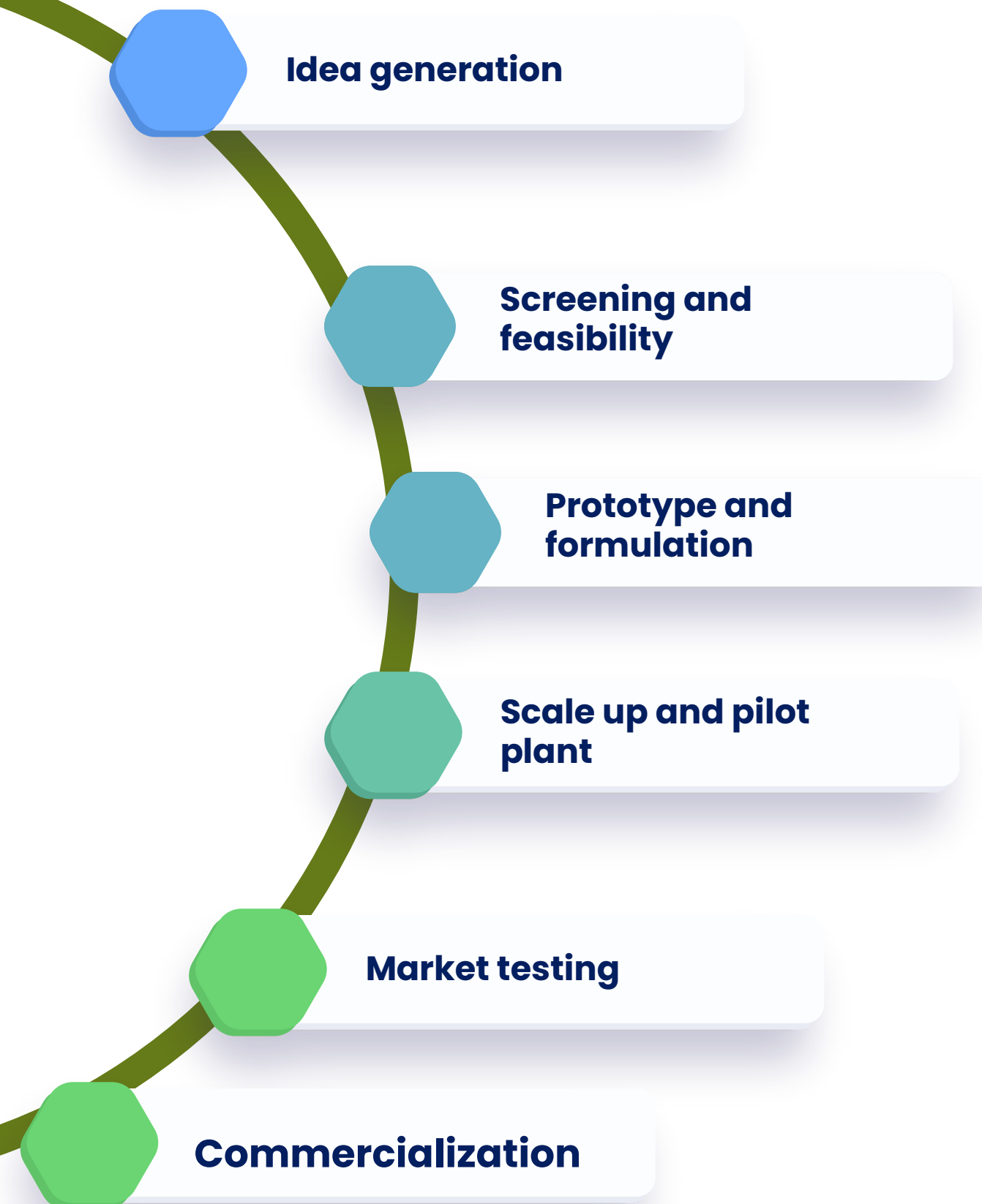


NPD stages



ICEBREAKER

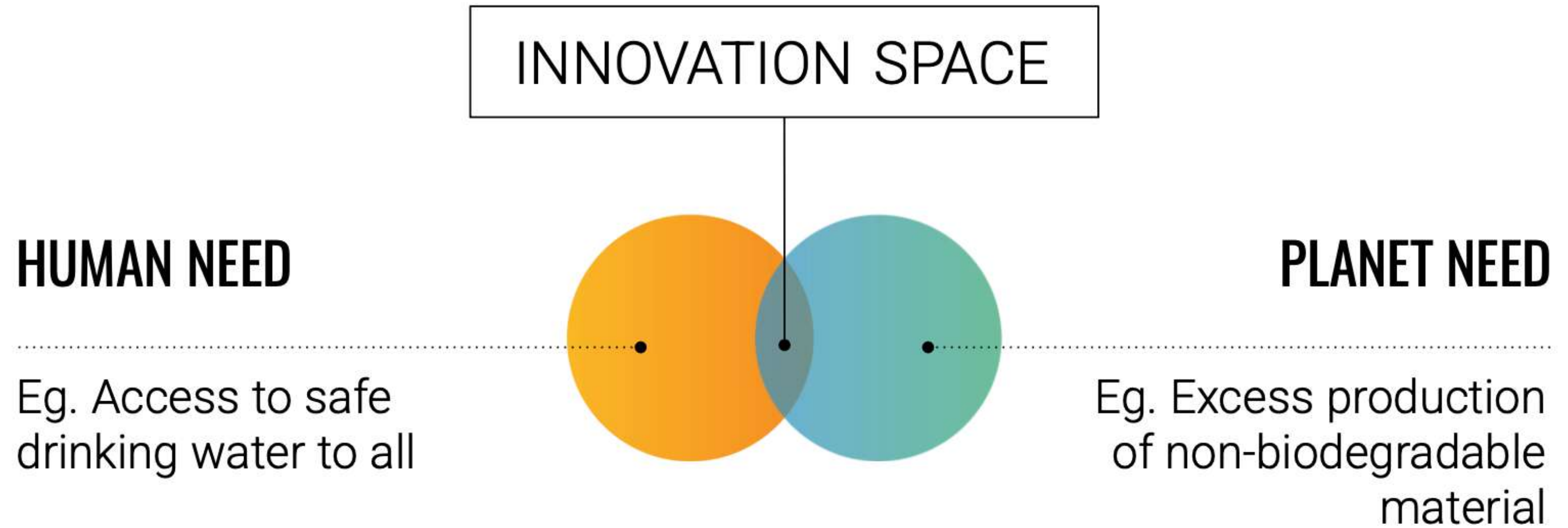
What is the most challenging stage in developing your product concept?



Seeds of disruption

How Technology is Remaking the Future of Food





ICEBREAKER

Analyze your current NPD concept:
What **human need** and **planet
need** is it addressing?

Ego-system

The belief that humans are on top of an ego-system, that we can “use” our planet and shape it according to our needs.



What is system thinking?

An approach that identifies the interaction between different elements of a system (e.g. city, society, sector, etc.) and ensures that they deliver more than the sum of their parts.



To truly innovate for sustainability, it is crucial to **stop and identify the right question or challenge to solve** for before jumping into solutions to vague problems.

This way of defining the challenge focuses on solving for sustainability by **helping to connect the dots between human actions and planetary needs.</**

HUMAN AND PLANET BALANCE STATEMENT

How might we enable **«Stakeholder»**
to **«planetary boundary / social foundation»**
while their **«need/goal»** ?

NPD stages

