

Designing *Action* for the 21st Century

DDDC

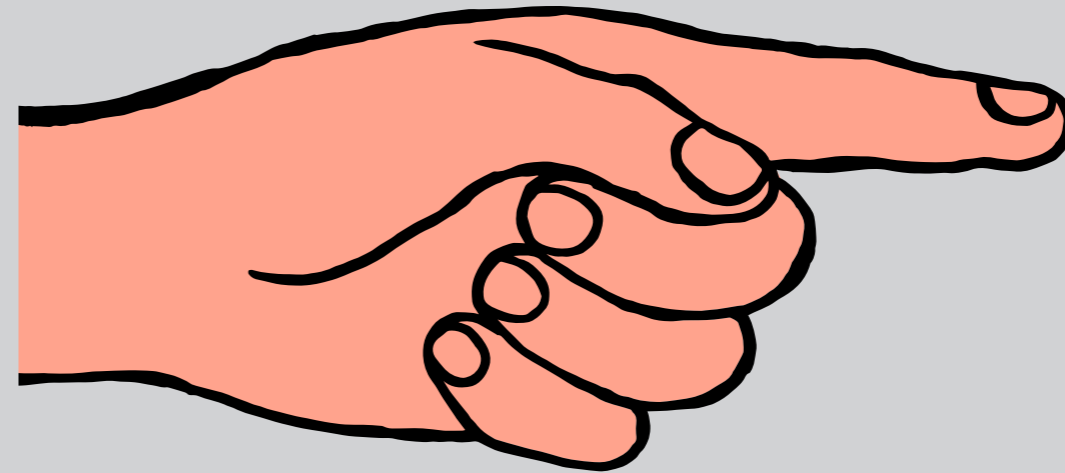


Our Promise

It is the ultimate paradox: As humans, we have created a future that will likely not be fit for human life. Our ability to design things to meet our growing needs has outgrown the planet's limits. Design has been part of the problem for too long. At DDC - Danish Design Center, our commitment is to make design part of the solution.

With the right approach, design has the power to foster innovation and sustainable growth. As Denmark's national center for design and innovation, we have over 40 years of experience designing for action. We have worked with thousands of companies and organizations, enabling them to focus their innovation efforts by doing what designers do best: expand their perspectives and zoom in on the needs of humans, societies, and our planet.

Our Mission

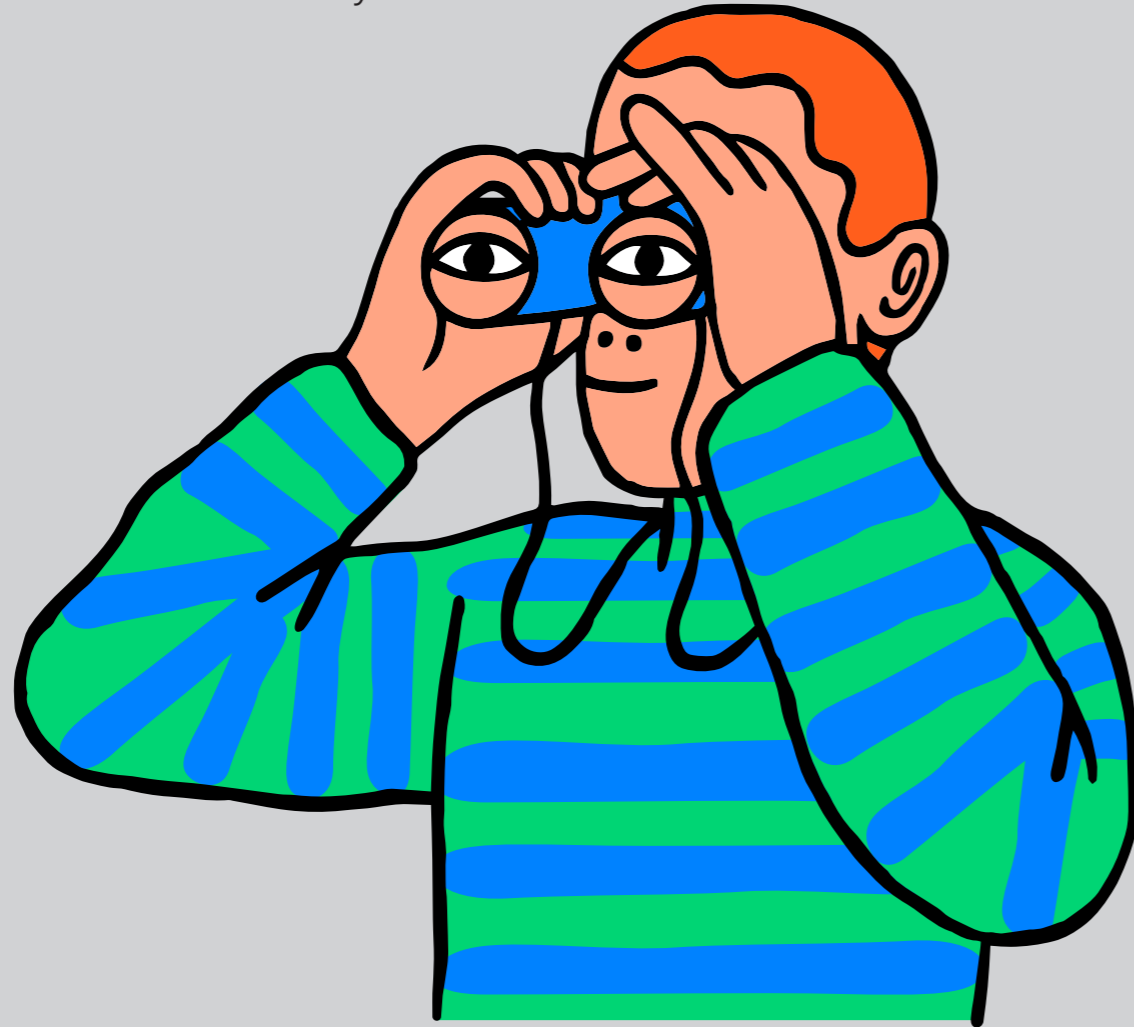


In our current strategy, we've honed in on three global challenges where we believe design can make a significant difference. Our primary focus is building capacity to transition to a greener and more circular society. Underpinning this goal is the digital transition to create a society where ethics are an integral part of our digital infrastructure, and human beings are the outset for developing new solutions. Aligned with the green and digital transitions is a social transition to a society where we include the most vulnerable in the decisions that shape their existence and provide access to the resources that can help them shape their future.

We use design-driven missions to achieve these complex and long-term transitions. Why missions? When put into play with design, missions can help set a clear direction in uncertain times. They are targeted, measurable, and time-bound. Missions offer a platform for mobilizing resources; they unite and inspire people across businesses, academia, and government to work towards a common goal. Missions build capacity. They provide a framework for direct participation and learning through experimentation.

Green Mission

Designing the Irresistible Circular Society



To achieve net-zero emissions or any other climate target, we need to embrace the circular economy now. In DDC, we've developed 10 actions we all need to take to create an irresistible circular society by 2030. The 10 actions are co-created with 30 partners from leading universities, foundations, organizations, private companies, and media.

The shift towards renewable energy can address 55 percent of global GHG emissions, but it is imperative that we tackle the remaining 45 percent.* We need to shift the current response to include targets for designing, manufacturing, and consuming resources, and design is key in this transition. From minimizing a product's carbon footprint to changing overall consumer behavior by making sustainable choices more attractive.

*Source: Ellen MacArthur Foundation, 2021

The difference design makes:

- In 2021, we worked with more than 450 companies across production and industry to make them more circular. For instance, lamp designer Tom Rossau developed a solution to reducing packaging waste by up to 80 % through our project Green Circular Transition (GCO).

- Cities play a defining role in building a more circular future. From 2022-2024, six Danish cities will tackle local circular challenges in our project Circular Cities, a collaboration with the philanthropic fund Realdania.

- The transition to a greener society goes beyond borders and national leadership. Internationally, we're working with the European Commission under the New European Bauhaus initiative to make the European Union a leader in the circular economy.

Social Mission

A Radical Approach to the Mental Health Emergency

In Denmark, we pride ourselves on the elaborate welfare system that provides a safety net for all of us. So why is our collective well-being at risk? In recent years, we've seen a rise in young people with mental health issues, our seniors are being increasingly marginalized and viewed as a burden, and healthcare solutions often weigh the system's needs over the patient. It's time to flip the system and create a future where everyone can thrive.

The difference design makes:

- Our New Days toolkit encourages and provokes everyone to reconsider the future of aging in Denmark. What if we're forced to treat the elderly with a Care Gel instead of the care of a human hand? Or if we have to choose which chronic disease we want to be treated for?

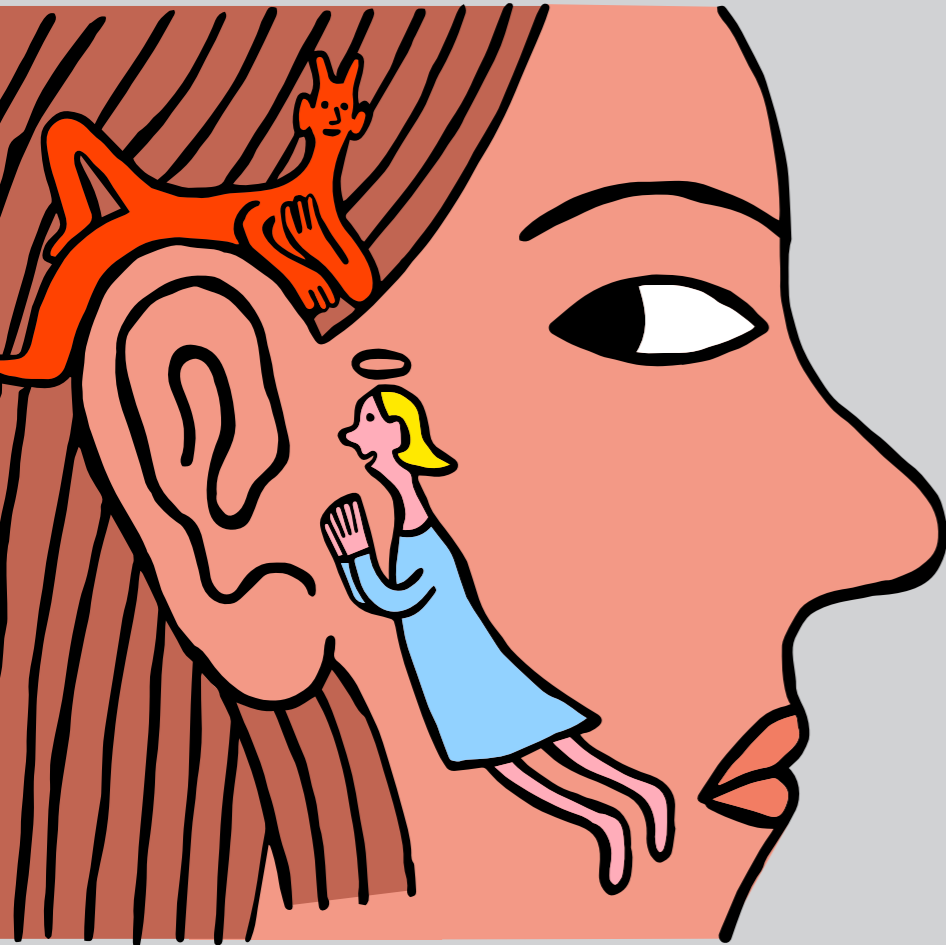
- We're setting a new direction for mental health among young people. Together with the Rockwool Foundation's Intervention Unit and a range of key partners, we're designing scenarios for a future where young people can thrive.

- More than 4.000 people, ranging from executives to healthcare students, have started a new dialogue about the future of healthcare in Denmark using 2050-scenarios from our Boxing Future Health project.



Digital Mission

Towards a more Ethical Digital Society



With digital technologies evolving at warp speed, we're increasingly dependent on tech companies being able and willing to design ethical solutions.

For too long, companies have sped past the ethical warning signs on the highway of free data. This has led to major problems for societies and democracy, such as the spread of misinformation, manipulation of data, state surveillance, and a growing addiction to digital gadgets and services. Design can help us align digitization with ethics.

The difference design makes:

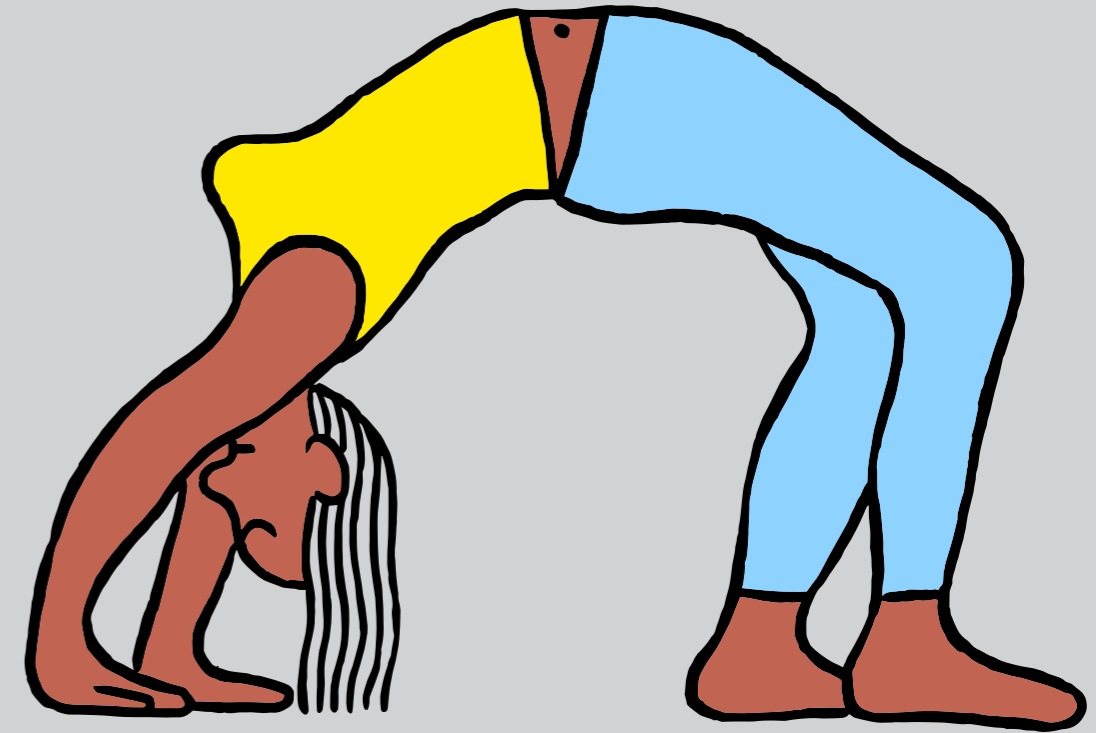
- We've developed The Digital Ethics Compass in collaboration with a range of Danish tech companies and experts. The compass is a simple and practical tool that helps companies navigate the many ethical dilemmas in the development of digital products and services.

- In our three-year project Sprint:Digital, we helped future-proof more than 100 Danish SMEs with new digital products and services. Fully compliant with ethical principles.

- The COVID pandemic hit many SMEs hard. Using digital design sprints, we helped several SMEs, including tourist attractions such as Jyllandsakvariet (The Jutland Aquarium), make a quick turnaround to survive the pandemic.

Share

Act



Our work is driven by the desire to learn, experiment, and share the design expertise and methods that drive change. We teach, train, and collaborate with companies, organizations, educational institutions, and policymakers across the globe. We design strong partnerships where businesses and organizations work together across industries to create new solutions.

We continuously collaborate with foundations and organizations that influence and help shape the framework for Danish businesses, including the Confederation of Danish Industry, The Danish Industry Foundation, Ellen MacArthur Foundation, The Danish Business Authority, the Ministry of Environment, The Danish Chamber of Commerce, the Danish Agriculture & Food Council, and many more.

As a non-profit, we provide free and open access to new knowledge and tools such as our scenario kits, Circular Toolkit, and Digital Ethics Compass, enabling everyone to take action.

Organization



The Self-Leading

At DDC, we believe that people have the capacity and the willingness to make a positive difference. We believe that people thrive in an atmosphere of inclusivity and shared responsibility and that anyone can lead - or follow - under the right circumstances. Therefore, we have radically transformed our organization, doing away with middle management, teams, KPIs, and traditional hierarchies. Staff members are now free to lead themselves, working in a dynamic, free-flowing project structure - more as an organism than an organization.

We want to lead by example - and we continue to teach and train other organizations in similar ways of working.

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