



Brief set by
IBM

Design a new product, service or business platform that creates a sustainable, circular economy

Related Disciplines

UX/UI
Product Design
Service Design

Deadline

9 September 2021, 5pm BST

The backstory

IBM is committed to being a more sustainable company and achieving net zero greenhouse gas emissions by 2030. IBM also wants to build a more sustainable planet and do so by providing technology and industry expertise to the largest companies in the world in five key areas: climate risk management, infrastructure and operations, supply chain, electrification, energy and emissions management, and sustainability strategy. You can learn more about IBM's efforts [here](#).

What's the challenge?

Design a digital product or service, incorporating the experiences and involvement of numerous commercial users, that puts circular economy (a way of reducing waste and pollution, and keeping materials in use) and sustainability at its heart and utilises the latest technology. It can be based on any one of these industries: fashion, food or electronics. You should explore how one of these industries could develop their own circular economies (for example, encouraging consumers to put products back into the supply chain, asking business owners to reconsider how they should be utilising wastage, or something else entirely that focuses on reducing waste, pollution, new materials in the product cycle, and helping the planet), and then develop a digital product or service that helps business owners put this into practice.

The idea should demonstrate an innovative approach to being efficient with resources, considering how to bring products back into the production cycle for disassembly and reuse, ways to avoid waste, whilst also focusing on human-centered experience design.

Who are we talking to?

The idea should incorporate business owners and consumers who share a desire to create and support smarter, sustainable solutions that positively impact the planet, people and profit. However, you should put particular emphasis on business owners who have an interest in sustainability but may not have considered the power of circular economies in the past. They understand the value of working together across private/public ecosystems to accelerate change and drive bigger impact through digital means. Your idea should explore how these audiences expect technology to work hand in hand with sustainability.

Things to think about

What is a circular economy?

"A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems."

[Ellen Macarthur Foundation](#) (See Further Information for some more helpful links)

What can I create?

You can create any type of product or service that focuses on circular economies within your chosen industry. This could be anything from an app through to a brand new type of digital product. IBM has created numerous, sustainable industry platforms which may inspire your thinking. (See Further information for examples).

How can I showcase my solution?

The objective is to design a digital sustainable industry solution that IBM Business Designers can implement and orchestrate across multiple brands from the same or adjacent industries. Therefore, you are welcome to choose any fashion, food or consumer electronic brands (and the broader partner ecosystem) to illustrate the design solution and the branding.

How can I speak to my audience?

Think about your industry's wider business goals and how your product/service could align not only to the circular economy and sustainability remit, but also wider business aims. For example, highlight how your solution might have quantifiable cost savings or produce higher levels of customer satisfaction.

What tech should I include?

Whatever you make, technology should be at the centre of your idea and not used as a bolt on. You should consider how tech can enable your idea to become more trusted, scalable or accessible. This could be anything from AI to 5G to Blockchain and beyond (See Further Information for more examples).

The important stuff

Your creative solution must:

- Illustrate the user experience from multiple points of view. This could be via a journey map, storyboard, video or something else entirely.
- Incorporate the latest technology to make the concept more trusted, scalable or accessible.
- Explain your process, with a focus on human-centred design, and how you have incorporated [IBM's Enterprise Design Thinking Sustainability Tool Kit](#).

Showing examples of how the program would be advertised across multiple channels is a plus, as would a distinct brand, both in design and language, that is flexible enough for any participating brands to adapt to their own in-house style.



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What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential):

Present your solution and process using either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8).

Optional (judges may view this if they wish):

Prototypes or mock ups as **interactive** work (websites, apps, etc). If your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

IBM Sustainable Industry Examples

[The IBM Food Trust](#) is the only network of its kind to connect participants across the food supply through a permissioned, permanent and shared record of food system data (powered by IBM Blockchain). The result is a customizable suite of solutions that can increase food safety and freshness, unlock supply chain efficiencies, minimize waste, enhance brand reputation, and contribute directly to the brand's bottom line.

[Farmer Connect](#) is using the Food Trust platform to help enable a more efficient supply chain and create a better ecosystem for the global coffee farming community. By tracking each step of the journey from co-op to cup, IBM helps bring transparency and trust to the supply chain.

Example technologies

AI, IoT, Blockchain, 5G, Extended Reality, Cloud Computing and leading digital experience platforms like Adobe, Salesforce, SAP

Online Course

D&AD will be releasing additional educational resources to help you on your way with this brief. You can check out the online course, which will be updated with new resources and top tips across 6 weeks, here:

campus.dandad.org/courses/newbloodquickfireIBM

IBM will be hosting a live briefing session on **Tuesday 6 July 3pm BST** where you can learn more about the brief. Make sure you sign up [here](#). Missed the webinar? It will be uploaded the following week to the online course.

Helpful links

Food Trust

ibm.com/blockchain/solutions/food-trust

Farmer Connect

ibm.com/thought-leadership/coffee

Other Industry Case Studies

ellenmacarthurfoundation.org/case-studies

IBM and sustainability

ibm.com/impact/sustainability

ibm.com/ibm/environment

ibm.com/thought-leadership/institute-business-value/technology/sustainability

What is the circular economy?

ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy

Circular Design Guide

circulardesignguide.com/methods

Enterprise Design Thinking and Systems Thinking

ibm.com/design/thinking

ibm.com/design/ai

learningforsustainability.net/systemic-design

GIOSI Data Portal

data.sustainability.asu.edu/portal/home.jsp