted to organize a webinar for the companies to get them thinking about the process we want to boost, to connect AVM with CCI. That is why we organized the webinar (info day) regarding the circular design. The key of the webinar is to connect the industry with the creative industry, which opens new insights to companies with their different thinking. Circular design helps companies transform processes in a way that a company changes its business model from linear to circular, so that resources and materials are managed in a sustainable way. With such planning of processes in the company, all impacts on the environment are anticipated. In these process planning, creativity is becoming increasingly important. To sum up, the topic we wanted to tackle is circular design. After these trainings, the AVMs presented their



challenges to CCIs, in this way matchmakings were made through company visits and the solutions offered by creative industry. There were different piloting rounds, below a pilot with plastic producer company is presented.

## Event Title

### DESCRIPTION

Dimension: Future Trends (Meet the experts)

#### **Workshop "Speculative Design: Approach, Methods and Tools"**

A

n online workshop "Speculative Design: Approach, Methods and Tools" was held on 1<sup>st</sup> March 2020, led by Ivica Mitrović and Oleg Šuran, professors at the Academy of Arts in Split.

Participants were introduced to the present and future of speculative design and related practices. In addition, the lecturers presented examples of speculative design with rich pictorial and video material, which resulted from the projects in which they were involved.

The discussion showed that speculative design is an interesting topic that gains in visibility and importance, and at the same time raises many questions. Speculative design questions the practice of design and aims to offer alternatives that are essential for the world of today and more importantly, the world of tomorrow. Design practices involving speculative approaches are becoming more critical towards themselves, they are engaging with communities to produce lasting and effective outcomes. The purpose of these practices, however, is to push to the fore the perspectives (e.g., socio-cultural context) from which the future is created.

A recording of the workshop is also available via the link: <https://www.youtube.com/watch?v=Y6uy92Tr4gE>

The workshop is part of the "Hello, futures" trilogy and is a continuation of a lecture on the speculative future given by Phil Balagtas in September 2020 - <https://www.youtube.com/watch?v=X0eewlC9aG4>

A lecture by the renowned Croatian lecturers Ivica Mitrović and Oleg Šuran outline present and future of the speculative design and related practices. The session gives an overview of this particular approach, describing the design process (with the methods, tools, and techniques employed) in the selected case studies from their personal practice and from the SpeculativeEdu perspective.

#### **Programme:**

**10:00-10:10** Welcome speech and project introduction

**10:10-10:55** Overview of the practice (past, present, future, context)

**10:55-11:10** Discussion

**11:10-11:55** Approach: process, methods, tools; presented via case studies and based on recent SpeculativeEdu findings

**11:55-12:20** Discussion

Ivica Mitrović is an assistant professor at the department of Visual Communications Design at the Arts Academy in Split, where he teaches Interaction Design and Interactive Media Design. Since 2001, he has been working on the promotion of new design disciplines such as Interaction Design and Critical and Speculative Design. Together with Oleg Šuran, he was selected as curator for the presentation of the



Republic of Croatia at the XXI International Exhibition of the Triennale di Milano, “The 21st Century. Design After Design” (2016). He was also co-editor of the accompanying booklet Speculative - Post-Design Practice or New Utopia?. His current focus is tracking and developing new and emerging Speculative Design practices and educational methods as coordinator of the European Erasmus+ project SpeculativeEdu.

Interview for SpeculativeEdu: <http://speculativeedu.eu/interview-ivica-mitrovic/>

Oleg Šuran is an associate and teaching assistant for Visual Communications and Interaction Design at the Arts Academy, University of Split. He also freelances. Oleg is a renowned and award-winning Croatian interaction design practitioner. In 2013-14, he was member of UrbanxD, Coordination Action project for the European Commission under the Future and Emerging Technologies programme, which focussed on the design of urban interactions.

Interview for SpeculativeEdu: <http://speculativeedu.eu/oleg-suran/>

## FEEDBACK

The feedback from the participants was very positive, opening new trends and visions is an important part of creative work. They also stressed that the whole "Hello, futures" trilogy (lecture, videos and workshop) presents an effective and innovative approach towards new line of education, discovering the new topics and changing the mindset.

## DESCRIPTION

Dimension: **Mindset of AVM (Mindset PREP):**

**Time to innovate: Circular design**

Key topics and description

The webinar took place on October 21st, where experts in the field of circular design (Jude Sherry from “anois”, Barbara Prinčič from the Academy for fine arts and design of Ljubljana and Eva Štraser, company Evegreen - good practice of bioplastic pots) presented how to change the business model from linear to circular and thus contribute to environmental protection. There were three speakers:

1st speaker: Jude Sherry from company “anois” presented the concept of circular design and good practices in this field. An international expert and thought leader on eco-design, sustainable design and circular economy. Jude works as designer, maker, project/operations manager, evaluator, trainer, speaker and consultant. Jude has worked across large and small companies in a diverse range of roles and sectors including furniture, logistics, consumer electronics, renewable energy, clothing, food and drink, personal care and bioplastics. She is director of the global design agency “anois” which she set up with Dr Frank O’Connor to create value through design for sustainability working with business, intra-government, government, local authorities, educators and civil society. Specialists in helix collaboration “anois” take a systems design perspective specialising in ethical branding, sustainable design, responsible value chains and circular business models, at a product and urban design level.

Jude stressed that 80 % of products is thrown away in 6 months. This is the way the linear business model works. From EU perspective - companies that will keep their business model linear, will soon have to face the loss of their business. The legislation will demand for changes. For circular business model, design is the key that unlocks the circular economy.

There are two key elements that make circular design effective:



- Product design features
- Business model

Companies want to make good products with eco design, recreate design features, but business model isn't able to deliver, that is why business model is very important.

Jude also stressed that design is the key element, first one has to have right design strategy - right for the customers and also for the company. If company wants the product to last, it is very important to have a timeless design. On top of all of this the key element is the material, if you want the product to be recyclable. She also mentioned biodegradability and pointed out that standards have to determine better what it is. If the companies want to introduce circular design in their business process, they should consider various questions:

- Can you sell the spare parts cost effectively? Can the products get back to your factory?
- One should follow eco design directive (electronics, energy labels, energy related products...), other regulations - eco design directive, single use plastics directive, plastic packaging demands - have to be recyclable, reusable, compostable, toxic free
- Circular design is: sustainable, circular, responsible!
- CE - system design - must match with the company's business model.
- Branding is the key - customer know what they expect.
- Pressure from environmental perspective and from global market.
- How to tackle the transformation of the company/ business model? - Best value from what the company already has with customer engagement. One should not change everything at once.

2nd speaker - Barbara Prinčič, professor of the Department of Industrial Design of the Academy of Fine Arts and Design in Ljubljana presented good practices how to expand knowledge and raise students' awareness of environmentally responsible design. She has been lecturing on sustainable design and at the same time, she tries to implement the principles of sustainable design in many design projects. At the webinar, she presented many projects that she was involved, focusing on environmental topics, strategies, and design-related solutions.

3rd speaker: Eva Štraser, Evegreen watch video (speech in Slovene, ppt in English): <https://www.youtube.com/watch?v=Pjd19WANpo8>

Evegreen is a start-up company engaged in the development of nature-friendly materials based on organic waste, produced by various industrial and import companies. Thus, on one hand, they relieve the client of costs of waste, and on the other hand, they replace part of their offer with green, innovative products. So far, wheat straw, rice and wheat husks, and coffee husk waste have been used to create new recipes.

After the presentations of the speakers, participants attended the workshop lead by Žiga Lampe. The goal of the workshop was to define how companies see the circular design method, where they see obstacles and where opportunities. It was done in the application Mural, where companies could post comments and ideas about the subject. The workshop concentrated on two questions; what is the challenge in the field of circular design that companies would tackle first and where do they see the obstacles.

Challenges:

- use of construction waste for other products



- recycled coffee cups
- reuse of recycled products
- more % of recylates in plastic products
- connect companies with designers

Obstacles:

- the main obstacle for companies is that there is a lack of post-consumer/post-industrial materials for new products (also food approved post-consumer materials)
- the transformation of the business models/processes would cause expenses for companies

## FEEDBACK

After the webinar a questionnaire was sent out to participants, here are the answers regarding the willingness to cooperate further in the project (match-making with CCI)

- a) Are you interested in introducing circular design in your business?

Answers from respondents:

Yes - 7 answers.

No - 3 answers.

- b) Are you interested in cooperation in the project COCO4CCI?

Answers from respondents:

Yes - 6 answers.

No - 4 answers.

- c) ) In what areas is there an interest in cooperation?

Answers from respondents:

- Finding the possibility of using plastic waste as secondary materials
- Circular design business models
- Maybe as facilitators who will implement mind-set in advanced manufacturing.
- We are interested in the approaches of other companies in similar activities.
- Looking for options regarding the use of our company's waste in products of other companie

## Event Title

### DESCRIPTION

Dimension: **Technology (Hands on knowledge)**

**Company visit: Plastika Skaza d.o.o.**

Key topics and description

The goal of the company visit was to connect them with a specific representative of the creative industry. Participants were technologists and responsible for innovations and development in the company and



representatives of creative industry. The company presented their challenge and expectations. Several representatives of CCI had the chance to ask questions regarding their production process in an individual conversation.

Details: After the introduction, the Slovenian-based company, setting high standards in the design and manufacturing of injection moulding and custom-made plastic industrial products, presented their production lines and the materials: recyclable plastics that could be used for the design of the new envisaged product - modular solution for packaging made of recyclable material for food delivery. The debate and the questions from the side of representatives of creative industry followed.

The whole process of matching the industry's challenge and solutions of creative industry was efficient. For the second round of the pilot, meetings were done one on one, instead of joint meetings (one challenge - many solutions). We anticipate, according to the experience of our project partners, this form of match-making would be even more efficient.

## FEEDBACK

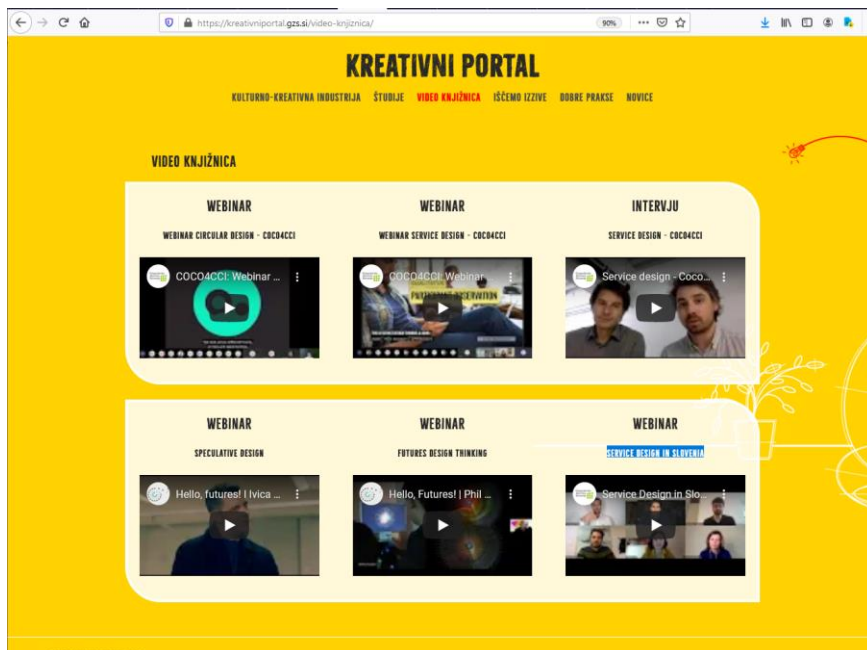
The feedback from the representatives of creative industry was despite the virtual visit, very positive, the information they got from the company were sufficient. They also reported the guidance through the whole process was very precise and easy to follow, to get quick results and connections between industry and creative industry.

## FOLLOW-UP

Participants who attended the webinar *Circular design* received the recording of the webinar to use it as an on-line training video, also a questionnaire was sent out to get the companies to cooperate in the next step - company visit. Based on the knowledge gained by this webinar, the companies knew and understood better the process they were invited to. For the next step - hand of knowledge - there were several companies who represented their challenge from the view of Circular design.

Next step was the pitch of the representatives of the creative industry, who presented the solutions regarding the challenge introduced in the company visit.

## OUTPUT



Webinar Circular Design - COCO4CCI

These videos were also shared on social media on different opportunities:

[COCO4CCI: Webinar Circular Design - YouTube](#)



Hello, futures! | Ivica Mitrović & Oleg Šuran - Speculative design: Approach, methods and tools

<https://www.youtube.com/watch?v=Y6uy92Tr4gE&t=1677s>

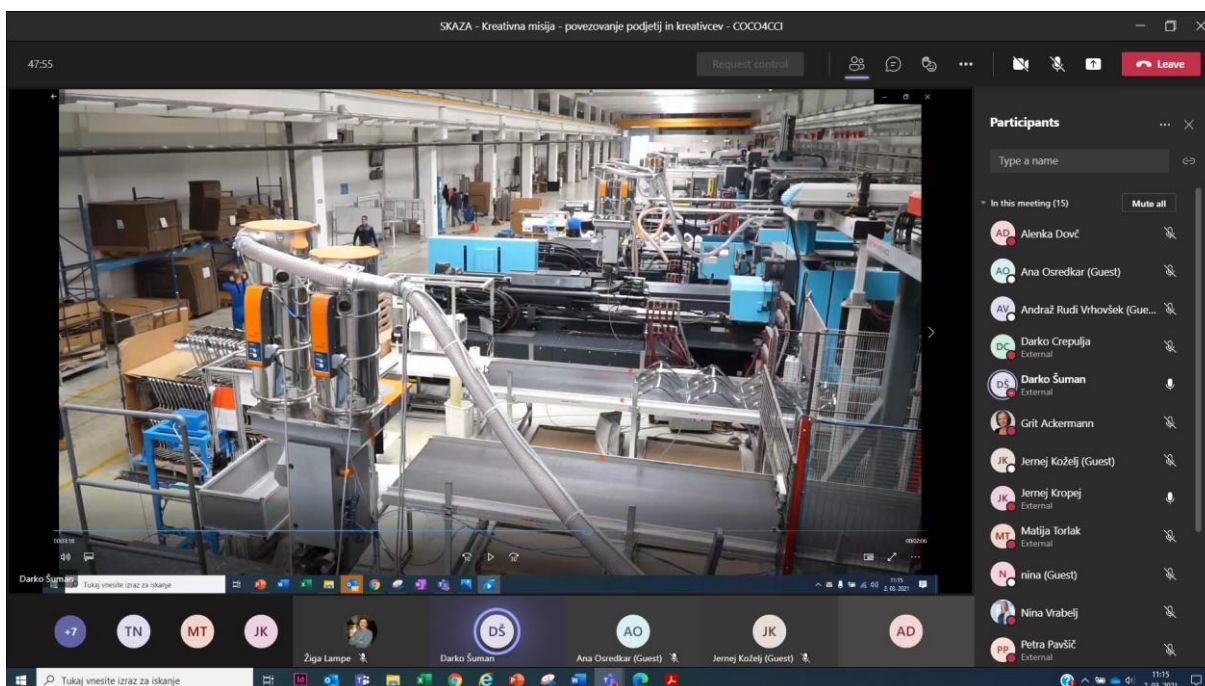




PHOTOS



Mindset of AVM: webinar Circular design



Plastika Skaza: production hall



Plastika Skaza: materials used in production process

Hands of knowledge, virtual visit of Plastika Skaza, interviews of CCI