Design Evolution and Innovation for Livable Cities: Toward A Circular Economy

Dr. Katja Fleischmann
Associate Professor
College of Arts, Society and Education
Division of Tropical Environments and Societies
James Cook University

Tropics of the Imagination conference Living Cities: Tropical Imaginaries, 6 - 9 September 2017, Singapore
Why not learn from the best?
Ministry of Environment and Water Resources: 200,000t solid waste and incineration ash

Green city-state - Singapore: Design-led innovation to solve problems

The tropical mega city Singapore has been on the policy forefront to push design-led innovation.

Singapore integrates design and creativity in its everyday life.
Singapore Design Council + the National Council of Social Services + Veryday – a design consultancy
Service Design Thinking –

User-Centered : Co-Creative : Holistic

Service Design Thinking – in the Circular Economy

User-Centered : Co-Creative : Holistic

Circular Economy Video
Ellen MacArthur Foundation: Re-thinking Progress: The Circular Economy

Circular Economy: slowing, closing and narrowing material and energy loops.

Service Design Thinking

Waste avoidance through creating ideas for repair, reuse, remanufacturing, refurbishing, and recycling

Example: Light as a Service = max. resource reduction + Fairphone: reducing e-waste
What can other regions learn from Singapore’s design-led culture?
Waste Reduction Management Plan

reduce waste production 20% - improve recycling rate 70%

December 2015
Developed By: Estate Directorate

Successful projects

The Warp It Furniture Re-use System

https://au.getwarpit.com/JCU
There is no one-size-fits-all circular solution.

Is Townsville ready to innovate?

Developing a regional economy through creative industries: innovation capacity in a regional Australian city

Katja Fleischmann, Ryan Daniel & Riccardo Welters (2017)
Is Townsville ready to innovate?

Design-led innovation?

Table 2. Creative processes actively promoted as part of the service package of creative businesses.

<table>
<thead>
<tr>
<th>Creative Process</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Thinking</td>
<td>52%</td>
</tr>
<tr>
<td>Brainstorming</td>
<td>49%</td>
</tr>
<tr>
<td>Co-creation</td>
<td>37%</td>
</tr>
<tr>
<td>Prototyping</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>29%</td>
</tr>
</tbody>
</table>
Service Design Thinking in Education
design-led innovation for a better future

Designing for the Elderly

“How can we change the social stigma surrounding the elderly?”
“How can we encourage companionship in elderly lives to fight loneliness?”

Travel Buddy
The future designer - a creative and circular thinker

Learn to design and think for circularity

Research

How can Service Design Thinking be employed in the Circular Economy to drive innovation?

Ideas? Collaboration. Interested?

Contact: Katja Fleischmann, katja.fleischmann@jcu.edu.au