



Design archeology

2005 – 2017

Design Archeology gives you insight into the Drivers of Change, Design Trends and SDGs in sustainable designs from 2005 to 2017

Content

02	Foreword
03	Introduction
06	SDGs and Design to Improve Life Goals
10	Design Trends
18	Drivers of Change
28	Did you know?
30	2005
32	2007
34	2009
36	2011
38	2013
40	2015
42	2017
45	2005 – 2017
46	Did you know?

Foreword

The Index Project, formerly INDEX: Design to Improve Life®, was born in 2002 and initially tasked with running the world's biggest design award – Index Award.

Now 17 years later we run extensive education, award and investment programs.

However, Index Award is still our fulcrum with its biannual processes of calling for nominations, selecting finalists and announcing winners.

From the first award presentation in 2005 to now, more than 5,000 designs have been nominated for the award, of which more than 500 became finalists and 35 received our prestigious award.

This humongous amount of designs has spurred our newest initiative: Big Picture.

Big Picture is about making sense of the mountains of knowledge related to Index Award.

It is about identifying the relation between designs from Index Award and the Sustainable Development Goals. It is about understanding the Drivers of Change behind each design and about seeing the Design Trends that inspire designers to do their things.

As a first step towards full realization of Big Picture, we have analyzed all finalists and winners for Index Award from 2005 through 2017 – a little more than 500 designs.

The next steps will include the 2019 finalist and eventually all nominees for all awards.

We believe, that when that is done, we will be able not only to share hindsight with you, but also assist you – our network – in understanding what will come, based on our large amount of data.

Until then, we invite you to dig deep into the publication we have named Design Archeology and we hope you will enjoy it.

— Liza Chong, CEO
The Index Project

Introduction

We have created Design Archeology to give you insight into the Drivers of Change, Design Trends and SDGs in sustainable designs from 2005 to 2017.

The designs derive from Index Award, the world's largest design award with a sole focus on sustainable design.

In this publication you will find descriptions of 32 drivers. The drivers are the internal or external pressures that drive change in organizations, companies, societies and countries.

You will also find descriptions of 44 Design Trends. The Design Trends are a general development, a change in a situation or in the way people behave. The Design Trends are the direction in which things are moving. In this context, we refer especially to the major new and emerging areas within which designers have focused their attention.

You will also find a description of Goals. Goals refer to UN's Sustainable Development Goals (SDG) and to The Index Project's Design to Improve Life (DTIL) Goals. The latter are defined through biennial conversations with people around the globe and point to emerging Goals that must be addressed alongside the SDGs.

In the Year by Year chapter you can see how the sustainable design solutions submitted for Index Award have related to Drivers

of Change, Design Trends and Goals and how they have changed over years.

Furthermore, you will find smaller reflexive articles on different subjects relevant to the data.

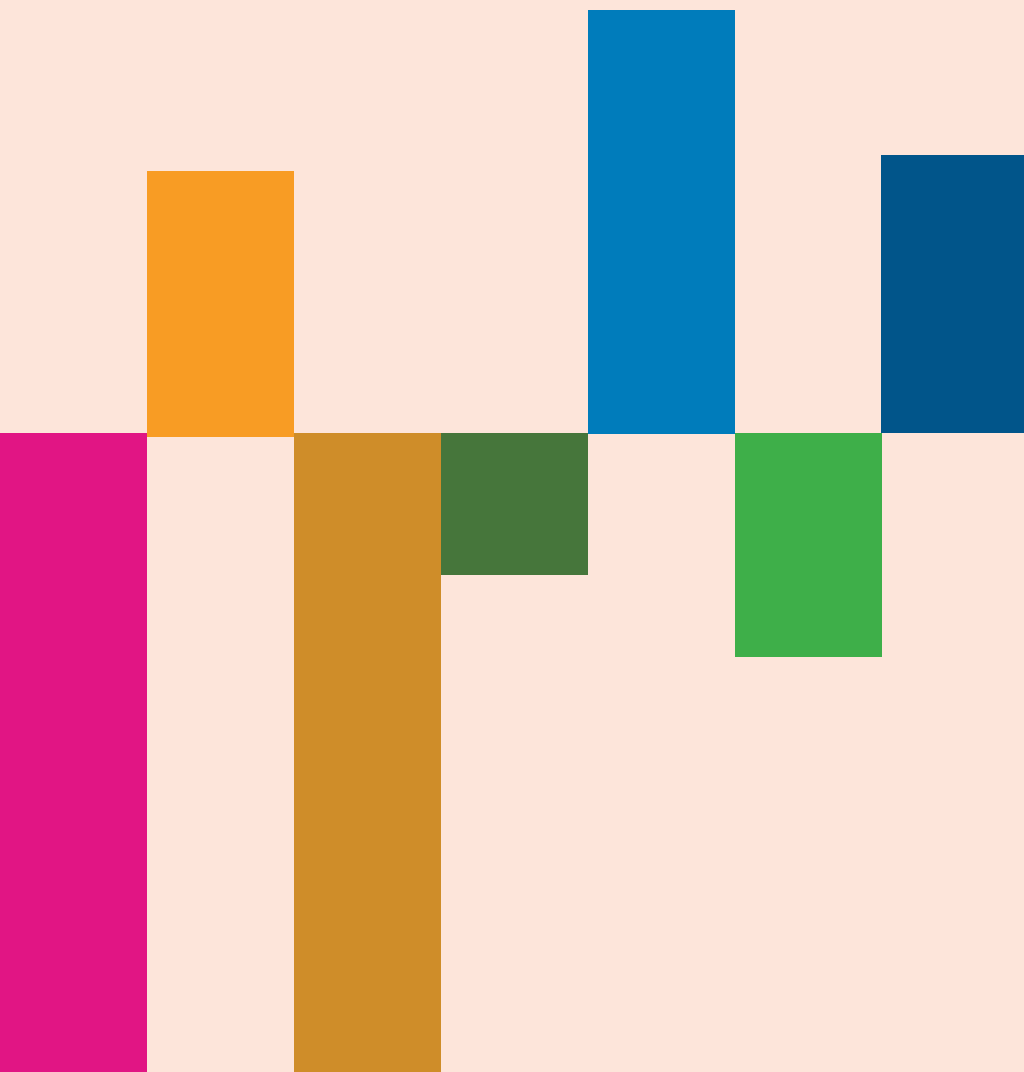
We have worked with over 20.000 datapoints. The designs analyzed are finalists and winners of Index Award between 2005 and 2017. This means that they were evaluated and selected by Index Award jury. In other words, they are not a subset of design in general but a subset of sustainable design curated by Index Award jury.

Though seemingly overwhelming in numbers, the datapoints are relatively limited. This calls for pointed conclusions, that you might disagree with – and which will be developed further into the Big Picture project we venture.

Our methods are rigorous, but flaws may appear, for which we hope you will forgive us.

Enjoy browsing this first edition.

Big Picture Dictionary



In this publication several terms are recurring, wherefore we refer you to the below dictionary to understand our use of the terms.

Category

Refers to the five award categories of Index Award – Body, Home, Work, Play & Learning and Community. The horizontal categories span the entire human life.

Goals

Refers to UN's Sustainable Development Goals (SDG) and to The Index Project's Design to Improve Life (DTIL) Goals.

The latter are defined through biennial conversations with people around the globe and points to emerging goals that must be addressed alongside the SDGs.

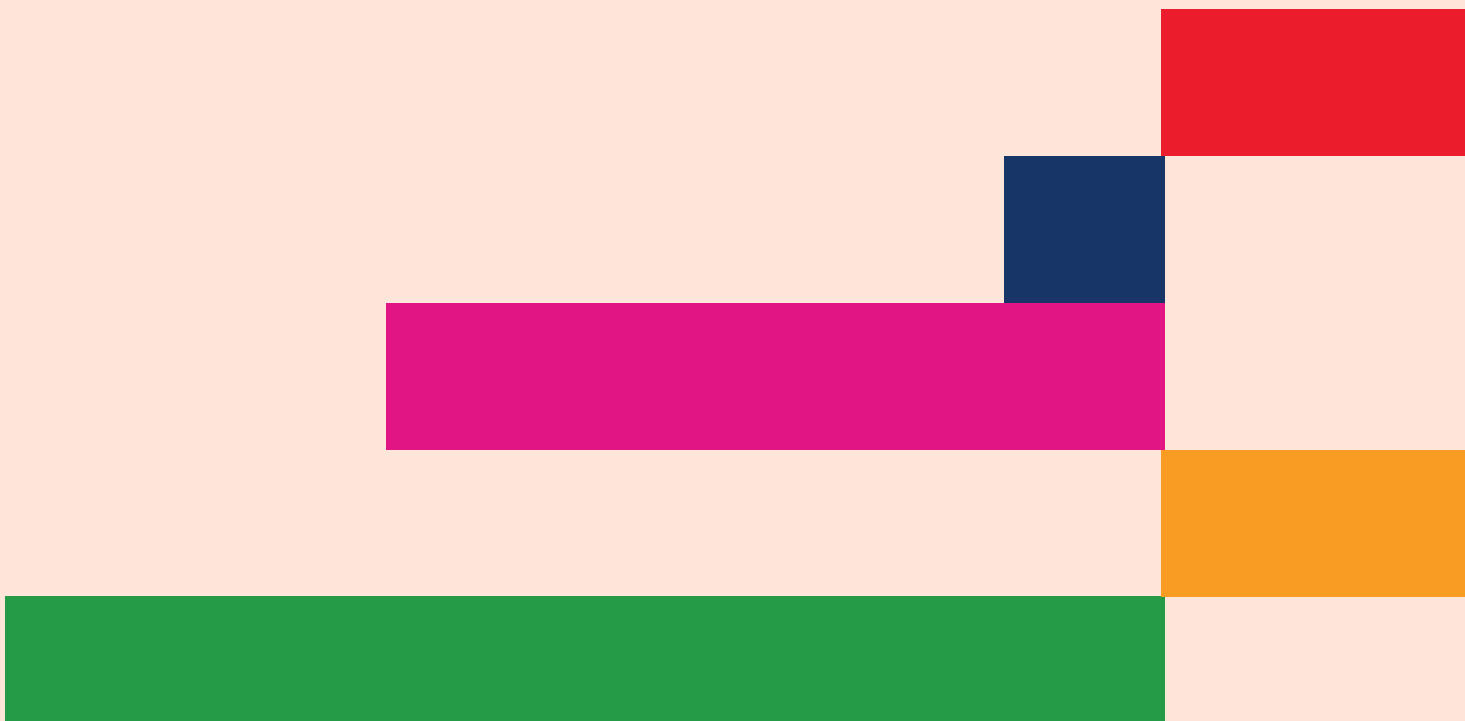
Drivers of Change

These are the internal or external pressures that drives change in different kinds of units.

Design Trends

These are general development or change in a situation or in the way people are behaving, which has been specifically relevant to designers. It is the direction things are moving in. In this context we refer especially to the major new and emerging areas within which designers over the years have focused their attention.

SDGs and Design to Improve Life Goals



SDGs and DTIL Goals

Goals refers to UNs Sustainable Development Goals (SDG) and to the Index Project's Design to Improve Life Goals (DTIL) Goals. The latter are defined through biennial conversations with people around the globe and points to emerging Goals that must be addressed alongside the SDGs.

The important of the SDGs lays in their capacity to align efforts towards improving life for people and taking care of the planet across sectors, continents and countries. Adding hereto the SDGs as well as their aligned targets, indicators and updates are a well of knowledge enabling people, companies and organizations in meeting the Goals.

The importance in the DTIL Goals lie within the fact that the SDGs were defined in 2015 after a year long process, where as the DTIL Goals ar updated yearly and thus an important tool in understanding developments within the area of global challenges.

SDGs and Design to Improve Life Goals

 SDG 1

 SDG 2

 SDG 3

 SDG 4

 SDG 5

 SDG 6

 SDG 7

 SDG 8

 SDG 9

 SDG 10

 SDG 11

 SDG 12

 SDG 13

 SDG 14

 SDG 15

 SDG 16

 SDG 17

 DTIL 1

 DTIL 2

 DTIL 3

 DTIL 4

 DTIL 5

SDG 1 // No Poverty

End poverty in all its forms everywhere

SDG 2 // Zero hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

SDG 3 // Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages

SDG 4 // Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning

SDG 5 // Gender Equality

Achieve gender equality and empower all women and girls

SDG 6 // Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all

SDG 7 // Affordable and Clean Energy

Ensure access to affordable, reliable, sustainable and modern energy for all

SDG 8 // Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG 9 // Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

SDG 10 // Reduced inequalities

Reduce inequality within and among countries

SDG 11 // Sustainable Cities and Communities

Make cities and human settlements inclusive, safe, resilient and sustainable

SDG 12 // Responsible Consumption and Production

Ensure sustainable consumption and production patterns

SDG 13 // Climate Action

Take urgent actions to combat climate change and its impact.

SDG 14 // Life below Water

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG 15 //Life on Land

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.

SDG 16 // Peace, Justice and Strong Institution

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective accountable and inclusive institutions at all levels.

SDG 17 // Partnerships for the Goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development

DTIL Goal 1 // Navigate Post-Factual Society

Understand the drivers behind post-factual society and promote the value of factual information as the sound basis for global development

DTIL Goal 2 // Balance Human and Artificial Intelligence

Achieve a healthy balance between human intelligence and the exponential growth of artificial intelligence

DTIL Goal 3 // Trust, Tolerance & Empathy

Promote trust, tolerance and empathy to achieve a broad sense of global solidarity

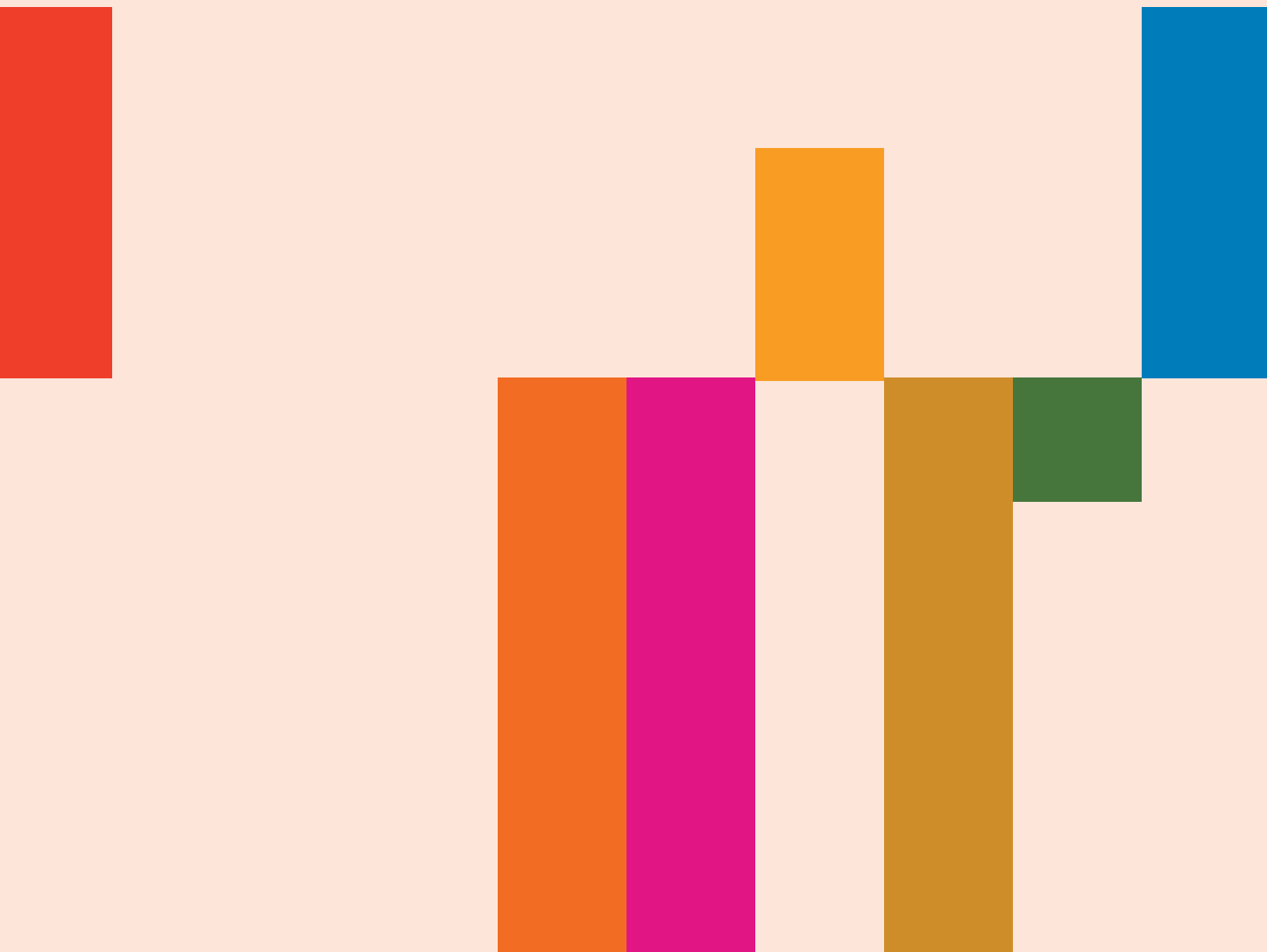
DTIL Goal 4 // Innovative Financial System

Develop and support financial mechanisms that prioritize profit, people and planet - the triple bottom line model

DTIL Goal 5 // Refugees & Migrants

Stabilize the growing refugee and migrant crisis and promote more inclusive systems for newcomers

Design Trends



Design Trends

In general Design Trends are understood as the general development or change in a situation or in the way people are behaving. Design Trends are the direction things are moving in. Often Design Trends are associated with taste, for example regarding colors or fashion.

In this context, however, we refer especially to the major new and emerging areas within which designers over the years have focused their attention. The Design Trends we describe are Design Trends that over the past 17 years have been especially relevant to designers and inspired them to design or redesign products, services and systems alike.

A

Affordable Housing

Housing deemed affordable to those with a median household income as rated by country, state, region or municipality by a recognized housing affordable index. Here at The Index Project, we look at affordable housing to aid in conflict refugees, natural disaster victims or to aid in low income areas of the world.

Alternative Energy

All energy that is not generated by conventional fossil fuel. Here we count solar, wind, turbine, fusion/fission, manually powered generators to create energy. The energy produced must be clean and sustainable.

Alternative Learning / Information

Going to school in the western part of the world, might seem as a common good, but the reality is that 70 million children do not have access to school educations. Alternative education aids these children by providing access to schools. Furthermore, the internet has been used to gain access to programs or curriculums so people around the world can get diplomas for attending university grade learning.

Applied Design Thinking

Design thinking is the toolbox and the methods developed by designers to solve problems. The tools were initially developed from the 30s to the 60s by designers and producers evaluating and mapping the way designers worked. Design thinking has the user in the center, uses rapid prototyping and testing while developing solutions and makes imaginary leap into the future.

B

Biomimicry

Designs that aim to copy nature to overcome a challenge. The designs take inspirations from various natural occurring designs. An example of this is Velcro. Velcro is inspired by the Bur plant. When the inventor removed the Burs from his dogs' fur, he decided to look closer at the plant and discovered hooks at the end of the fangs. He then copied this application to make Velcro. Prosthetics largely falls into this category too.

C

Civil Promotion

Promotion and enabling a strong and well-designed civic society, with the necessary knowledge and organisational structures to make an effective and sustainable contribution to improving living conditions in communities.

Climate Adaption

Adaptation means anticipating the adverse effects of climate change and taking appropriate action to prevent or minimise the damage they can cause, or take advantage of opportunities that may arise. It's been shown that well planned, early adaptation action saves money and lives later.

Closing the Digital Divide

Promoting or enabling people to gain access to the internet. There is a multitude of ways this can be defined, but they all have the common goal: people need access to the internet.

Conscientious Consumption / Behaviour

This is a concept regarding the consumer acting careful. The consumer is buying environmentally correct. It is about sharing the resources appropriately. Another world for this is Ethical Consumerism.

Crisis Response

Crisis Response refers to all the advance planning and actions taken to address natural and man-made disasters, crises, critical incidents and tragic events.

D Decentralization of Healthcare

As healthcare cost rises around the world and the global populations is growing healthcare budgets are strained. Therefore, many healthcare systems tests distribution of healthcare as part of the solution to the challenges. The thinking is that only very ill patients should be hospitalized, while other patients can perform many tests at home under guidens of healthcare professionals.

Digital Society

The digital society has to do with the digitalization of information in the society. The citizens are more capable of making online communication, and hence a more globalized world is created. There is a lot of different artefacts under the digital society. This includes knowledge, open government, open culture, open opinion etc.

Diseases Aid & Awareness

Helping people who is suffering from a disease, is essential to their wellbeing. The aid comes in many forms, but they all help the ill, and some creates awareness about various diseases. Many of these awareness campaigns are targeting people in low income countries where information on the subject is scarce.

Diseases Treatment

Treatment of a disease helps the patient recover from an ailment. Products or services in this trend all help make life for the ill better. Many people in low income countries or regions need treatments that is common in high income countries.

Displacement

The displacement of people refers to the forced movement of people from their locality or environment and occupational activities. One of the major challenges today is the growth in the number of internally displaced people.

E Empower People Local

Refers to the process of enabling communities and people to increase control over their local lives.

Empowering Girls & Women

The process in which women elaborate and recreate what it is that they can be, do, and accomplish in a circumstance that they previously were denied. There are several principles defining women's empowerment such as, for one to be empowered, they must come from a position of disempowerment.

F Financial Empowerment
Up to 80% of the world's population is financially unserved, meaning that they do not have access to banks, loans and credit and therefore unable to access the advantages of the financial system. Financial Empowerment aims to address this problem by new solutions.

Flexible Living
In a world with an exponential population growth and large-scale urbanization each square meter becomes important and available room for each person shrinks. These developments call for designers to design flexible redesign living spaces.

Food Sustainability
Providing food for the increased global population has engaged designers in doing packaging that accounts for long time storage of food, vertical farming, and knowledge apps for farmers.

H Heavy Lifting/Work Aids for Workers
Legislation regarding work conditions tightens around the world and awareness of the problems regarding workers health, have driven designers to design tools to assist e.g. airport workers, healthcare personnel and fashion workers.

I Impairment Devices (Sight & Sound)
Devices that assist impaired people to a better or easier everyday life, primarily by activating other senses as those impaired, e.g. feeling, taste or sounds.

Infant Aid
Applications/Products intended to support children with treatments for their ailments. The age group is around 0-6 years old children, who somehow has a disease or is wounded.

Internet of Things
(IoT) is a system of interconnected computing devices, mechanical and digital machines, objects, animals or humans, provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.

L Light
Is the use of daylight, or artificial representation of daylight, to enable healthy work and living environments for people, plants and animals.

M Materials
Refer to artificial, biological and natural materials and the development and test of such used for different endeavours.

Mobility & Alternative Transportation
The ability to move or be moved freely and easily and the aligned quest to enable people to reach far and beyond. It includes transportation options and personal transportations such as bikes, electrical scooters, Segway etc. Mobility is about having transportation options, and the quality of those options.

P Personal Empowerment
The sense that you are in control of your life. It is what enables you to make positive decisions, and to take action that will bring you closer to achieving your Goals and ambitions.

Personal Mobility/Aid
The personal mobility is about people having with the ability to move. It can comprise vehicles such as scooters, wheelchairs, crutches, walkers and more.

Physical Environment for Learning
The term refers to environments designed to enable and strengthen the ability to teach and learn. It can be in the form of entire new buildings, rooms, equipment or interior design.

Play as Prevention of Disease
Related to for example the growing diabetic epidemic around the world, plays comprising movements can have an importing role in prevention, likewise games and other plays can help enforce the understanding of how to prevent diseases, for people and health-care workers alike.

Prosthetics
A prosthesis, which stems from the Greek word for addition is an artificial device that replaces a missing body part, which may be lost through trauma, disease, or a condition present at birth. The trend covers prosthetics replacing a finger to an entire exoskeleton.

Protection for Workers
Refers to any kind of protection designed to provide workers with a safe work environment.

Purposeful Gaming
The purposeful games empower game creators and social innovators to drive real-world change using games and technology that help people to learn, improve their communities, and contribute to make the world a better place.

R Reclaiming the City
The term refers to when individual or groups makes actions to regain access to or power over their city, which is perceived as taken over by for example decision makers or developers.

S Safe Water
Access to clean water is essential for humans to have a healthy life. Many people in the world do not have clean water accessible to them. Products in this category are set on solving or aiding the clean water problems, that have arisen from pollutions and bacterial. Education is also a huge part of the different products in this trend.

Safety
Safety refers to an array of action taken to make people experience a larger feeling of being safe in whatever environment they act in.

Sanitation
Sanitation is about providing clean water, sanitation and handwashing facilities to the world population where currently billions of people lack access to such. Solutions can vary from simple personal devises to large scale systems.

Self-Sustaining Resources

People living entirely with self-sustaining resources are able to go off the grid and can by themselves without help from others or from large scale societal systems provide food, energy and housing for them self or their community.

**Sharing Economy
(Knowledge and Skills)**

The sharing economy is an economic system in which assets or services are shared between private individuals, either free or for a fee, typically by means of the Internet. Airbnb, Uber and Skillshare are examples of the sharing economy.

W Waste Management

Waste management is the collection, transportation, disposal or recycling and monitoring of waste. This term is assigned to the material, waste material that is produced through human being activity. This material is managed to avoid its adverse effect over human health and environment.

Water Saving

Water conservation includes all the policies, strategies and activities to sustainably manage the natural resource of fresh water, to protect the hydrosphere, and to meet the current and future human demand.

Wearables

Wearable technology or wearables are smart electronic devices with micro-controllers that can be incorporated into clothing or worn on the body as implants or accessories.

Drivers of Change



Drivers of Change

Drivers of Change are the internal or external pressures that drives change in organizations, businesses and countries.

Anderson and Anderson (2001) identify 7 primary Drivers of Change, starting with external forces and moving to internal forces.

Drivers of Change carry a demand for implementing change to meet the situations. Observance of the current Drivers of Change are imperative to social, environmental and economic sustainability and innovation and ignorance often causes businesses to go out of business or politics to fail miserably.

A Aging Population

A phenomenon that occurs when the median age of the population or region increases due to rising life expectancies and/or declining fertility rates. The UN expects populations that began ageing later will have less time to adapt to the many implications of an increasingly elderly society.

Healthcare cost goes up.
Maybe due to higher costs of medicine and doctor's salary.

Education expenses.

Social security systems.

Longer pension payment.

Technological progress,
Welfare Technology.

Automation

The process of automating production activities. This process eliminates the need for human workers, by automating robotic facilities. This applies to both physical and data-processing.

Concerns about massive disemployment.

New job categories.

Improved quality of products.

Consistency output.

High initial cost.

B Bioengineering

Defined as the study of "biological or medical application of engineering principles or engineering equipment". Attempts to solve biological problems that have persisted throughout history. Instead of hospital equipment or prosthetics, it includes engineering on molecular and cellular level.

Energy, Environment,
Healthcare.

Potential to revolutionize many areas of health and energy.

Dangerous, because of kitchen bioengineering (grey goo, biological leaks)

C Climate Change

The change in global climate pattern. Climate change is caused by different factors: biotic processes, variations in solar radiation received by Earth, plate tectonics, volcanic activities and human activity. Human activity is thought to be causing global warming due to the pollution of earth and atmosphere.

Temperature rise.

Glacial retreat.

Melting of icecaps.

Sea level change.

Drought some places, waterier other places.

Decline in biodiversity.

Conflict Refugees

Citizens fleeing their country or region, becoming refugees, because of conflicts or war. Many refugees end up in camps, where they live during the conflicts. Children are at risk of malnutrition, and diseases spread quickly in many of these camps.

Refugees are in 2016 at its highest ever recorded due to conflicts in the middle east.

24 people are forced to flee every minute in 2015, this is four times higher than a decade earlier.

Connection Technologies

Connection technologies are technologies that enables internet accessibility. This kind of technology is very common in the western societies but is lacking in the developing ones. Connection technologies have the potential to disrupt information flow to rural parts of the world.

Potential to disrupt and encourage to Cyber Activism.

Globalizing information.

Useful in disaster areas.

Enables social media to establish a global forum for interaction between information.

CSR (Corporate Social Responsibility)

Designation for companies that tries to integrate social and environmental regards to its surroundings.

Companies that adopts CSR, often creates value for both the company and its interests.

Cyber Activism

When dealing with a cause or movement that is needed to be spread, cyber activism, is used to the information spread. It is the process conveying mottos and messages across a wide range of platforms. These platforms can be social networks, forums, instant messaging and other online gathering tools.

Create awareness on various topics, that the activist wants to spread.

Online petition signage that can be sent to governments and legislators.

Gathering and organizing followers to pursue a cause.

Cybercrime and Terrorism

These two instances could be connected in some sense, but the difference is the motive. A cybercrime is committed for personal gain, whether its financial or to cause physical or mental harm. A cyber-terrorism is use when spreading fear or to leak information to change an ideology for their own ideological Goals.

Offences are committed by using computers or online networks to instil fear or to harm individuals or societies.

Understanding the motive is key in differentiating between cyber-crime or terrorism.

The ones committing cybercrime do not want to be found out and terrorism want to message to be spread.

D Digitalization of Everything

When digitalizing everything corporations and governments are adapting to the way the users or consumers is acting. Digital channels are needed today to engage stakeholders and customers to maintain relevance and drive the conversation. For the governments, it means to be able to reach the citizens by means of digital connections. This could be the ability to write letters via a secured network that only reaches the end user.

Business must use digital channels to create seamless and consistent engagement.

Information about the world is quantized into digital information that can be used to make informed guesses about the state of matters.

Digitalization of everything is software-based products.

Disruption of the wealth distribution

Disruption of the energy, technology, food, agriculture, social and microfinancing, are only some of the areas that could be affected by new economic models.

Drought

A period of below average precipitation, resulting in a shortage in water supply. A drought can have huge implications for life in the affected areas and challenge ecosystems and agriculture.

Climate change can cause drought in areas that had none beforehand.

Seasonal changes can create short or long-term drought conditions in affected areas.

Human activities can cause drought, when deforesting areas and causing erosion, making the ground lose its ability to hold water.

E Entrepreneurship

Entrepreneurs typically runs a small business or a start-up, seeing potential opportunities or seeing unmet market needs. The businesses often offer products, processes, service or consultancy, to emerging markets.

Today entrepreneurial work often seeks to disrupt an established market with new technology platforms.

Innovation is a big part of the new businesses, run by entrepreneurs, where processes need to differentiate it from other businesses.

F **Famine**

A famine is a widespread scarcity of food. There are many factors to famine such as, conflicts, natural disasters turning into crop failure, political instability, population skewness etc. During a famine malnutrition, starving, mortality, epidemic etc, often follows.

In war disruption of production is often to create shortage of food.

Combining famine with drought can drive the death toll up enormously, especially in children under 5.

G **Globalization**

This is the process of businesses breaking into the international market, making the globe more interconnected. Globalization has the effect of cultural exchange and relatedness but can also crush smaller cultures.

Technological innovation is often the main driver behind globalization. Especially IT Politically a free market, means potential trade unions between partnering countries.

Advocates of globalization thinks the living standards has increased throughout the globe, while the opposition to globalization thinks western companies are raking in all the benefits.

Governance Devolution

The process where the government delegates power to the regions or states.

A form of administrative decentralization.

Local areas have the power to make legislations. In Denmark, this amounts to regions (there is 5 regions).

I **Income Inequality**

When measuring economic wellbeing among individuals, groups or in populations, there is a difference between these. Countries can also have economic inequality.

Three metrics are used to guide the disparity: wealth, income, consumption.

An often-used index is the Gini coefficient.

Factors such as, globalization, labour market outcomes, automation (computers, ethnic & gender discrimination, neoliberalism, can contribute to inequality of wealth.

Intelligent Systems

This is a computer aided system, that can access the internet, where it gathers and analyses data. The system also communicates with other systems. The system can then adopt to the quantized data analysed to perform more effectively.

Includes, point of sale (PoS) terminals, digital TV's, traffic lights, smart meters, automobiles, digital signage and so on.

A future scenario of intelligent systems, is also referred to as The Internet of Things (IoT).

L Limits to Industrial Capitalism

In the capitalist system, there is a privatisation of ownership in the means of production and their operation for profit. This means the decision making and investment is determined by the owners of the factors of production in financial and capital markets. The competition in the market is then controlled by prices and distribution of goods.

Social equality is often used as one of the biggest critique points. Here distribution of wealth and power is the culprit.

Production and the direction of the economy is often criticised by socialists as creating many inconsistencies and internal contradictions.

Capitalism is often under criticism because of its anti-globalization movement.

Environmentalists often slam capitalism for creating growth which in turn damages the environment causing mass extinction.

Limits to the Social Democracy

Social democracy is the movement advocating a gradual and peaceful transition from capitalism to socialism by democratic means.

The social democracy inherent a democratic welfare system that incorporates both capitalist and socialist practices.

M Maker/Hacker/DIY

In the maker culture there is an emphasis on "learning by doing" and learning by being around peers has huge implications for new development in the culture. Hacker/maker spaces often consists of DIY (do it yourself) engineers, that solves projects as a social leisure.

Electronics, robotics and 3d printing is often used as a driver for the maker culture.

A strong focus of using and learning practical skills and applying them to reference designs.

Massive Disemployment

Massive Disemployment is often associated with the automation movement, wherein many jobs will be replaced by machines or robots. This is known as technological unemployment.

A solution to technological unemployment could be in the form of a basic income or welfare payments.

Technological unemployment has existed virtually since the invention of the wheel but has been thought to be the most relevant now with the rise of computers and robots.

Mega Urbanization

More than half of the world's population live in an urban area. In the 1970's only 37% lived there. In Latin America about 80% lives in the cities. The problem in the urbanization lies in the unsustainable rate the city grows.

When cities are growing at a uncontrollable rate, there is a rise in slum areas and crime is on the rise too.

The factor to mega-urbanization is sustainability development.

N New Economic Models

A new economic model is one that challenges the established economic models that drive current time. The new economic models, often consists of social engagement e.g. Sharing Economy, it is often driven by new technologies e.g. Blockchain (Bitcoin - cryptocurrency).

Nuclear Proliferation

When nuclear weapons, fissional material, weapons-applicable nuclear technology, and information to nations not recognized as "nuclear weapon states, are spreading, a proliferation of nuclear material is happening.

Have the potential to destabilize areas and regions because of fear and threat.

There is five "nuclear weapon states" in the world (USA, Russia, France, UK, China).

North Korea, Pakistan, India and Israel, are "Non-nuclear weapon states".

P Personal Manufactory

People in all parts of the world are in this day of age, more and more capable of producing their own goods. Personal Manufactory in the western world, is helped by with technologies such as 3d-printers and everyday technology.

In the 3rd world areas, personal manufactory helps to make the people, keep up in terms of manufacturing cloths and food.

Nanotechnology also at some point will enable personal manufactory.

Post Fossil Fuel Energy

Although not a simple task, phasing out fossil fuel is happening at a more rapid task. Eliminating fossil fuels, is detrimental to completing the task of curbing the manmade changes to the climate.

Solar and wind energy are on the rise to take over fossil fuels. These are known as renewable energies.

Sustainable housing and cities are slowly adapting to the new energies, making the transition to renewable energy easier.

R Religious and Ethnic Wars

When two or more ethnic groups is involved in a conflict there is an ethnic conflict or war. Religious war involves two or more religious groups.

Currently there is a flood of immigrants and refugees, in Europe, resulting from ethnic and religious conflicts in the middle east.

The types of conflicts are often the cause of much disparity in the civilians caught amid the fight.

Robotic Warfare

Warfare accomplished by robots or autonomous vehicles. Several countries are adapting to a future that conducts robotic warfare. There are many concerns about this type of warfare.

A typical concern revolves around robots having been programmed to kill humans, using an artificial intelligence.

Drone strikes is a common usage by USA.

S Social Media

An online platform enabling people from around the globe to connect and share information. Today platforms like, Facebook, Reddit, Twitter, Instagram, YouTube and various instant messaging platforms, ranks among the most popular.

Online Activism is often used to spread awareness of a dilemma.

Social media differentiates from traditional media in the way it has the potential to spread news much faster. This is called virality.

Several criticisms are related to social media. These include trustworthiness, reliability, privacy, concentration, passive participation and many more.

Space Development

Space development involves numerous areas. But can broadly be categorized into three main groups: Earth observatory, Near-earth observatory and interstellar observatory.

Earth observation monitors the earth and state of planet. Different satellites monitor the weathers, enables GPS, spreads internet and so on. The International Space Station also resides here.

Near earth observations, are observations of the Sun, the planets and moons. Currently rovers roam on Mars taking samples for future understanding of the sister planet.

Interstellar observations are monitoring the Universe at large. Here fundamental questions about the Universe are sought. Exo planets are also being discovered using space-based telescopes.

Species Extinction

The end of specific species. It is believed that 70% of earths species are endangered because of humans. Today the current rate at which species goes extinct are about 100-1000 greater than average.

Climate change is one of the drivers of species extinction.

Cloning could be used to combat species extinction.

T The Quantified Self

Lifelogging is another word for The Quantified Self. Incorporating technology to keep track of the various data humans produce, is the main driver of lifelogging.

People who self-track through data collection, often wish to know more about what makes different topics about them the way they are.

Numerous devices hit the market nearly every day that enables technological self-tracking.

Did you know?

Beautiful failures

Of 31 of 35 winners of INDEX Award from 2005 - 2017 became successful in improving the world, but 4 flunked miserably.

Among them the genius open source prosthetic leg for landmines victims - Mobility for Each One - and Tongue Sucker that kept a person's tongues from blocking their airways during unconsciousness.

Both were designed by students and their failures inspired our investment program, that supports implementation of great designs.

The above failed miserably but Better Place failed spectacularly.

The 2009 winner was at that time the largest venture capital success in the world and aimed to provide infrastructure for broad distribution of electrical cars through hundreds of thousands of plug-in charge-spots and switching stations for batteries. The structure were too heavy and Better Placed bankrupted, but beautifully paved the way for the diversity of infrastructure that now supports the distribution of electrical vehicles.

Beyond that meat

Beyond Meat was the first-ever plant protein that looked, felt, tasted, and acted like meat. It was launched in the US in 2012 and was submitted for Index Award the same year.

Beyond Meat uses a proprietary process organizing plant proteins into a near-perfect replica of meat, made of soy and pea protein, flours, and fiber.

And we were baffled. Our team and Index Award Jury tasted the product, and frankly we worried that no one would ever eat that.

We were so wrong.

In 2013 also Lepsis was nominated for tackling protein needs through home-grown insects. In 2015 came a cookbook for lab grown meat and diverse samples of 'new meat'.

And now - 7 year after the original submission - the valuation of Beyond Meat is \$11.7 billion and supermarkets around the world are filled with all kind of vegetarian replacements for meat.

We were so wrong.

Designers love entrepreneurship

Entrepreneurship is first of all the process of designing, launching and running a new business - initially often a small business. Furthermore, entrepreneurship is from 2005 through 2015 consistently topping the lists of what drives designers to change the world around them. Only in 2017 is entrepreneurship surpassed by another driver, namely Connection Technologies.

So, what do you think? Are designers more entrepreneurial than others? If so, is it their personality or their training?

One thing is certain. At design schools, designers are taught to be comfortable with the unknown and the new. They learn how to try and fail.

This might be the reason that among designers trained at The Royal Danish Academy of Fine Arts the proportion of self-employed persons is among the highest of all higher educations in Denmark.

So yes, entrepreneurship might be very important to designers.

Designers are wild about health

From 2005 to 2017, designers connected to Index Award have consistently had SDG 3 – Good Health and Wellbeing - on top of their agenda.

They have designed artificial hearts, skin-guns, prosthetics and services tackling Alzheimer. They have designed for simple hospitals in rural areas and for sophisticated hospitals elsewhere. They have designed blood delivering drones, ambulances and frugal hospital beds.

Why is that? Have leaders in the health industry realized the importance of proper user-interfaces and ergonomics? Are designers personally preoccupied with very tangible ways of improving people's lives, or are the design schools just very good at teaching healthcare design?

We believe that all the above is true and trust that designers in the future will change lives through user-friendly healthcare services, products and systems.

2005

In 2005 we presented the very first Index Award.

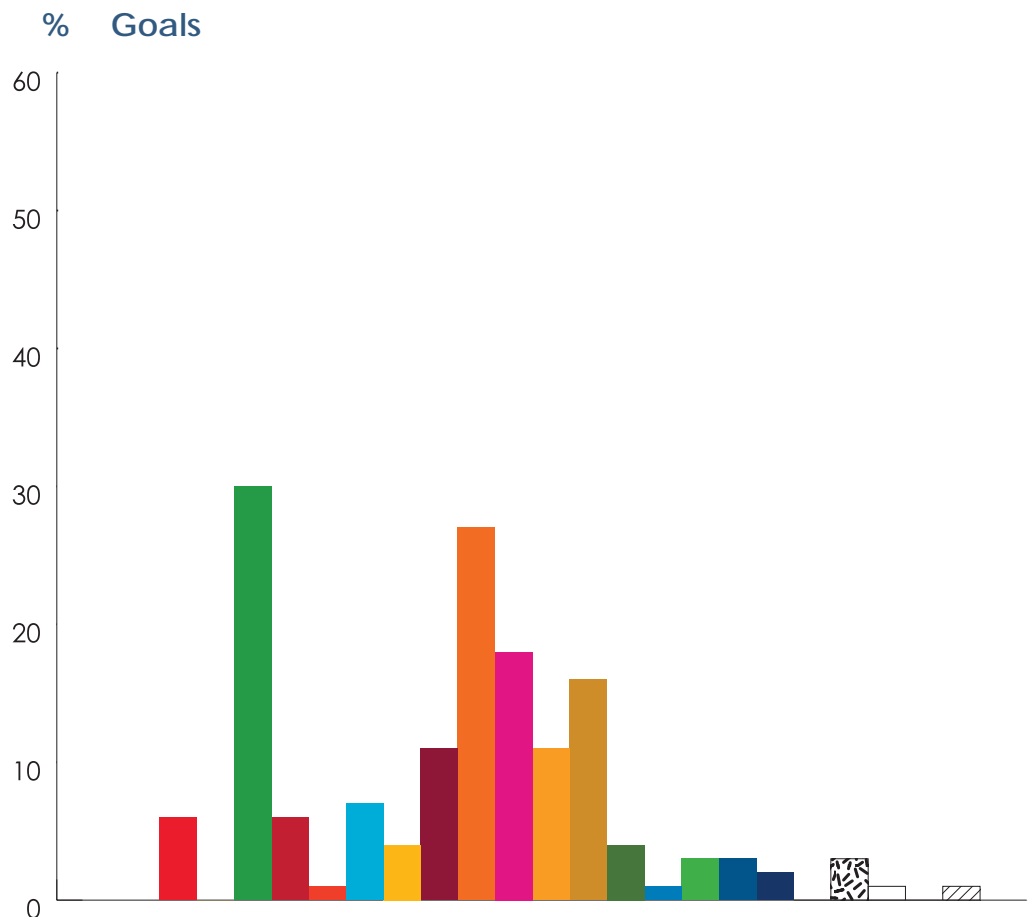
Back then most of the designers working with us would relate their work to what we now know as **SDG 3 – Good Health and Wellbeing – and SDG 9 – Industry Innovation and Infrastructure**. At that time very few designers worked with **Gender Equality and Life under Water**.

Few or no were driven by the concept of automation, because back then it did not exist in the many forms we know now. Likewise, cybercrime and cyber terrorism were not driving designers to change the world around them in 2005, when websites were still only sparsely used and social media did not exist.

But it started. Because the driver **Digitalization of Everything and the trend Digitalization of Societies** rose to top of mind. Simultaneously **Alternative Learning and Information**, attempts to reclaim the city and **conscious consumption** started to find activists among designers.

- SDG 1
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
- SDG 12
- SDG 13
- SDG 14
- SDG 15
- SDG 16
- SDG 17

- DTIL 2
- DTIL 3
- DTIL 5



Drivers of Change	%	Design Trends	%
Entrepreneurship	54	Digital Society	22
Globalization	43	Alternative Learning / Information	18
Digitalization of Everything	21	Conscientious Consumption/Behavior	11
Climate Change	21	Reclaiming The City	11
Connection Technologies	19	Mobility & Alternativ Transportation	10
Income Inequality	15	Safety	8
Mega Urbanization	13	Self-Sustaining Resources	8
Post Fossil Fuel Energy	8	Empower People Local	8
Bioengineering	6	Applied Design Thinking	7
Limits to Industrial Capitalism	5	Diseases Aid & Awarness	6
Aging Population	5	Diseases Treatment	6
Macker/Hacker/DIY	4	Safe Water	6
Intelligent Systems	4	Flexible Living	5
Drought	4	Personal Empowerment	5
Cyber Activism	4	Personal Mobility/Aid	4
Conflict Refugees	4	Alternativ Energy	4
Social Media	3	Decentralization Of Healthcare (Remote Doctors)	4
Limits to the Social Democracy	3	Play As Prevention Of Disease	4
The Quantified Self	2	Closing The Digital Divide	4
Personal Manufactory	2	Materials	4
Governance Devolution	2	Wearables	4
CSR (Corporate Social Responsibility)	2	Impairment Devices (Sight & Sound)	3
Species Extinction	1	Displacement	3
Space Development	1	Heavy Lifting/Work Aids For Workers	3
Robotic Warfare	1	Sharing Economy (Knowledge And Skills)	3
New Economic Models	1	Affordable Housing	3
Massive Disemployment	1	Climate Adaptation	2
Famine	1	Infant Aid	1
Religious and Ethnic Wars	0	Prosthetics	1
Nuclear Proliferation	0	Light	1
Cybercrime and Terrorism	0	Water Saving	1
Automation	0	Finansiel Empowerment	1
		Physical Environment For Learning	1
		Empowering Girls & Women	1
		Sanitation	1
		Biomimicry	1
		Waste Management	1
		Civil Promotion	1
		Food Sustainability	0
		Protection For Workers	0
		3d Print	0
		Purposeful Gaming	0
		Internet Of Things	0
		Crisis Respons	0

2007

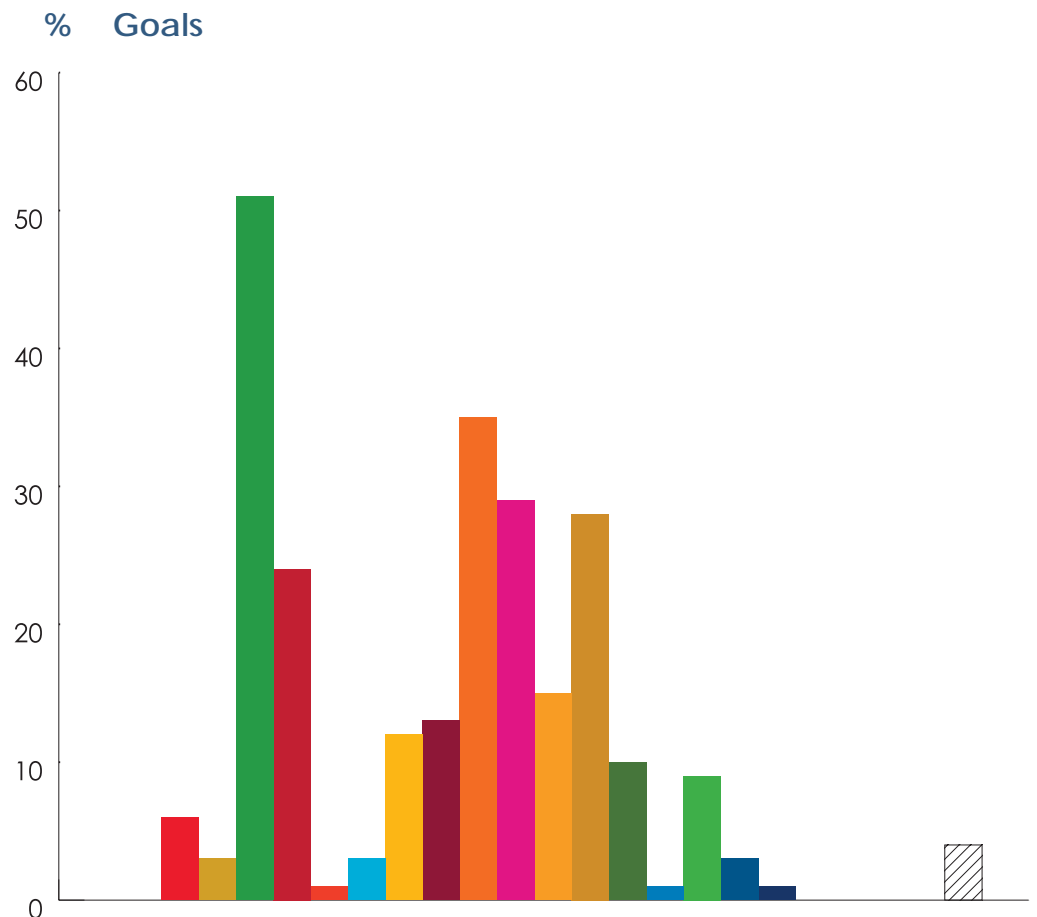
2007 was the year the iPhone was launched and forever changed our relationship to devices. It was the year of Al Gore's movie *Inconvenient Truth*, that catapulted climate to the front row. And the year of the violent death of the former prime minister of Pakistan, **Benazir Bhutto**.

The most relatable SDGs for designers were once more **SDG 3 and 9**. But **SDG 10** – Reducing Inequalities – climbed up the attention scale, and **SDG 12** about responsible consumption and production gained attention.

As for Drivers of Change, Globalization and Entrepreneurship took the lead. Again, the **Design Trends of Digital Society and Mobility & Alternative transportation** were supported and developed by designers with concepts as diverse as the brand-new Tesla Roadster, low cost DIY prosthetics and roughriding wheelchairs.

- SDG 1
- SDG 2
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
- SDG 12
- SDG 13
- SDG 14
- SDG 15
- SDG 16
- SDG 17

DTIL 5



Drivers of Change	%	Design Trends	%
Entrepreneurship	70	Self-Sustaining Resources	18
Globalization	68	Alternative Learning / Information	15
Mega Urbanization	29	Safety	14
Climate Change	25	Conscientious Consumption/Behavior	12
Income Inequality	22	Digital Society	11
Connection Technologies	18	Applied Design Thinking	10
Digitalization of Everything	18	Mobility & Alternative Transportation	9
Aging Population	10	Impairment Devices (Sight & Sound)	8
Conflict Refugees	10	Diseases Treatment	8
Post Fossil Fuel Energy	10	Reclaiming The City	8
Religious and Ethnic Wars	7	Alternative Energy	7
Bioengineering	6	Personal Empowerment	6
Social Media	5	Water Saving	5
Cyber Activism	3	Displacement	5
Macker/Hacker/DIY	3	Protection For Workers	5
CSR (Corporate Social Responsibility)	3	Purposeful Gaming	5
Automation	2	Closing The Digital Divide	5
Governance Devolution	2	Diseases Aid & Awareness	4
Intelligent Systems	2	Light	4
Limits to the Social Democracy	2	Heavy Lifting/Work Aids For Workers	4
New Economic Models	2	Play As Prevention Of Disease	4
Cybercrime and Terrorism	1	Physical Environment For Learning	4
Nuclear Proliferation	1	Personal Mobility/Aid	3
Personal Manufactory	1	Empower People Local	3
Drought	0	Sharing Economy (Knowledge And Skills)	3
Famine	0	Wearables	3
Limits to Industrial Capitalism	0	Infant Aid	2
Massive Disemployment	0	Safe Water	2
Robotic Warfare	0	Flexible Living	2
Space Development	0	Prosthetics	1
Species Extinction	0	Food Sustainability	1
The Quantified Self	0	Decentralization Of Healthcare (Remote Doctors)	1
		Empowering Girls & Women	1
		Sanitation	1
		Climate Adaptation	1
		Waste Management	1
		Financial Empowerment	0
		3d Print	0
		Materials	0
		Internet Of Things	0
		Affordable Housing	0
		Biomimicry	0
		Crisis Respons	0
		Civil Promotion	0

2009

Ongoing financial crisis and recession which began in late 2007 continued causing house prices to decline, and unemployment to increase. In 2009 governments pumped trillions of dollars into the financial system and into economies hoping to avert a total crash.

Designers kept their focus on SDG 3, 9 and 12, and they further broadened their focus to comprise 11 – Sustainable Cities and Communities.

Self-sustaining Resources became a trend that designers followed. All over the world we feared the financial situation and that our institutions might crash, which made our ability to reuse resources, relearn skills and identify new sources of income crucial.

SDG 1

SDG 3

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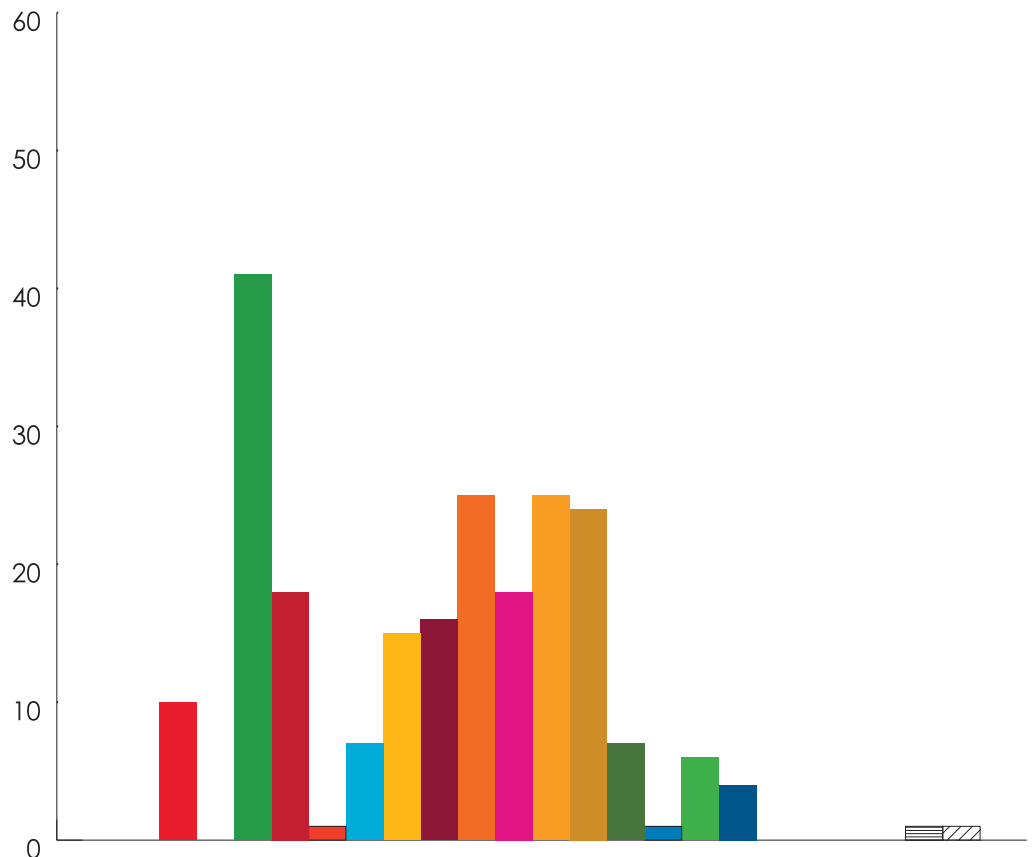
SDG 15

SDG 16

DTIL 4

DTIL 5

% Goals



Drivers of Change	%	Design Trends	%
Entrepreneurship	65	Self-Sustaining Resources	26
Climate Change	47	Alternative Learning / Information	21
Globalization	28	Conscientious Consumption/Behavior	18
Income Inequality	25	Digital Society	15
Mega Urbanization	16	Safety	13
Connection Technologies	12	Reclaiming The City	13
Digitalization of Everything	10	Applied Design Thinking	10
Social Media	10	Alternative Energy	9
Limits to the Social Democracy	9	Displacement	9
Post Fossil Fuel Energy	9	Impairment Devices (Sight & Sound)	6
Aging Population	7	Diseases Aid & Awareness	6
Cyber Activism	7	Light	6
Massive Disemployment	7	Decentralization Of Healthcare (Remote Doctors)	6
Conflict Refugees	6	Empower People Local	6
Macker/Hacker/DIY	4	Closing The Digital Divide	6
Bioengineering	3	Infant Aid	4
Limits to Industrial Capitalism	3	Water Saving	4
Automation	1	Prosthetics	3
Cybercrime and Terrorism	1	Diseases Treatment	3
Drought	1	Mobility & Alternative Transportation	3
Famine	1	Heavy Lifting/Work Aids For Workers	3
Governance Devolution	1	Purposeful Gaming	3
New Economic Models	1	Materials	3
Personal Manufactory	1	Affordable Housing	3
Religious and Ethnic Wars	1	Personal Empowerment	3
Intelligent Systems	0	Climate Adaptation	3
Nuclear Proliferation	0	Waste Management	3
Robotic Warfare	0	Food Sustainability	1
Space Development	0	Safe Water	1
Species Extinction	0	Protection For Workers	1
The Quantified Self	0	Biomimicry	1
CSR (Corporate Social Responsibility)	0	Wearables	1
		Personal Mobility/Aid	0
		Financial Empowerment	0
		3d Print	0
		Sharing Economy (Knowledge And Skills)	0
		Play As Prevention Of Disease	0
		Physical Environment For Learning	0
		Empowering Girls & Women	0
		Flexible Living	0
		Internet Of Things	0
		Sanitation	0
		Crisis Respons	0
		Civil Promotion	0

2011

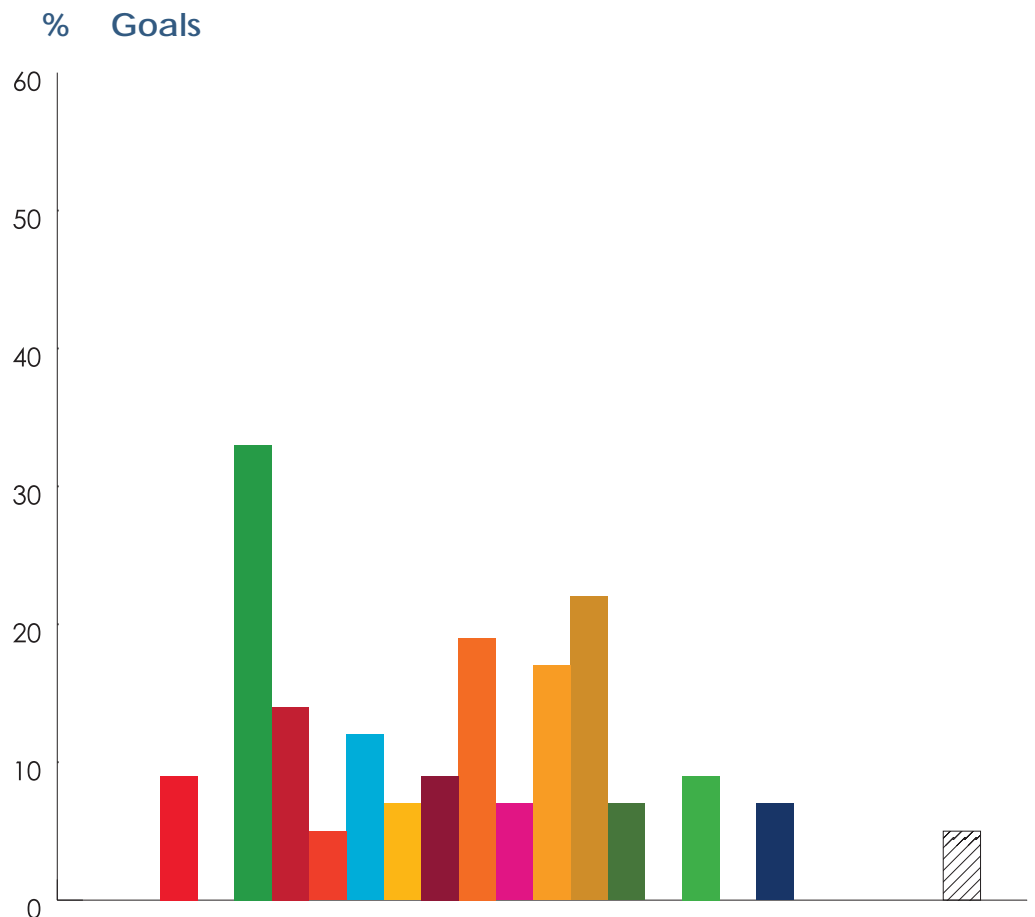
Spring came to the Arab countries, the tsunami flooded Japan, Osama Bin Laden was killed, and Castro died peacefully in Cuba. In Norway terrorism struck a generation of young people and globally the population reached 7 billion.

While SDGs related to innovation, climate and health are at the top of mind among designers, SDG 11 – Sustainable Cities & Communities - and SDG 12 – Responsible Consumption & Production – follows closely. And designers realize the importance of education.

The drivers were Globalization and Entrepreneurship, while designers now start to address Mega Urbanization e.g. by redesigning Seoul, and they help develop new financial models in the after wake of the crises. The crises that saw a decline of stable personal income and reduction of surplus and – without any of us knowing the term – sharing economy started to emerge.

- SDG 1
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
- SDG 12
- SDG 13
- SDG 15
- SDG 16

DTIL 5



Drivers of Change	%	Design Trends	%
Entrepreneurship	79	Alternative Learning / Information	17
Globalization	57	Safety	16
Climate Change	45	Reclaiming The City	16
Income Inequality	24	Self-Sustaining Resources	16
Connection Technologies	22	Digital Society	14
Digitalization of Everything	21	Empower People Local	14
Limits to the Social Democracy	19	Conscientious Consumption/Behavior	12
Mega Urbanization	19	Decentralization Of Healthcare (Remote Doctors)	12
Conflict Refugees	14	Applied Design Thinking	10
Drought	9	Diseases Aid & Awareness	7
Post Fossil Fuel Energy	9	Diseases Treatment	7
Bioengineering	7	Mobility & Alternativ Transportation	7
Intelligent Systems	7	Alternativ Energy	7
Massive Disemployment	7	Safe Water	7
Social Media	5	Impairment Devices (Sight & Sound)	5
Limits to Industrial Capitalism	3	Sharing Economy (Knowledge And Skills)	5
Macker/Hacker/DIY	3	Play As Prevention Of Disease	5
New Economic Models	3	Physical Environment For Learning	5
Personal Manufactory	3	Empowering Girls & Women	5
Religious and Ethnic Wars	3	Infant Aid	3
Aging Population	2	Water Saving	3
Cyber Activism	2	Displacement	3
Famine	2	Purposeful Gaming	3
CSR (Corporate Social Responsibility)	2	Closing The Digital Divide	3
Automation	0	Biomimicry	3
Cybercrime and Terrorism	0	Light	2
Governance Devolution	0	Finansiel Empowerment	2
Nuclear Proliferation	0	Flexible Living	2
Robotic Warfare	0	Sanitation	2
Space Development	0	Affordable Housing	2
Species Extinction	0	Personal Empowerment	2
The Quantified Self	0	Wearables	2
		Crisis Respons	2
		Prosthetics	0
		Food Sustainability	0
		Personal Mobility/Aid	0
		Protection For Workers	0
		Heavy Lifting/Work Aids For Workers	0
		3d Print	0
		Materials	0
		Internet Of Things	0
		Climate Adaptation	0
		Waste Management	0
		Civil Promotion	0

2013

2013 was the year where the second Obama term started, the first pope in 600 years reigns, selfie and twerking were coined and Greta Turnberg turned 10 years old.

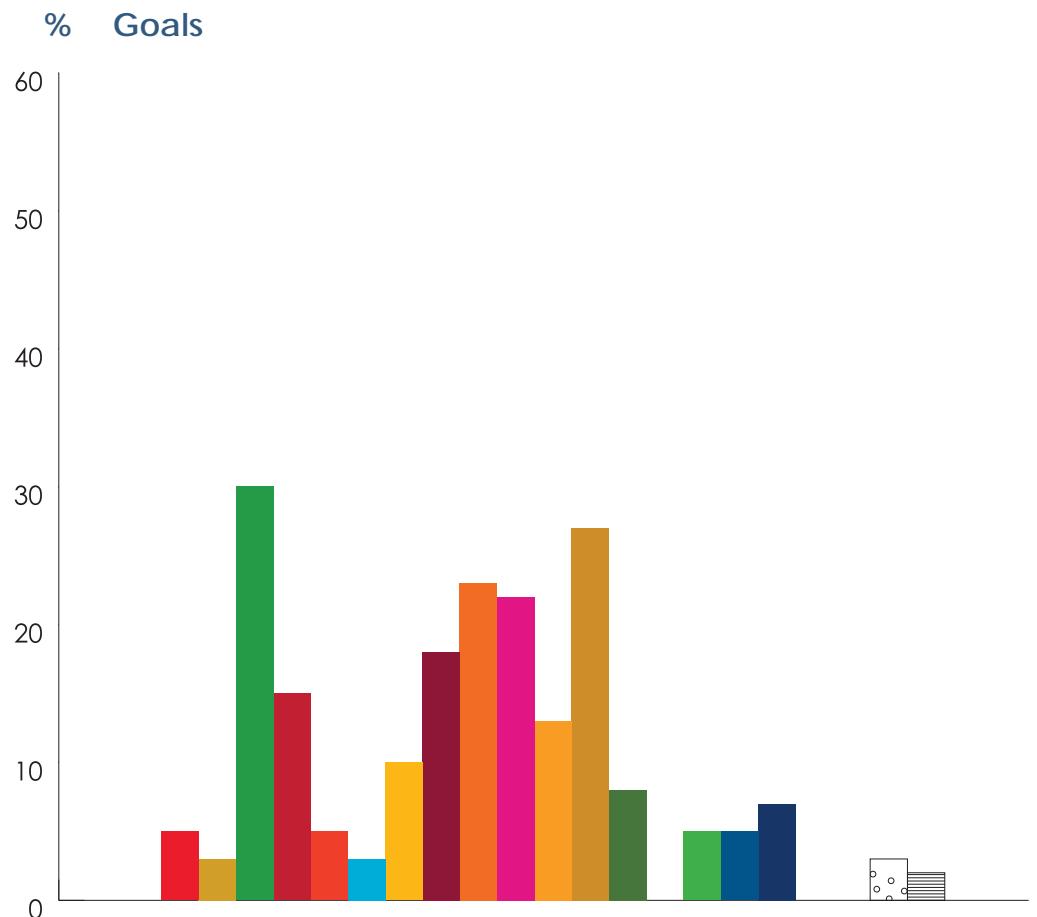
Horrific images of a sarin gas attack on civilians in Syria shocked the world that also mourned the death of Nelson Mandela. Although the economy is better, many still struggle, the eurozone is in recession for much of the year, and living standards in most of the developed world are still below their 2007 levels.

In this context designers began to focusing on **SDG 8 – Decent Work and Economic Growth** and **SDG 4 – Quality Education**. Among the new drivers are Social Media, that also designers grapple to understand a world where **Twitter is 6 years old and Instagram just 2**. 2013 is also the year of Waste Management as a trend, and more and more sustainable solutions are created within that area.

- SDG 1
- SDG 2
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
- SDG 12
- SDG 13

- SDG 15
- SDG 16
- SDG 17

- DTIL 3
- DTIL 4



Drivers of Change	%	Design Trends	%
Entrepreneurship	80	Digital Society	27
Globalization	57	Self-Sustaining Resources	23
Connection Technologies	47	Alternative Learning / Information	23
Climate Change	35	Conscientious Consumption/Behavior	17
Income Inequality	35	Mobility & Alternative Transportation	13
Digitalization of Everything	33	Empower People Local	12
Macker/Hacker/DIY	18	Food Sustainability	10
Intelligent Systems	15	Safety	10
Massive Disemployment	15	Reclaiming The City	8
Social Media	15	Decentralization Of Healthcare (Remote Doctors)	8
Limits to the Social Democracy	13	Sharing Economy (Knowledge And Skills)	8
Mega Urbanization	12	Closing The Digital Divide	8
New Economic Models	12	Light	7
Famine	10	Waste Management	7
Limits to Industrial Capitalism	10	Infant Aid	5
Post Fossil Fuel Energy	8	Diseases Aid & Awareness	5
Cyber Activism	5	Alternative Energy	5
Religious and Ethnic Wars	5	Water Saving	5
Robotic Warfare	5	Protection For Workers	5
Bioengineering	3	Climate Adaptation	5
Conflict Refugees	3	Prosthetics	3
Cybercrime and Terrorism	3	Personal Mobility/Aid	3
Drought	3	Safe Water	3
Governance Devolution	3	Financial Empowerment	3
Automation	2	3d Print	3
Nuclear Proliferation	2	Play As Prevention Of Disease	3
Personal Manufactory	2	Purposeful Gaming	3
Species Extinction	2	Applied Design Thinking	3
The Quantified Self	2	Empowering Girls & Women	3
CSR (Corporate Social Responsibility)	2	Sanitation	3
Aging Population	0	Personal Empowerment	3
Space Development	0	Internet Of Things	2
		Wearables	2
		Crisis Respons	2
		Impairment Devices (Sight & Sound)	0
		Diseases Treatment	0
		Displacement	0
		Heavy Lifting/Work Aids For Workers	0
		Physical Environment For Learning	0
		Flexible Living	0
		Materials	0
		Affordable Housing	0
		Biomimicry	0
		Civil Promotion	0

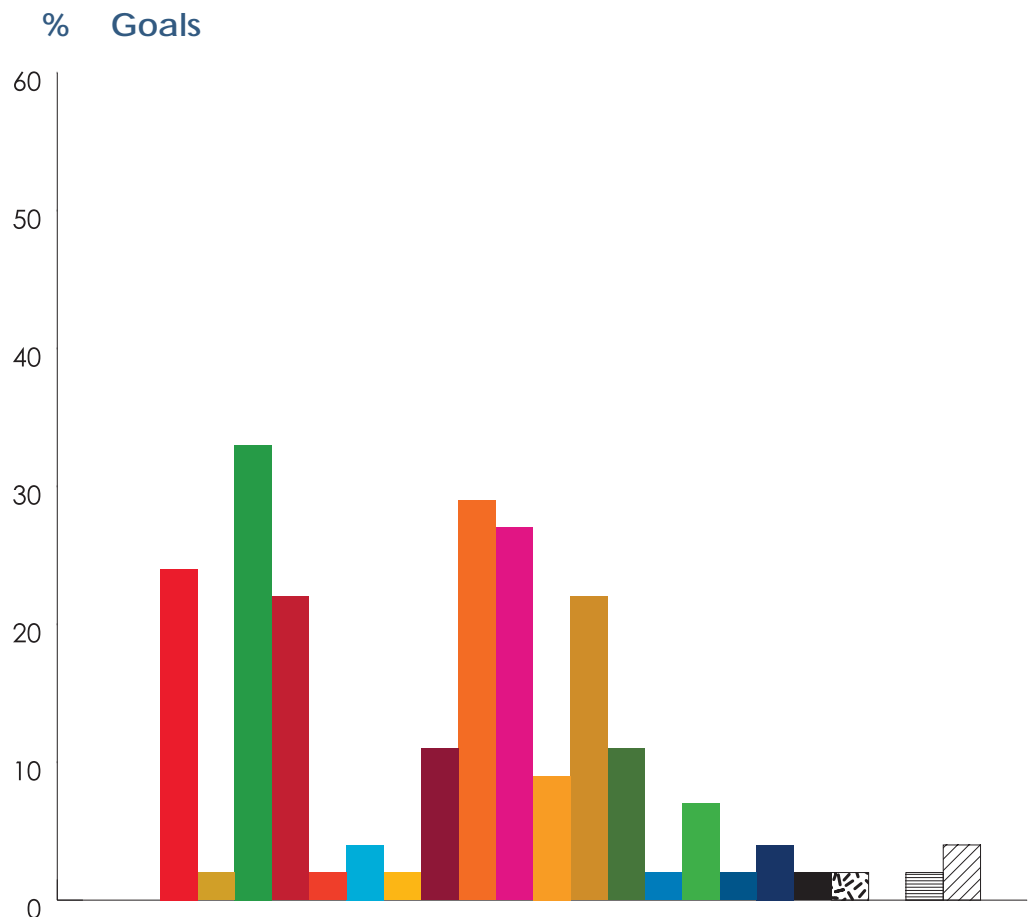
2015

In 2015 197 heads of state adopt the Sustainable Development Goals, and the Paris agreement becomes the world's first accord on climate. Also, in Paris the satirical magazine Charlie Hebdo comes under attack, while same-sex couples get the right to marry in all American states, and NASA confirm there is water on Mars.

The World Bank confirms that poverty is indeed declining, and in Myanmar Aung San Suu Kyi wins the election.

Among designers, SDGs concerned with climate action gets attention as does healthcare, education and responsible consumption. Climate Change, Digitalization of Everything and Connection Technologies are important drivers, while Species Extinction, Cybercrime & Terrorism and Ethnic Wars does not seem to push designers to innovate.

- SDG 1
- SDG 2
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
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- SDG 13
- SDG 14
- SDG 15
- SDG 16
- SDG 17
- DTIL 1
- DTIL 2
- DTIL 4
- DTIL 5



Drivers of Change	%	Design Trends	%
Entrepreneurship	84	Digital Society	36
Digitalization of Everything	56	Alternative Learning / Information	29
Connection Technologies	53	Conscientius Consumption/Behavie	18
Globalization	51	Self-Sustaining Resources	18
Climate Change	31	Empower People Local	16
Intelligent Systems	29	Diseases Treatment	11
Income Inequality	24	Safety	11
Mega Urbanization	20	Alternativ Energy	11
Macker/Hacker/DIY	16	Reclaiming The City	9
New Economic Models	16	Decentralization Of Healthcare (Remote Doctors)	9
Drought	11	Protection For Workers	9
Limits to Industrial Capitalism	11	Food Sustainability	7
Automation	9	Water Saving	7
Bioengineering	7	Displacement	7
Cyber Activism	7	Purposeful Gaming	7
Massive Disemployment	7	Closing The Digital Divide	7
Post Fossil Fuel Energy	7	Diseases Aid & Awarness	4
CSR (Corporate SocialResponsibility)	7	Finansiel Empowerment	4
Conflict Refugees	4	Sharing Economy (Knowledge And Skills)	4
Famine	4	Physical Environment For Learning	4
Limits to the Social Democracy	4	Personal Empowerment	4
Personal Manufactory	4	Wearables	4
Robotic Warfare	4	Infant Aid	2
Social Media	4	Impairment Devices (Sight & Sound)	2
Space Development	4	Prosthetics	2
The Quantified Self	4	Mobility & Alternativ Transportation	2
Cybercrime and Terrorism	2	Safe Water	2
Governance Devolution	2	Heavy Lifting/Work Aids For Workers	2
Religious and Ethnic Wars	2	3d Print	2
Species Extinction	2	Applied Design Thinking	2
Aging Population	0	Empowering Girls & Women	2
Nuclear Proliferation	0	Flexible Living	2
		Biomimicry	2
		Climate Adaptation	2
		Waste Management	2
		Personal Mobility/Aid	0
		Light	0
		Play As Prevention Of Disease	0
		Materials	0
		Internet Of Things	0
		Sanitation	0
		Affordable Housing	0
		Crisis Respons	0
		Civil Promotion	0

2017

In January Donald Trump became the 45th American president and the National Intelligence reported that the Russian government had ordered a campaign aimed at the presidential election.

600,000 Rohingya refugees fled Myanmar and wildfires roamed around the globe. The #MeToo movement was started by Tarana Burke, while Islamic State headquarters Raqqa was destroyed.

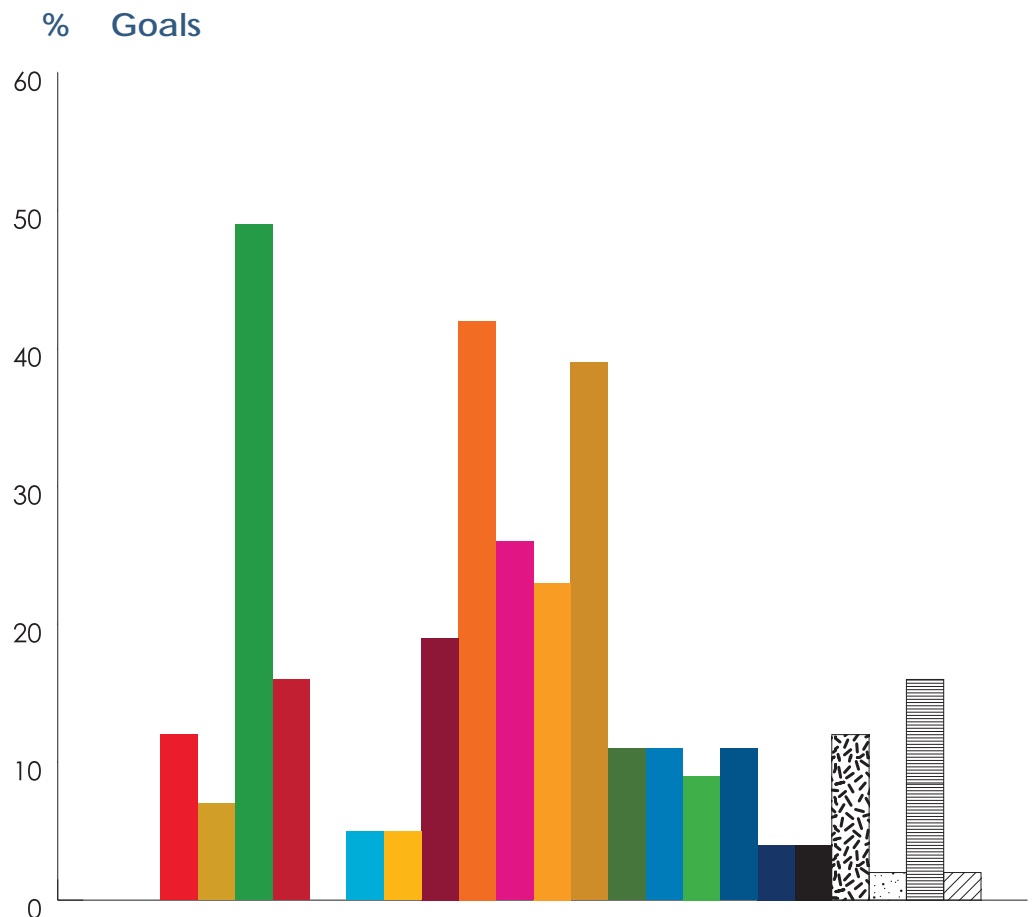
Only two years after they were coined the DTIL Goals gained traction. Designers began meeting two Goals: 19 - Balance Human & Artificial Intelligence – and 21 - Innovative Financial System. The latter gave INDEX Award finalists Ethereum, Garbage Clinical Insurance and Destácame, a new credit score system.

Supporting this, New Economic Models grew as a driver, and Diseases Treatment and waste management were strong Design Trends.

- SDG 1
- SDG 2
- SDG 3
- SDG 4

- SDG 6
- SDG 7
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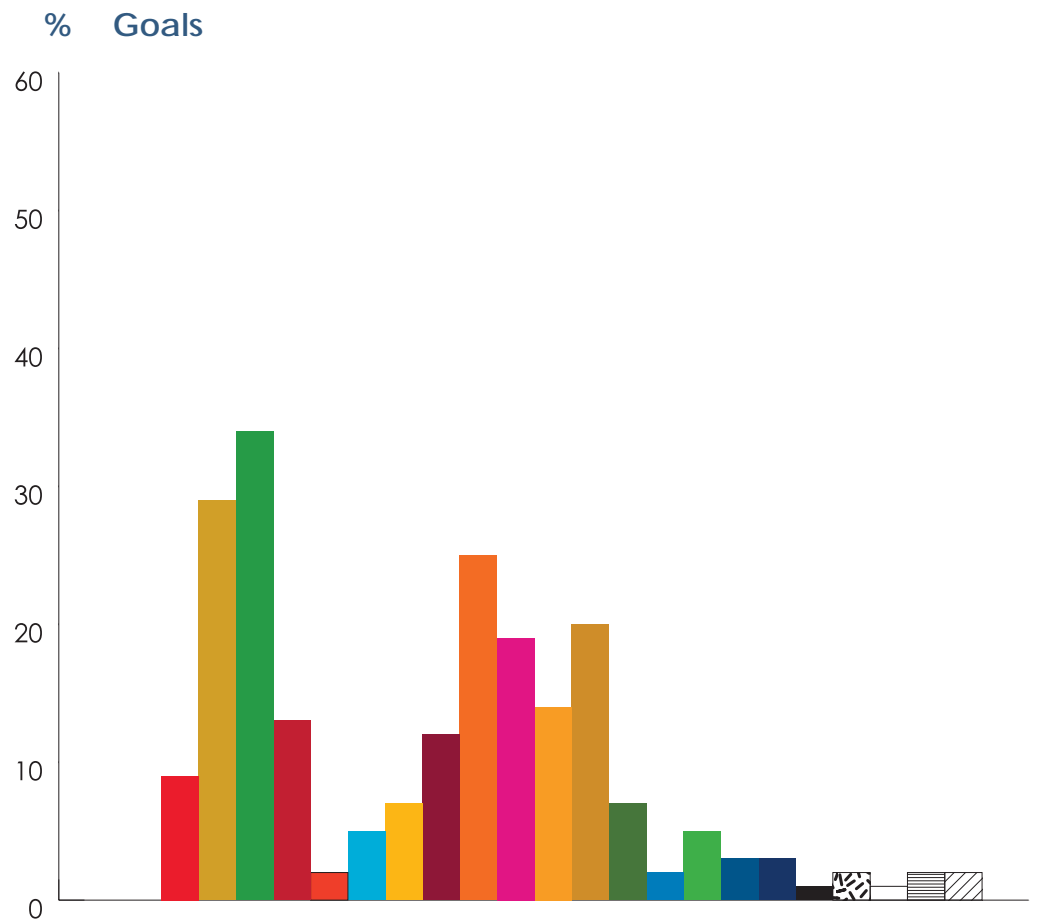
- DTIL 1
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Drivers of Change	%	Design Trends	%
Connection Technologies	39	Diseases Treatment	19
Entrepreneurship	32	Waste Management	14
Income Inequality	28	Diseases Aid & Awareness	12
Digitalization of Everything	26	Food Sustainability	12
Automation	25	Digital Society	12
Intelligent Systems	25	Empower People Local	12
Limits to Industrial Capitalism	25	Personal Empowerment	12
Globalization	21	Conscientious Consumption/Behavior	11
Climate Change	19	Alternative Learning / Information	11
New Economic Models	19	Alternative Energy	9
Macker/Hacker/DIY	18	Financial Empowerment	7
Bioengineering	16	Safety	5
Mega Urbanization	14	Self-Sustaining Resources	5
Post Fossil Fuel Energy	12	Safe Water	5
Drought	11	Materials	5
Famine	7	Crisis Respons	5
Limits to the Social Democracy	7	Personal Mobility/Aid	4
Robotic Warfare	7	Mobility & Alternative Transportation	4
Governance Devolution	5	Water Saving	4
Religious and Ethnic Wars	5	Heavy Lifting/Work Aids For Workers	4
Social Media	4	Climate Adaptation	4
Species Extinction	4	Infant Aid	2
Conflict Refugees	2	Impairment Devices (Sight & Sound)	2
Cybercrime and Terrorism	2	Prosthetics	2
Massive Disemployment	2	Reclaiming The City	2
Personal Manufactory	2	Displacement	2
Space Development	2	Decentralization Of Healthcare (Remote Doctors)	2
The Quantified Self	2	3d Print	2
CSR (Corporate Social Responsibility)	2	Sharing Economy (Knowledge And Skills)	2
Aging Population	0	Play As Prevention Of Disease	2
Cyber Activism	0	Purposeful Gaming	2
Nuclear Proliferation	0	Empowering Girls & Women	2
		Internet Of Things	2
		Wearables	2
		Light	0
		Protection For Workers	0
		Physical Environment For Learning	0
		Closing The Digital Divide	0
		Applied Design Thinking	0
		Flexible Living	0
		Sanitation	0
		Affordable Housing	0
		Biomimicry	0
		Civil Promotion	0

2005 – 2017

- SDG 1
- SDG 2
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- SDG 4
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- DTIL 1
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Drivers of Change	%	Design Trends	%
Entrepreneurship	65	Digital Society	19
Globalization	48	Alternative Learning / Information	19
Climate Change	29	Self-Sustaining Resources	16
Connection Technologies	27	Conscientious Consumption/Behavior	14
Governance Devolution	24	Safety	11
Massive Disemployment	18	Reclaiming The City	10
Income Inequality	9	Empower People Local	9
Post Fossil Fuel Energy	9	Mobility & Alternativ Transportation	8
Limits to the Social Democracy	8	Diseases Treatment	7
Bioengineering	7	Alternativ Energy	7
Intelligent Systems	7	Applied Design Thinking	7
Limits to Industrial Capitalism	7	Diseases Aid & Awarness	6
Conflict Refugees	6	Decentralization Of Healthcare (Remote Doctors)	5
Mega Urbanization	6	Closing The Digital Divide	5
New Economic Models	6	Personal Empowerment	5
Social Media	6	Impairment Devices (Sight & Sound)	4
Macker/Hacker/DIY	5	Food Sustainability	4
Aging Population	4	Water Saving	4
Automation	4	Displacement	4
Cyber Activism	4	Safe Water	4
Drought	4	Infant Aid	3
Famine	3	Light	3
Religious and Ethnic Wars	3	Protection For Workers	3
Digitalization of Everything	2	Sharing Economy (Knowledge And Skills)	3
Personal Manufactory	2	Play As Prevention Of Disease	3
Robotic Warfare	2	Purposeful Gaming	3
CSR (Corporate Social Responsibility)	2	Wearables	3
Cybercrime and Terrorism	1	Waste Management	3
Space Development	1	Prosthetics	2
Species Extinction	1	Personal Mobility/Aid	2
The Quantified Self	1	Finansiel Empowerment	2
Nuclear Proliferation	0	Heavy Lifting/Work Aids For Workers	2
		Physical Environment For Learning	2
		Empowering Girls & Women	2
		Flexible Living	2
		Materials	2
		Climate Adaptation	2
		3d Print	1
		Sanitation	1
		Affordable Housing	1
		Biomimicry	1
		Crisis Respons	1
		Internet Of Things	0
		Civil Promotion	0

Did you know?

Designs relation to SDG

At The Index Project we relate all designs nominated for INDEX: Award to the SDG's.

That is, we did that from 2015 where the SDGs were published. Beforehand we related to the Millennium Development Goals – the SDGs predecessors.

But to see what we could learn, we have gone back and related 504 finalists and winners from 2005 to 2017 to what is the world's main current framework – the SDGs.

Throughout the years, SDG 3 – Good Health and Wellbeing – has consistently been the SDG which most designers in The Index Project addressed through their work.

SDG 3 is closely followed by SDG 2 – No Poverty and SDG 9 – Industry, Innovation and Infrastructure.

The SDGs which seem to gain less interest from designers are 5, 14 and 17 – about Gender Equality, Life below Water and Partnerships for the Goals.

Designers relation to Drivers of Change

When change happens in organizations or societies, something drives it.

At The Index Project we have described 32 different Drivers of Change that have been relevant to design from 2005 to now for example Automation, Income Inequality or Robotic Warfare.

The four drivers that have pressured designers to engage in making changes are: Entrepreneurship, Globalization, Climate Change and Connection Technologies.

Firstly, designers are driven by the urge to start new things, secondly by the connectivity and open markets of globalization, thirdly by climate change and lastly by the many opportunities offered through connection technologies.

What seems to put less pressure on designers are Species Extinction and Cybercrime & Terrorism. A qualified guess is that both of those will pose increased pressures in the years to come.

What we saw but did not recognize

In the late 1980s 3D printing gained early popularity in a few select industries that benefitted from rapid prototyping. But the broader public knew little of it.

Therefore, in 2007 when Finnish Janne Kyttäe submitted Freedom of Creation for INDEX Award we were not just surprised, but honestly quite close to outraged.

We knew for an undisputable fact that printing were 2D. We could in no way imagine 3D printing. Come on: How would that copy machine look, and what about the paper? Luckily a visionary jury acknowledged the potential and the rest is history.

Likewise in 2009. We saw several designs that seemed to focus on a new way of sharing and all did involve more or less user-friendly digital platforms. Several of those became finalists – as the benefits were obvious, but we had no words that could describe what happened around us.

In 2010, when Rachel Botsman and Roo Rogers published the book “What’s Mine Is Yours: The Rise of Collaborative Consumption”, they gave us the words.

And now 9 years later, we are still trying to understand the full impact of the sharing economy.

Designers relation to Design Trends

Before a trend is fully blown, emerging Design Trends are observed by a few first movers. Designers are often among the latter.

At The Index Project we have identified and described 44 different Design Trends that have inspired designers involved with Index Award from 2005 to 2017. We have also analyzed which had special importance to the designers involved with us.

With increasing intensity designers have engaged in the trend of Decentralizing Healthcare, enabling patients to test and heal at home. At the same time they have optimized hospital economy. Closely hereafter designers relate to the Design Trends of Crises Response, Climate Adaptation and Closing the Digital Divide.

