



DESIGNING WIN-WINS FOR PEOPLE AND PLANET

Hello,
I'm Rebekah



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Strategic Design Lead at  fabric



Shaping business in the new social fabric.

We're a design firm helping businesses become
more regenerative.



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Strategic Design Lead at  **fabric**

Senior Program Manager / Strategic Designer

Senior Program Manager

Program Manager

Project Manager

Instructor and Global Fellow

Volunteer

Intern

Hello,
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Regenerative Designer(?)

Designing win-wins for people and planet

Win-wins
Shared value
Place-based
Neighborhood
Regenerative

+ Just Do It

**What does it
mean to win?**

The background of the slide features a smooth horizontal gradient from a warm yellow on the left to a muted green on the right. Overlaid on this gradient are several thin, white, hand-drawn style wavy lines that meander across the lower half of the image, creating a sense of movement and organic form.



**What does it
mean to win?**

To win is to live.





Sustainable
持續可能

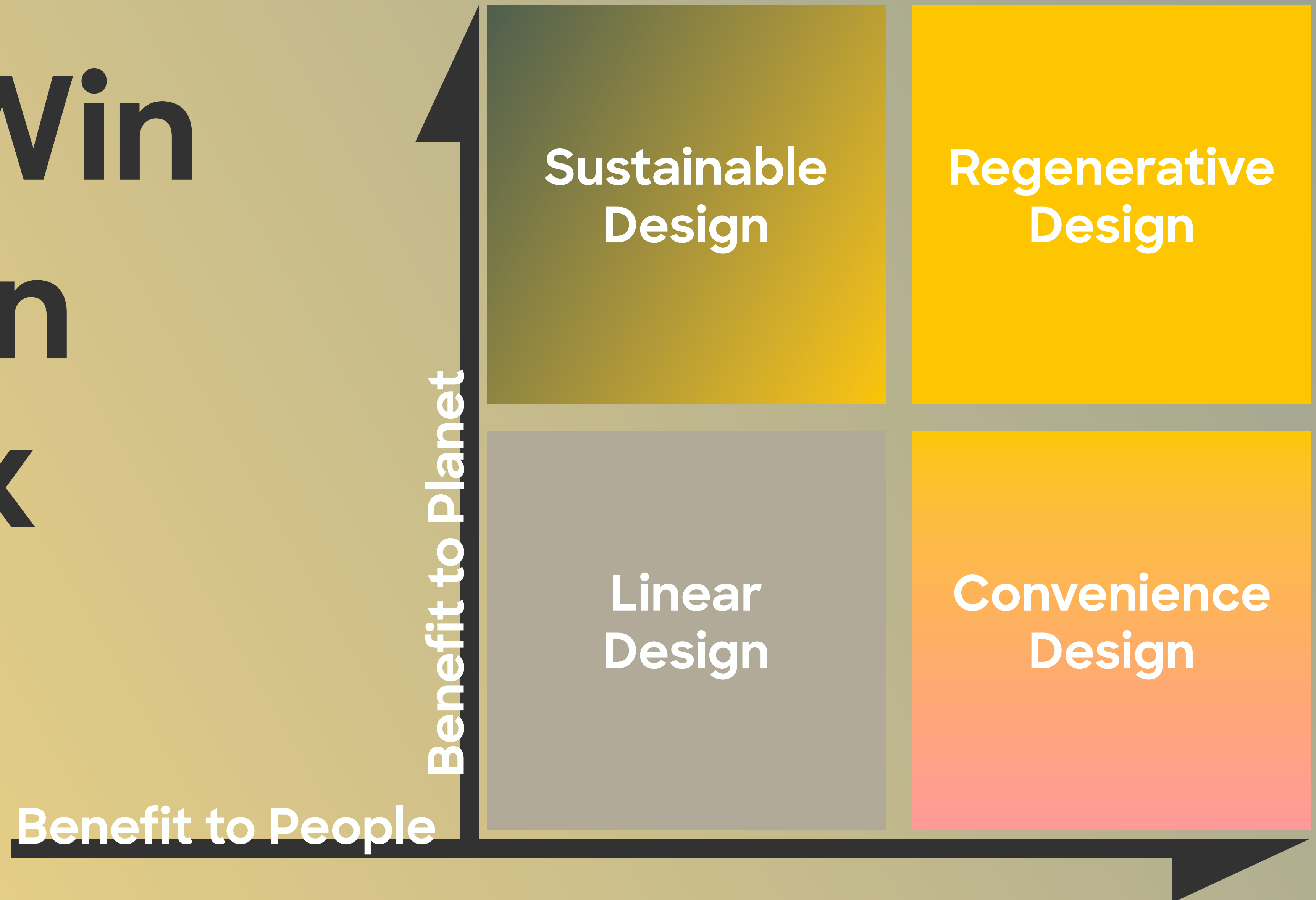


Circular
循環型

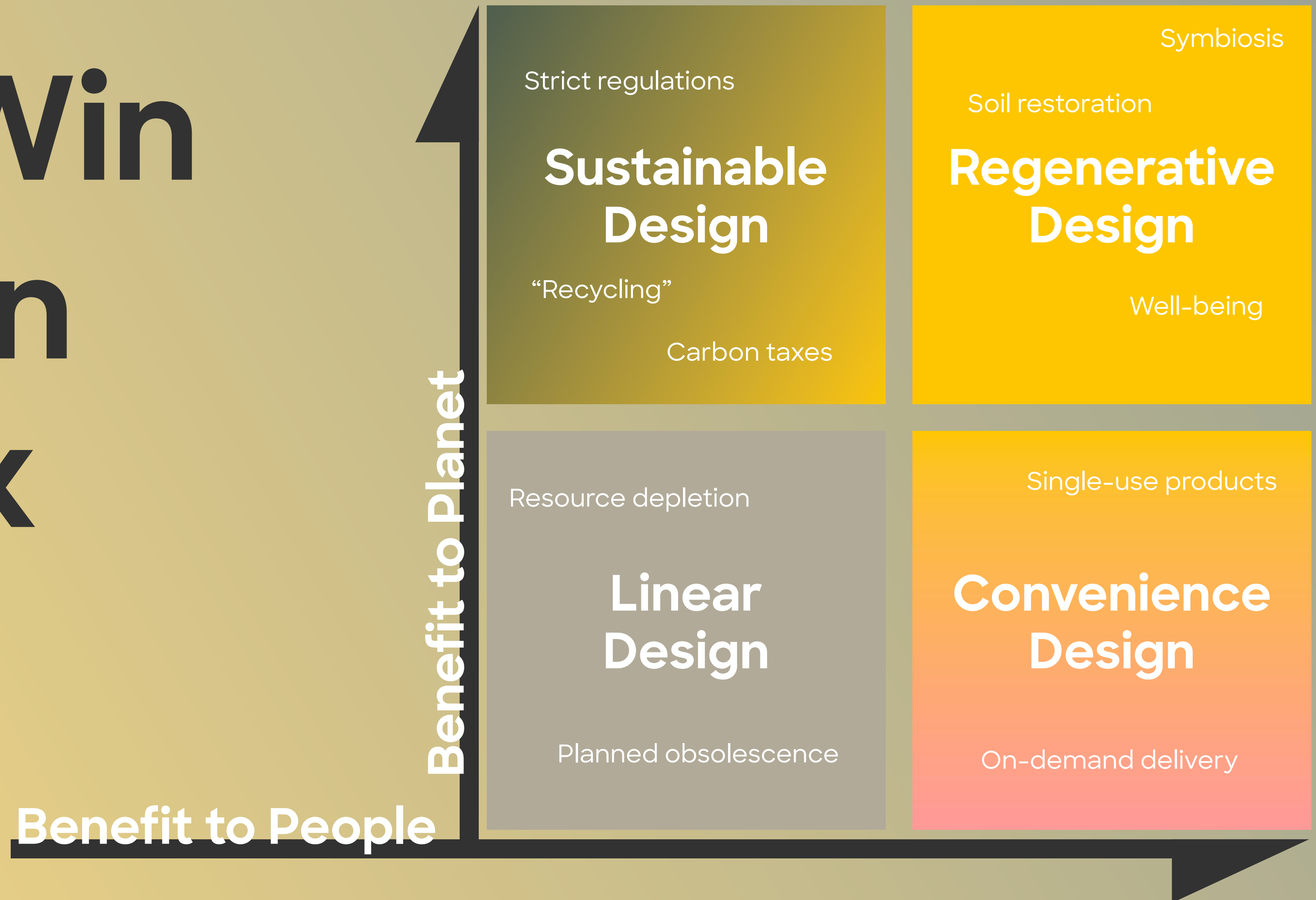


Regenerative
再生型

Win-Win Design Matrix



Win-Win Design Matrix



Winning together, for people and planet

Benefit to People

Benefit to Planet

Strict regulations

**Sustainable
Design**

“Recycling”

Carbon taxes

Symbiosis

Soil restoration

**Regenerative
Design**

Well-being

Resource depletion

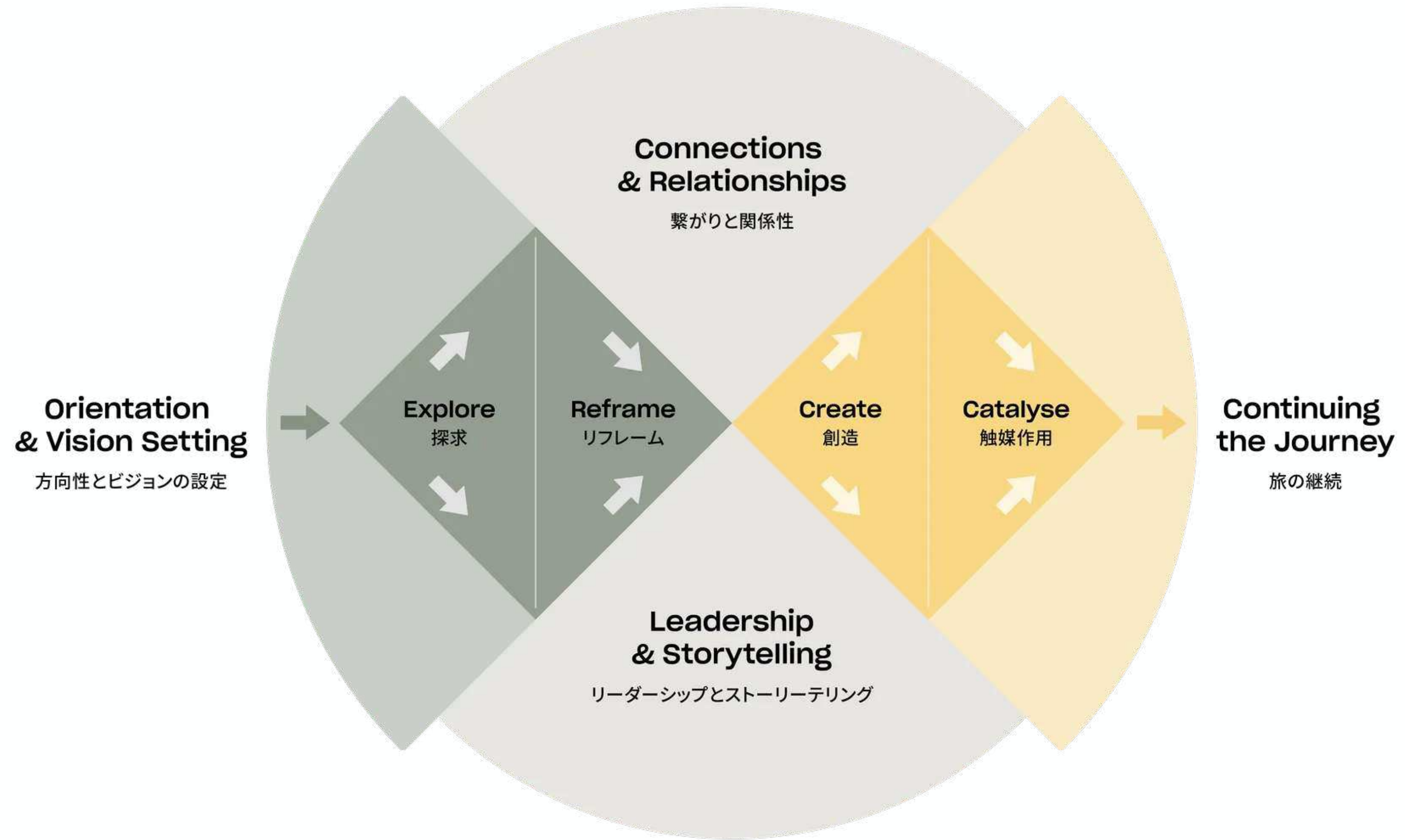
**Linear
Design**

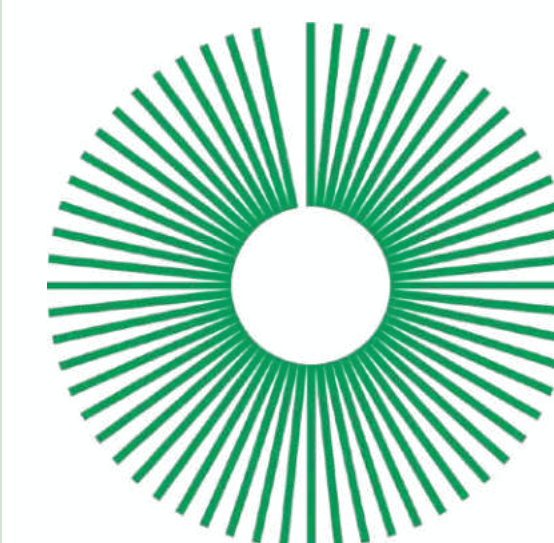
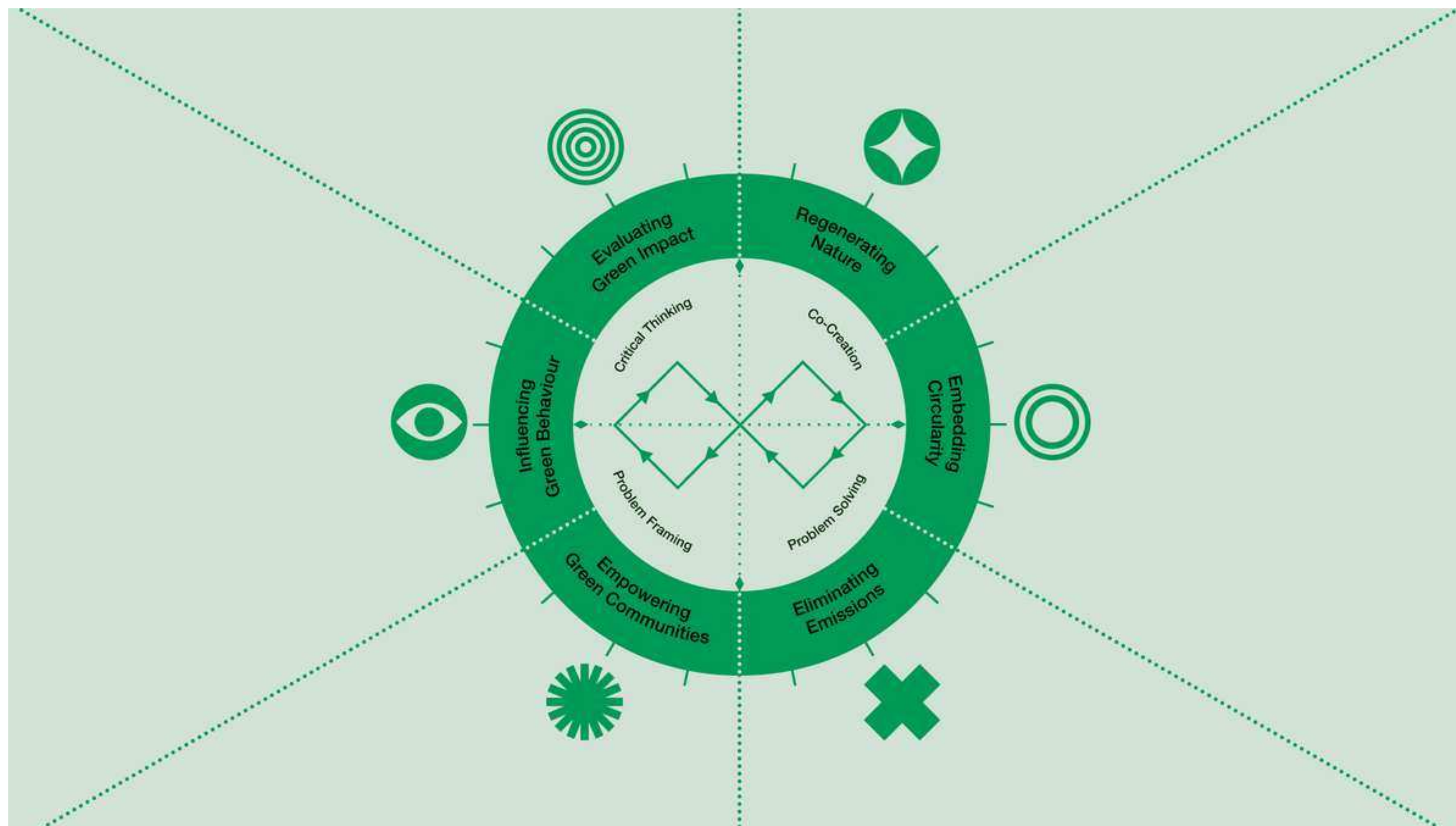
Planned obsolescence

Single-use products

**Convenience
Design**

On-demand delivery





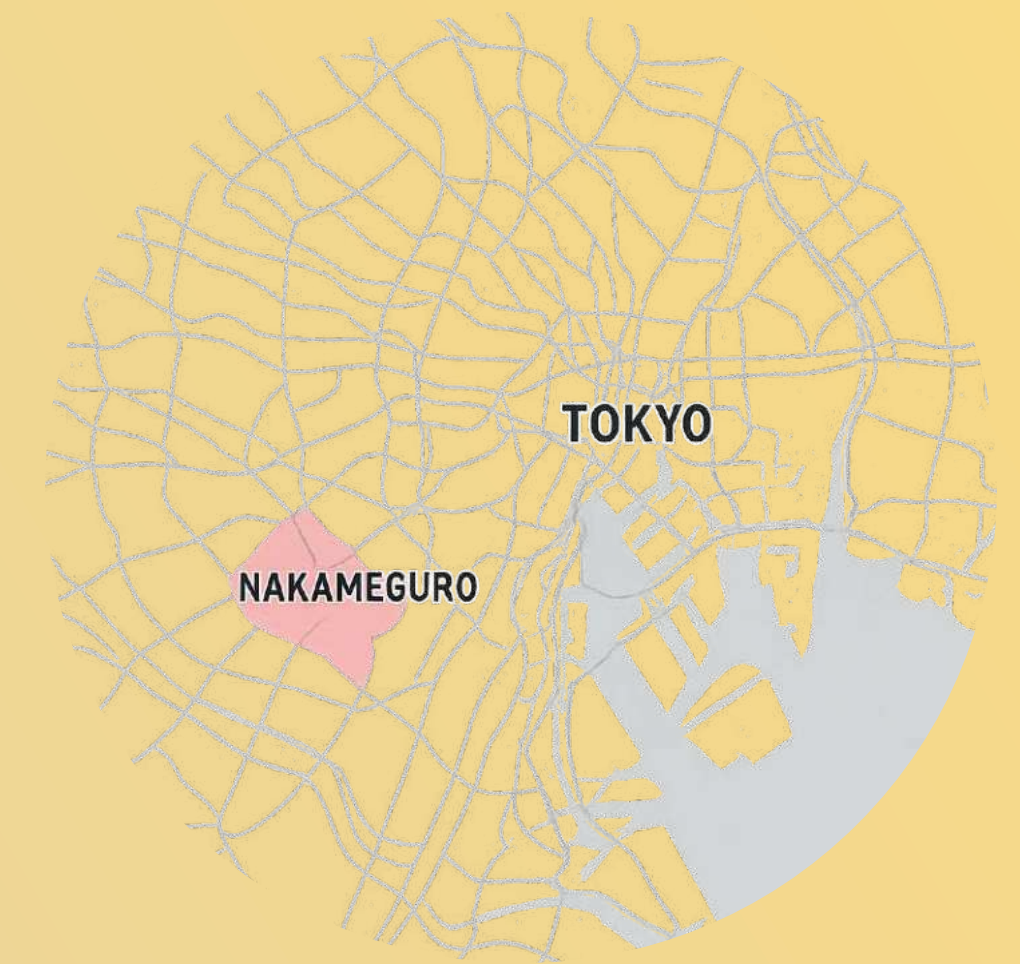
**Skills
for
Planet**

**Regenerative
design, in the
neighborhood**

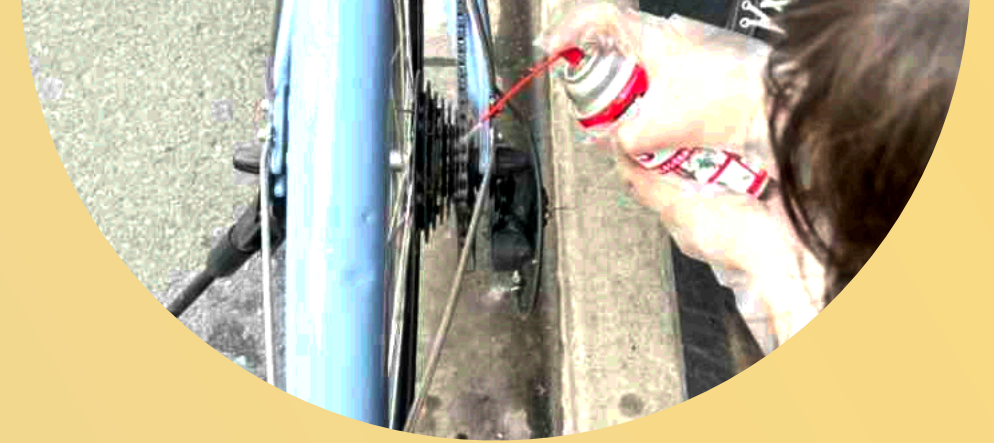
A white wavy line graphic on a yellow background. The line starts near the bottom left, curves upwards and to the right, then downwards and to the right, creating a series of peaks and valleys that extend towards the right edge of the image.

"A neighbourhood is large enough to represent community behaviour and interactions with urban systems, but small enough to set clear project ambitions and mobilise local stakeholders such as citizens, community groups and local traders."

Hello, Nakameguro, Tokyo

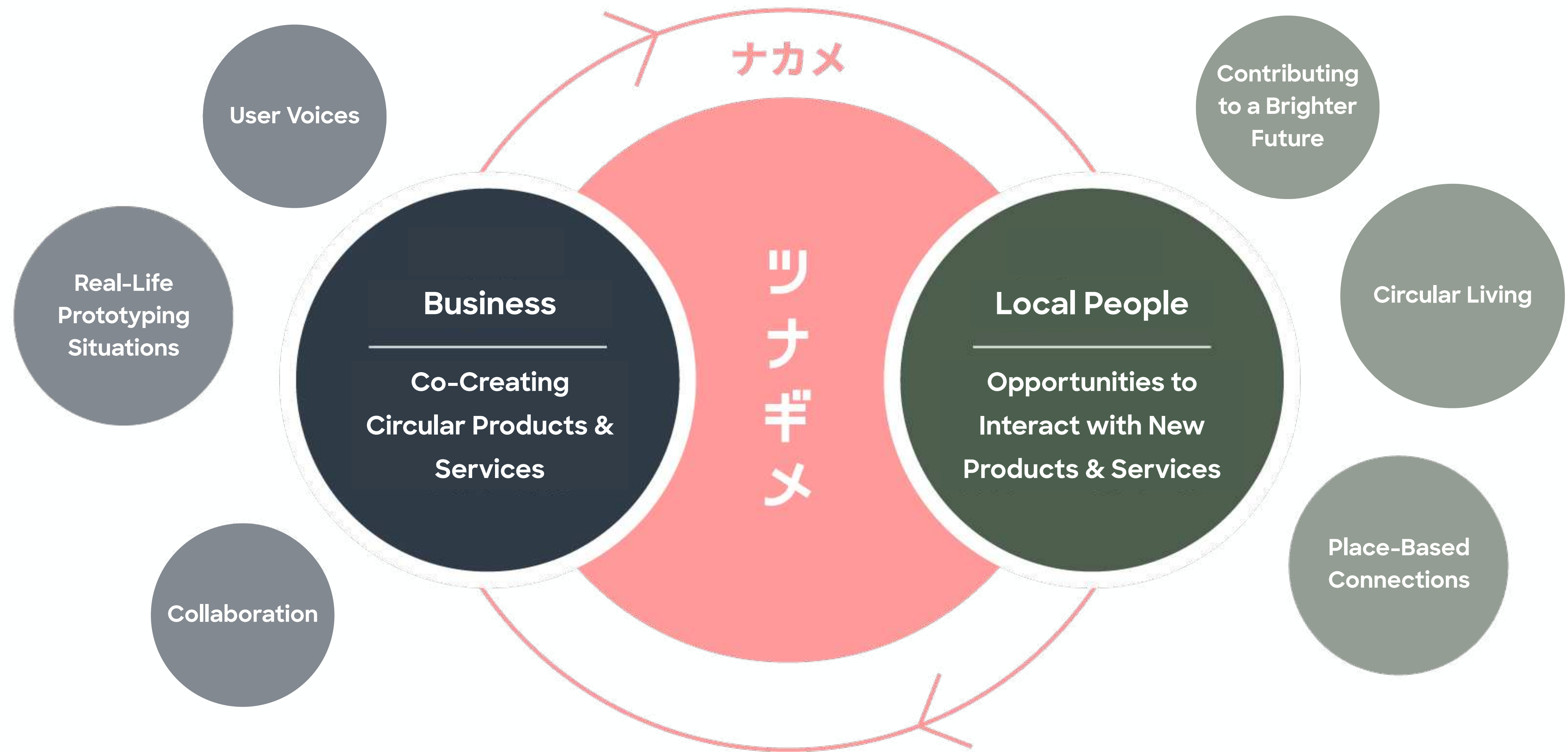


Case study: Panasonic



ツ ナ ギ メ TSU NA GI ME

BY  fabric



Community
space research

**Working/
community
space**



Campus
by
Kokuyo



DIRTY
(Daikanyama)



ハラカド
4F /
ハラツバ



TOKYO
MIDORI
LABO



Fab
Cafe



タタタハウス



Community Design

ROOT

Rental studio
/spaceRepair
space

The image displays four panels illustrating branding and packaging for traditional Japanese crafts:

- Top Left:** Shows the 'tefufu' logo, which consists of a stylized circular emblem above the word 'tefufu'. Below it, the website 'tefufu.co.jp' is listed, followed by the text 'tefufu - tefufu' and a description: 'an online of Japan's traditionally produced paperware and crafts'.
- Top Right:** Features the brand name 'KINKUON' in a large, bold, serif font, with 'SHIMIZU KAWA' written in smaller characters below it.
- Bottom Left:** Displays the text 'LifeStyle brand by KIKU' in a bold, sans-serif font, followed by the tagline 'embracing Japanese traditional crafts'.
- Bottom Right:** Contains a project description in English: 'A project supporting local in handmade objects areas by revitalizing their crafts. Kinkuon'.

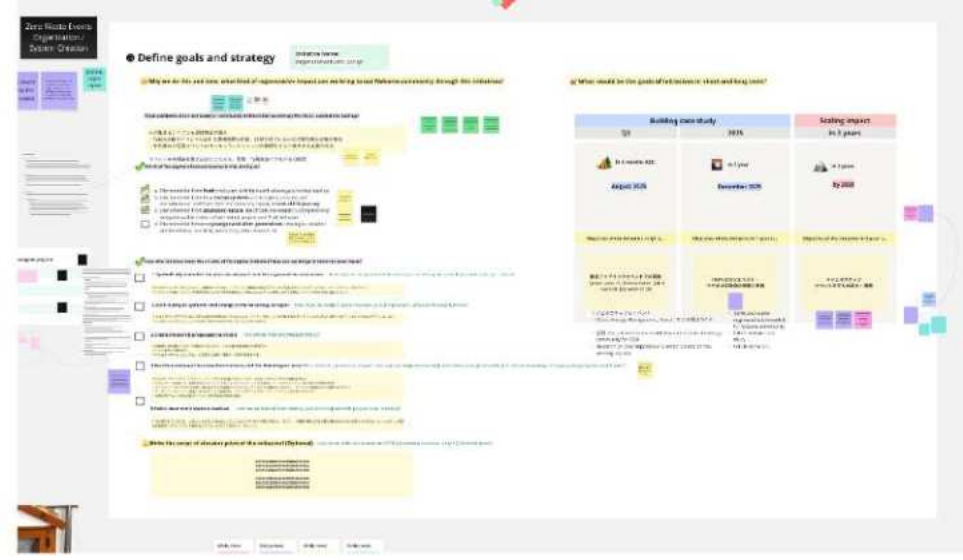
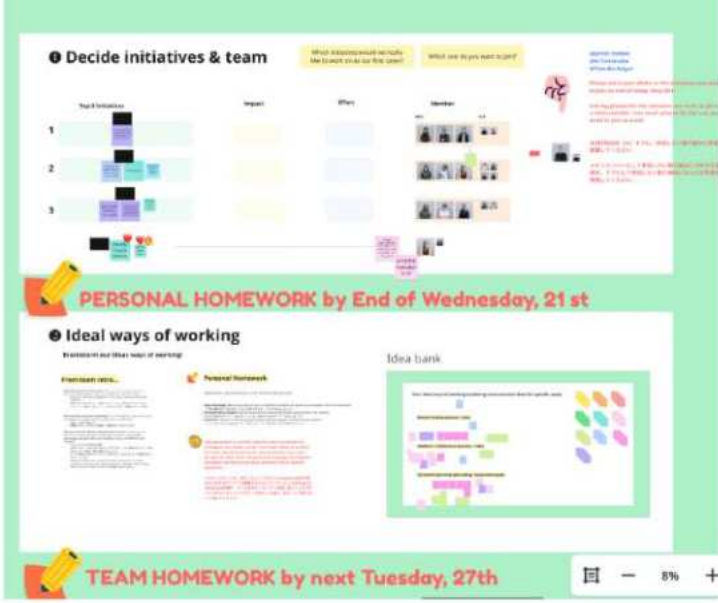
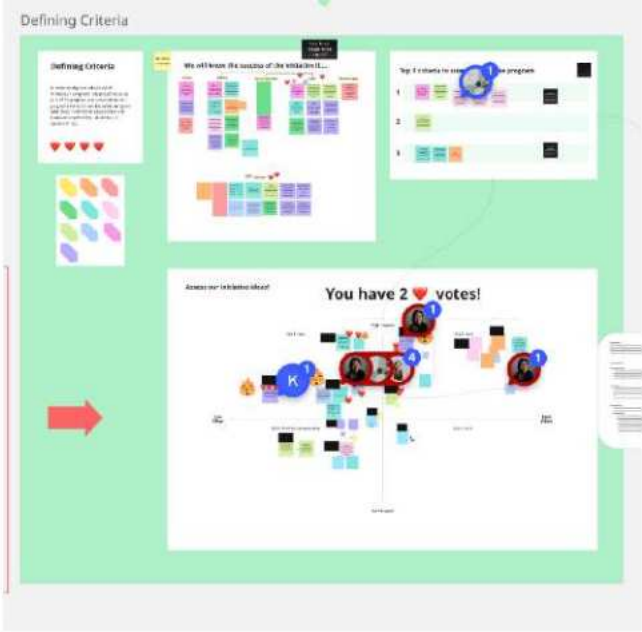
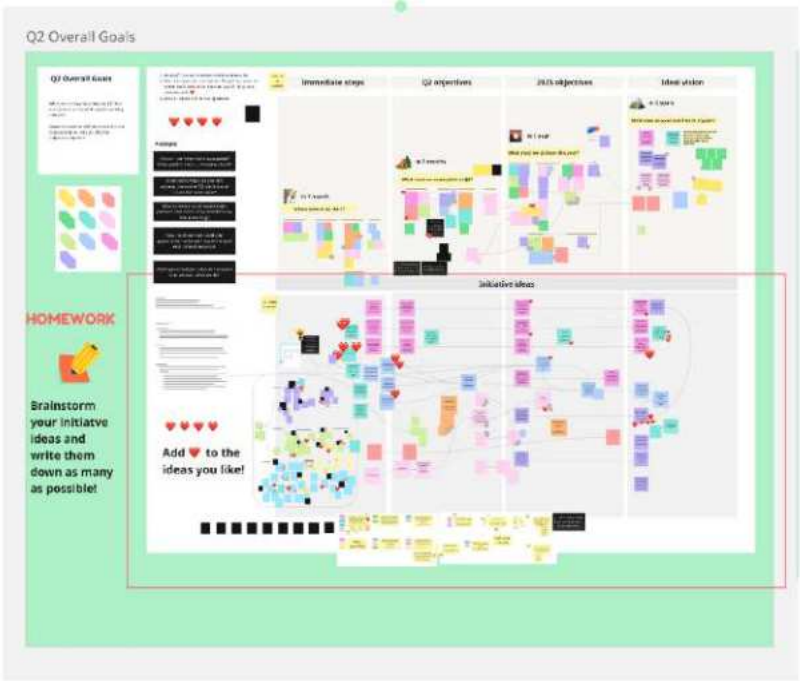
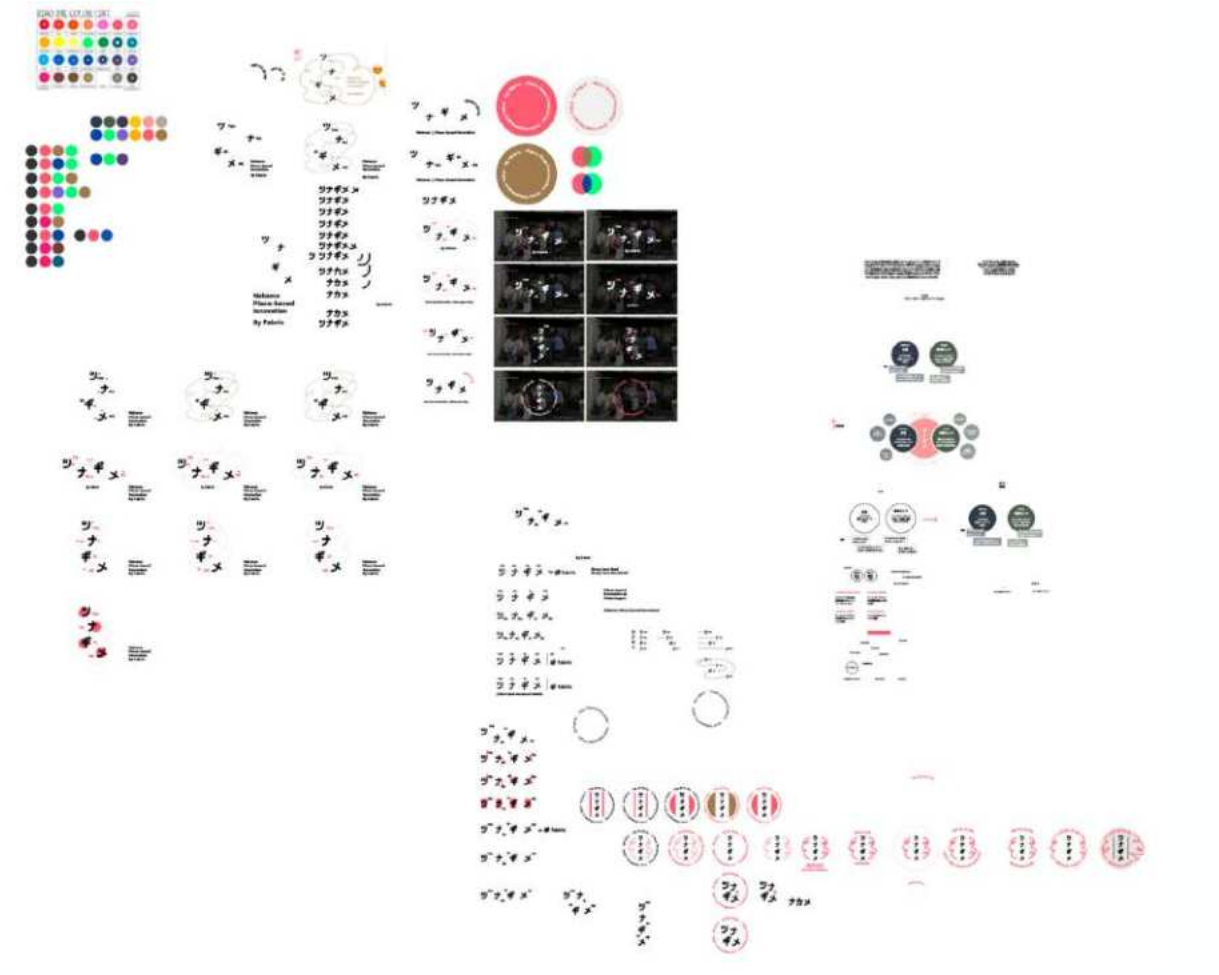
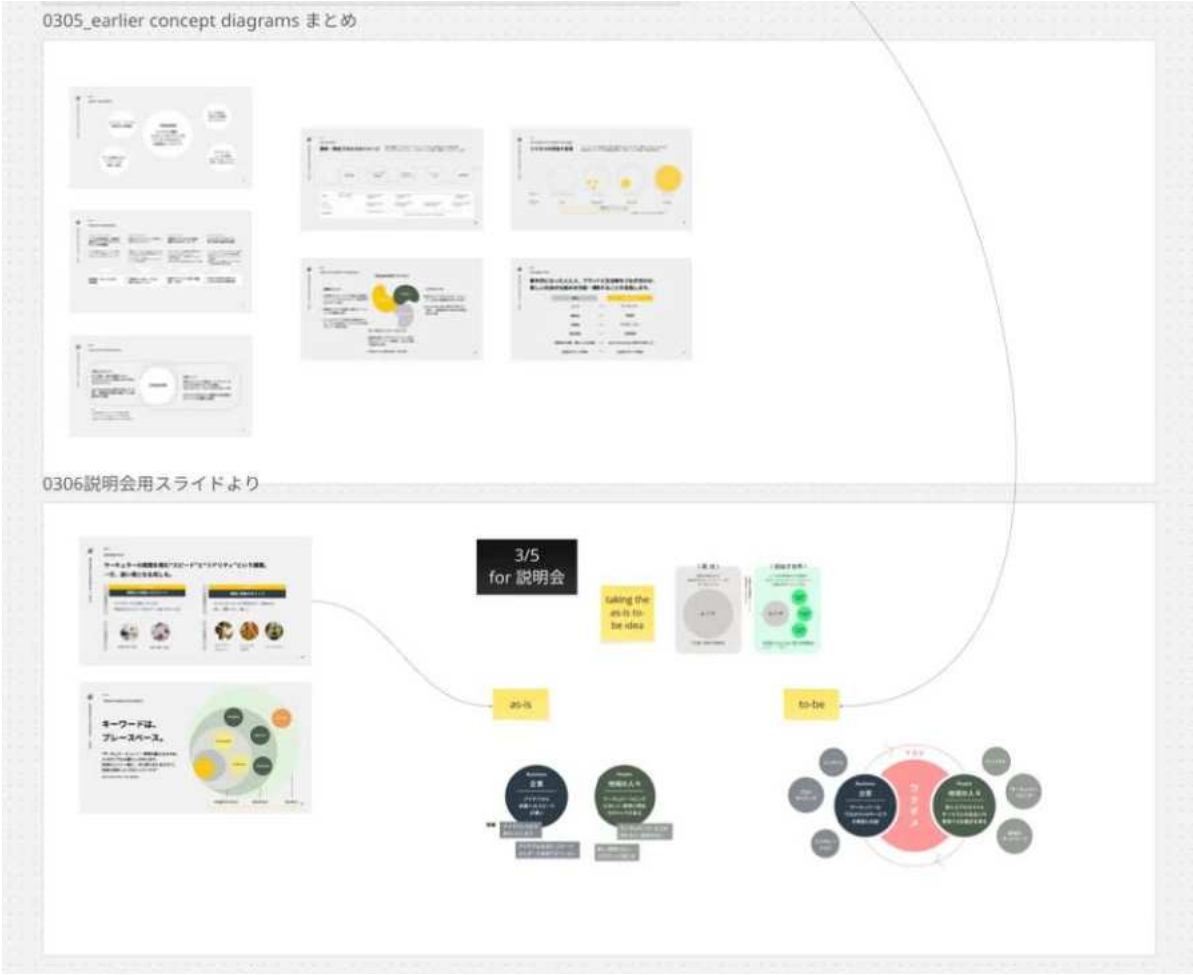
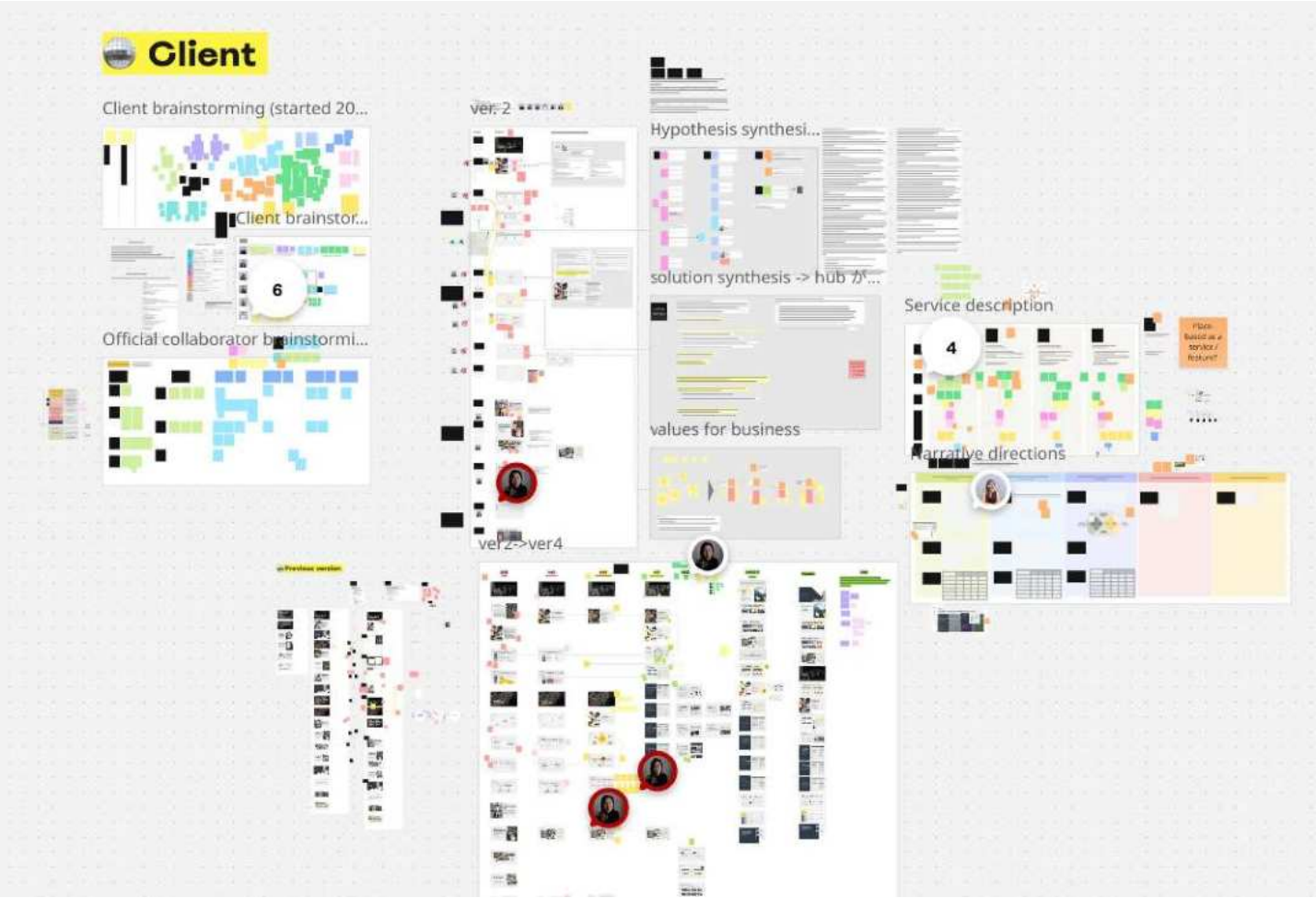
Benchmark (for
naming and services in
the circular hub / lab
space)

- * Circular Innovation Lab (Denmark): <https://www.circularinnovationlab.com/>
- * Circular Innovation Hub (Kenya / Africa): <https://circularinnovationhub.com/>
- * Circular Living Lab (Phoenix): <https://circularlivinglab.org>
- * Circular Living Lab (Toronto): <http://www.circulartoronto.ca/circular-living-lab/>
- * Circular Economy Living Lab (Australia): <https://www.circulareconomylivinglab.com.au/>
- * Innovation Barn (Charlotte): <https://www.envisienvironment.com/innovation-barn/>
https://envisienvironment.com/wp-content/uploads/2021/03/MediaKit_-_TheInnovationBarn_Vision_Final.pdf
 This one feels like a good starting point for general inspiration.
- * Other Circular Living Labs examples: <https://cehub.psu.edu/news/how-living-labs-enable-circular-innovation/>
- * Niho Share living (dining) space in Kamakura supported by panasonic: <https://niho.life>



Circular hubs / labs

[illegible]





The ups and downs

Constant reframing and
iterating

Understanding when and
how to be top-down,
bottom-up, or in-between

Defining the overlaps of
personal passions x work


Next: Prototyping in Nakameguro



Place-Based Media

Regenerative Events

Peer Learning



**Why would this
matter to you?**

Your agency as a designer

Win-wins
Shared value
Place-based
Neighborhood
Regenerative

+ Just Do It



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