



Guidelines to EU Ecolabel

Design Sprint: Design your Business Avatar for EU Ecolabel

How is an ideal company structured
which sells 'EU Ecolabel' certified
furniture?



Why are we doing this?

To get an idea about how your company's structure and business model might look like, when you start with the intention of getting 'EU Ecolabel' certification for your furniture.

Use the 'Avatar Business' as a means to test this.

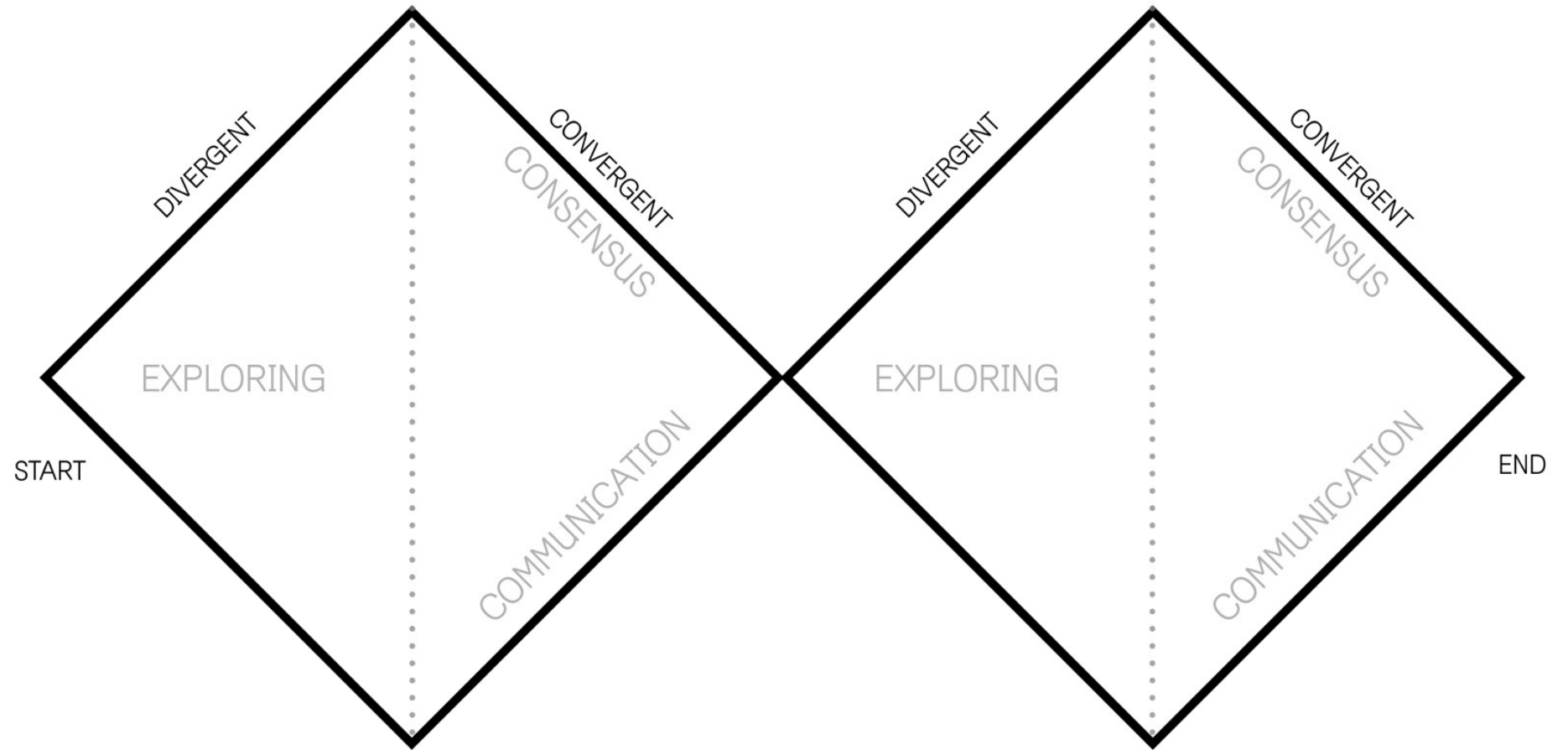
What happens when you plan for the certification from the Design phase?



Agenda

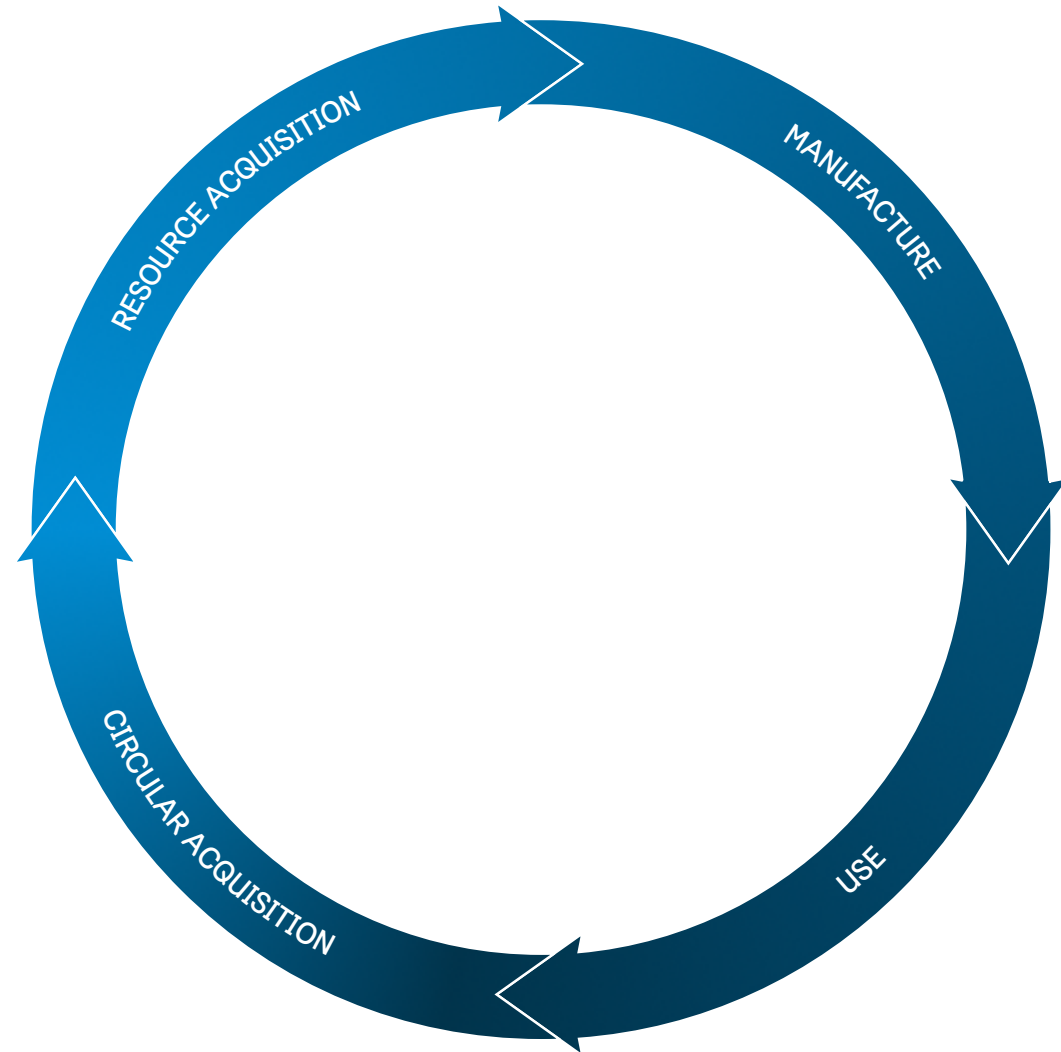
- Introduction to Double Diamond framework
- Circularity Diagram: Case of today
- 'Discover' phase
- 'Define' phase
- 'Develop' phase
- 'Deliver' phase
- 5 minutes pitch of your Avatar business

The Double Diamond



Circularity Diagram

- You have to structure the business model around your selected furniture
- We suggest you add a photograph of your design in the middle of the circularity diagram

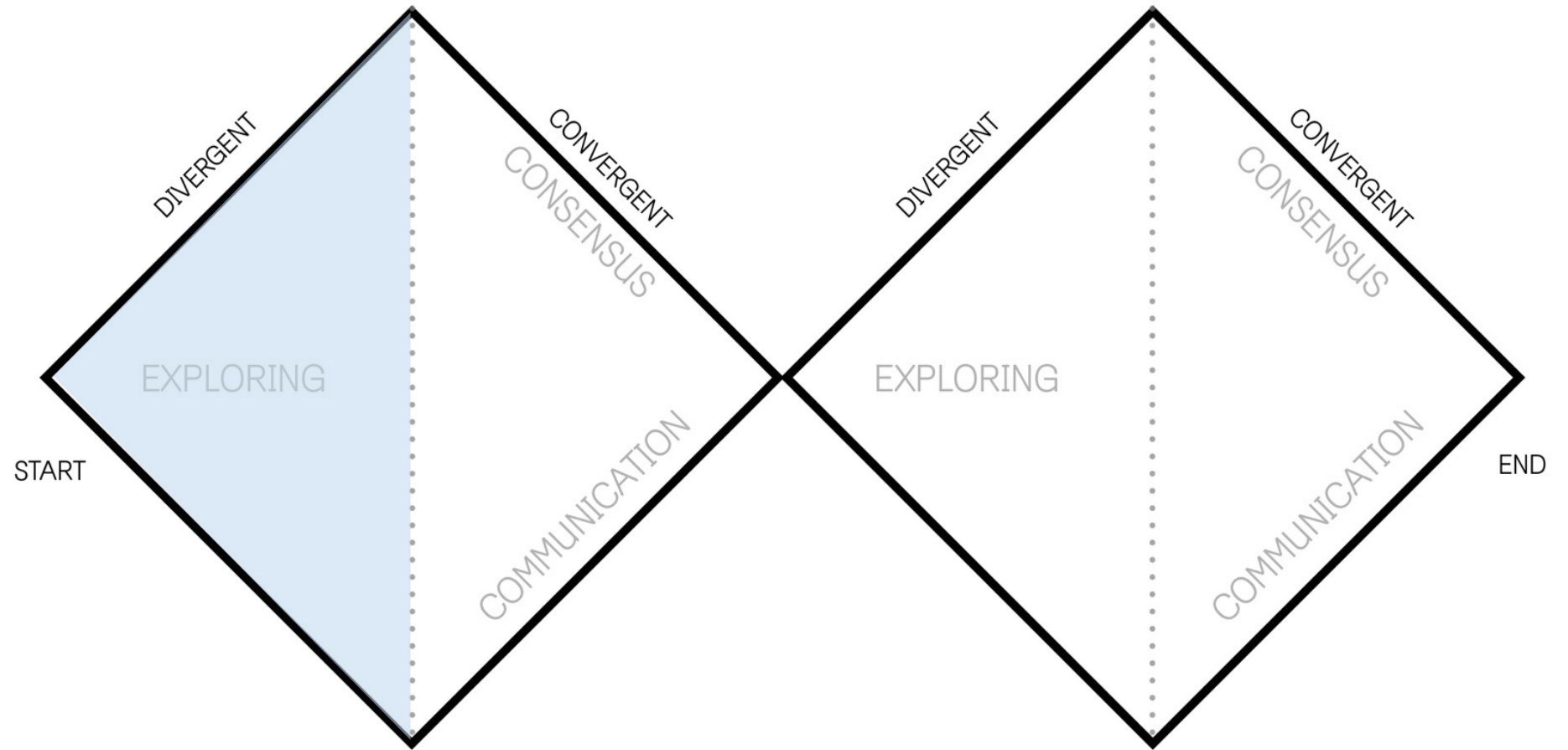


Inspired from Circularity diagram by Katrine Hesseldahl, PhD

DISCOVER



The Double Diamond

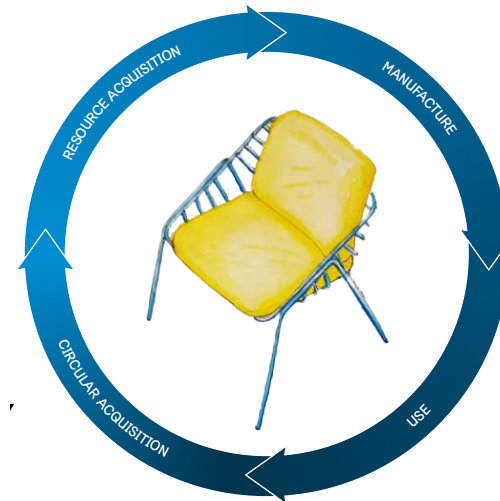


Business Design framework

Inspired by Domains of Design Culture by Guy Julier (2013)

- Ownership (Private management, board, shareholders, worker-owned, consumer-owned etc.)
- Underpinning values (profit, social, environmental etc.)
- Production/consumption patterns (local/global markets)

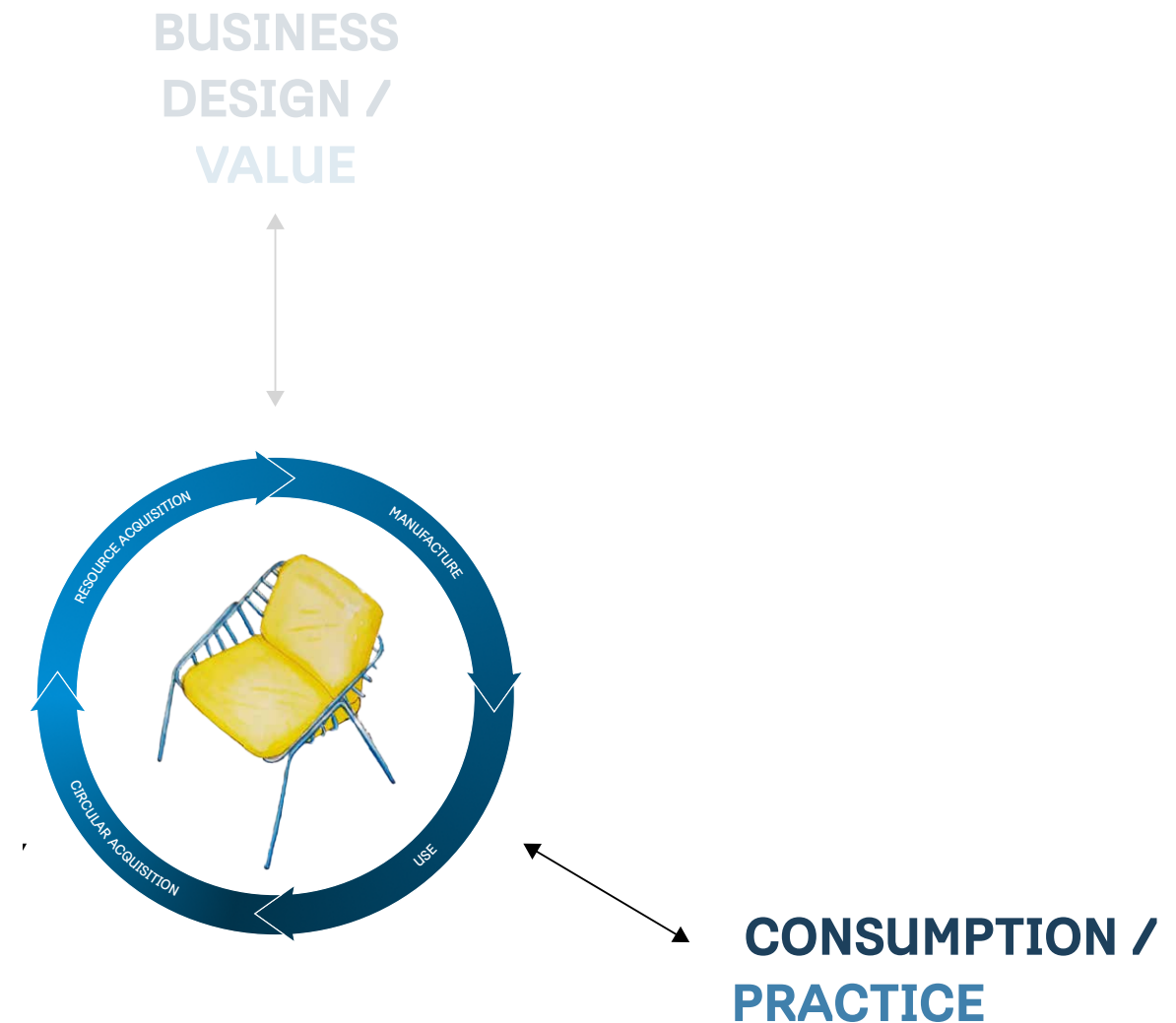
**BUSINESS
DESIGN /
VALUE**



Business Design framework

Inspired by Domains of Design Culture by Guy Julier (2013)

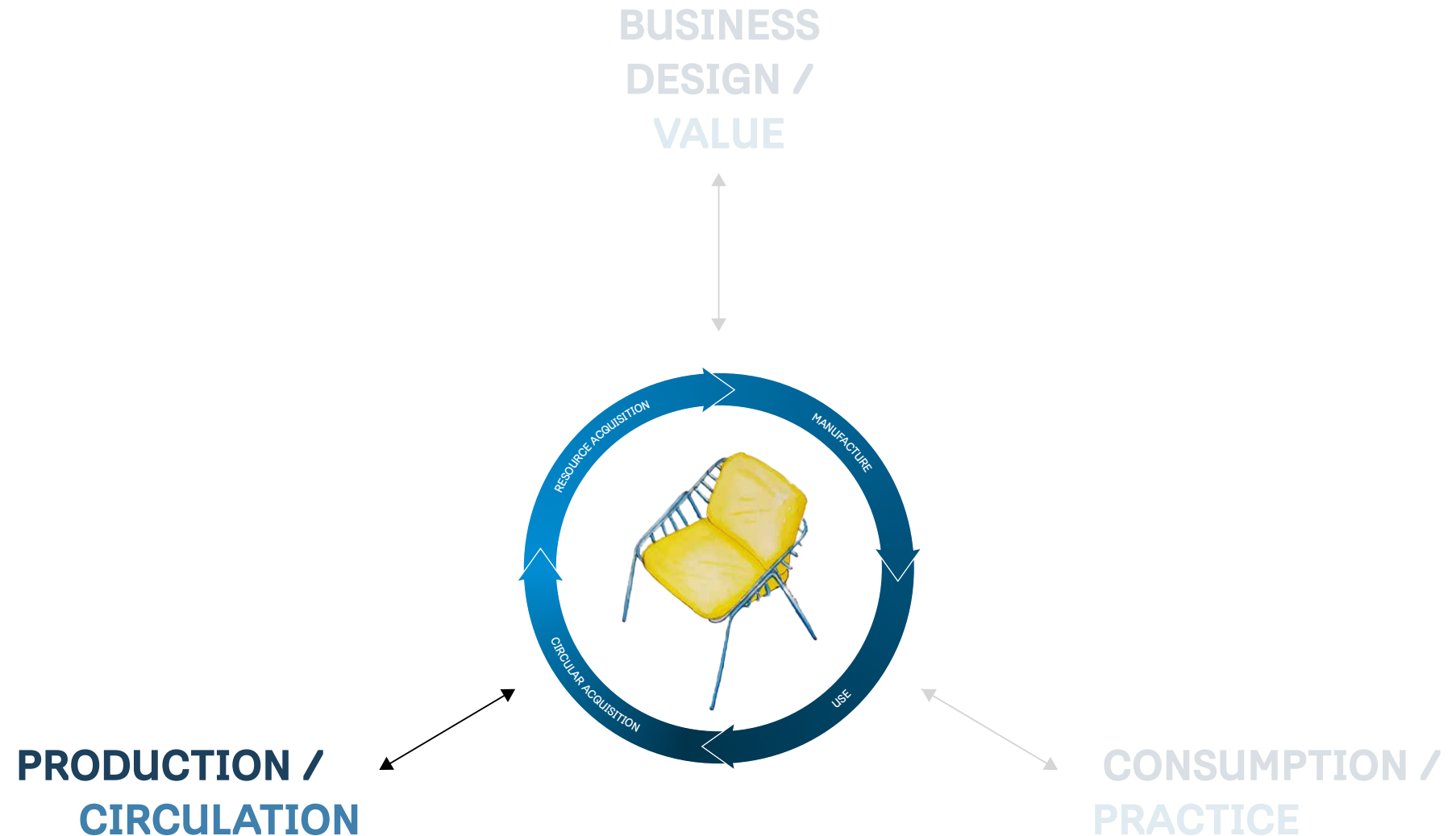
- Demography (gender, age, location, profession)
- Social relations
- Taste/Culture
- Use and practice
- Purpose



Business Design framework

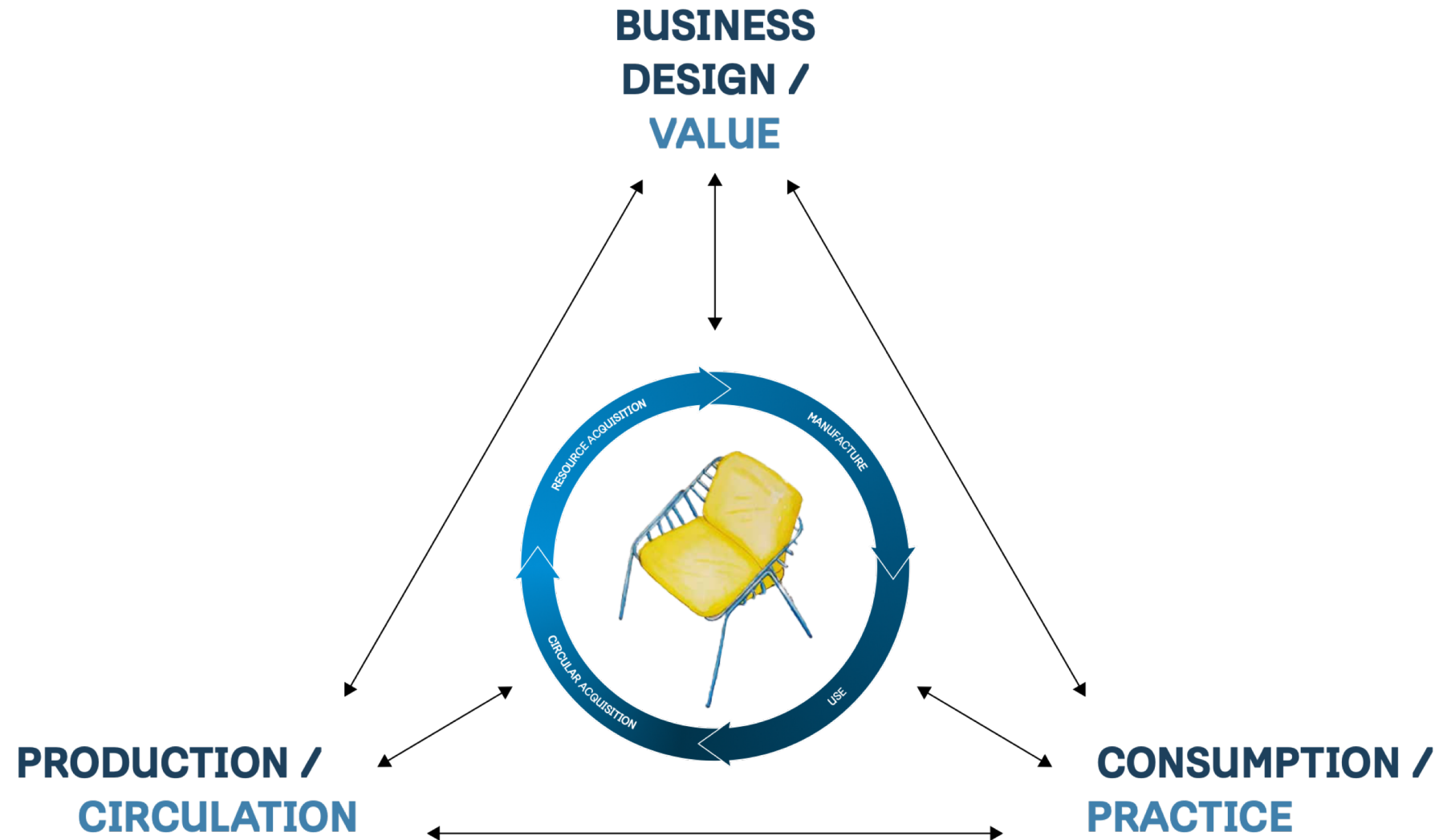
Inspired by Domains of Design Culture by Guy Julier (2013)

- Materials
- Technology
- Manufacturing systems
- Communication
- Product positioning
- Distribution channels
- Services



Business Design framework

Inspired by Domains of Design Culture by Guy Julier (2013)



Business models

1. The Classic Long Life Model

- High quality product
- Long lifespan
- Sales as classic source of income
- Reputation, 'Good value for money. It's not cheap but it never fails'

or

2. The Leasing/Renting Model

- Ownership remains with the access provider
- Making money by providing access to a product
- Product as a service
- There is a time limit.

or

3. The Upgrade Model

- Profits from repeat sales of upgrades
- Relatively cheap products
- Relatively shorter lifespan
- Only function together with a dedicated high-quality durable product.

Then decide, if your business
is **B2C** or **B2B**?

from 'Products that last' by Conny Bakker et al.

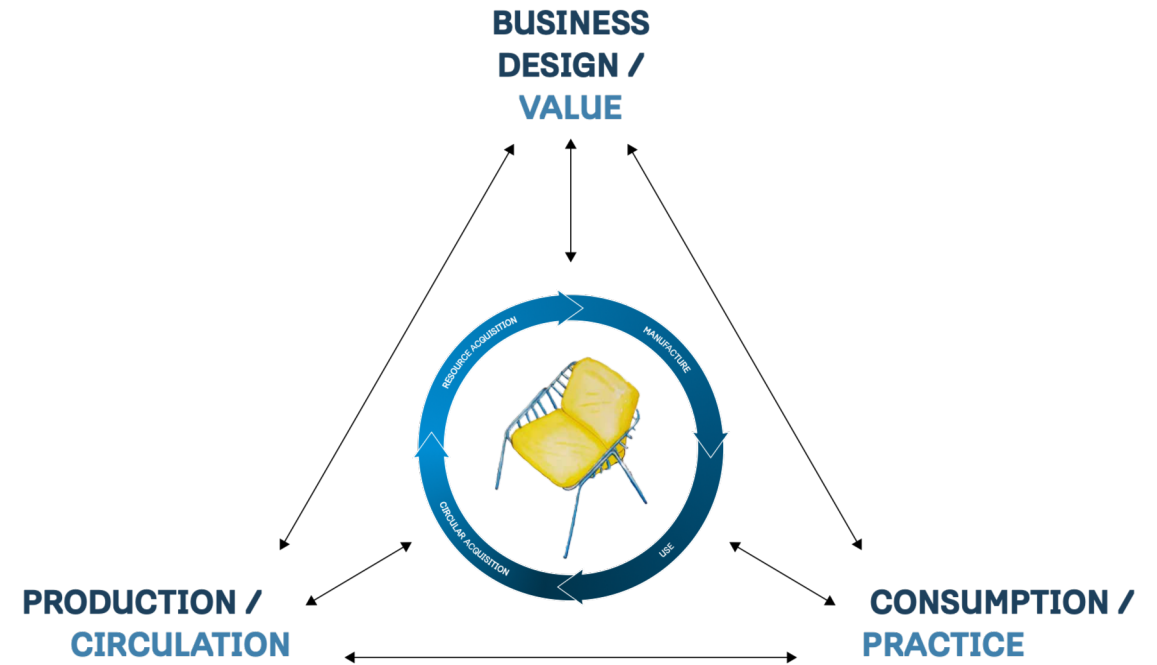
What to do in DISCOVER

- Choose one of the three business models and then decide whether it is B2C or B2B
- Explore the business model through the 'Business Design framework' and map the requirements of operating such a business with the designed chair
- Be aware of the WHY behind your choices



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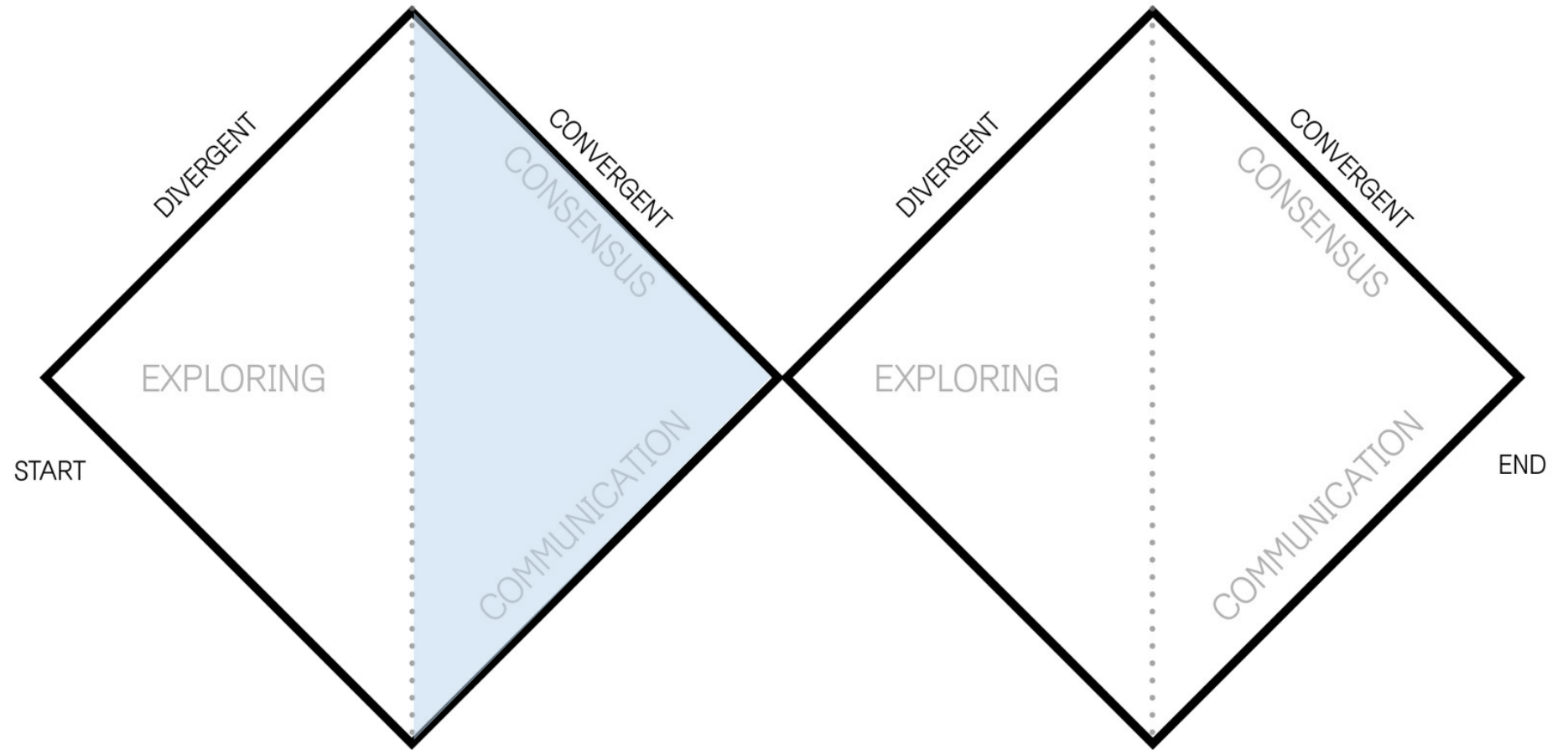
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DEFINE



The Double Diamond



What to do in DEFINE

GUIDELINES TO EU ECOLABEL
DESIGN YOUR BUSINESS AVATAR FOR EU ECOLABEL
DESIGN SPRINT

(Name of your Avatar Business) (HQ location)

What value do we deliver to the customer, through your product and/or services?
 Are you solving any particular problem for your customers with your product?
 What relationship do you foster with the user through your design and business?
 How much do you think the 'Designed for EU Ecolabel' furniture changes your business structure?

DESIGN / VALUE

CONSUMPTION / PRACTICE

PRODUCTION / CIRCULATION

How are you going to help the user of your product/service after they are done using your product?
 Who are our key partners and suppliers for this? Where are they present? How are you informing your users about them?
 Which key activities do your company's partners perform?

How costly will your product be? Why should the customer buy your furniture?
 How will you reach the customer segment(s)?
 How are you going to help the user of your product/service during their use phase?
 Who are our key partners and suppliers for this?
 What key resources are we acquiring from partners?

Royal Danish Academy

Lifestyle & Design Cluster

TEKNOLOGISK INSTITUT

CBS COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN



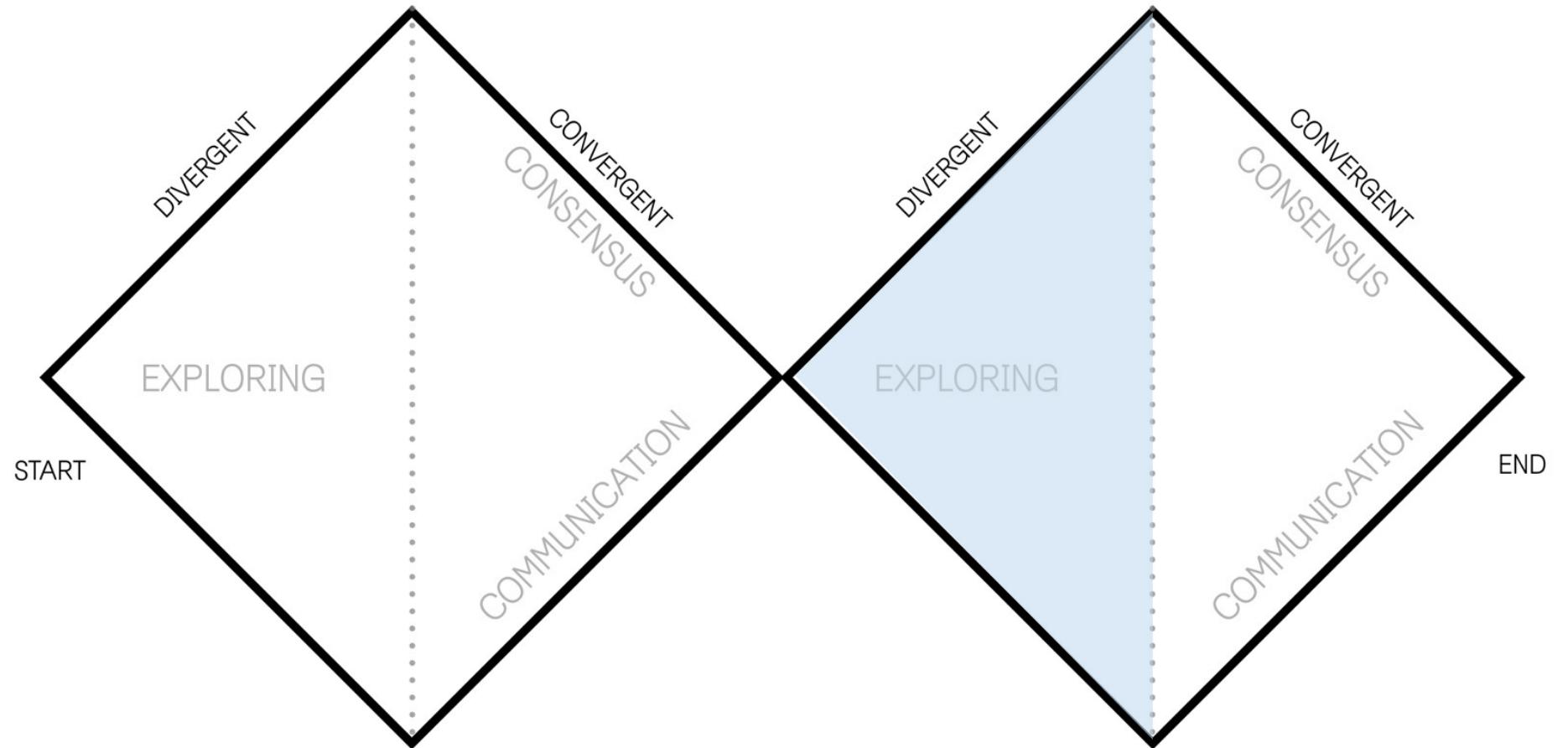
What to do in DEFINE

- Answer the defined questions on the template. The ones you can and the ones that make sense for your 'Avatar Business'
- Define the essential elements from the 'Business Design framework' that make you close the loops/circular?
- Describe the WHY behind the chosen elements

DEVELOP



The Double Diamond



What to do in DEVELOP


GUIDELINES TO
EU ECOLABEL

DESIGN YOUR BUSINESS
AVATAR FOR EU ECOLABEL

DESIGN SPRINT
COPENHAGEN



 Royal Danish Academy

 Lifestyle & Design Cluster

 TEKNOLOGISK
INSTITUT

 CBS COPENHAGEN BUSINESS SCHOOL
HÅNDELSHØJSKOLEN



Royal Danish Academy

Architecture
Design
Conservation



Lifestyle & Design Cluster

Guidelines to EU Ecolabel Design Sprint 01

What to do in DEVELOP

- Map it out – how would your avatar business structure and life cycle look like on a map?

- Follow the color code:

Blue: Headquarters

Yellow: Production facilities

Orange: User location

Green: Circular Acquisition hub (shop, collection center etc.)

Purple: Other facilities?

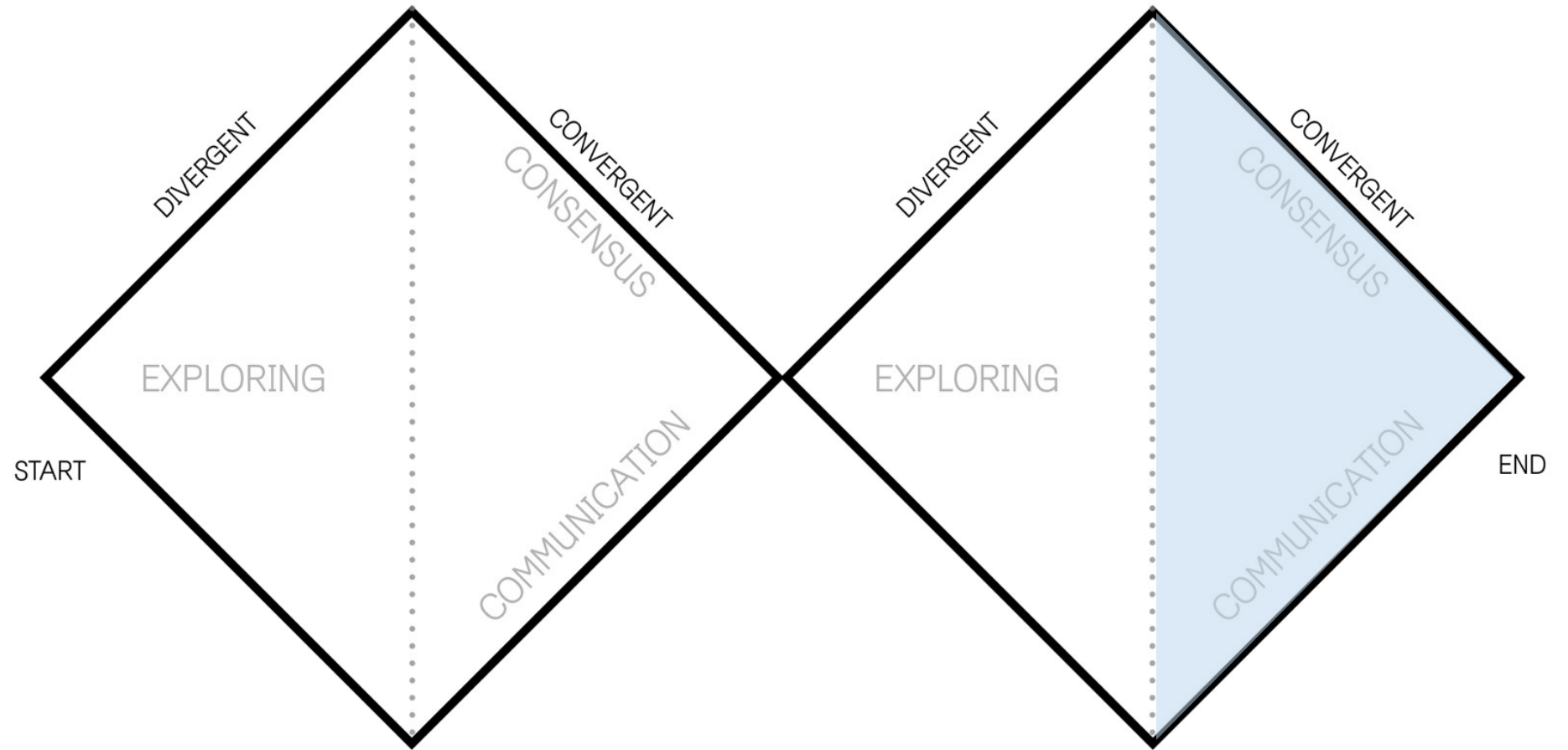
Reflective questions:

- Would it change something in the way your Avatar business is structured?
- Feel free to go back and change something in your business model

DELIVER



The Double Diamond



What to do in DELIVER

- Consolidate
- Prepare a 5 minutes pitch
- Present your Avatar Business using the models you've been working with
- Reflective question:
If you were to change some of the materials of the chair, what modifications would be necessary in the Ecolabel Spec sheet and in the Avatar Business?

Thank you!