

Sustainable interaction for mobility system

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DESIGNING SUSTAINABILITY FOR ALL

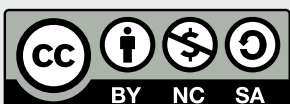
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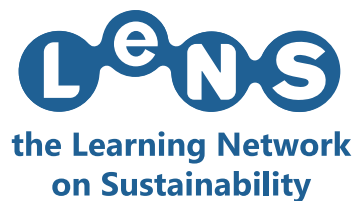
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Designing sustainability for all

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3-5 April 2019

Edited by **Marcelo Ambrosio** and **Carlo Vezzoli**

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CONTENTS

VOLUME 2 (*paper in this volume*)

4. SYSTEM AND CIRCULAR DESIGN FOR SUSTAINABILITY

SYSTEM DESIGN FOR TERRITORIAL CYCLE TOURISM Alessio D'Onofrio	291
DESIGN TOOLKIT FOR SUSTAINABLE IDEATION Ameya Dabholkar, Shivangi Pande, Puneet Tandon	296
THE SUSTAINABILITY OF PACKAGING FOR E-COMMERCE: FROM SYSTEM TO PRODUCT. Amina Pereno, Silvia Barbero	301
SUSTAINABLE INTERACTION FOR MOBILITY SYSTEM Andrea Arcoraci, Andrea Di Salvo, Paolo Marco Tamborrini.	308
DESIGN AND AGRIFOOD FOR NEW SUSTAINABLE LOCAL DEVELOPMENT C. Anna Catania , Aurora Modica	313
ZERO KILOMETRE PLANTS PRODUCTION. AN INTEGRATED DESIGN APPLICATION Attilio Nebuloni, Giorgio Buratti, Matteo Meraviglia	319
DESIGN FOR CIRCULAR ECONOMY - A RE-THINKING PROGRESS IN THE WAY WE MAKE, BUY AND USE THINGS Barbara Wong	325
DESIGNING SUSTAINABLE AND HEALTHY FOOD SYSTEMS THROUGH CATERING: THE ROLE OF DESIGNERS Berill Takacs	333
SYSTEMIC DESIGN DELIVERING POLICY FOR FLOURISHING CIRCULAR REGIONS Carolina Giraldo Nohra	339
SUSTAINABLE CYCLE DESIGN AND EXPLORATION BASED ON TRADITIONAL GARBAGE COLLECTION MODEL Cheng Lin He	345
WHAT REALLY MATTERS? SYSTEMIC DESIGN, MOTIVATIONS AND VALUES OF THE CIRCULAR ECONOMY COMPANIES IN ITALY Chiara Battistoni, Silvia Barbero	351
IS DESIGN PLAYING A ROLE IN THE REALISATION OF CIRCULAR ECONOMY PROJECTS IN EUROPE? A CASE STUDY ANALYSIS.	356
“THE SEVEN TREES SIGNIFICANCE”. THE BENEDICTINE MONKS’ AGROSILVOPASTORAL PRODUCTIVE SYSTEM Prof. arch. Claudio Gambardella, Dott. Raoul Romano	362
ECOLOGICAL DESIGN THINKING FOR THE 21 ST CENTURY David Sánchez Ruano, PhD	366
DESIGN FOR SUSTAINABILITY TRANSITIONS AND SUFFICIENT CONSUMPTION SCENARIOS:A SYSTEMATIC REVIEW Iana Uliana Perez, Mônica Moura, Suzana Barreto Martins, Jacob Mathew, Faiyqa Halim	371

DESIGN FOR A SUSTAINABLE INNOVATION OF THE ITALIAN COMPANIES: THE ECODESIGNLAB EXPERIENCE Jacopo Mascitti, Daniele Galloppo	384
DESIGN AND TRANSITION MANAGEMENT: VALUE OF SYNERGY FOR SUSTAINABILITY Jotte de Koning	390
DESIGN AND NATURE: NEW WAYS OF KNOWING FOR SUSTAINABILITY Kate Fletcher, Louise St Pierre, Mathilda Tham	396
CO-DESIGNING A COMMUNITY CENTRE IN USING MULTI-MODAL INTERVENTIONS Kim Berman (Visual Art), Boitumelo Kembo-Tolo (Multi-Media)	401
CRAFTING SUSTAINABILITY THROUGH SMALL, LOCAL, OPEN AND CONNECTED ENTERPRISES ON THE CANADIAN PRAIRIES: THE CASE OF MANITOBAN CRAFT BREWERIES Iain Davidson-Hunt, Kurtis Ulrich, Hannah Muhajarine	406
CASULO VERDE PROJECT: A SYSTEMIC APPROACH TO DESIGN MANAGEMENT. Larissa Fontoura Berlatto, Isabel Cristina Moreira Victoria, Luiz Fernando Gonçalves de Figueiredo,	412
MAPPING & CLASSIFYING BUSINESS MODELS TO REPLACE SINGLE-USE PACKAGING IN THE FOOD & BEVERAGE INDUSTRY: A STRATEGIC DESIGN TOOL Noha Mansour, Fabrizio Ceschin, David Harrison, Yuan Long	418
CLIMATE SWITCH: DESIGN LED SYSTEM RESPONSE TO CLIMATE CHANGE INDUCED BY CONSUMPTION Palash Ghawde, Bindiya Mutum, Praveen Nahar	424
FARM ONTOLOGY: A SYSTEM THINKING APPROACH FOR PLANNING AND MONITORING FARM ACTIVITIES Pasqualina Sacco, Raimondo Gallo, Fabrizio Mazzetto	429
INCLUSIVE CIRCULAR ECONOMY: AN APPROACH FOR EMERGING ECONOMIES Priscilla R. Lepre, Leonardo Castillo	435
PARTICIPATORY AND SUSTAINABLE STRATEGY-MAKING FOR COMMUNITY RENEWAL: THE CASE OF IAO HON IN MACAO Yan Xiaoyi, Zhou Long, Guoqiang Shen	441
5. DESIGN FOR SOCIAL EQUITY, INCLUSION AND COHESION	
TRANSDISCIPLINARY AND INTERCULTURAL FIELD STUDY AS A NEW APPROACH TO ADDRESS CLIMATE CHANGE DESIGNERLY Yue Zou, Zhiyuan Ou,	448
CERNE PROJECT AND REMEXE COLLECTION: ACTIONS IN SOCIAL DESIGN IN SEARCH OF SOCIAL INNOVATIONS OF SYSTEMIC CHARACTER Juliana Pontes Ribeiro, Adriana Tonani Mazzeiro, Gabriel Julian Wendling	454
TOWARDS INCLUSIVITY: EXPLORING THE IMPLICATIONS OF MULTI-SENSORY AND PARTICIPATORY DESIGN APPROACHES IN A SOUTH AFRICAN CONTEXT Alexis Wellman, Karolien Perold-Bull,	459
THE OPPORTUNITIES OF SUSTAINABLE HOUSING TO PROMOTE GENDER EQUALITY Anahí Ramírez Ortíz	467
DESIGN FOR ALL TO SUSTAINABILITY FOR ALL SOCIETY Antonio Marano, Giuseppe Di Bucchianico	473

INTILANGA: THE HUMAN-CENTRED DESIGN OF AN OFF-GRID FOOD PROCESSING SYSTEM FOR MICRO-ENTERPRISES WITHIN JOHANNESBURG Antonio Marin, Martin Bolton	478
SOCIAL SUSTAINABILITY AND VIRTUAL REALITY HEAD-MOUNTED DISPLAYS: A REVIEW OF THE USE OF IMMERSIVE SYSTEMS IN THE AID OF WELL-BEING Antônio Roberto Miranda de Oliveira, Amilton José Vieira de Arruda	484
RESEARCH ON DESIGN EMPOWERMENT OPPORTUNITIES FOR THE ELDERLY IN COMMUNITY Binbin Zheng, Miaosen Gong, Zi Yang	490
FRAMEWORK OF ANALYTICAL DIMENSIONS AND DESIGN APPROACHES FOR SOCIAL INNOVATION Camila Ferrari Krassuski, Liliane Iten Chaves	496
COLLECTIVIZATION OF DESIGN AND DIGITAL MANUFACTURING: SOCIAL LABORATORIES Daniel Llermaly Larraín	502
FOSTERING SOCIAL INNOVATION THROUGH SOCIAL INCUBATORS AND CORPORATE SOCIAL INCUBATORS: EVIDENCE FROM ITALY Davide Vigliani, Paolo Landoni	507
UN-NUANCES OF CO-DESIGNING AND CO-CREATING: A DESIGN THINKING APPROACH WITHIN A 'ZONGO' COMMUNITY IN GHANA Patrick Gyamfi, Edward Appiah, Ralitsa Debrah	513
THE DESIGN OF BANYANKOLE TRADITIONAL HOUSE: POWER DIMENSIONS, HOSPITALITY AND BEDROOM DYNAMICS Emmanuel Mutungi	518
CHALLENGE BASED INNOVATION FOR HUMANITARIAN PURPOSES:DESIGNING A WEB-APP TO FIGHT OBESITY. RESULTS OF THEPORT_2018 PIER 32 Eveline Wandl-Vogt, Amelie Dorn, Enric Senabre Hidalgo, James Jennings, Giuseppe Reale,	
KAROLOS POTAMIANOS	524
USER EXPERIENCE IN DESIGN TARGETING POVERTY ALLEVIATION: A CASE STUDY OF "SHANJU RENOVATION" ACTIVITY IN MAGANG VILLAGE FEI HU, JIXING SHI,	529
DESIGNING SUSTAINABLE MOBILITY FOR PEOPLE AT RISK OF SOCIAL ISOLATION – TWO CULTURAL PERSPECTIVES FROM SINGAPORE AND FRANCE Henriette Cornet, Penny Kong, Flore Vallet, Anna Lane, Yin Leng Theng	535
RESEARCH ON THE DESIGN OF SUSTAINABLE BATH EQUIPMENT IN POOR RURAL AREAS OF HEBEI HuHong, Li Heng	541
MAKING A COMIC ABOUT WESTBURY'S ANTI-APARTHEID ACTIVIST, FLORRIE DANIELS Florrie Daniels, Jean Bollweg	546
FROM ROBOTS TO HUMANS: PROSTHETICS FOR ALL Maria Rosanna Fossati, Manuel Giuseppe Catalano, Giorgio Grioli, Antonio Bicchi	552
DESIGNING SUSTAINABILITY FOR ALL OR CO-DESIGNING SUSTAINABILITY WITH ALL? Marie Davidová	558

DESIGN FOR SOCIAL INNOVATION WITHIN A VULNERABLE GROUP. LESSONS LEARNT FROM THE EXPERIMENTATION VIVICALUSCA IN ITALY Daniela Selloni, Martina Rossi	564
SUSTAINABLE DESIGN IDEA FOR ALL PEOPLE Dong Meihui	570
THE FUTURE IS FRUGAL Naga Nandini Dasgupta, Sudipto Dasgupta	574
#ECOTERACY, DESIGNING AN INFO INCLUSIVE AND UNIVERSAL LANGUAGE OF SUSTAINABILITY Nina Costa, Alexandra Duborjal Cabral, Cristóvão Gonçalves, Andreia Duborjal Cabral, Isabel Vasconcelos, Dânia Ascensão, Adriana Duarte	580
CULTURAL AND NATURAL HERITAGE FOR ALL: SUSTAINABLE FRUITION OF SITES BEYOND PHYSICAL ACCESSIBILITY Paola Barcarolo, Emilio Rossi	585
ADOPTION OF BIO-BASED ECONOMIES IN RURAL KENYA FOR IMPROVED LIVELIHOODS Pauline N. Mutura, WairimuMaina, Peter Kamau	591
DESIGN DISCRIMINATION–REFLECTION FOR CRITICAL THINKING Ravi Mani	597
ORGANIC FARMING AS A LIVELIHOOD OPPORTUNITY AND WELL BEING FOR SUNDARBAN FARMERS Sanjukta Ghosh	602
ERSILIALAB IN MILAN. A PARTICIPATORY EXPERIENCE TO DESIGN NEW WAYS FOR ROMA’S SOCIAL INCLUSION Silvia Nessi, Beatrice Galimberti	608
REVITALIZING MARGINALIZED COMMUNITIES FOR SUSTAINABLE DEVELOPMENT BY DESIGN Tao Huang, Eric Anderson	614
THE CONTRIBUTION OF COMMUNICATION DESIGN TO ENCOURAGE GENDER EQUALITY Valeria Bucchetti, Francesca Casnati	619
APPLYING HUMAN-CENTERED TECHNOLOGICAL APPROACH FOR SUSTAINABLE BUSINESSES IN INDIAN INFORMAL ECONOMIES Vivek Chondagar	624
STUDY ON SUSTAINABILITY OF WATER MANAGEMENT SYSTEM IN TRADITIONAL VILLAGES IN WESTERN ZHEJIANG PROVINCE - TAKING SHEN’AO VILLAGE IN ZHEJIANG PROVINCE AS AN EXAMPLE Zhang Yao, Zhou Haoming	629
SUSTAINABLE RURAL TOURISM SERVICE SYSTEM DESIGN THAT BALANCES LOCAL REVITALIZATION AND EXTERNAL INVOLVEMENT—TAKING THE AKEKE AS AN EXAMPLE Yiting Zhao, Jun Zhang	634

VOLUME 1

FOREWORD	I
LENSIN PROJECT	II
THE LENS CONFERENCE	III
LENS MANIFESTO	IV
1.KEY NOTE PAPERS	
TOWARDS SUSTAINABLE DESIGN VALUES: EVOLUTIONARY CONCEPTS AND PRACTICES Xiaobo Lu	001
CIRCULAR ECONOMY, SYSTEMIC DESIGN AND SOCIAL DEVELOPMENT GUIDELINES FOR EMERGING ECONOMIES Leonardo Castillo	005
DESIGNING TO CREATE A SHARED UNDERSTANDING OF OUR COLLECTIVE CONCERNS Poonam Bir Kasturi	012
DESIGNERS FACING GLOBAL CHALLENGES Julio Frías Peña	015
SOUTH AFRICAN KEYNOTE SPEECH FOR LENS WORLD DISTRIBUTED CONFERENCE DESIGNING SUSTAINABILITY FOR ALL Angus Donald Campbell	019
THE CIRCULAR INDUSTRIAL ECONOMY IN A NUTSHELL Walter R. Stahel	024
2. PRODUCT-SERVICE SYSTEM DESIGN FOR SUSTAINABILITY	
SUSTAINABLE PRODUCT-SERVICE SYSTEM REQUIREMENTS IN FASHION RETAIL Alana Emily Dorigon, Maria Auxiliadora Cannarozzo Tinoco, Jonatas Ost Scherer, Arthur Marcon	1
1TRASTOCAR. INTERACTIVE ART-DESIGN TO MAKE VISIBLE ENVIRONMENTAL IMPACT Ana Carolina Robles Salvador, Rodrigo Rosales González	6
PRODUCT-SERVICE SYSTEMS DEVELOPMENT PROCESS: SYSTEMATIC LITERATURE REVIEW Barbara Tokarz, Bruno Tokarz, Délcio Pereira, Alexandre Borges Fagundes, Fernanda Hänsch Beuren	12
INTRODUCING SYSTEMIC SOLUTIONS FOR SUSTAINABILITY AT THE DESIGN COURSES IN UAM CUAJIMALPA. STUDY CASE: BOOK CLUB IN MEXICO CITY Leonel Sagahon, Brenda García	16
IMPLEMENTATION OF THE LENS PROJECT AT THE UNIVERSIDADE DO ESTADO DO PARÁ (UEPA) Camilla Dandara Pereira Leite, Alayna de Cássia Moreira Navegantes, Antonio Erlindo Braga Jr	20
INITIAL PROPOSALS FOR THE IMPLEMENTATION OF THE PRODUCT-SERVICE SYSTEM AT THE UNIVERSIDADE DO ESTADO DO PARÁ (UEPA) Camilla Dandara Pereira Leite, Jamille Santos dos Santos, Alayna de Cássia Moreira Navegantes, Vinícius Lopes	

Braga, Agatha Cristina Nogueira de Oliveira da Silva, Antonio Erlindo Braga Jr.	24
ASPECTS OF THE PRODUCT-SERVICE SYSTEM IN BRAZILIAN LITERATURE Camilla Dandara Pereira Leite, Antonio Erlindo Braga Jr.	27
“LIBRARY OF STUFF”: A CASE OF PRODUCT SHARING SYSTEM PRACTICE IN TURKEY Can Uckan Yuksel, Cigdem Kaya Pazarbas	31
RESEARCH ON SERVICE SYSTEM DESIGN BASED ON VISUALIZATION OF SUSTAINABLE PRODUCT CARBON FOOTPRINT Chenyang Sun, Jun Zhang	37
INNOVATIVE SCHEME RESEARCH OF SHIMEN CITRUS’ LIFE CYCLE BASED ON PRODUCT-SERVICE DESIGN THINKING Chuyao Zhou, Jixing Shi, Jeff Lai, Amber Tan, Yuan Luo, Yongshi Liu, Shaohua Han	42
PRODUCT-SERVICE SYSTEMS (PSS): THE USE OF PRINCIPLES IN THE CREATIVE PROCESS OF PSS Emanuela Lima Silveira, Aguinaldo dos Santos	47
STUDY ON THE SERVICE DESIGN OF URBAN YOUNG DRIFTERS COMMUNITY Fei Hu, Yimeng Jin , Xing Xu	53
URBAN AGRICULTURE STARTUP CASE STUDY FOR SERVICE DESIGN IN BRAZIL Gabriela Garcez Duarte, Elenice Lopes, Lucas Lobato da Costa, Mariana Schmitz Gonçalves, Aguinaldo dos Santos	59
DEVELOPMENT MECHANISM ON CHINA’S INDUSTRIAL DESIGN PARKS THEMED DESIGN ENTREPRENEURSHIP Hongbin Jiang, Qiao Zhang	65
RESEARCH OF SUSTAINABLE PRODUCT SERVICE SYSTEMS ON CHINESE MINORITY BRAND CONTEXT Hong Hu, Feiran Bai, Daitao Hao, Jie Zhou	69
CHILDREN’S TOY SHARING SYSTEM FROM THE PERSPECTIVE OF SUSTAINABLE COMMUNITY CONCEPT Zhong Huixian, He Yi, Chen Chaojie	75
PRODUCT SERVICE SYSTEM APPLIED TO AIR-ENERGY PRODUCT BUSINESS MODEL INNOVATION Jiahuan Qiu, Jun Zhang	81
DESIGN AND RESEARCH OF RESOURCE RECYCLING SERVICE SYSTEM IN TOURIST ATTRACTIONS: TAKING INTERNATIONAL CRUISES AS AN EXAMPLE Jingrui Shen, Jun Zhang	85
RESEARCH AND PRACTICE ON INTELLIGENT AGRICULTURAL MACHINERY PRODUCTS AND SUSTAINABLE BUSINESS MODEL DESIGN Jun Zhang, Caizhi Zhou	90
THE CORPORATE SOCIAL RESPONSIBILITY (CSR) AND STRATEGIC MANAGEMENT FOR THE MEXICAN SPECIALIZED PUBLISHING SMES Lupita Guillén Mandujano, Bertha Palomino Villavicencio, Gerardo Francisco Kloss Fernández del Castillo	96
SLOC MODEL BASED SERVICE DESIGN STRATEGIES AND PRACTICE ON ECOLOGICAL AGRICULTURE Lyu Ji, Miaosen Gong	101
APPLICATION OF THE CARD SORTING TECHNIQUE ASSOCIATED WITH THE STORYTELLING APPROACH IN A PSS FOR SUSTAINABILITY Manuela Gortz, Alison Alfred Klein, Evelyne Pretti Rodrigues, Félix Vieira Varejão Neto, Henrique Kozlowiski Buzatto, Aguinaldo dos Santos	106

EMOTIONAL DESIGN IN FUNCTIONAL ECONOMY AND PSS TOWARDS BEHAVIOR CHANGE Manuela Gortz, Décio Estevão do Nascimento	111
SOUTH-TO-SOUTH SOLUTIONS: AN EXCHANGE OF AUSTRALIAN AND LATIN AMERICAN DESIGN APPROACHES TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS Mariano Ramirez	117
DESIGN AND SUSTAINABILITY: SYSTEMATIC REVIEW OF LITERATURE IN BRAZILIAN PHD THESES Marina Arakaki, Conrado Renan da Silva, Tomas Queiroz Ferreira Barata, Olímpio José Pinheiro, Mariano Lopes de Andrade Neto	123
COMPARATIVE STUDY OF PRODUCT SERVICE SYSTEM BASED ON LIFE CYCLE ANALYSIS— INNOVATIVE LUNCH TAKEAWAY SERVICE SYSTEM DESIGN Nan Xia	129
SERVICE DESIGN FOR INNOVATION: THE STRATEGIC ROLE OF SERVICE DESIGN IN INNOVATION FOR MANUFACTURING COMPANIES Naotake Fukushima, Aguinaldo dos Santos	135
WICKED PROBLEMS AND DESIGN IN EMERGING ECONOMIES: REFLECTIONS ABOUT THE DESIGN OF SYSTEMIC APPROACHES FOCUSED ON FOOD AND TERRITORY Priscilla R. Lepre, Leonardo Castillo, Lia Krucken	141
HORTALIÇÁRIO: GARDEN FOR ANY SPACE Rita de Castro Engler, Thalita Vanessa Barbalho, Letícia Hilário Guimarães, Ana Carolina Lacerda	147
EMOTIONAL DESIGN IN FUNCTIONAL ECONOMY AND PSS TOWARDS BEHAVIOR CHANGE Manuela Gortz, Décio Estevão do Nascimento	154
DESIGN FOR SUSTAINABILITY APPLIED TO WORKSPACES Susana Soto Bustamante, Elena Elgani, Francesco Scullica, Ricardo Marques Sastre, Marcia Elisa Echeveste, Maria Auxiliadora Cannarozzo Tinoco, Fabiane Tubino Garcia, Arthur Marcon	160
MECHANISM ANALYSIS AND APPLICATION STUDY OF SUSTAINABILITY EVALUATION TOOL FOR FURNITURE E-COMMERCE(ICSFE) Chuyao Zhou, Fang Liu, Suqin Tan, Tianwei Sun, Guixian Li, Shaohua Han	174
SUSTAINABLE PRODUCT SERVICE SYSTEMS: A NEW APPROACH TO SUSTAINABLE FASHION Yaone Rapitsenyane, Sophia Njeru, Richie Moalosi	180
PRODUCT-SERVICE SYSTEM DESIGN OF HOUSEHOLD MEDICAL WASTE MANAGEMENT FOR DIABETICS Yiting Zhang, Miaosen Gong, Dongjuan Xiao, Yuan Hu	185
BUSINESS MODEL DESIGN BASED ON THE CONCEPT OF SUSTAINABLE DEVELOPMENT—A SERVICE DESIGN OF THE PHYSICAL IDLE MALL AS AN EXAMPLE Luo Yuqing	190
3. DISTRIBUTED ECONOMIES DESIGN FOR SUSTAINABILITY	
DISTRIBUTED MANUFACTURING APPLIED TO PRODUCT-SERVICE SYSTEMS: A SET OF NEAR-FUTURE SCENARIOS Aine Petruilaityte, Fabrizio Ceschin, Eujin Pei, David Harrison	196
METHODS AND TOOLS FOR COMMUNITY BASED RESEARCH PROJECTS: DISTRIBUTED DESIGN AND DISTRIBUTED INFORMATION FOR VOLUNTEER ORGANISATIONS IN SOUTH AFRICA Arnaud Nzawou, Ephias Ruhode	202

RECOVERY AND RECYCLING OF A BIOPOLYMER AS AN ALTERNATIVE OF SUSTAINABILITY FOR 3D PRINTING Camilla Dandara Pereira Leite, Leticia Faria Teixeira, Lauro Arthur Farias Paiva Cohen, Nubia Suely Silva Santos	207
EXPLORING SCENARIOS TO FACILITATE THE ACCESS TO 3D PRINTING TECHNOLOGY IN EGYPT THROUGH SUSTAINABLE PSS APPLIED TO DISTRIBUTED MANUFACTURING Doaa Mohamed	211
INVESTIGATION OF THE IMPACT OF SUSTAINABILITY ON 3D PRINTING TECHNOLOGIES Emilio Rossi, Massimo Di Nicolantonio, Paola Barcarolo, Jessica Lagatta, Alessio D’Onofrio Design of abandoned vegetable and fruit transportation system based on sustainable distributed economy Haiwei Yan, Ruolin Gao, Yuanbo Sun, Ke Jiang	218
DESIGN OF ABANDONED VEGETABLE AND FRUIT TRANSPORTATION SYSTEM BASED ON SUSTAINABLE DISTRIBUTED ECONOMY Haiwei Yan	224
DISTRIBUTED PRODUCTION AND SUSTAINABILITY STRATEGIES FOR FASHION Alba Cappellieri, Livia Tenuta, Susanna Testa,	228
SUSTAINABLE PRODUCT SERVICE SYSTEMS: CASES FROM OCEANIA Mariano Ramirez	233
VISUALISING STAKEHOLDER CONFIGURATIONS IN DESIGNING SUSTAINABLE PRODUCT-SERVICE SYSTEMS APPLIED TO DISTRIBUTED ECONOMIES Meng Gao, Carlo Vezzoli	239
LAMPS - ‘DESIGNERLY WAYS’ FOR SUSTAINABLE DISTRIBUTED ECONOMY Prarthana Majumdar, Sharmistha Banerjee, Jan-Carel Diehl, J.M.L.van Engelen	245
THE THIRD SECTOR AS A VECTOR TO FOSTER DISTRIBUTED DESIGN AND DISTRIBUTED ECONOMY INITIATIVES: A CASE STUDY Priscilla Ramalho Lepre, Leonardo Castillo	251
‘SHKEN’ NATURALLY YOURS – SOCIAL DIMENSIONS OF SUSTAINING RURAL DISTRIBUTED BAMBOO CRAFT ENTERPRISES OF NORTH EAST INDIA Punekar Ravi Mokashi, Avinash Shende, Mandar Rane	257
DISTRIBUTED SUSTAINABLE MARKET DESIGN BASED ON COMMUNITY Ruolin Gao, Haiwei Yan, Ke Jiang, Yuanbo Sun	261
PURA FRAMEWORK - A MODEL FOR DISTRIBUTED ECONOMY FOR INDIA Sharmistha Banerjee	265
CONTEXTUALIZING SUSTAINABLE PRODUCT-SERVICE SYSTEM DESIGN METHODS FOR DISTRIBUTED ECONOMIES OF INDIA Sharmistha Banerjee, Pankaj Upadhyay, Ravi Mokashi Punekar	270
DISTRIBUTED ELECTRIC VEHICLE CHARGING SERVICE SYSTEM DESIGN BASED ON BLOCKCHAIN TECHNOLOGY Wandong Cheng, Jun Zhang	276
MODEL FOR THE DEVELOPMENT OF OPEN SOURCE PRODUCTS MOD+RE+CO+DE Willmar Ricardo Rugeles Joya, Sandra Gomez Puertas, Nataly Guataquira Sarmiento	280
RESEARCH AND TEACHING PRACTICE OF PRODUCT SERVICE SYSTEM APPLIED TO DISTRIBUTED ECONOMY Yao Wang, Jun Zhang	285

VOLUME 3

6. DESIGN FOR SUSTAINABLE CULTURAL AND BEHAVIORAL CHANGE

ARTISTIC CRAFTSMANSHIP VS DEGRADATION RISK OF HISTORICAL AREAS Adriano Magliocco, Maria Canepa	639
STRATEGIES FOR ECO-SOCIAL TRANSFORMATION: COMPARING EFFICIENCY, SUFFICIENCY AND CONSISTENCY Andreas Metzner-Szigeth	644
SYNTHESIZING SOLUTIONS: EXPLORING SOCIALIST DESIGN AND ITS MODERN RELEVANCE THROUGH THE MEDIUM OF PLASTICS Aniruddha Gupte	650
MOTHERS FROM INOSEL: AN EXERCISE IN COLLABORATION TOWARDS A MORE SUSTAINABLE SOCIETY Bárbara de Oliveira e Cruz, Rita Maria de Souza Couto, Roberta Portas Gonçalves Rodrigues	655
THE ECOLOGICAL AESTHETIC CONNOTATIONS IN CHINESE TRADITIONAL ENVIRONMENT CONSTRUCTION SKILLS Changliang Tan	661
UPCYCLING IN COMMUNITIES: LOW CARBON DESIGN PROMOTES PUBLIC ENVIRONMENTAL AWARENESS AND OPTIMIZES SOCIAL Qiu Dengke, Peng Jinqi, David Bramston, Qiu Zhiyun, Chen Danrong	667
FASHION DESIGN FOR SUSTAINABILITY: A FRAMEWORK FOR PARTICIPATORY PRACTICE Dilys Williams	672
A DIFFERENT DEFINITION OF GENERATIVE DESIGN Erika Marlene Cortés López	678
SUSTAINABILITY AND DEMOCRACY WIDESPREAD COLLABORATIVE DESIGN INTELLIGENCE Ezio Manzini	682
UTSTAL: HEADING HEARTS AND JOINING COMMUNITIES Fernando Rafael Calzadilla Sánchez, Francisco Emanuel Pérez Mejía	687
SUSTAINABLE DESIGN AND AESTHETICS IN THE SOFT SCIENCE AGE Francesca La Rocca, Chiara Scarpitti	690
THE SOCIAL CONSTRUCTION OF ENVIRONMENTAL CRISIS AND REFLECTIONS ON THE SUSTAINABILITY DEBATE Gabriela Sandoval Andrade	696
DESIGN FOR HUMAN FLOURISHING: PERCEPTUAL MAPPING OF DIFFERENT DESIGN APPROACHES TOWARDS HAPPINESS AND WELL-BEING Guilherme Toledo	700
USING EMOTIONAL DURABILITY FOR SUSTAINABLE PACKAGING DESIGN PRACTICE BASED ON USAGE SCENARIO Jifa Zhang	706
THE VALORIZATION OF INDIGENOUS CULTURE THROUGH UPCYCLING Jordana de Oliveira Bennemann, Eduarda Regina da Veiga, Ana Luisa Boavista Lustosa Cavalcante	711

CLOTHING LANDSCAPES: INTERDISCIPLINARY MAPMAKING METHODS FOR A RELATIONAL UNDERSTANDING OF FASHION BEHAVIOURS AND PLACE Katelyn Toth-Fejel	715
INTEGRATION OF ART OF HOSTING METHODOLOGIES AND PRINCIPLES INTO THE SOCIAL INNOVATION LAB PRACTICE: Lewis Muirhead, Rosamund Mosse	720
DESIGN AS DEMOCRACY: THE DEMOCRATIC POTENTIAL OF DESIGN Luiz Lagares Izidio, Dijon De Moraes	727
REGENERATIVE FOOD SERVING SYSTEM FOR A SUSTAINABLE UNIVERSITY CAMPUS LIFESTYLE: A SOCIAL AND BEHAVIOURAL STUDY Nariman G. Lotfi, Sara Khedre	732
DESIGNING FURNITURE BASED ON STUDENT’S LIFESTYLE AND MERGING WITH A SUSTAINABLE CAMPUS Neha Priolkar, Franklin Kristi	737
PERIOD. A CARD GAME ON SOCIAL TABOOS AROUND MENSTRUATION Devika Saraogi, Gayatri Chudekar, Nikita Pathak, Sreya Majumdar	742
ESTABLISHING A QUANTITATIVE EVALUATION MODEL FOR CULTURE-BASED PRODUCT DESIGN Pan Li, Baosheng Wang	748
SUSTAINING CULTURAL HERITAGE : DERIVING THE CONTEMPORARY FROM THE IDIOM OF TRADITIONAL CRAFTS Puja Anand, Alok Bhasin	753
EMPATHY SQUARE: AN AID FOR SERVICE DESIGN FOR BEHAVIOUR CHANGE TO SUPPORT SUSTAINABILITY Ravi Mahamuni, Anna Meroni, Pramod Khambete, Ravi Mokashi Puneekar	759
ECOMUSEUM AS A DESIGN TOOL FOR SUSTAINABLE SOCIAL INNOVATION Rita de Castro Engler, Gabrielle Lana Linhares	764
MISLEADING IDENTITIES: DO PERCEPTUAL ATTRIBUTES OF MATERIALS DRIVE THE DISPOSAL OF SINGLE-USE PACKAGING IN THE CORRECT WASTE STREAM? Romina Santi, Agnese Piselli, Graziano Elegir, Barbara Del Curto	770
I TAKE CARE OF MY PLACES—PROJECT BY ALESSANDRO MANZONI HIGH SCHOOL, LECCO Rossana Papagni, Anna Niccolai, Eugenia Chiara, Laura Todde	776
THE ESPERANÇA COMMUNITY GARDEN AND THE CHALLENGES OF INTEGRAL SUSTAINABILITY Samantha de Oliveira Nery, Ediméia Maria Ribeiro de Mello, Rosângela Míriam Lemos Oliveira Mendonça	780
SPIRAL DYNAMICS: A VISIONARY SET OF VALUES FOR HUMANITY’S SUSTAINABLE DEVELOPMENT Sergio Dávila Urrutia	785
CRAFT CHANGE: BEHAVIOUR PROGRESSION FRAMEWORK – EVALUATION IN QUASI PARTICIPATORY DESIGN SETTING Shivani Sharma, Ravi Mahamuni, Sylvan Lobo, Bhaskarjyoti Das, Ulemba Hirom, Radhika Verma, Malay Dhamelia	791
FOR AN AESTHETICS FOCUSED ON SUSTAINABILITY: STUDIES FOR THE CONFIGURATION OF ECOLOGICALLY ORIENTED PACKAGING Thamyres Oliveira Clementino, Amilton José Vieira de Arruda, Itamar Ferreira da Silva	796

CRITICAL ZONE: THE EARTH BELOW OUR FEET Vasanthi Mariadass	800
SERIOUS GAME AS A NEW WAY OF HANDICRAFT INHERITANCE—A CASE STUDY ON “HUAYAO CROSS-STITCH MASTER GROWTH RECORD” Xile Wang, Duoduo Zhang, Yuanyuan Yang	807
7. PRODUCT DESIGN FOR SUSTAINABILITY	
PROPOSAL OF RECOMMENDATIONS FOR DESIGN UNDER A SUSTAINABLE APPROACH: LCA CASE. Bonifaz Ramírez Adonis Wenceslao, González Leopoldo Adrián	812
CIRCULAR DESIGN AND HOUSEHOLD MEDICATION: A STUDY ON THE VOLUNTARY DRUG DISPOSAL PROGRAM OF THE CITY OF BETIM MUNICIPALITY Aline Rodrigues Fonseca, Rita de Castro Engler, Armindo de Souza Teodósio, Luiz Fernando de Freitas Júnior, Mariana Costa Laktim, Travis Higgins	817
DESIGN FOR SUSTAINABLE FASHION: A SUSTAINABILITY DESIGN-ORIENTING TOOL FOR FASHION Barbara Azzi, Carlo Vezzoli, Giovanni Maria Conti	823
DESIGN PRACTICE FOR SUSTAINABILITY: DEVELOPMENT OF A LOW-COST ORTHOSIS Caelen Teger, Isabella de Souza Sierra, Dominique Leite Adam, Maria Lúcia Leite Ribeiro Okimoto, José Aguiomar Foggiatto	831
MECHANISM ANALYSIS AND APPLICATION STUDY OF SUSTAINABILITY EVALUATION TOOL FOR FURNITURE E-COMMERCE(ICSFE) Chuyao Zhou, Fang Liu, Suqin Tan, Tianwei Sun, Guixian Li, Shaohua Han*	837
ANUVAD: CREATING SUSTAINABLE SMART TEXTILES THROUGH THE MEDIUM OF TRADITIONAL CRAFTS Chhail Khalsa	843
DESIGN FOR SUSTAINABILITY FRAMEWORK APPLIED TO THE PROBLEM OF GARMENT WASTE: A BRAZILIAN STUDY Cláudio Pereira de Sampaio, Suzana Barreto Martins	848
LIFE CYCLE DESIGN (LCD) GUIDELINES FOR ENVIRONMENTALLY SUSTAINABLE CLOTHING CARE SYSTEMS: AN OPEN AND OPERATIVE TOOL FOR DESIGNERS Carlo Vezzoli, Giovanni Maria Conti	854
THE RESEARCH OF YI ETHNICITY FURNITURE DESIGN BASED ON ARCHITECTURAL SPACE Ding Yang	860
DESIGN FOR SUSTAINABILITY AND ICT: A HOUSEHOLD PROTOTYPE FOR WASTE WATER RECYCLING Fiammetta Costa, Marco Aureggi, Luciana Migliore, Paolo Perego, Margherita Pillan, Carlo Emilio Standoli, Giorgio Vignati	864
OPEN-ENDED DESIGN. LOCAL RE-APPROPRIATIONS THROUGH IMPERFECTION Francesca Ostuzzi, Valentina Rognoli, Francesco Fittipaldi, Patrizia Ranzo, Rosanna Veneziano, Gustavo R. P. Nascimento, Victor J.D. S. Baldan, T. M. Ponciano, Janaina M. H. Costa, Eduvaldo P. Sichert, Javier M. Pablos	868
ANALYSIS OF THE POTENTIAL APPLICATION OF RECYCLED THERMOFIX INDUSTRIAL POLYURETHANE RESIDUE IN SCHOOL DESKS Gustavo Ribeiro Palma Nascimento, Victor José Dos Santos Baldan, Thales Martins Ponciano, Janaina M. H. Costa	

Eduvaldo Paulo Sichieri, Javier Mazariegos Pablos	880
RE-DESIGNING RECOVERED MATERIALS. CASE STUDY: FIBERGLASS IN THE NAUTICAL SECTOR Helga Aversa, Valentina Rognoli, Carla Langella	884
UNFINISHEDISM Huanhuan Peng	890
CRITICAL FUTURES TODAY: BACK-CASTING SPECULATIVE PRODUCT DESIGN TOWARDS LONG-TERM SUSTAINABILITY Jomy Joseph Jomy Joseph, Mariana Costa Laktim, Larissa Duarte Oliveira, Rita de Castro Engler, Aline Fonseca, Camilla Borelli, Julia Baruque-Ramos	899
HOME TEXTILE: AN ANALYSIS OF ENVIRONMENTAL AND ECONOMICAL IMPACTS IN BRAZIL Mariana Costa Laktim, Larissa Duarte Oliveira, Rita de Castro Engler, Aline Fonseca, Camilla Borelli, Julia Baruque-Ramos	905
PRODUCT DESIGN FOR SUSTAINABILITY – GUIDELINES FOR THE LIFE CYCLE DESIGN OF OFFICE FURNITURE Lena Plaschke, Carlo Vezzoli, Francesco Scullica	910
ON THE COLLABORATIVE MODELS FOR DESIGN SCHOOLS ENGAGING IN THE SUSTAINABLE DEVELOPMENT OF TRADITIONAL BAMBOO CRAFTS Li Zhang, Hai Fang	915
EXPERIMENTAL MATERIAL DEVELOPMENT LEADING TO SUSTAINABLE PRODUCT DESIGN Martin Bolton	921
AUTOMATIC COMPOSTER FOR HOME USE Maycon Manoel Sagaz, Paulo Cesar Machado Ferroli	926
SUSTAINABILITY IN THE PRODUCT LIFE CYCLE OF PAPER Qian Yang	932
BIOINSPIRED STRUCTURES IN LIGHTWEIGHT PRODUCT DESIGN WITH ADDITIVE MANUFACTURING Owen Gagnon, Brenton Whanger, Hao Zhang, Ji Xu	936
SMART HOME GRID: TOWARDS INTERCONNECTED AND INTEROPERABLE ELECTRICAL MODEL TO IMPROVE THE USAGE AWARENESS Paolo Perego, Gregorio Stano	941
ZERO WASTE: EXPLORING ALTERNATIVES THROUGH FOLDING Pragya Sharma	946
ENVIRONMENTAL PRODUCT OPTIMISATION: AN INTEGRAL APPROACH Reino Veenstra, Henri C. Moll	953
SUSTAINABLE DESIGN 4.0: METHODS AND TECHNIQUES OF THE CONTEMPORARY DESIGNER IN THE KNOWLEDGE SOCIETY Roberta Angari, Gabriele Pontillo	959
NEM, NEAPOLITAN EVOLUTION MEN’S WEAR: A BIO PROJECT OF MEN’S TAILORING Roberto Liberti	965
NEW SUSTAINABLE COSMETIC PRODUCTS FROM FOOD WASTE: A JOINED-UP APPROACH BETWEEN DESIGN AND FOOD CHEMISTRY Severina Pacifico, Simona Piccolella, Rosanna Veneziano	970

CHILDREN FURNITURE DESIGN FOR SUSTAINABILITY Xiang Wang, Lulu Chai, Ren Fu	975
STUDY ON THE DESIGN OF TENON AND MORTISE JOINTS FOR NEW TYPE SUSTAINABLE EXPRESS PACKAGING BASED ON THE CONCEPT OF INTEGRATED CYCLING Xue-ying Wang, Jiao Yi	981
8. DESIGN FOR SUSTAINABLE TECHNOLOGIES AND RESOURCES	
INTERACTIVE DESIGN STRATEGY FOR SUSTAINABLE BEHAVIOR CHANGE BASED ON OPEN SOURCE HARDWARE Yongshi Liu, Jing Ou, Yunshuang Zheng, Jun Zhang	988
DESIGN-DRIVEN STRATEGY FOR THE SUSTAINABLE TEXTILE HERITAGE COMMUNITY IN CHINA Yuxin Yang, Eleonora Lupo	994
EXPLORING THE DESIGN ETHICS OF THE FUTURE INFORMATION SOCIETY: A BRIEF DESIGN ETHICS STUDY OF “DIDI GLOBAL” AS A SOCIALITY INTERNET PRODUCT Zhilong Luan, Xiaobo Lu	1000
GLEBANITE® FOR MODELS AND MOULDS IN SHIPYARDS APPLICATIONS RATHER RESORTING TO MONOMATERIC SOLUTIONS Andrea Ratti, Mauro Ceconello, Cristian Ferretti, Carlo Proserpio, Giacomo Bonaiti, Enrico Benco	1006
PROJECT REMA: THE REGIONAL ECO-MATERIALS ARCHIVE Y.H. Brian Lee, Ding Benny Leong	1010
MATERIALS CLASSIFICATION IN FURNITURE DESIGN – FOCUS ON SUSTAINABILITY Paulo Cesar Machado Ferroli, Emanuele de Castro Nascimento, Lisiane Ilha Librelotto, Franchesca Medina, Luana Toralles Carbonari	1015
THE SUSTAINABILITY OF BIOMIMETIC SYSTEM DESIGN: FROM ORGANISM TO ECOLOGY Fan Wu, Jun Zhang	1021
SUSTAINABILITY DESIGNED WITH(OUT) PEOPLE? UNDERSTANDING FOR WHAT ENERGY IS (OVER-)USED BY TENANTS IN AN ENERGY EFFICIENT PUBLIC HOUSING IN MILAN Giuseppe Salvia, Federica Rotondo, Eugenio Morello, Andrea Sangalli, Lorenzo Pagliano, Francesco Causone	1027
RESEARCH ON BIOMASS ENERGY UTILIZATION IN RURAL AREAS BASED ON SUSTAINABLE DESIGN CONCEPT Haiwei Yan, Ruolin Gao, Ke Jiang, Yuanbo Sun	1032
LIFE THE TOUGH GET GOING PROJECT: IMPROVING THE EFFICIENCY OF THE PDO CHEESE PRODUCTION CHAINS BY A DEDICATED SOFTWARE Jacopo Famiglietti, Carlo Proserpio, Pieter Ravaglia, Mauro Ceconello	1035
RETHINKING AND RECONSTITUTED MATERIALS FOR A SUSTAINABLE FUTURE — “RECONSTITUTING-PLAN” PROJECT AS AN EXAMPLE Jiajia Song	1040
BAMBOO SUPPLY CHAIN: OPPORTUNITY FOR CIRCULAR AND CREATIVE ECONOMY Lisiane Ilha Librelotto, Franchesca Medina, Paulo Cesar Ferroli, Emanuele de Castro Nascimento, Luana Toralles Carbonari	1046
ALTERNATIVE MATERIALS TO IMPROVE THE ASSEMBLY PROCESS OF FURNITURE FOCUSED ON SUSTAINABILITY DESIGN Paulo Cesar Machado Ferroli, Lisiane Ilha Librelotto, Natália Geraldo	1051

SUSTAINABLE DESIGN PRINCIPLES FOR USING BAMBOO STEMS Ping Wu, Tao Huang	1056
SUSTAINABLE MATERIALS AND PROCESSES DESIGN: THE CASE STUDY OF POLY-PAPER Romina Santi, Silvia Farè, Barbara Del Curto, Alberto Cigada	1061
ENABLING USER KNOWLEDGE TO SUPPORT THE DECISION-MAKING PROCESS IN ENERGY RETROFITTING OF PUBLIC HOUSING: A CASE STUDY IN MILAN Giuseppe Salvia, Federica Rotondo, Eugenio Morello	1067
EFFECTS OF COLOURED AMBIENT LIGHT ON PERCEIVED TEMPERATURE FOR ENERGY EFFICIENCY: A PRELIMINARY STUDY IN VIRTUAL REALITY Siyuan Huang, Giulia W. Scurati, Roberta Etzi, Francesco Ferrise, Serena Graziosi, Lavinia C. Tagliabue, Alberto Gallace, Monica Bordegoni	1073
BUILDING INTEGRATED PHOTOVOLTAICS (BIPV): SYSTEM APPLICATION GUIDELINES AND ALBEDO ASPECTS Sofia Hinckel Dias, Flávia Silveira, Aloísio Schmid	1079

VOLUME 4

9. ARCHITECTURAL AND INTERIOR DESIGN FOR SUSTAINABILITY

SUSTAINABLE-ORIENTED CHANGE MANAGEMENT FOR ALL BUILDING DESIGN PRACTICE Anna Dalla Valle, Monica Lavagna, Andrea Campioli,	1083
RELIGIOUS BUILDINGS AND SUSTAINABLE BEHAVIOUR: UNDERSTANDING IMPACT OF DESIGN ELEMENTS ON HUMAN BEHAVIOUR Ashish Saxena	1088
RESTRICTING FACTORS IN THE SELECTION AND SPECIFICATION OF SUSTAINABLE MATERIALS: AN INTERIOR DESIGN PERSPECTIVE. Emmerencia Petronella Marisca Deminey, Amanda Breytenbach	1094
OPTIMIZATION AND LCSA-BASED DESIGN METHOD FOR ENERGY RETROFITTING OF EXISTING BUILDINGS Hashem Amini Toosi, Monica Lavagna	1101
INDOOR ENVIRONMENTAL QUALITY DESIGN OF HOTELS IN THE UNITED STATES AND EUROPE Ivan Alvarez Leon, Elena Elgani, Francesco Scullica	1106
SUSTAINABLE TECHNIQUES TO IMPROVE THE INDOOR AIR QUALITY (IAQ) AND THERMAL COMFORT IN HOT AND ARID CLIMATE. Laura Dominici, Sanam Ilkhanlar, Sara Etminan, Elena Comino	1112
DEVELOPMENT AND PROPOSITION OF A TOOL TO EVALUATE THE ECOLOGICAL IDENTITY OF PRODUCTS: FURNITURE CASE Onur Y. Demiröz, Meltem Özkaraman Sen	1117
INTERVENING ON 'BUILDING AS A PRODUCT' AND 'HABITATION AS A SERVICE' IN CONTEMPORARY URBAN SETTINGS FOR ADAPTIVE MICRO HABITATION DESIGN Shiva Ji, Ravi Mokashi Puneekar	1123
RESEARCH ON THE SUSTAINABLE DESIGN OF TRADITIONAL ARCHITECTURAL NARRATIVE CULTURE OF BEIJING HUTONG BLOCKS: A CASE STUDY OF NANLUOGUXIANG STREET Xin Wen, Fan Zhang	1129

SUSTAINABILITY INVOLVES EMOTION: AN INTERPRETATION ON THE EMOTIONAL CHARACTERISTICS OF SUSTAINABLE ARCHITECTURE Yun-Ting Gao	1134
10. LANDSCAPE AND URBAN DESIGN FOR SUSTAINABILITY	
TOWARD SUSTAINABLE CITIES THROUGH FUTURISTIC DESIGN MODEL: A CONSUMERISTIC SOCIETY PERSPECTIVE Azadeh Razzagh Shoar, Hassan Sadeghi Naeini	1141
STUDY ON SUSTAINABLE DESIGN OF RAINWATER LANDSCAPE IN EXISTING URBAN RESIDENTIAL COMMUNITY Di Gao, Xuerong Teng	1145
DESIGN FOR PUBLIC TOILETS: CHALLENGES AND CONTRIBUTION TO THE REESTABLISHMENT OF PUBLIC VALUE Fang Zhong, Xin Liu, Nan Xia	1151
DESIGNING COMMUNITY THROUGH URBAN GARDENING Gloria Elena Matiella Castro,	1157
EXPLORING FOG HARVESTING IN EUROPE: CHARACTERISTICS AND GUIDELINES FOR A SUSTAINABLE CITY MODEL Gloria Morichi, Dr. Gabriela Fernandez, Lucas B. Calixto	1161
CHARACTERIZATION OF TWO URBAN FARMS IN THE CUAUHEMOC BOROUGH OF MEXICO CITY Iskar Jasmani Waluyo Moreno	1166
THE CHALLENGES OF USING PUBLIC LAND SUSTAINABLY IN MEXICO FOR OUTDOORS RECREATION: CAN SERVICE DESIGN HELP BRIDGE THE GAP? Ivan Osorio Avila	1171
INTERCITY RELATIONSHIPS WITHIN URBAN AGGLOMERATION AND THEIR IMPACTS ON URBAN ECONOMIC DEVELOPMENT Jianhua Zhang	1177
URBAN-RURAL NETWORK TOOL FOR DESIGNING SYSTEMS THAT SUCCESSFULLY INTEGRATE COMPANIES AND COMMUNITIES TOWARDS SUSTAINABILITY AND RESILIENCE Juan Montalván, Akie Manrique, Santiago Velasquez, Lucia Rivera, Helen Jara, Luis Quispe	1183
SOCIAL INEQUITY IN PUBLIC TRANSPORT INFRASTRUCTURE & ITS IMPACT ON A CITY'S SUSTAINABILITY Lakshmi Srinivasan	1188
A TOOLKIT: FOSTERING A PARTICIPATORY STUDY OF SUSTAINABLE PAVEMENT DEVELOPMENT Lulu Yin, Eujin Pei	1194
THE LOGIC OF PLACE-MAKING TOWARDS SUSTAINABLE NEW URBAN AREAS IN HANOI: FROM ZERO TO HERO? Minh Tung Tran, Ngoc Huyen Chu, Pham Thuy Linh	1200
MATI- FINDING SELF AND COMMUNITY THROUGH LAND RECLAMATION Srishti Srivastava, Shivangi Pant, Sahil Raina	1206
THE PATTERN AND METHODS CONCERNING THE MICRO-RENEWAL OF THE URBAN ENVIRONMENT Tingting Liu	1211
RITICAL ZONE: THE EARTH BELOW OUR FEET Vasanthi Mariadass	1216

STUDY ON THE LANDSCAPE POLICY AND USAGE SITUATION : A CASE OF XIADU PARK IN YANQING COUNTY, BEIJING Yuanyuan Zhang	1223
AN ANALYSIS AND APPLICATION OF AFFORDANCE THEORY IN DESIGN OF URBAN RAIL TRANSIT Yu-Feng Zhang	1228
DISCUSSION ON THE SUSTAINABLE MODE OF NEW RURAL CONSTRUCTION IN CHINA FROM THE PERSPECTIVE OF ENVIRONMENTAL CONSTRUCTION Zhong Zhen	1234
11. EDUCATION AND DIFFUSION OF DESIGN FOR SUSTAINABILITY	
DSXC: TOOLKIT TO SUPPORT DESIGN EDUCATION PROCESSES FOR SUSTAINABILITY Adolfo Vargas Espitia, Álvarez Quintero, Willmar Ricardo Rugeles Joya	1239
UPSCALING LOCAL AND NATIONAL EXPERIENCES ON EDUCATION FOR SOCIAL DESIGN AND SUSTAINABILITY FOR ALL TO A WIDER INTERNATIONAL ARENA: CONSIDERATIONS AND CHALLENGES Ana Margarida Ferreira, Nicos Souleles, Stefania Savva	1244
INTERDISCIPLINARY HIGH EDUCATION IN PLACE BASED SOCIAL-TECH: THE EXPERIENCE OF THE TAMBALI FII PROJECT IN DAKAR Andrea Ratti, Francesco Gerli, Arianna Bionda, Irene Bengo	1248
EDUCATION STRATEGIES AND BEHAVIORAL ACTIONS TO MITIGATE ENERGY POVERTY Anna Realini, Simone Maggiore, Marina Varvesi, Valentina Castello, Corrado Milito	1254
DESIGNING FOR CLIMATE CHANGE FOR ALL—A MEDIA AND COMMUNICATION DESIGN COURSE TO INCREASE PUBLIC AWARENESS Bo Gao, Glenda Drew, Jesse Drew,	1260
DESIGN PEDAGOGY FOR SUSTAINABILITY: DEVELOPING QUALITIES OF TRANSFORMATIVE AGENTIVE LEARNING. Bruce Snaddon, Andrea Grant Broom	1265
ENVIRONMENTAL ASPECTS IN THE UEL DESIGN COURSE: LEGAL CONCEPTIONS AND REALITY Camila Santos Doubek Lopes, Gabriela Namie Komatsu Yoshida	1270
EDUCATION FOR SUSTAINABLE DEVELOPMENT. CASE OF AN INDUSTRIAL ENGINEERING PROGRAM IN COLOMBIA. Carolina Montoya-Rodríguez	1275
USING DESIGN THINKING AND FACEBOOK TO HELP MOROCCAN WOMEN ADAPT TO CLIMATE CHANGE IMPACTS Diane Pruneau, Abdellatif Khattabi, Boutaina El Jai, Maroua Mahjoub	1281
DESIGN FOR SOCIAL SUSTAINABILITY: DECOLONISING DESIGN EDUCATION Elmarie Costandius, Neeske Alexander	1286
A SUSTAINABLE DESIGN-ORIENTED PROCESS FOR CONVERTING AND SHARING KNOW-HOW Emilio Rossi	1292
FASHION DESIGN EDUCATION AND SUSTAINABILITY. A CHALLENGE ACCEPTED. Erminia D'Itria	1297
TRANSITION DESIGN – PRESENTATION AND EDUCATIONAL APPROACH Erwan Geffroy, Manuel Irlés, Xavier Moulin	1303
SOCIAL INNOVATION THROUGH DESIGN IN THE TRAINING OF YOUNG APPRENTICES: EXPERIENCING SOCIO-EDUCATIONAL PROJECTS Karina Pereira Weber, Isabel Cristina Moreira Victoria, Marco Antonio Weiss, Luiz Fernando Gonçalves De Figueiredo	1309

INSPIRING STUDENTS TO BE AGENTS OF CHANGE: A SOUTH AFRICAN PERSPECTIVE Laskarina Yiannakaris	1314
THE TECHNOLOGICAL MEDIATION OF SUSTAINABILITY: DESIGN AS A MODE OF INQUIRY Lisa Thomas, Stuart Walker, Lynne Blair	1320
DESIGN FOR SUSTAINABILITY. STATE OF THE ART IN BRAZILIAN UNDERGRADUATE COURSES Marcelo Ambrósio, Maria Cecília Loschiavo dos Santos	1326
SUSTAINABLE DESIGN TRENDS WITHIN CREATIVE LEARNING ENVIRONMENTS Mireille Anja Oberholster, Francesco Scullica	1331
MODEL-MAKING COURSES AND APPROACHES IN TERMS OF SUSTAINABILITY: EXAMINATION OF INDUSTRIAL DESIGN SCHOOLS IN TURKEY Necla Ilknur Sevinc Gokmen	1336
SUSTAINABILITY IN UNDERGRADUATE ARCHITECTURAL EDUCATION: A CASE STUDY FROM KAZGASA, KAZAKHSTAN Nurgul Nsanbayeva	1342
ENCOURAGING DFE IN DESIGN EDUCATION TO PROMOTE SUSTAINABLE MEDICAL PRODUCT DESIGN Pranay Arun Kumar, Stephen Jia Wang	1348
INCORPORATING SUSTAINABILITY INTO RESEARCH PROJECTS Rosana Aparecida Vasques, Maria Cecilia Loschiavo dos Santos	1354
TEACHING DESIGN FOR SUSTAINABILITY BEYOND THE ENVIRONMENTAL DIMENSION: A TOOLKIT AND TEACHING STRATEGIES Rosana Aparecida Vasques	1359
ROLE OF DESIGN EDUCATION IN IMPARTING VALUES OF SUSTAINABILITY AS SOCIAL RESPONSIBILITY OF DESIGNERS Sanjeev Bothra	1365
SPREADING GOOD SUSTAINABILITY PRACTICES THROUGH TEMPORARY RETAIL SHOPS Silvia Piardi	1370
FASHION DESIGN-RELATED DOCTORAL STUDIES IN SELECTED KENYAN UNIVERSITIES: ADVANCING APPLIED RESEARCH IN SUSTAINABILITY Sophia N. Njeru. Mugendi K. M'rithaa	1375
TRANSDISCIPLINARY FUTURES: WHERE DO EMBODIMENT, ETHICS AND EDUCATION MEET FOR SUSTAINABILITY LEADERSHIP? Srisrividhiya Kalyanasundaram, Sandhiya Kalyanasundaram,	1382
DESIGN: A REFLEXIVE, REFLECTIVE AND PEDAGOGICAL INQUIRY INTO SUSTAINABILITY Sudebi Thakurata	1388
URBAN MINE REDESIGN COURSE: RESEARCH AND TEACHING PRACTICE Xin Liu, Fang Zhong	1394
TRANSFORMING FOOD SYSTEMS IN CHINA: THE ROLES OF FOOD LITERACY EDUCATION IN ALTERNATIVE FOOD MOVEMENTS Yanxia Li, Hongyi Tao	1400
SUSTAINABILITY AND CREATIVE EDUCATION: DEVELOPING A SUSTAINABILITY CULTURE OF HIGHER EDUCATION IN CHINA Dr Yan Yan Lam, Sheng Feng Duan,	1406



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SUSTAINABLE INTERACTION FOR MOBILITY SYSTEM

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ABSTRACT

Many studies report that the results of top-down policymaking approach are not enough and suggest that “sustainable development cannot be imposed from above. It will not take root unless people across the country are actively engaged” (UK DEFRA, 2002). The goal of this research is to combine the interaction and gamification strategy with a set of personal data in order to increase the users’ awareness of the impact of each action. The research context is the mobility system in which the increase in road congestion and the risk to compromise human well-being are just some of the critical points to be faced in the future. Possible solutions to these problems already exist, such as shared mobility and autonomous cars, But the change to be fostered is not only about business or technology, it must involve the citizens who will influence the future through their decisions and behaviour. The experimentation focuses on a case study useful for obtaining and analyzing the qualitative and quantitative research results. In particular the case study concerns the design of an interactive augmented reality game, that plays on board of a full self-driving car, in which user takes decisions as the leader of his fictional world; as result of his decisions the environment around him changes. The game continually reconfigures itself taking advantage of users’ personal information and data collected through different ways. Gestures, copywriting and other elements will follow the needs of each user. Instead of a more traditional approach that results frustrating and not very involving for the user, the game uses an ironic, surreal, and funny language in order to be more engageable, instead of a more traditional approach. The goal is to make conscious users towards the environment that surrounds him and his ability to affect positively or negative the system in which he lives.

1. INTRODUCTION

The efforts of all world's institutions compared with the pessimistic data concerning global environmental change has pushed the institutions to consider 'citizen-consumers' as key environmental actors. In fact actions of each citizen are crucial; thus, the citizen must be encouraged to make responsible choices and positive behaviors regarding sustainability. (Johnston, 2007; Spaargaren & Mol, 2008). Many studies report that the results of top-down policy-making approach are not enough and suggest that "sustainable development cannot be imposed from above. It will not take root unless people across the country are actively engaged" (UK DEFRA, 2002). Many researchers would suggest the necessity of creating a new approach to address behavior change. This new approach should consider and connect better sets of practices; "researchers should engage and work with practitioners to explore the practicalities of using alternative approaches that rely on complex and shifting understandings of behavior and practice" (Barr, S., Shaw, G. et al., 2011). According to that, the project aims to experiment an alternative strategy to engage people with sustainability issues. Those strategies involve the use of gaming elements, as fun, and an ironic language to engage and motivate people to act responsibly. The research context is the mobility system, and, the project is thought to be part of the user experience of the autonomous vehicle. Autonomous vehicles will provide many opportunities and advantages to users. The experience inside the vehicle will be completely different because users will be free from driving and will interact with the vehicle, the context and with other possible actors. One of the goals is to evaluate new technological integrations as a means and an opportunity for improving both individual and collective wellbeing. Starting from this concept, the research team develop an interactive augmented reality game, which the main purpose of engaging users into sustainability issues. This game will be played during part of the travel and will interact with each user differently. The game will change contents and configuration according to many factors, as the context of use and the characteristic of specific users. In order to achieve a very personalized experience, we acknowledge that collecting data from users could be a valid solution to learn more about them in order to create specific profiles that answer specific needs.

2. BACKGROUND

2.1 Behavior changes in the sustainability context

Sustainability is a big and very complex issue that involves three dimensions (Economic, Environmental, Social), "those dimensions are tightly coupled, and their interplay cause global systemic effects that cannot be fully understood or predicted based on local events" (Fabricatore, C. & Lopez, X., 2012). Addressing the complexity of sustainability requires equally complex strategies, it is difficult to define a unique way to face it. In this project we considered a voluntarist approach, it argues that, although attitudes and behaviour are driven by deep structures (for example economic structures), the structures are determined in part by how we live our lives. This approach opens the possibility to achieve sustainable development also through behavior change (Dobson, A., 2007). There are many forms to address behavior change and encourage people to act into environmentally beneficial, for example educating them or offering them financial advantages and penalties, but those latter strategies although could change behaviour very fast (Dobson, A., 2007), may not make people aware of real problem, and so do not solve the problems in long terms. In the process of behavior change design should educate people "for sustainability-related values (e.g., ethics, cooperation, respect for the environment, etc.) to influence individual decisions" (Bolis, I., N.Morioka, S. et al., 2017). In attempting to integrate these values in our society should be considered that our current development model encourages individualism (based on monetary evaluation), then one of the first ambitions for practitioners should be promoting societal values focused on improving the welfare of society rather than only the individual welfare (Bolis, I., N.Morioka, S. et al., 2017). Hence, communicating value as the respect of the natural environment, quality of life, altruism and sense of community could be the base to build sustainable development. In order to engage people with those values, they needed to feel involved and informed about the issue. The values, however, cannot be imposed, in this way, it would be detrimental (Bolis, I., N.Morioka, S. et al., 2017).

2.2 Autonomous cars and Sustainable mobility

The relevant interest of the scientific community and the world's most significant technological brands about autonomous cars lets us imagine that this kind of technology will become more widespread in the near future (Bishop, R., 2005). The autonomous vehicle probably will change the way we live the movement and experience the vehicle, they will also influence widely the whole mobility system. Many researches have analysed, for example, the efficiency of this technological shift regarding the sustainability of the mobility system, as an example the decrease of both accident and congestion (J.Fagnant, D. & Kockelman, K., 2015). Probably, the most important revolutionary factors remain the lack of human drive control in fully autonomous vehicles, this disruptive element will influence directly the in-vehicle experience offering an exploration of new forms of connectivity, as well the integration of entertainment and gaming contents (Meschtscherjakov, A., Tscheligi, M. et al, 2015). It will not just be a question of quantity of information and connections that system could provide to users that will enhance the whole user experience inside the vehicle, it is more about the quality and value of those contents and interactions. Relationships and interactions between user and vehicle will work very differently into the autonomous vehicles. The vehicles will

turn smarter than ever, their capacity to perform a lot of connections, elaborate information and take decisions it may cause a feeling of lack of control for passengers, and then ruins their experience. This trouble, however, is a big challenge for interaction designers, they have the responsibility to transform this safe technology in a cooperative and assistant system rather than reduce it as a distant and pragmatic autonomous driving system.

2.3 Learning sustainability through gaming

Numerous empirical studies confirmed the effectiveness of games as educational tools in the last recent years. The reason why games are so important to cover this role are multiple: “the intrinsic motivation stimulated in games (Dieleman & Huisingsh 2006); the presence of pedagogic principles in game design (Becker 2007); and the access to shared social practices for the construction of knowledge (Gee 2007; Steinkhueler 2008)” (Fabricatore, C. & Lopez, X., 2012). In the context of sustainability learning, the element of fun in games could be very beneficial to decrease emotion like stress or frustration, supporting knowledge and skills learning.

Moreover, educating for sustainability demands approaches that support system thinking and complex environment, games in that way are perfect because they address complexity and push the user to face unpredictability and nonlinear development of the event (Fabricatore, C. & Lopez, X., 2012).

Improving the capacity to collaborate with a system of actors is crucial to achieve sustainable development, “games foster the collective construction of knowledge, collaboration and sense of belonging by stimulating players to discover and discuss within the gaming community how to tackle game mechanism, quests, rules and stories that define the game world (Steinkuehler 2008)” (Fabricatore, C. & Lopez, X., 2012).

Finally, games enable users to understand better phenomena through the process of “learning by doing”, the players can see just-in-time the feedback, affording a situated and systemic understanding of the consequences of their actions (Fabricatore, C. & Lopez, X., 2012).

3. PROJECT

3.1 Experimenting a new education approach: a game for sustainability learning

There is an urgent need to develop and experiment with new approaches for sustainability communication and learning. The direct approach that communicates to people what they do, or they do not in term of sustainable behavior, most of the time appear frustrating and annoying for them. We can suppose that people avoid some sustainable communication contents because they are not engaged in several ways with them. Our contribution consists in revalue actual approaches and try to communicate sustainability through an indirect way emphasizing fun as a lever for engaging people. Gaming environment is one of the famous places where people are engaged with fun, it is probably one of the most suitable means to transfer this kind of contents; games are also important in this context because they have the power to engage people in the long term. The literature analysis highlighted the lack of effectiveness for sustainable communication to engage people in the long term. For example, a team of researcher analyzed the impact of the film “The Day after Tomorrow” and discovered that this Hollywood disaster blockbuster “raised awareness of climate change and triggered anxiety among some viewers about the possible impacts as well as about other environmental risks.” (Lowe, T., Brown, K. et al., 2006). However, as their study has shown, “the effects upon the public psyche may be brief and quickly overtaken by more pressing day-to-day issues” (Lowe, T., Brown, K. et al., 2006). Games, differently from films, if they are engaging enough, they could keep the level of interest high over time because they involve users frequently and establish a more interactive relationship between users and contents. Furthermore, the game is designed to enrich a highly interactive environment as that of an autonomous vehicle. The cabin of a digital car for us is a powerful place where experimenting new interaction between human, machine and environment (both inside and outside the vehicle). Considering the element of the environment, in particular, the environment outside the vehicle, is crucial, because one of the significant risks, when we talk about the digital car, is that the digital contents immerse users in a virtual dimension that detaches them from the real world. The digital experience should instead exalt reality and help the user to understand it better rather than completely detaching him from it. This capability of digital cars to perform deep connection with the real context through smart technologies represents an excellent opportunity to strengthen the sense of belonging of the user towards a system of which he is a part and of which he too is responsible for the conditions.

3.2 Methodology

The project is based on the use of systemic methodology, especially because the topic of sustainability cannot be addressed without considering relations between all the actors, if the goal is to generate significant changes. Economic, environmental and social actors are strongly interdependent, and they represent multiple nodes of a complex network that needs to be considered as a whole. (Bolis, I., N.Morioka, S. et al., 2017). Systemic thinking is helpful to emphasize the connections and relationship between those different contexts, in a way that users can understand better how their impact act and influence through several contexts. In order to apply all these concepts to our project we started with a preliminary holistic investigation in the world of digital games and beyond, the purpose of understand state of the art and the relationship between sustainability and games. Many essential results come out from this first research; in particular, one important reference has strongly influenced the structure of our project.

This main case study is about “Reigns”, an award-winning digital video game set in a fictional medieval world where the player has the role of a monarch who rules the kingdom by accepting or rejecting suggestions from advisors.

A lead developer has claimed that the team wanted to “mock the way our societies tend to deal with complexity”. They used the swipe interaction to make people feel the disconnect between this simple gesture of answering to suggestions and the complex consequences of their decisions. Additionally, to that idea, we consider extremely important to immediately communicate to the user the importance of balance between the three dimensions of the system. In our project each action has consequences on all three dimensions, in this way, the system design combined with the interactive and game dynamics can trigger a self-reflection even in the face of unethical choices.

3.3 The game

The game immerses the player in a mixed world with elements of fiction and elements referred to reality. The main task of players is to take decisions interacting with this world in a several ways and experiencing a different kind of reaction as results of the interaction between him, the vehicle and the environment. The team created several fictional characters for this world, and the personality of each one is the result of field research. The field research qualitatively underlined the reactions of people in front of generic sustainability issues. A matrix with four variables (Active-Passive /Expert-Inexpert) has been created to characterize several kinds of people, based on their attitude. These characteristics have been used to create the characters. Those characters are significant for the game because their role is an advisor for the players. The player experiences this world as a leader, and he is the main responsible for the conditions of this world. The advisors ask, with an ironic tone of voice, to take decisions about matters that can appear strange, absurd or nonsensical. The suggestions will be customized for each user, as a result of the elaboration of personal data principally collect through the previous journeys. By the consequence of user’s choices the whole system changes constantly, and the player can monitor this changing, positive or negative, through many signals. The most important signal that player have to follow during the game to avoid the “game over” is the state of three bars that represent the three dimensions of sustainability. If one of this bar go over the maximum or minimum limits the game ends.

Others aspect that communicates the changing of the world are visible through augmented reality and involving the outside environment mixing virtual and real elements in order to create a specific effect, as an example environment deteriorates by a human-made disaster. The game is subdivided into levels, and the player should be motivated to overcome them discovering new characters, effect and additional element until to complete the game.

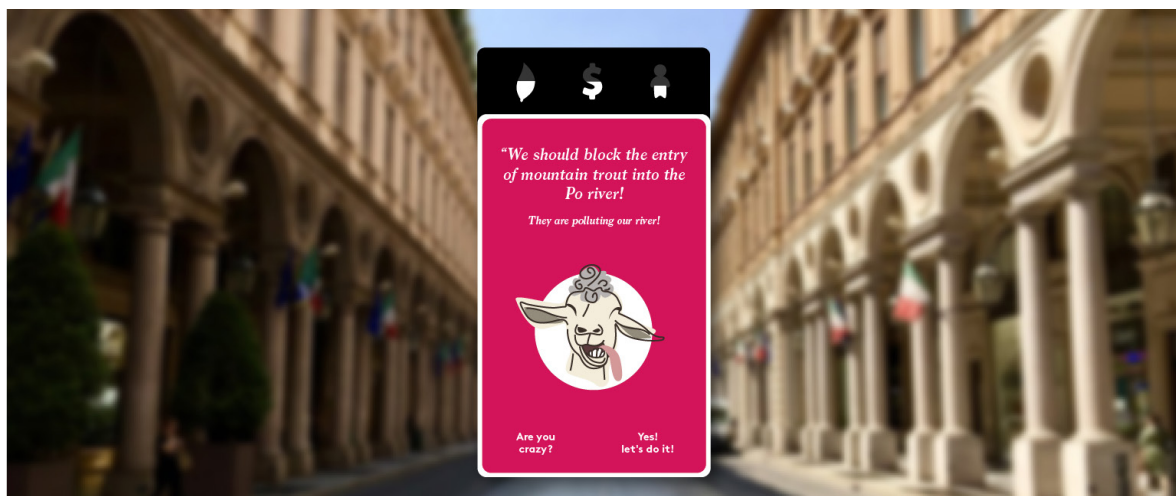
This strategy should principally have the user’s fun and stimulate their sense with special effects that connect him also with the outside environment. At the same time, the game pushes the player to think about complexly in front of suggestions avoiding the destroying of the balance system and overcome the levels to complete the game.

3.4 Prototyping

Considering the amount of complexity and technologies involved in this project we planned three-step of prototyping in order to have the possibility to experiment the concept more and more time improving and correcting the elements through user tests.

The three steps comprehend;

- First prototype [Figure 1]: consist in a basic interactive mock-up build with assembled screen composed by a limited series of cards (simulation of the first level’s game). Inside of each card a character suggests something to the player who has to decide between two answers. Our expectation for this prototype is to understand the effectiveness of the general approach and if this strategy could be both engageable and educative.



[Figure 1] Screen of the first prototype showing one of the cards of the game.

- Second prototype: the upgrade compared to the prototype is mostly about the interaction and the environment. If the prototype is thought to be experienced through a display, the second one will be tested in Virtual Reality (VR). The VR technology allows us to understand better how the game could work inside the autonomous vehicle context.

- Third prototype: the last version of the prototype will be very near to the real game. Now it is complicated to plan how to build it because it will be a result of previously experimentation. Our idea is to test the last one directly inside the autonomous vehicle and use all technologies we mentioned above.

3.5 Experimentation

The first experimentation was based on the first prototype and consisted in a user test followed by a survey.

As we explained in the prototype section, our main expectation for this experiment is to understand the effectiveness of the general approach, measure the engagement and the education capability of the game through a professional consult. We selected a sample of experts because we intended to obtain a technical and no-technical response. The users represent category of designers, and most of them are involved in the sustainable research field. We asked the user to test the prototype and answer to the survey about many game's aspects.

The survey was composed by eleven closed question and one open question for more consideration.

3.6 Results

For the users, the game appears easy enough to learn, but the objective is a little vague and not very understandable. Despite the firm limits in terms of interactivity, the prototype seems to have actively involved most users, some of them recognize these limits and consider that the application of other interaction modalities in future prototypes could improve the experience making it more engaging. The type of communication approach to the theme of sustainable education appears to be quite innovative for most users, although many of them can not define whether this strategy is counterproductive or supportive. In general, the sample has divergent opinions about the ability of the game to reflect on sustainable issues, but almost everyone agrees that the implementation of the structured game and the improvement of language can help achieve better this goal.

4. CONCLUSION

The response obtained by the expert users provided us with many insights for improving the prototype and the game as a whole. This first experimentation helps us to understand that the objectives of the game should be clearer for the users, and even if the suggestions by characters could appear deliberately no-sense, maybe the pattern of the questions should be more strategic. Another factor that influenced the test was the poorly interactivity of the prototype respect to the concept. Consequently, in the next prototype, we will concentrate our effort to implement this aspect including also more immersive technologies. Concerning the effectiveness of the education approach, we discovered that, although we involved expert users into the test, they were not able to evaluate precisely this aspect. Maybe in the next experimentation, the sample should also be extended to the non-expert users and should be taken into consideration the impact of the game in long terms to understand better the influence of these stimuli in everyday life.

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