



REGENERATIVE DESIGN WEBINAR

Efficiency for Access Design Challenge 2024-2025

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24 October 2024



AGENDA

- Introduction to Regenerative Design and relevance to Efficiency for Access Design Challenge.
- Doughnut Economic Model
- Group Activity
- Case Studies of Regenerative Design
- Assessment Framework Breakdown
- Group Activity

WHAT IS REGENERATIVE DESIGN?



WHAT IS REGENERATIVE DESIGN?

- A design approach in which human and natural systems are designed to co-exist and co-evolve over time.
- Transition from “recycle, reduce and reuse” to “restore, renew and replenish.”
- Drives sustainable human development and simultaneously replenish planetary ecosystems by working in harmony with nature instead of against it.
- Interconnected with innovation, sustainability, social impact and business value.

LINEAR ECONOMY



TAKE

MAKE

DISPOSE

CIRCULAR ECONOMY

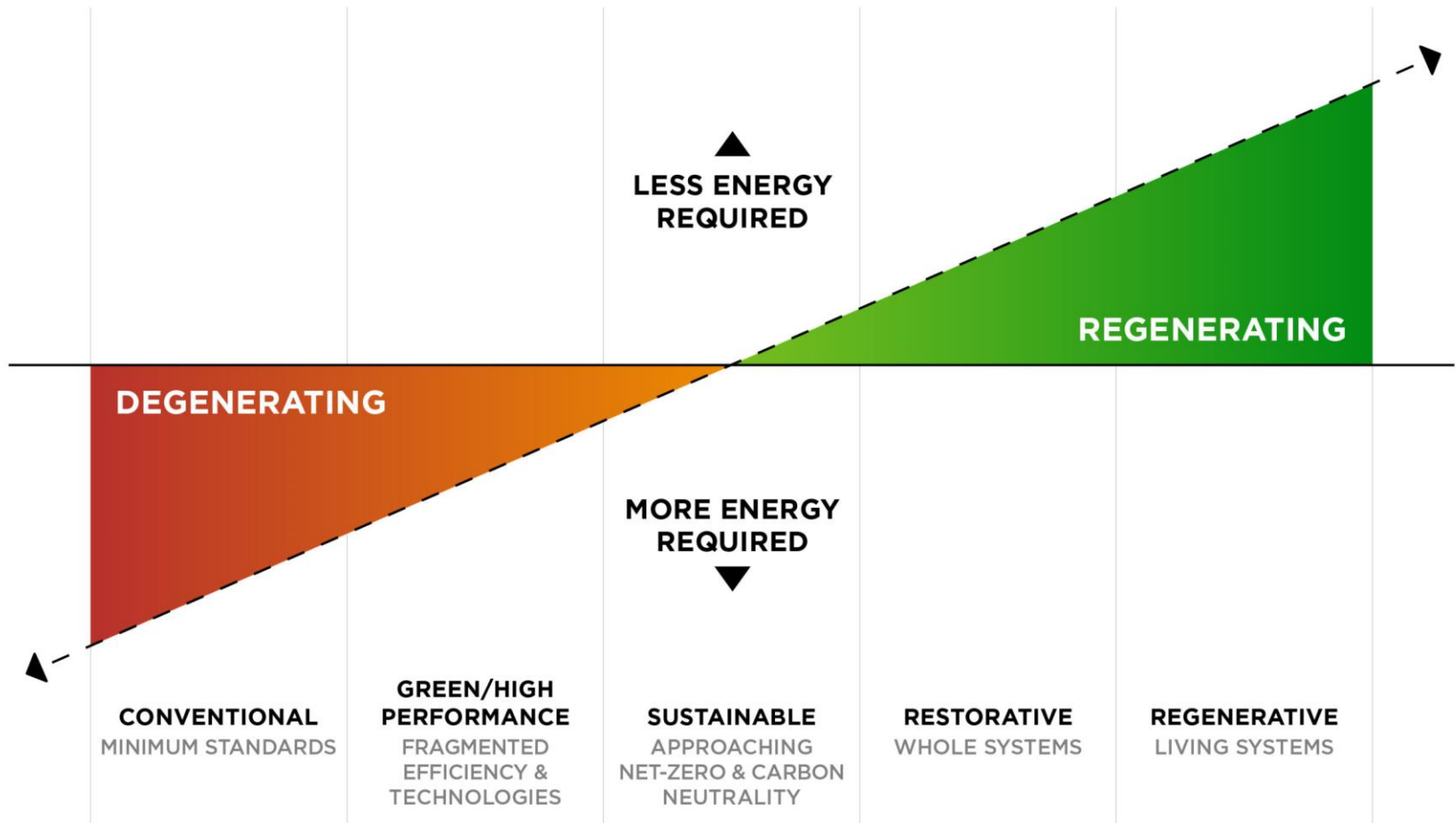


MAKE

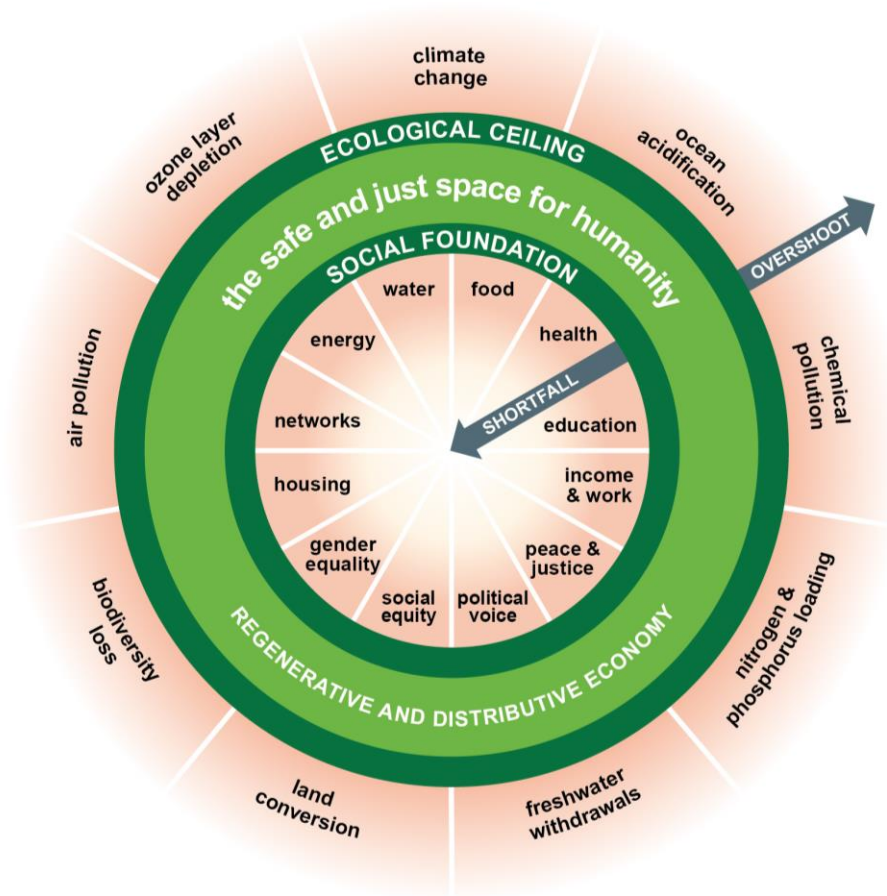
USE

RECYCLE

Is regeneration the same as recycle?



Shifting from sustainability to regeneration - Bill Reed

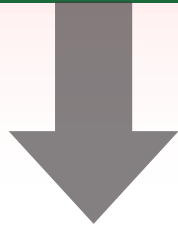


Doughnut Economics Model to illustrate value of Regenerative Design



FOOD SECURITY

SHORTFALL



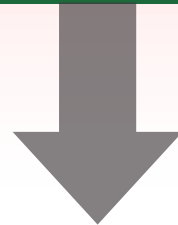
Doughnut Economics Model - Example

2.4 billion people faced moderate to severe food insecurity in 2022



FOOD SECURITY

SHORTFALL



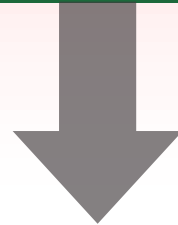
Doughnut Economics Model - Example

In the UK, 5.7 million people were supported by food aid in 2022



FOOD SECURITY

SHORTFALL



Doughnut Economics Model - Example



OVERSHOOT

BIODIVERSITY LOSS



SAFE AND JUST SPACE

Doughnut Economics Model - Example



OVERSHOOT

BIODIVERSITY LOSS



SAFE AND JUST SPACE

Cattle ranching accounts for 80% of current deforestation in the Amazon

Doughnut Economics Model - Example



BIODIVERSITY LOSS



FOOD SECURITY



Doughnut Economics Model - Example



CASE STUDY: REGENERATIVE AGRICULTURE IN RWANDA

- Drought and soil degradation put a strain on farming and quality of life.
- Solar powered irrigation now pumps water up from the river.
- Regenerative agriculture: To repair the barren soil, new saplings were planted and organic fertiliser for compost.
- Replenished ecosystem and sustainable human development.

*Before the solar-powered irrigation was in place.
Image from Practical Action.*

- What are the social challenges in your chosen context?
- What are the environmental challenges that are currently impacting the ecosystem?

ACTIVITY (10 minutes)

Discuss in break-out rooms, then whole group discussion (be prepared to feed back!)

- What are the social challenges in your chosen context?
- What are the environmental challenges that are currently impacting the ecosystem?

GROUP DISCUSSION

CASE STUDY: Shantet Sabaya's Handmade Bags

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



United Nations Sustainable Development Goal 12

-
- Handmade bags from Talbieh Refugee Camp, in Israel using upcycled materials.
 - https://www.instagram.com/shantet_sabaya/reel/CMjgNrTjuZk/?locale=es_LA&hl=en

CASE STUDY: Fairphone



Fairphone

-
- Line of smartphones that are designed with the goal of having a lower environmental footprint and better social impact than is common in the industry.
 - Modular design increases life span.



How does this fit in with the Design Challenge's assessment framework?

- Further Innovation – enabling regenerative practices.
- Environmental impact – improving environment
- Reducing GHG – a big part of this can be sourcing locally and repairing locally.
- SDGs 11, 12, 14 and 15.

- Any questions?
- Research the social & economic challenges in your chosen context.
- Consider whether your design allows human and natural eco-systems to co-exist and co-evolve?

Next Steps

SIGN YOUR TERMS AND CONDITIONS



FEEDBACK SURVEY





Q & A



**EFFICIENCY
FOR ACCESS**