

New Project: Danish Artisans and Designers to Strengthen the Environmental Footprint

Danske Kunsthåndværkere & Designere, Kulturens Analyseinstitut, and DDC - Danish Design Center enter a new collaboration to strengthen the environmental footprint and start the debate on new shopping behaviors among consumers. The goal is to develop the digital platform Green Craft and Design Guide, which will give both consumers and artisans the tools to buy and produce more sustainably

Craftsmanship and design, in particular, have the potential to show new ways and qualify the conversation about a more sustainable consumption culture - and, thereby, a more environmentally conscious society.

Danske Kunsthåndværkere & Design's front person, Hanne Brøbech Sønnichsen, states:

"Professional artisans and designers can change the consumers' shopping behaviors and participate in the public debate. They develop new materials and production methods, which are experienced more tangibly in everyday products compared to research on climate change and communication campaigns. We are looking forward to developing a tool that can support artisans and consumers in becoming more experienced with how to navigate the complexities of regulations and bureaucracy surrounding the green transition."

Unfortunately, Denmark is weak in reaching the 12th Sustainable Development Goal: Responsible Consumption and Production - a crucial goal in ensuring a better climate. Denmark relies heavily on professional artisans and designers to develop new, attractive, sustainable solutions. And they can contribute on several levels. Both designing for durability, designing aesthetic solutions, creating new materials, and design thinking can contribute to reducing the environmental footprint. It requires that professional artisans and designers are trained to meet the European Commission's new requirements on materials and production and that consumers are supported in changing behaviors.

Mia Mysling Steentoft, sustainable and circular transition designer at DDC - Danish Design Center, states:

"We must rethink how we consume products and services to succeed with the sustainable transition - since it is, in particular, a human transition we face. Danes account for the highest consumer-based emissions in the world, with an annual consumption of 11 tonnes of CO₂e per inhabitant. The Danish tradition of design and craftsmanship can change that. We can activate the human factor through design and work on our behavior. There is a vast hidden potential here for solving the climate crisis. At DDC - Danish Design Center, we perceive it as one of today's most significant design challenges. This challenge requires new sustainable design and production approaches, involving users in recirculating materials and rethinking how businesses enter into value chain collaboration. We look forward to it!"

The project taps into the current agenda on sustainability within the field of culture. Many initiatives are underway, but the debate needs a specific focus on craftsmanship, design, and knowledge-sharing across disciplines.

Jacob Teglgaard, a consultant specializing in green transition at Kulturens Analyseinstitut, states:

"At Kulturens Analyseinstitut, we have a high focus on the green transition of the culture sector. We ensure that knowledge and best practices are shared between sectors through research studies and analysis. Therefore, we look forward to diving into the challenges and opportunities that professional artisans and designers face by studying each stakeholder's relationship with sustainability. In that way, we are qualifying the content of the digital platform."

Green Craft & Design Guide:

- is a collaboration between Danske Kunsthåndværkere & Designere, Kulturens Analyseinstitut, and DDC - Danish Design Center
- is an open-sourced digital platform that reaches consumers and gathers the craftsmanship and design field to produce more environmentally friendly
- is one out of five funded projects under the Danish Arts Foundation's new investment, "Kunsthåndværk og design sætter dagsordenen"
- is funded by the Danish Arts Foundation and the Augustinus Foundation.

Read more in [Formkraft - May, June, July 2024: Theme on Sustainable Production and Materials.](#)

Events where consumers can participate in the debate:

- The Folkmeeting Bornholm: 13 - 15 of June 2024
- Frue Plads Marked: 8 - 10 of August 2024
- Kulturmødet Mors: 22 - 24 of August 2024

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