

# A Service Designer's Guide To Systemic Design

## Helping a Juvenile Company transition towards a more sustainable future

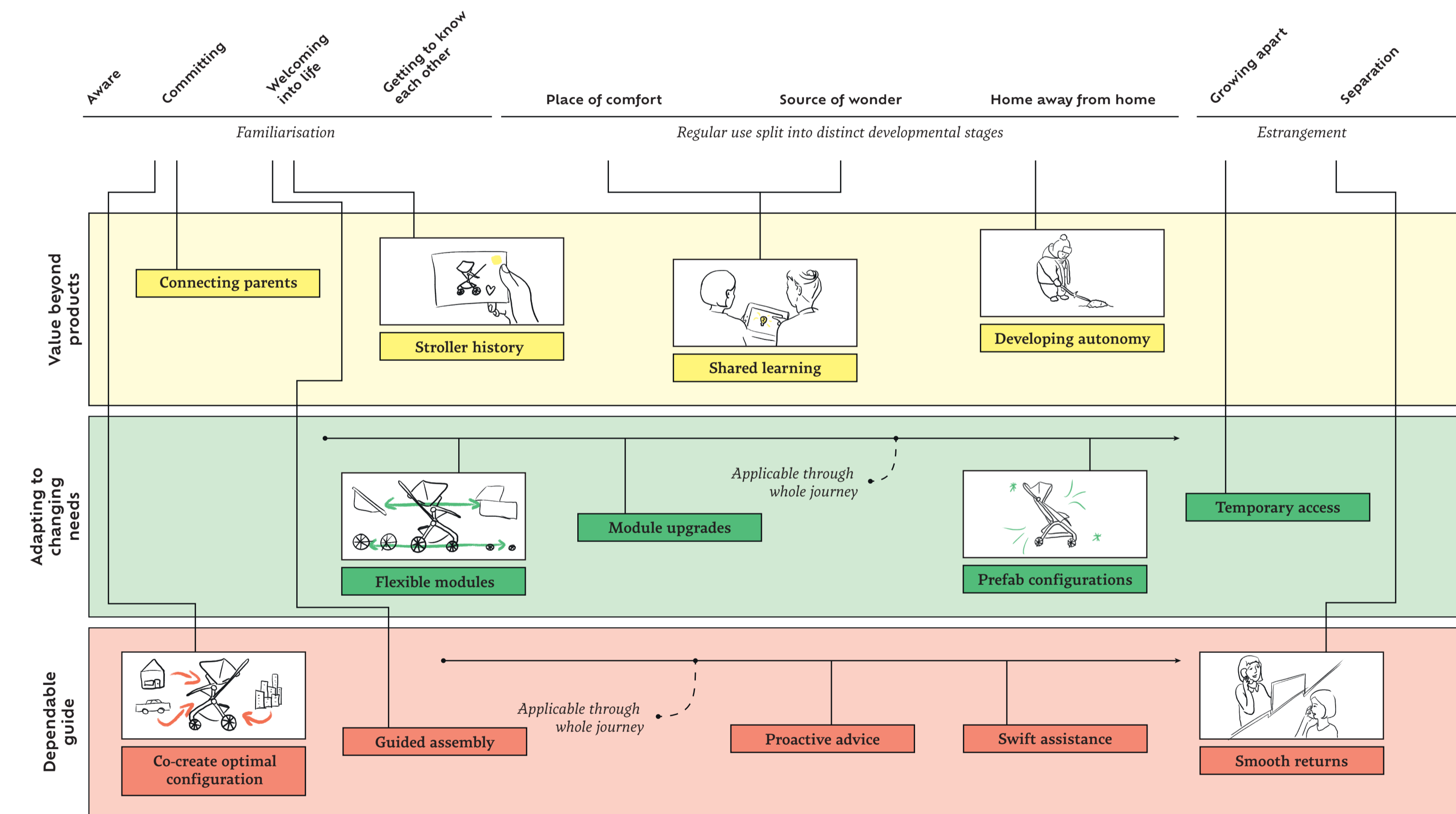
The world faces catastrophic climate disaster, unless we manage turn the tide in the coming years. Realising their role to play, Livework, a service design agency, wants to understand how they can apply systemic design to help organisations transition towards a

more sustainable future. Juvenile Company, a company that manufactures and designs juvenile products, wants to become circular by 2035. To understand how it must do this, systemic design was applied to discover what value they must deliver in the future.

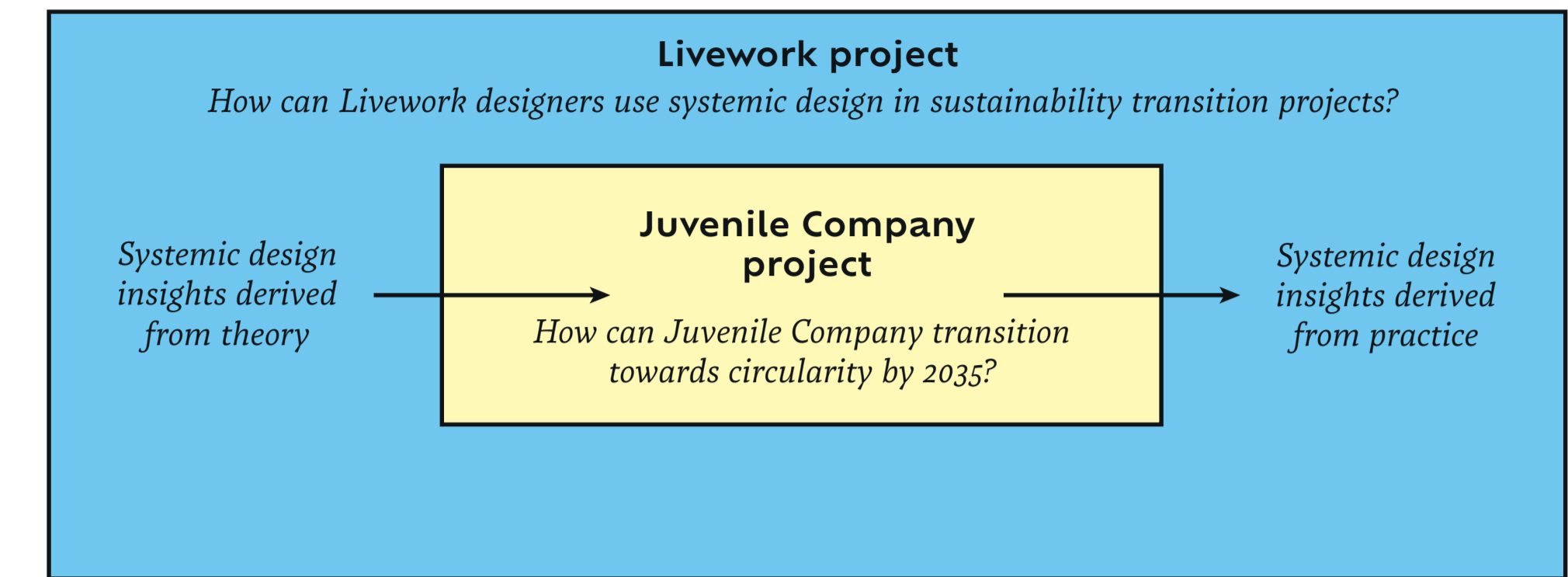
### Flex 2.0

For Juvenile Company, a strategy concept was developed that informs their future innovation efforts. To become fully circular, the company will need to enter

into a long-term relationship with parents, providing value beyond products that adapts to their changing needs, while serving as a dependable guide.



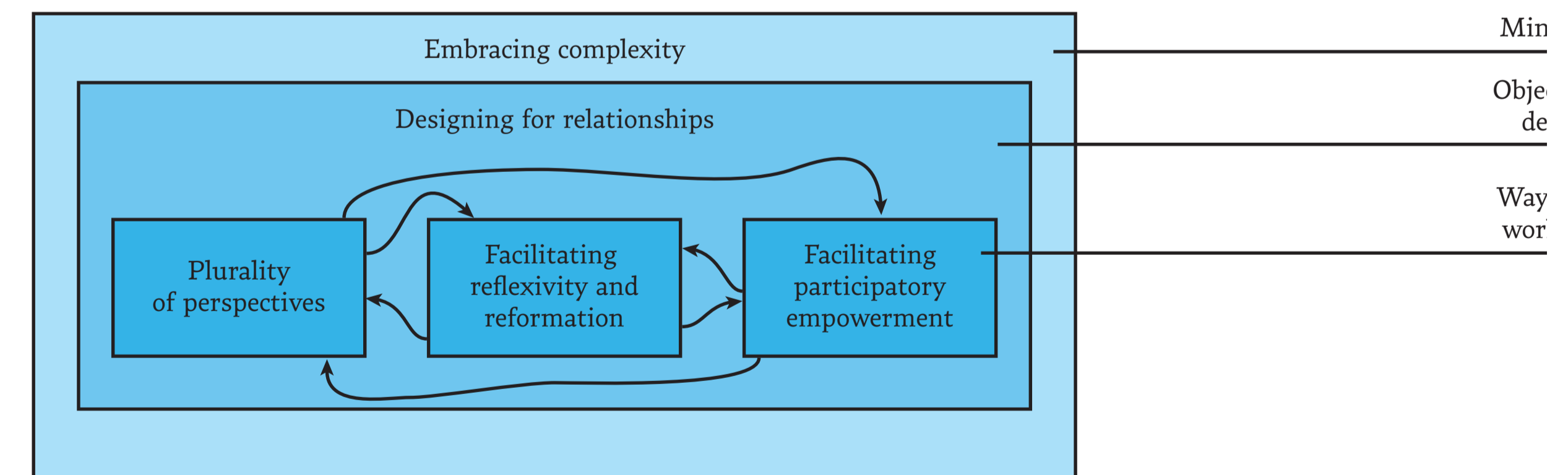
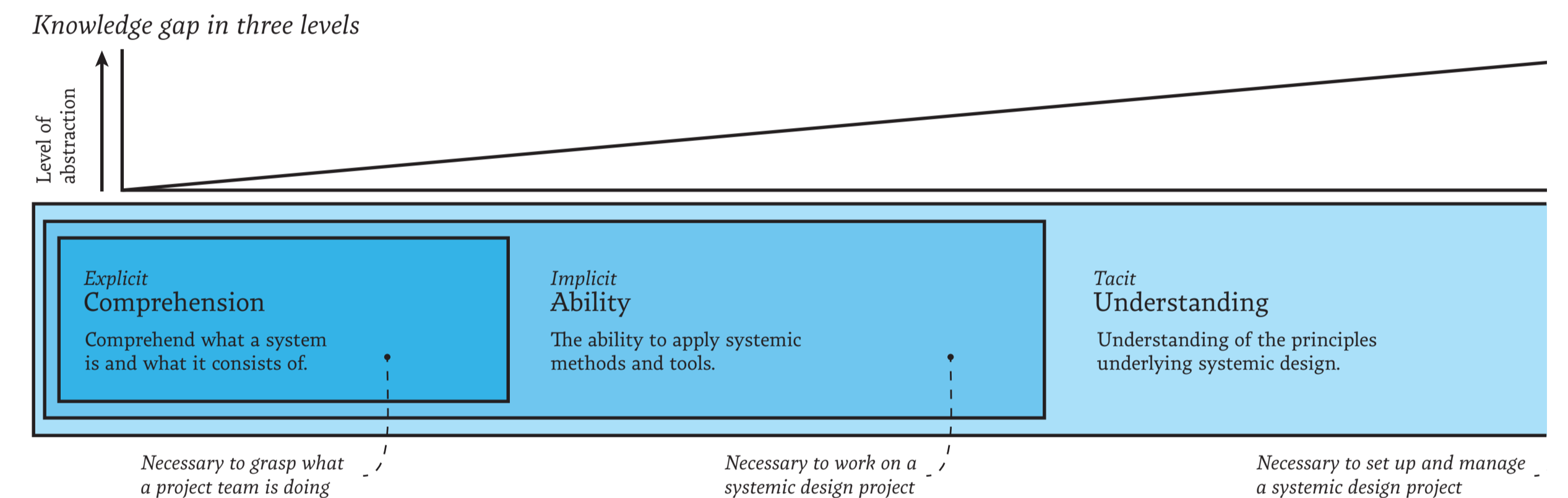
### Project approach



### A guide to systemic design

For Livework, a three level knowledge gap was identified that designers will need to cross to effectively apply systemic design in practice. To help guide their systemic

design efforts, five principles were derived from practice. These principles interlink and build on one another to create a Liveworker's guide to systemic design.



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31/03/2023  
Strategic Product Design

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