

Re-framing consumer perceptions

Strategic Axis Coordinator



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Re-framing consumer perceptions

Shaping a growing desire for sustainability

Help designers anticipate sustainable trends.

Use traditional heritage to inspire new creations.

Educate a new generation of designers.



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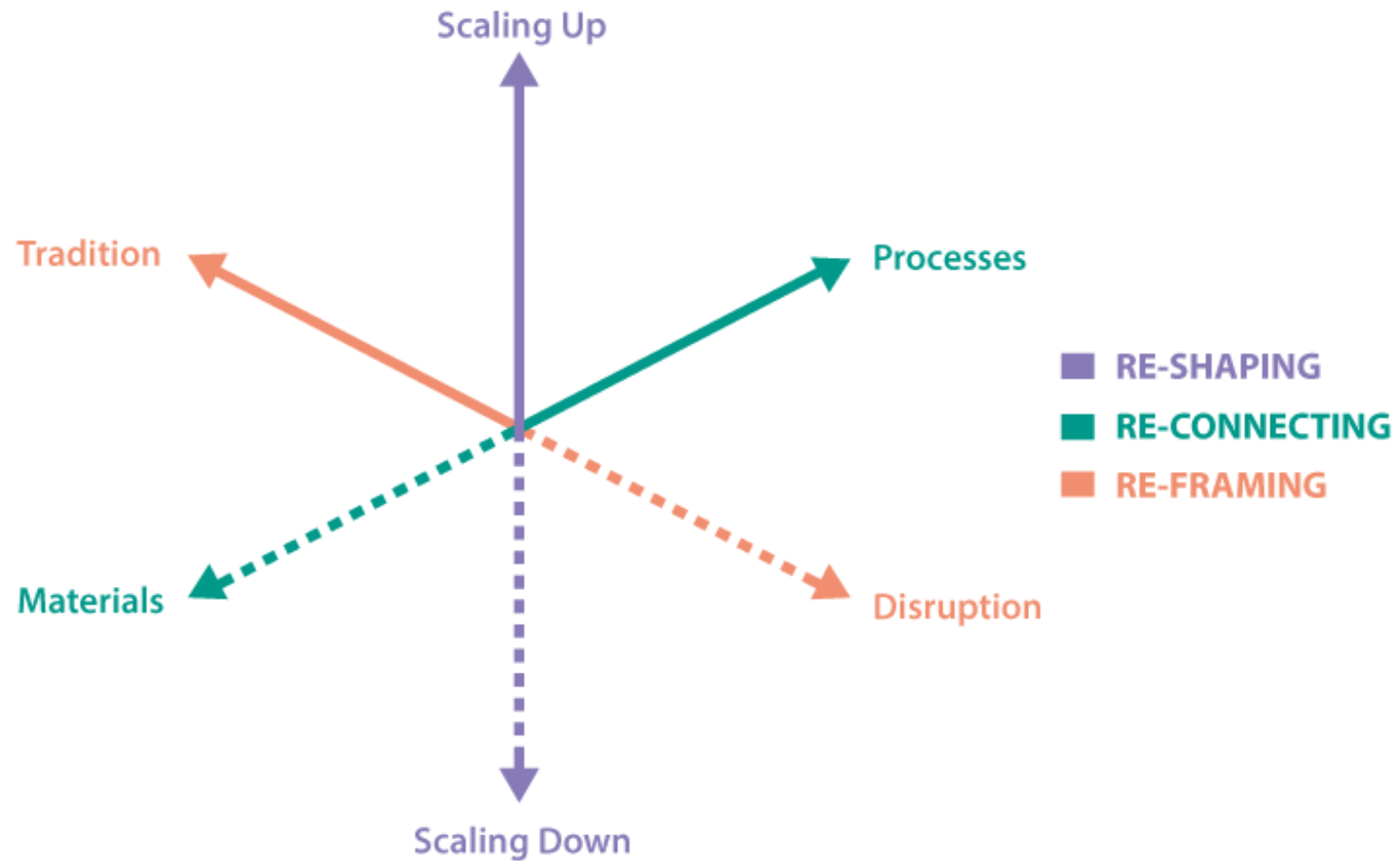
Shaping a growing desire for sustainability

125 Labs, Associates & start-ups involved, **4** business models developed, **3** case studies produced.





«There's a huge interest from different countries and different kinds of people, including people from industry, artists, designers.»

Key target for 2025: +25% increase in sustainable market share.

Innovation projects



T C B L

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