

# THE BETTER LIVING CHALLENGE

A collaboration between:



# The Problem:

## Our planet is reaching tipping point:

- ① Unsustainable use of resources
- ② Open loop production cycles
- ③ World still running on a fossil fuel-based economy

## The Problem:

### The local context:

- ① Huge unemployed, lots of 'spare capacity'
- ② Manufacturing sector is not as competitive as it could be
- ③ People wanting to live in a more sustainable way
- ④ People living in dire conditions

# THE OPPORTUNITY

Looking towards a sustainable future, we all want products that are affordable, well designed and produced in a responsible manner.

There is huge potential to **growth the local economy by** designing and making these products.

# THE CHALLENGE

AS A CHANNEL TO BETTER LIVING



The Challenge is a World Design Capital 2014 initiative to realise the opportunity to:

Showcase **innovative, affordable, desirable and green solutions** that enable all residents of Cape Town to improve their lives.

# GOALS

The Challenge aims to:

1. **Promote affordable, well designed and sustainably produced products and services**
2. To create a strong local economy of makers – people who are enabled to create and manufacture innovative products
3. Create **new economic opportunities across the whole value chain:** designers, craftsmen, enterprises, researchers manufacturers.

# THE CONCEPT

A call for products that will lead to improved living:



Innovative

Uses new materials and technology, or existing technology in a new way



Affordable

Products and services must be affordable



Well Designed

Products and services must appeal to users



Green

Must be produced in a sustainable fashion – closed loop production cycles, resource efficiency etc.



## Innovative Product Design

Imagine a vibrant, sustainable and integrated  
Cape Town in 20 years time.

What exciting new or existing products and  
services have enabled us to incrementally  
improve our homes and lives towards this vision.



Innovative Product Design

Design challenges usually end by  
awarding innovative product design.

This is where the Better Living  
Challenge truly begins.

# Beyond the usual

Innovative  
Product Design



Innovative  
Financial  
Packages

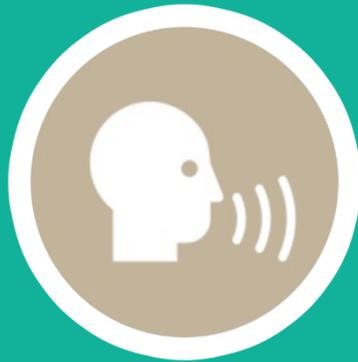
Innovative  
Marketing

# Innovative Financial Packages



**Access to finance** to access products that improve our living conditions.

# Innovative Marketing



**Market adoption** is a major stumbling point for many innovative products.

## The Challenge goes out to:

- Makers: People who make products that better peoples lives
- Industry and manufacturers (some of whom may already be producing products)
- Designers and engineers
- Entrepreneurs and artisans
- Students and academics



Professional Challenge



Tertiary Challenge

# Getting to market

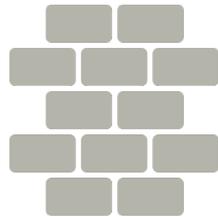
Getting to market is one of the biggest challenges of designers and innovators

The Better Living Challenge will support designers and entrepreneurs to realise the market opportunities, both during and post the Challenge:

- Challenge winners will be offered business, marketing and manufacturing support, as well as access to shop shelves
- Challenge Partners will continue to offer post-Challenge support



# Timeline



## **PREPARATION PHASE:**

Sept – Dec 2013  
Challenge design,  
Appoint project  
manager, marketer,  
secure sponsors &  
partners

## **PHASE 1:**

Entry & selection  
of finalists  
Professional: Jan -  
March 2014  
Student: Jan –  
June 2014

## **PHASE 2:**

Showcase  
Preparation  
June – Aug 2014  
Demonstration  
showcase  
developed

## **PHASE 3:**

Demonstration  
Showcase  
Sept – Nov 2014  
Show homes  
showcasing  
designs &  
product

## **PHASE 4:**

Awards  
Oct - Dec 2014  
Consumers are  
the final judges;  
Winning home  
and products  
showcased at  
final global  
exhibition of  
WDC

# Awards

Depending on need of finalist they are awarded:

- Product Support: matchmaking
- Business support (incubation, mentorship, venture capital)
- Retail placement (shelf space)



**Matchmaking** designers with concepts and prototypes to manufacturers, or manufacturers with product in need of development and refinement to designers.



Business support

# Partners



**110% GREEN** is a call to people to commit to the Green Economy, to act on their commitment and to make an impact. *Together our actions will lead to greater change.*

Role: Initiator and seed funder

**WORLD DESIGN CAPITAL** (WDC) seeks to demonstrate how integral design is in our everyday lives. 2014 will showcase how design can be used to support the changes we would like to see in our homes, and neighbourhoods, and city. *Live Design, Transform Life.*

Role: Provides communication support

**CAPE CRAFT AND DESIGN INSTITUTE** (CCDI) offers business and product support to designers, craft producers and creative entrepreneurs. In 2012 it developed a design strategy outlining the ways in which the Western Cape can use design as a tool to increase innovation and competitiveness.

Role: Challenge Implementation

Thank you

