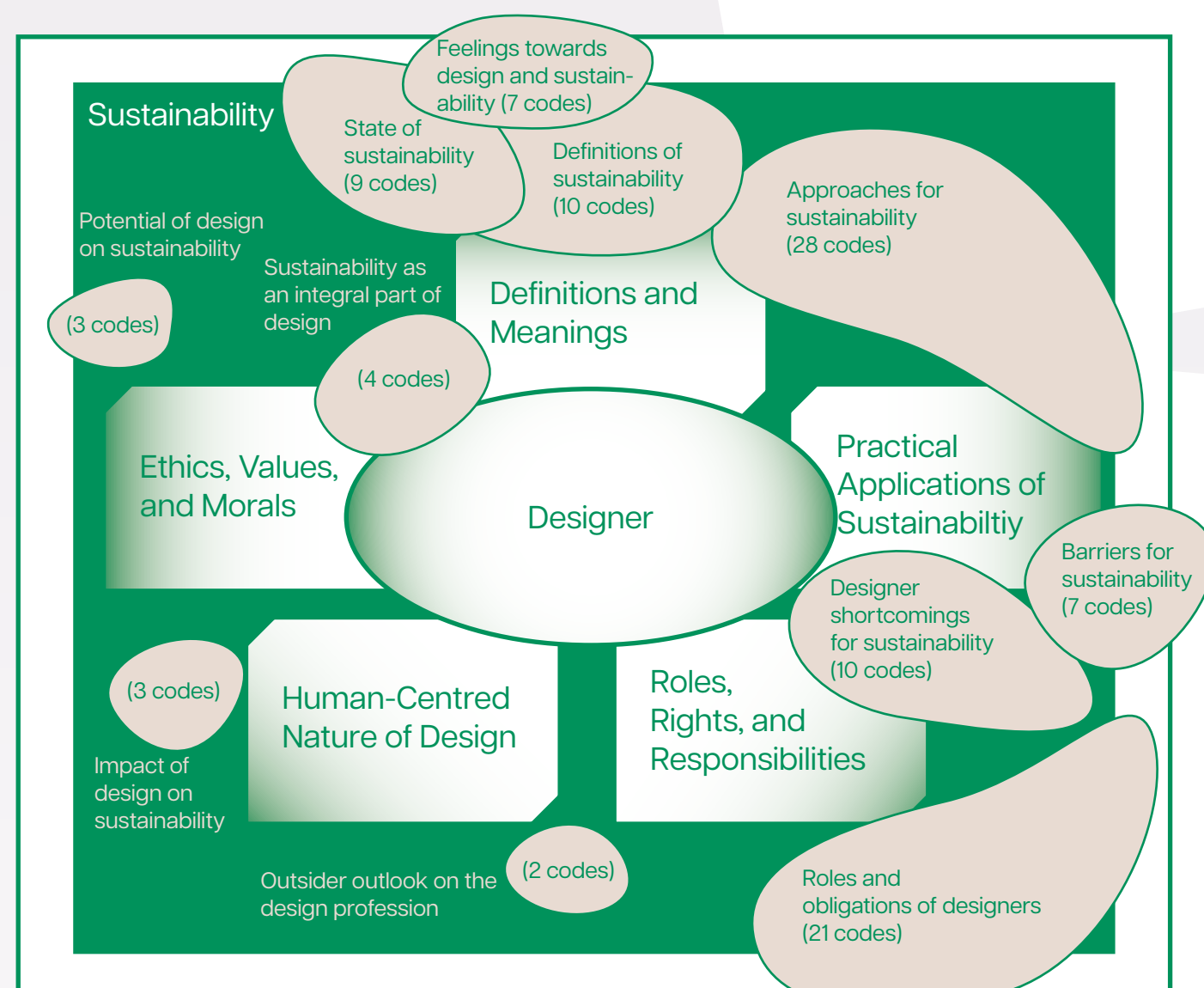
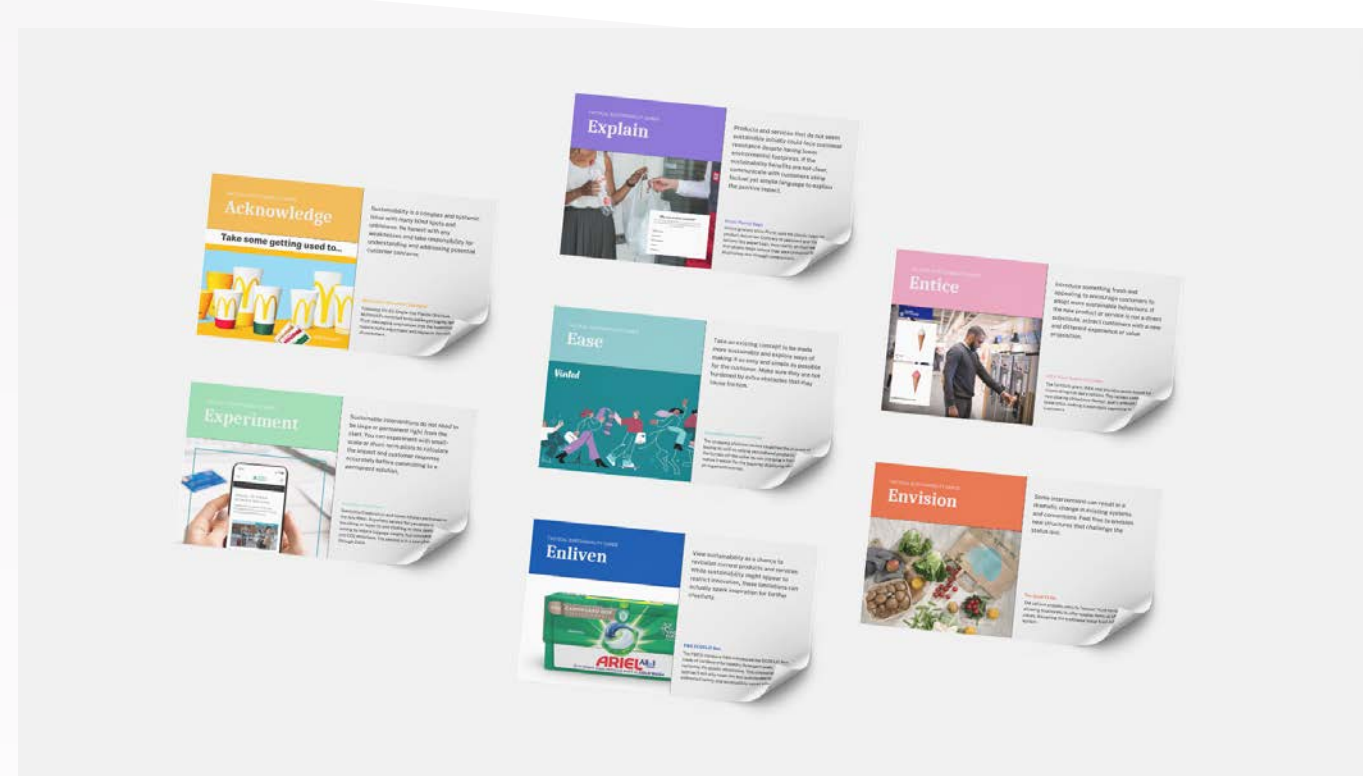


Enhancing Sustainability in the Design Process through Tactical Sustainability Cards



Subcodes generated from the interviews mapped on the conceptual framework.



Tactical Sustainability Cards

Tactical Sustainability Cards is a tool in the form of a set of cards which helps the designer with their encounters with sustainability in their practice. They are presented as a digital document that could either be printed and used during in-person meetings or used digitally during online meetings.

Research

There exists a gap in the literature where the point of view on sustainability of professional designers is not adequately taken into account. Through a series of interviews based on a conceptual framework, this thesis qualitatively studies the subjective perspective of professional designers on how they conceptualise and assess sustainability in order to detect opportunities to develop new and improved tools, methods, and approaches.

Cards

These cards are designed to be used either during the early design stages for inspiration or in the final stages for communication with customers. The purpose is to serve as a **reference point for designers, providing a common set of vocabulary to justify their actions in sustainability and facilitate conversations with other stakeholders.** The front side of each card includes the title of the tactic, a brief explanation of the tactic, and a successful example from the market that demonstrates the exemplary qualities of the tactic. On the back are

approaches and models from academic literature that support actions in line with the tactic, which are mapped on axes of Tactical-Strategic and Individual-Systemic. This mapping aids the designer when choosing relevant approaches and models depending on the design project they are working on.

Instructions

The Tactical Sustainability Cards are to be used during the “second diamond” of the Double Diamond design process. This diamond comprises the “Develop” and “Deliver” steps. The cards can help in the Develop step to inspire and facilitate co-design, and in the Deliver step, help communicate the final concept. A two-part workshop is devised to orchestrate a group of stakeholders. The goal in the first part is to make use of the examples to ideate as many concepts as possible aligned with the tactics. In the second part, one of the concepts and one of the tactics is selected to develop a communication/implementation strategy.

Useful across various teams, Tactical Sustainability Cards offer a versatile tool that integrates sustainability seamlessly into the design process. They help design teams create sustainable concepts, align non-designers in co-creation sessions, and promote innovation beyond traditional methods.