

## **P56 - Role of Design in addressing the major shifts of the transition towards sustainability**

### 26. DESIGN FOR CHANGE AND TRANSITION

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**Track summary:** The transitions that we have to achieve represents major shifts and raises complex problems. They are associated with wicked problems that require to be explored and framed from different perspectives through a system approach. This type of wicked problems and complex challenges cannot be addressed using analytical methods and it is argued that Design is a particularly suitable mode of exploration (Buchanan, 1992). With its focus on addressing complex issues through reframing, human focus, zooming between levels, iterative experimentation (Carlgren et al. 2016), Design approach has the potential for addressing precisely this kind of issues.

Over the past 20 years, organizations across a variety of sectors have turned to Design and implemented it as an innovation capability to come up with propositions addressing both individuals and systems (Schweitzer et al. 2023; Dell'Era et al., 2020). Design has been adopted by several organizations to complement other approaches of innovation (Verganti et al. 2022), such as agile, open innovation (Ollila & Yström, 2016), business model innovation, ecosystemic innovation (Adner, 2017), etc.. . The track welcomes contributions on the use of Design in addressing major transformation, both in terms of their application on different system levels, and challenges that arise from such efforts.