

CREATIVITY FOR RESILIENCE: *Design and the UN SDGs*

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Industrial **Design** defined

Industrial Design is a strategic problem-solving process that drives **innovation**, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences. **Industrial Design** bridges the gap between what is and what's possible. It is a trans-disciplinary profession that harnesses creativity to resolve problems and co-create solutions with the intent of making a product, system, service, experience or a business, better. At its heart, **Industrial Design** provides a more optimistic way of looking at the future by reframing problems as opportunities. It links **innovation**, technology, research, business, and customers to provide new value and competitive advantage across economic, social, and environmental spheres. <https://wdo.org/about/definition/>



World Design Organization (WDO)

WDO WORLD
DESIGN —
ORGANIZATION

World Design Organization (WDO)



INTER —
DESIGN



WORLD
DESIGN
TALKS —



WORLD
DESIGN
CIRCLES —



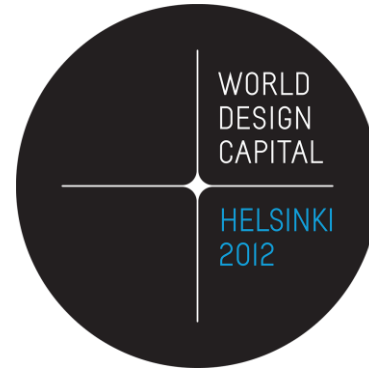
WORLD
DESIGN
IMPACT PRIZE —



WORLD
INDUSTRIAL —
DESIGN DAY



World Design Capitals (WDC)





WDC and UCCN: Cape Town





WDC 2020: Lille





WDC 2022: Valencia





WDO and the UN SDGs

ACHIEVING THE
SUSTAINABLE
DEVELOPMENT
GOALS
BY DESIGN





WDO and the UN SDGs





THANK YOU...