

## Francois Jégou: Radical Innovation for Sustainable Life-styles:

Thurs 1st Nov. 6:00pm - 7:15pm

European approaches to **design**, and **scenario building**

Prince Philip Theatre, Architecture Building, University of Melbourne

We are currently witnessing a new demand for sustainable lifestyles. As we come to appreciate the challenges of climate change it is clear that the task of creating a sustainable economy requires more than incremental improvements in environmental efficiency, it demands radical innovation.

Designers have a key role to play in the creation of a sustainable society, envisioning possible changes, what life might be like as well as understanding how every day tasks might be performed. The role of the sustainable designer is shifting from eco-design to the promotion of new sustainable lifestyles that consist of complex combinations of products and service systems.

**Francois Jégou** is an important European designer and expert in sustainability strategies. His expertise stems from an understanding that ideas of, and solutions for, sustainability are complex transformations, involving both social and technical innovation with multiple stakeholders. In particular he understands that visioning and moving towards sustainability will also require new methods and skills from designers.

Francois' work has focused developing methods for user-centered innovation, co-design and design-oriented scenario development - envisaging new ways for companies to interact with consumers for radical product-service innovation. Yet the development of new complex industrial systems, is not only a top-down activity of building and efficient and flexible platforms but also a bottom-up activity looking at new opportunities and ideas of consumer demand. In recognizing this Francois spends much of his time investigating these new demands, exploring social innovations for 'signals' of sustainable lifestyles and behavior change, and then using design to foster its diffusion into society. This is not only a new role for design but also a new way for designers to work and research.

In a similar way to the VEIL project, Jégou uses scenarios to investigate unknown outcomes and to provide an understanding of radical changes that may take place in the future. Francois is a partner with Ezio Manzini (a future ECO-LEAD visitor) in the global project known as "*The Sustainable Every Day*" which brings together visions of a sustainable future from extensive workshops in more than 18 countries.

Jégou has been working in sustainable production and consumption for many years and brings experience of many of the European Union and UNEP funded research projects. This work has crossed many different sectors such as eco-packaging, health systems, senior friendly products, food design, and workplace design, and new industrial systems, involving practice-based work and research investigation. His client base includes: EDF; MasterCard; Carrefour; Monprix; 3M; Boch; Ikea; Sony; Zanussi; KPN Orange; Roche Consumer Health; Saab; BMW; Coca-Cola; Douwe Egberts; Commune di Milano; Société de Développement de la Région Bruxelloise.

