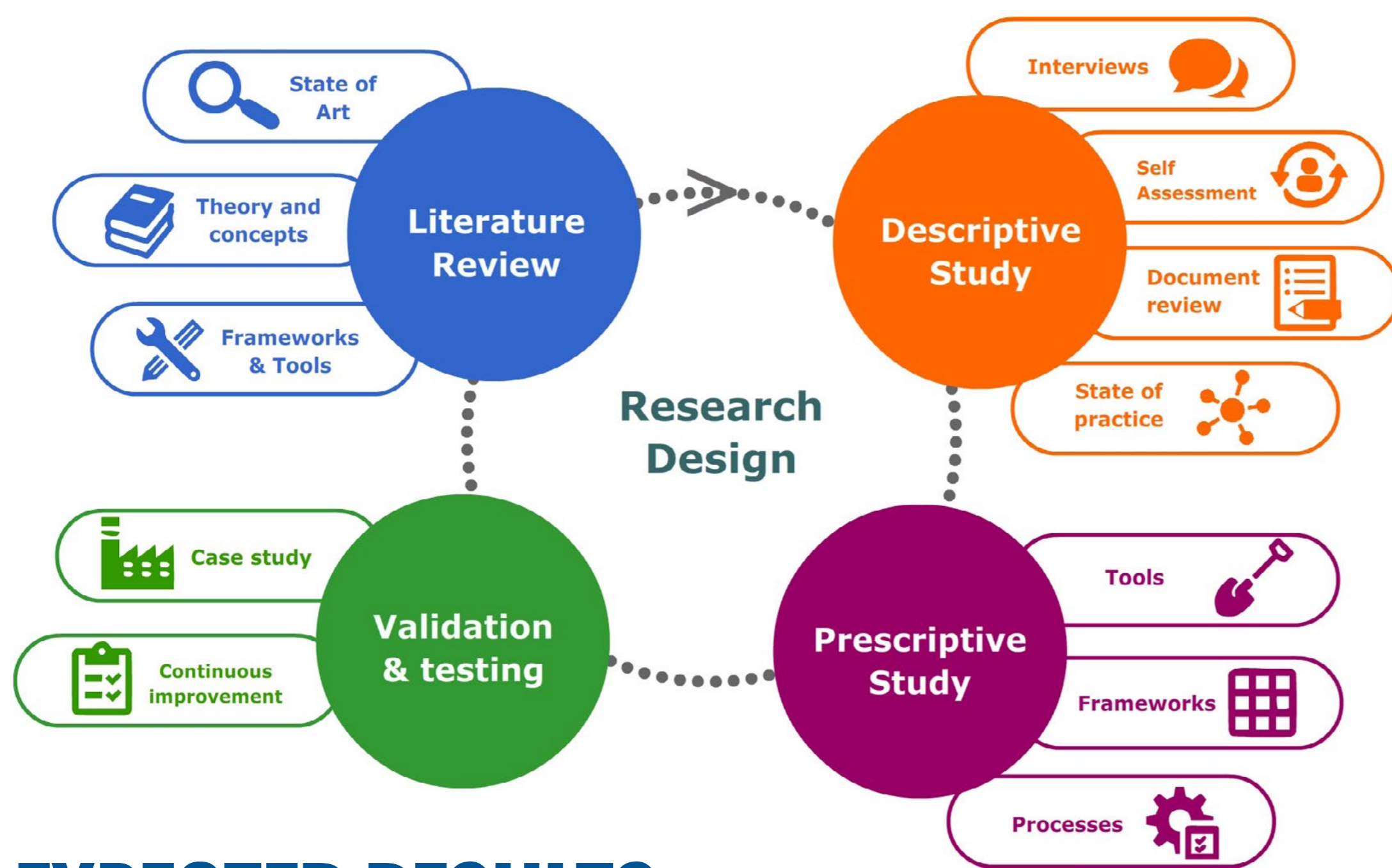


INTEGRATING SOCIAL SUSTAINABILITY IN THE PRODUCT INNOVATION PROCESS

Blekinge Institute of Technology, BTH, Sweden

How can we design, produce and deliver products that help remove structural obstacles to people's health, influence, competence, impartiality and meaning-making?

Moreover, how can the product innovation process contribute to society's transition towards social sustainability?



CURRENT CHALLENGES

- Social sustainability and social innovation are weakly defined constructs
- Little research focusing on social sustainability in connection with product design and innovation
- Existing support focusing mainly on assessment

AIM OF RESEARCH

- Advance a better understanding of how social sustainability aspects could be integrated in product innovation process
- Explore how a strategic perspective could be included to provide better ion-making and innovation for social sustainability

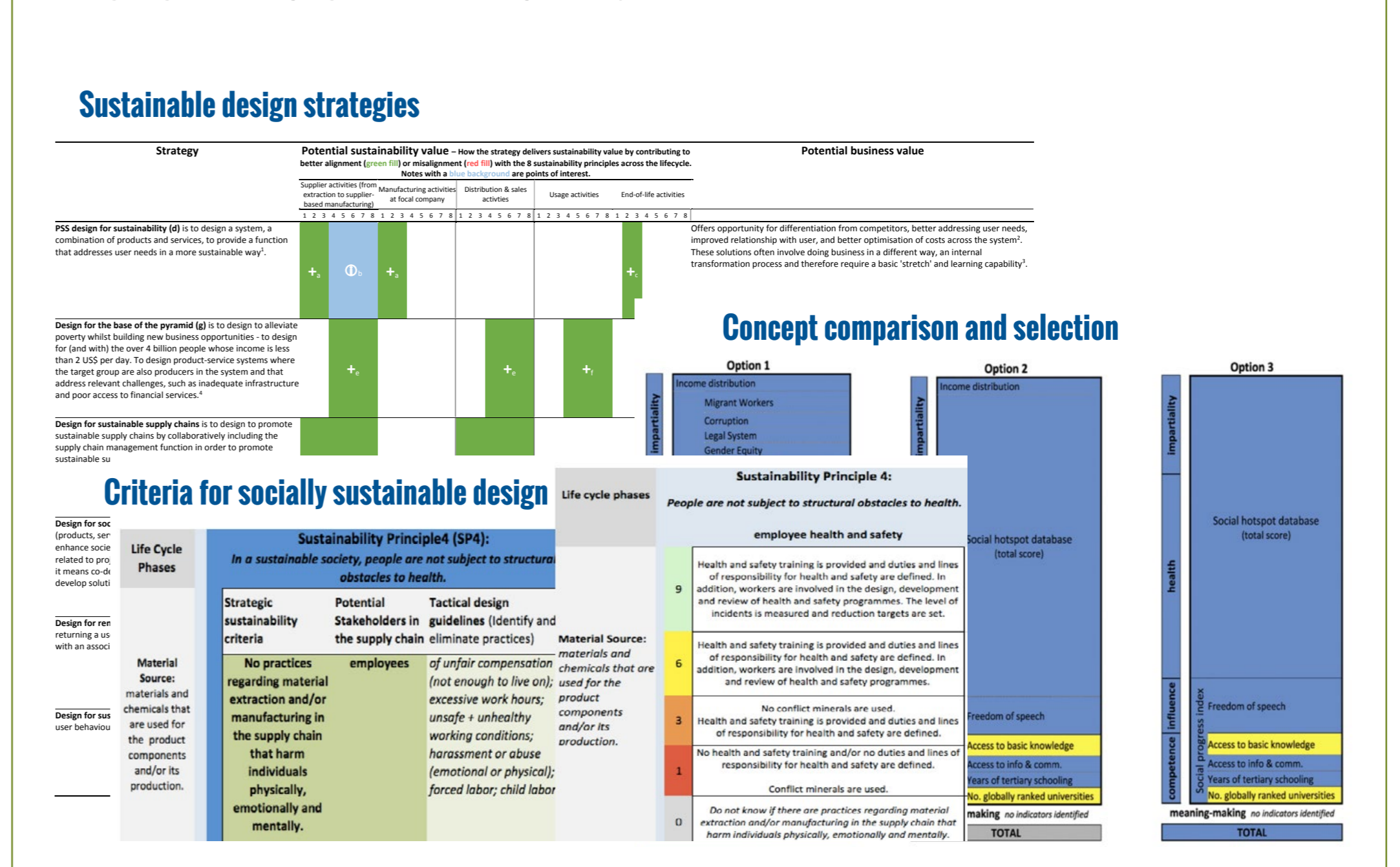
EXPECTED RESULTS

- Provide an understanding of how companies today include social sustainability aspects in the product innovation process
- Test the possibility of integrating social sustainability in existing methods and tools for sustainable product innovation
- Develop support for companies to integrate social sustainability aspects in the product innovation process in a strategic way
- Improve the theoretical understanding of socially sustainable product innovation

INDUSTRY PARTNERS: GKN Aerospace, Volvo Construction Equipment, Avalon Innovation

RESEARCH FUNDING: BTH, FUTURA Foundation and The Knowledge Foundation

PROTOTYPES UNDER TESTING



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