

A GUIDE TO



• LABS •

WHAT IS THIS GUIDE ABOUT?

Welcome to the Sustainability Labs!

“Sustainability Labs” are a series of workshops designed to build communities and together aim for a more sustainable city by reducing CO2 emissions on a local level. It is a method of creating deep and meaningful connections - through environmental and ecological values - among people who are sharing the same space: one neighbourhood. It allows citizens to add their own ideas towards building a more sustainable world and to contribute to positive change in their own city.

This booklet will give you insights into:

1. Three Sustainability Labs and the projects we have realized during the year 2018.
2. How to run a Lab yourself and contribute to local CO2 reduction.



A GUIDE TO SUSTAINABILITY LABS Berlin 2018

THE SUSTAINABILITY LABS CONCEPT

The project is funded by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety due to a decision by the German Federal Parliament. It was proposed and developed by GreenBuzz Berlin e.V. and consists of a series of workshops, the so-called "Sustainability Labs". In a one-day session and subsequent meetings, a Lab aims to develop effective and innovative projects for climate protection on a neighbourhood level. Citizens and initiatives of different disciplines come together to share knowledge, perspectives and ideas. This pilot project can be easily exported to other neighbourhoods, cities and even countries. In fact, we want to encourage YOU to do so!

Three Sustainability Labs, in three neighbourhoods of Berlin.

Sustainability Labs offer the appropriate framework to implement our citizen's ideas under the question **"What can WE do to reduce CO2 on local level?"**.

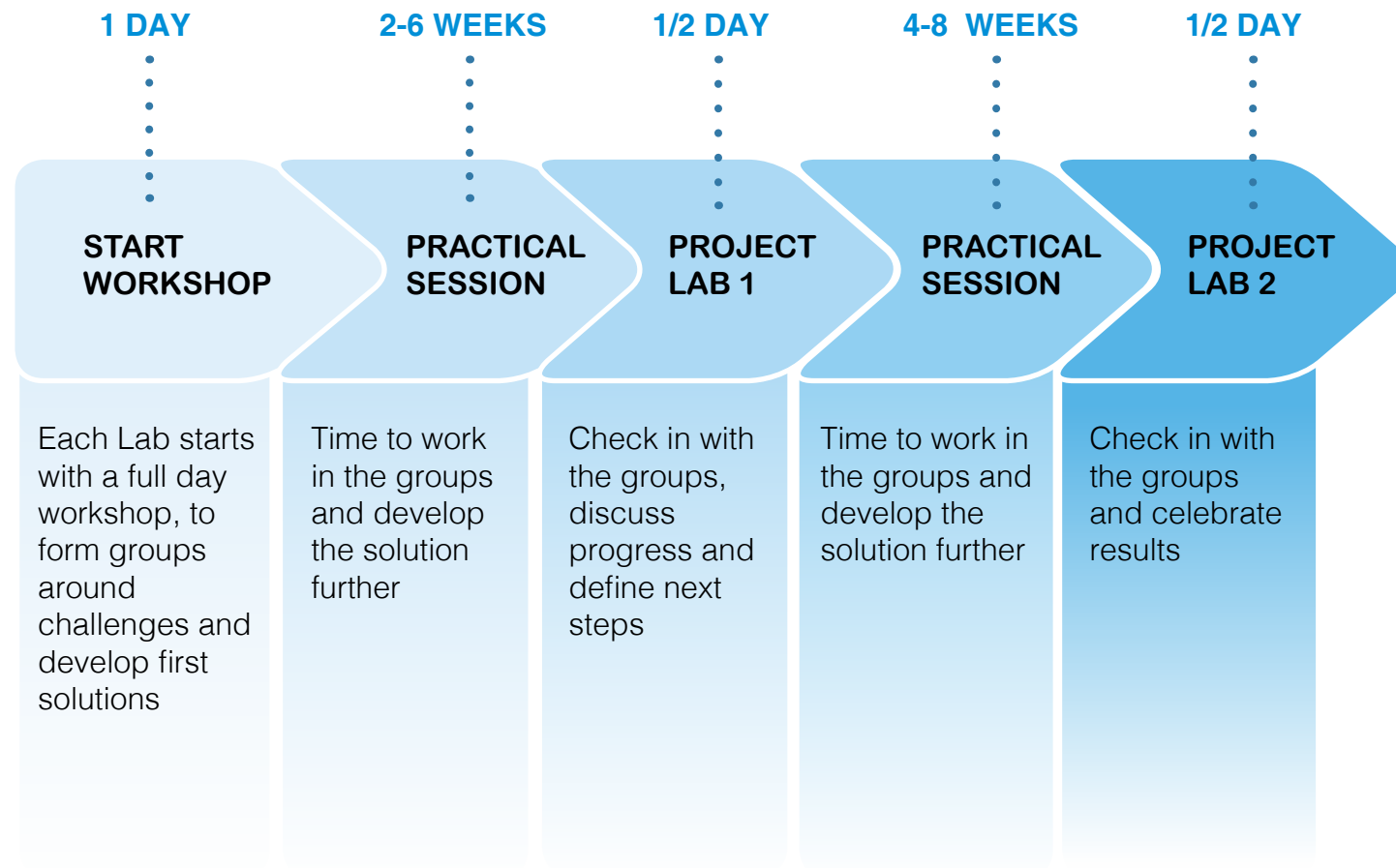
During the year 2018, three Labs were organized in three different neighbourhoods within Berlin: Kreuzberg, Neukölln and Wedding. Each Lab gathered people from the area who had either previously submitted an idea or wanted to be part of a sustainable challenge to make it happen.

Current methods like design thinking and open innovation were applied to move from an idea to a project. These human-centered approaches encourage creativity and find new ways to solve problems. Both processes are leading to community generated problem solving and innovation. Skilled coaches from [Protellus](#) and Maren Beverung Consulting and Facilitation - as well as the GreenBuzz Berlin e.V. members - orchestrated the workshops.

The Labs took place in locations which advocate for sustainability. A Lab consists of a one-day event and subsequent meetings to develop the idea further. GreenBuzz Berlin led and supported the process by taking part in the meetings, conducting interviews with all the people involved, publishing their achievements and supporting the challenges with financial contributions which are needed for future development and realization. Challenges were selected based on their fit to reduce CO2 on a local level, as well as viability and convincing application.

"With design thinking, participants team up to work closely together in a creative way which is really helpful to create bonds between them and enable thinking outside of the box." - Aurélie Ferron, design thinking coach from Protellus.

TIMELINE OF A LAB



ABOUT GREENBUZZ

[GreenBuzz Berlin e.V.](#) supports sustainability on a regional and international level through networking, education and publishing. We connect people who work in sustainability - or have a great passion for sustainable thinking - and seek to build an active community to make the city more sustainable.

“GreenBuzz Berlin believes that humans need to secure a planet that is worth living on – for all future generations to come. This involves a world in which every individual has the knowledge



and competence to take responsible, educated decisions. In our connected world, your decisions matter.” - Marco Blumendorf, Founder and Board Member GreenBuzz Berlin.


Since the foundation in 2014, [GreenBuzz](#) has created diverse event formats: Sustainability Drinks, Sustainability Panels, Sustainable Movies, networking meetings and collaborations with other events such as Ecopreneurs for the Climate (#Eco4Clim) or the Berlin Open Source Circular Economy (#OSCE) days. Our Sustainability Drinks event series brought together well over 2500 people between 2014-2018. At the end of 2017, Green Buzz Berlin received state support to start the [Sustainability Labs](#).

Our mission is to facilitate people to connect and share knowledge on topics around sustainability, in order to support responsible decisions and actions. We want to develop and present new approaches that support sustainable societies and businesses to grow.

In 2014, GreenBuzz Berlin co-founded [GreenBuzz Global](#) to reach out to the global community. As a global organisation, it brings similar events to various countries and cities worldwide, building a global network of sustainability professionals.

Do you want to know more about Greenbuzz Berlin? Check out our website www.greenbuzzberlin.de and facebook!

THE LABS



The third Sustainability Lab was held in “Das Baumhaus” (= treehouse), a project and space for sustainability in the neighbourhood of Wedding. It provides a platform for meeting, events and workshops for a variety of people and organizations who want to make Berlin a better place. A concept in full concordance with the Sustainability Labs concept.

“The benefits for us - being an owner of an event space - are many. The most obvious is that we get to expand our network of change-makers, to be introduced to new perspectives and develop new collaborations.”-Scott Bolden, Das Baumhaus

WEDDING

KREUZBERG

NEUKÖLLN

Berlin is known for its innovative scene - Kreuzberg is a front runner with a high number of co-working spaces and is a true hub of diversity in Berlin. The area attracts entrepreneurs from a diverse range of backgrounds, including internationals, as well as startups. It is also the place of birth one of the first coworking spaces in Berlin: [betahaus](#). A great place for our first Sustainability Lab!

The second lab took place at [CRCLR House](#) in the heart of Neukölln. The space can be referred to as Berlin's hub for the circular economy. For this lab, three challenges were proposed and developed, once again with the help of coaches to bring ideas to fruition by developing project and a prototype.

KREUZBERG CHALLENGE # 1

THE URBAN SOLAR PROJECT

“Our challenge doubled up on co2 savings. Firstly by upcycling existing solar modules and secondly by providing a public renewable energy source.” - Bryce Felmingham, challenge holder

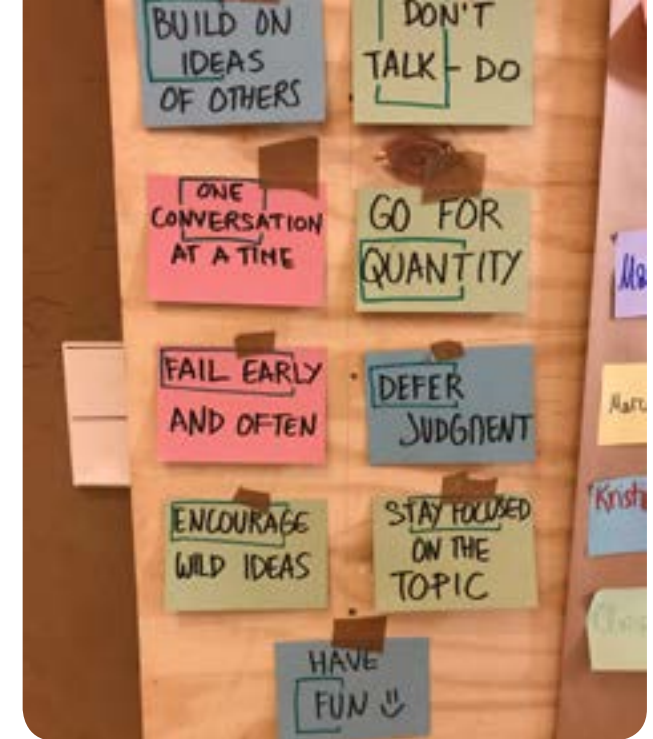
[SunCrafter](#), a startup developing solar power charging stations, aimed to find out “how to help e-commuters feel comfortable in the city while reducing the CO2 emissions using solar power hardware?” With the support of our coaches, the “challenge holder” (initiator of the project), interested citizens who signed up to the workshop beforehand and GreenBuzz Berlin members got started with the following process:

1 Brainstorm: The team collected as many thoughts as possible on market needs, potential products and services, requirements, legal barriers and all that came to their mind.

2 Check: To funnel the ideas developed, the team spread out to interview people on the street.

3 Conceptualize: Taking this feedback into account, the two most compelling concepts were further refined and a prototype was prepared.

4 Develop: Based on the theoretical basis, a realistic approach to the idea was developed and a product prototype was built. Since the ideas, viability and scope of the concepts are very diverse, some are still in the process of being realized or might prove to be infeasible.



Concept No. 1:

A solar vending machine point

One team came up with a solar unit info and recharge point, with the added bonus of a vending machine that provides organic and regional products.

The benefit: While the user is relaxing outside, he recharges his devices (a phone, laptop, or even an e-bike) and has access to healthy and local foods.

Concept No. 2:

An off-grid solar outdoor coworking space

The second concept is an off-grid solar powered outdoor coworking space for parks and other public areas. The aim is to allow people to enjoy fresh air and the sun, while being productive and charging their devices in a green manner. This can widely improve work-life quality.

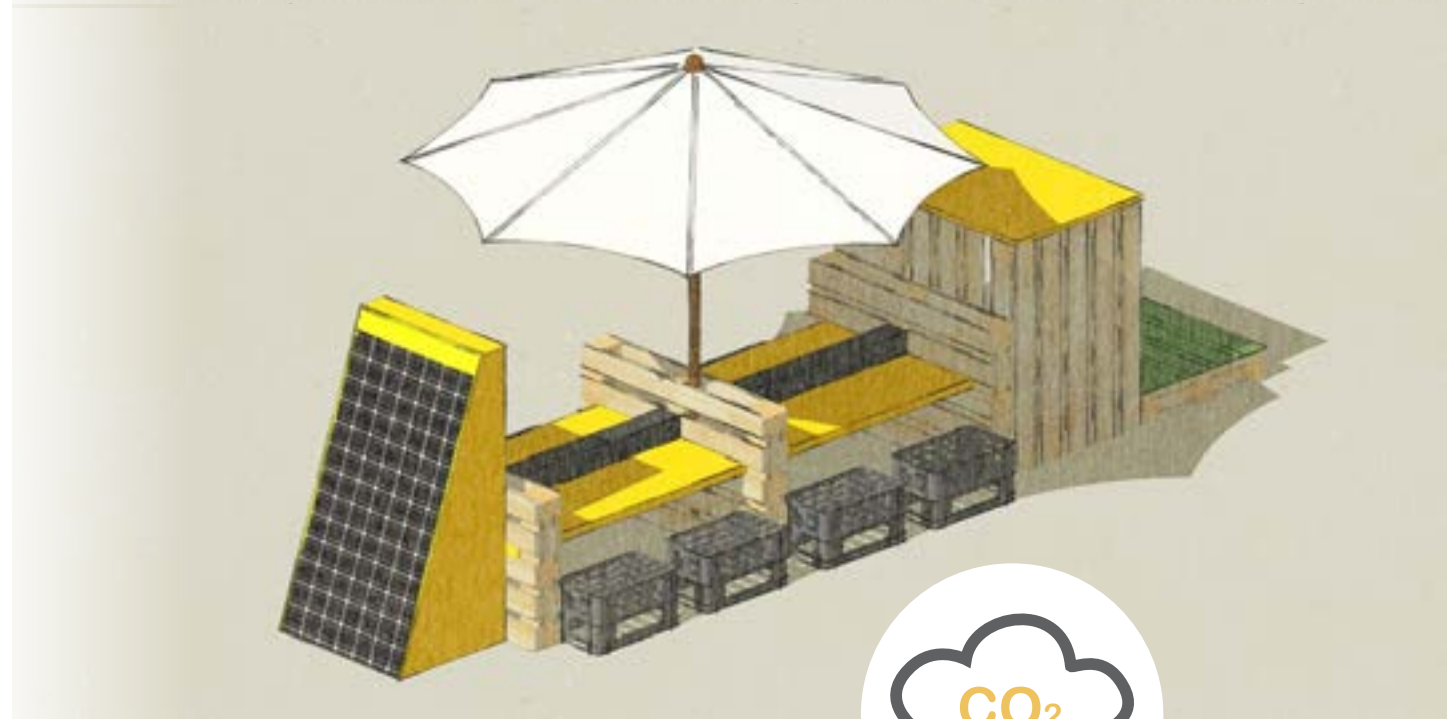
RESULT

The group decided to take the second concept further to development at subsequent meetings, in order to come up with a name and a space for the project, figure out how to source the material and develop ideas for the set-up, function and design. 'The Urban Solar Project', a solar powered coworking space prototype was born and placed outside the [CRCLR](#) House, a Berlin based centre for circular economy practices.

The Urban Solar project is also improving people's lives as it allows them to work outside, enjoy the benefits of fresh air and increases their productivity while becoming aware of how solar solutions and innovation can enhance our work and life mobility.

How does it reduce CO2 emissions?

Using solar energy to recharge your computer and other devices directly offsets using electricity from fossil fuels. Additionally, the



establishment of solar power as a daily source of power in an open space builds trust in green energy for citizens in a neighborhood and will also indirectly trigger better, more sustainable consumption habits.

Moreover, this project has managed to establish a solar powered coworking environment which was in use at CRCLR House over the summer and that - with a few updates and modifications - is expected to be there again for summer 2019. Last but not least, the CRCLR management is interested in an e-bike charging station from SunCrafter. The start up is now building both an e-bike charging station prototype and the next version of the outdoor solar coworking space. Good luck, SunCrafter!



A laptop consumes around 10-12 Watts per hour. So a workday (8h) is around 90 Watts or 0.72 kWh. The average working days in a month is 21 days so that is 15.12 kWh. Taking the data from [Rensmart](#) (the conversion factor is 0.35 kg of CO2 saved for each kWh produced from a carbon free source), this idea can help to save 5.31CO2e per month per worker.

KREUZBERG CHALLENGE # 2

DROP-OFF HUB

“We were interested in receiving idea and general input from citizens that are directly affected by logistics done by fossil fueled delivery vans.” - Mika Koopmann from Imaginecargo



[ImagineCargo](#) aims to create a sustainable “drop-off hub” in Kreuzberg for online shoppers and local businesses with the goal distributing parcels using bicycles. This startup is building a network of sustainable local logistics operators, utilizing cargo bikes for parcel deliveries and working with e-commerce businesses to distribute their parcels through its national network.

Flexibility, reliability, traceability, easy return, good customer service and immediacy are some of the factors that customers take into consideration when buying a product. With regard to these points, many online outlets fail to satisfy their customers in their delivery process.

Current hurdles are high volumes of traffic,

no parking spots, time pressure, delivery price sensibility and a lack of choice of a sustainable delivery service.

The team looked at a solution that allows the distribution of products in an efficient and sustainable way without compromising customer needs.

***As the design thinking process followed the same logic as for challenge #1, we concentrate on summing up considerations and outcomes for the following challenges.**



RESULT

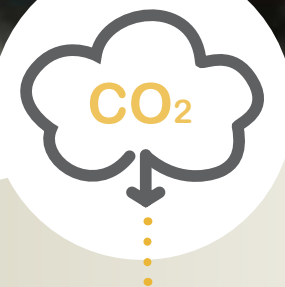
THE DROP-OFF HUB

Taking these factors into consideration, the proposed concept is a local hub committed to social standards, using a centralised system and a sustainable way of transportation. The first hub is going to be placed in Kreuzberg and it is going to be time efficient as the user won't have to wait for the courier to get the package on time; this solution is also going to be planned and put into practice by the citizens. The team developed a plan of action to be followed through the succeeding meetings: looking for possible locations, starting a network of interested people, working on legal issues and fundraising the first prototype. The feedback has helped ImagineCargo to proceed with their idea of developing a CityHub in Berlin to channel hundreds of shipments. The plan is to open at least three additional hubs in the near future.

“Our initiative raises awareness about how citizens can help to reduce the CO2 emissions in their neighbourhood, how to develop citizen projects and create a community working towards a better society and a greener place to live in.”
- Carolin Kruse, board member GreenBuzz Berlin e.V.

Reducing CO2 emissions

This proposed solution is reducing CO2 emissions in transportation by cutting down the number of vans driving on the streets, by providing a central drop-off hub as a replacement. The parcel delivery is now partly zero emission based, as cargo bikes pick up parcels from the hub and take them to the end consumer. DPD (German Parcel delivery) has already proven that in areas with high traffic density, bikes can deliver almost the same amount of parcels as a conventional van.



In numbers... According to [EU data](#), in 2017 the average van sold in the EU emitted 156 g CO2/km. Last year [DPD cargo bikes](#) deployed in combination with a micro-depot delivered over 80.000 parcels. Using the aforementioned data and average distances, it can be determined that their operation resulted in the reduction of CO2 emissions by 16 tonnes, as well as a reduction of 25% for nitrogen oxides (NOx) and 33% for particulate matter (PM2.5 and PM10). Drop-off hubs could help to accelerate this development.

NEUKÖLLN CHALLENGE #1

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ZOO COMPOSTING



[ZooComposting](#) is an experimental station transforming food waste into high-quality organic eggs, protein and compost. Its founder joined this lab to find out how this system could be utilized in Neukölln to support a zero waste lifestyle in the neighborhood. The discussion also focused on how to engage local residents and neighbours, so that they would be willing to participate by donating their waste; waste is the resource - or fuel - and therefore the most important input for the success of a ZooComposting station.

How it Works

The prototype - located at the Peace of Land Community Garden - is managed by a group of volunteers who are interested in learning and reconnecting with the natural environment, who in the process turn waste into fresh organic eggs: Food scraps serve as food for chickens who know exactly which parts are edible and which are not, providing a natural process for separating the organic waste; the raw inedible vegetable residues are processed by red worms; the remaining waste is then devoured by soldier fly larvae. Through these processes the organic waste is transformed into three end products: organic eggs (given to waste providers in return), larval protein (special product for animal feed) and worm humus (high quality organic fertiliser).

The experimental station is designed to be applied to other locations, especially in developing countries where the waste management systems tend to be insufficient or non-existent and access to organic and quality products are usually restricted to the higher classes.

“Waste management is a very complicated sector to innovate, due to the rigidity of the rules and control of large companies. So being able to enjoy an entire day of intensive work to solve challenges related to this field, is a pleasure and an honour.” - Ricardo Beck, ZooComposting





RESULT

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After the brainstorming session, the team conducted interviews with citizens at local food shops. They found out that only a fraction of the population understands the value of this project and its environmental benefits, making it harder to implement the solutions across neighbouring areas. The team did an excursion to the existing prototype of the ZooComposting station in Prenzlauer Berg and is currently preparing an information campaign to increase awareness and demand for possible future stations.

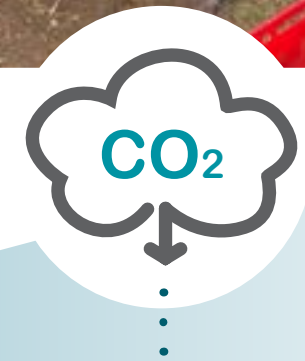
Next steps

One of the next steps is to find a sustainable

system for participation in the area around the already existing ZooComposting station, and to build more ZooComposting stations in other locations such as Neukölln. As the station is closed during the cold season, the team focuses on fundraising and partnerships.

In 2016, the volume of biowaste collected from private households rose by more than 500,000 tonnes (an increase of 6 kilograms per inhabitant) compared to 2015, according to the German Federal Statistical Office; any attempt to transform food waste into usable products can help to reduce CO₂ emissions.

Do you wanna know more about waste management in Germany? [Check the last report from the Ministry](#)



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As the waste is not taken to a landfill or burned, less carbon is released into the atmosphere. However this is not the only environmental benefit of this project: it balances soil nutrients, helps to enhance fertility as well as fight desertification and it builds community resilience. Furthermore the project also uses a cleaner composting processes (less methane) and as the amount of waste is reduced, less garbage trucks and infrastructure is needed.

NEUKÖLLN CHALLENGE #2

SAUBERE LUFT

This challenge aimed at raising awareness of the need for clean air in Neukölln, with a focus on how to educate citizens and increase the awareness of the quality of the air in cities. According to the feedback from the interviews collected by the team, most people are tired of living in a polluted environment. However, they are not fully aware of the true extent of the problem. Fumes from cars and trucks are perceived as a harmful to health, above all when cycling in the city. This is an issue recognized by organizations (such as Netzwerk Fahrradfreundliches Neukölln) but might not fully be known to all of the local residents. Therefore, the participants decided to found



an association called “Saubere Luft für Neukölln” (= Clean Air for Neukölln) to take action and promote pure air in the city. It is a collaborative project that aims to work together with other groups sharing similar goals and develop strategies that can be put into practice in Neukölln, but also in other neighborhoods and cities worldwide.

SAUBERE LUFT

RESULT

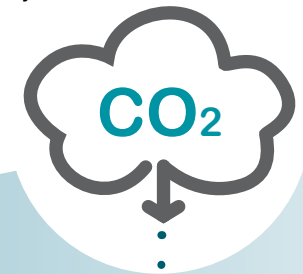
The concept includes multiple activities and actions, one of which is the creation of an award for the most polluted street in Berlin. The first street to receive this “recognition” is Karl-Marx-Straße. In follow-up meetings the team planned the award ceremony of the “dirtiest street”. The public event took place, spreading knowledge around pollution in a somewhat ironic and funny way; the award, a golden exhaust pipe funded by GreenBuzz Berlin was considered a highlight. Citizens from the neighbourhood, civil society groups and activists as well as the press were invited.

Another action is going to be the installation of signs reporting the current level of air



“Through raising awareness on air pollution we hope to inspire people to ride more bike, less cars and walk by foot. Increasing pressure on politicians we aim to contribute to the improvement of exhaust pollution.” - Frederik Henn, challenge holder Saubere Luft

pollution at central spots in Neukölln. The team also wants to organize a campaign to motivate people to use bikes instead of cars, while advocating for better bicycle lanes. After raising awareness through a demonstration, the creation of a [Facebook page](#) and several [newspaper articles](#), the team is currently working on drafting future activism projects.



This initiative helps to reduce the levels of CO₂ on a local level by raising awareness of air pollution, with a focus on changing habits e.g. making conscious decisions such as using a bike instead of a car. Through advocating for clean air, the topic becomes more relevant and politicians can hopefully make some changes which improve air quality in the future. According to the [European Cyclist Federation](#), a car emits 271g CO₂ per kilometer on average. However cycling results in the emission of 21g of CO₂ per kilometer, thereby reducing emissions by more than 90%.

HYDRO PHONIC GARDENS



The purpose of this challenge is to make Berlin greener by adding plants to the city. The team identified the following positive effects of sowing plants in the city: noise reduction, shadow generation, fine-particle reduction, evaporation chill and CO2 reduction. The original proposal was to use bare walls for building hydroponic vertical gardens. These gardens use mineral nutrient solutions in a water solvent, therefore making soil redundant while cleaning the air that we breathe. The team discussed the requirements to building a vertical garden by evaluating possible locations, construction



requirements, permits needed, costs of the project and its maintenance.

Interviewing people on the streets showed that environmental issues might not be as important as social concerns, which are gaining more importance in Neukölln. Steadily rising rents, displacement pressure and an increase in tourism has created a situation in which the neighbourhood is becoming more dysfunctional. Therefore the original idea was adapted to a green social hotspot enriching the quality of life of the locals and enabling social interactions: a low-cost and low-maintenance vertical park.



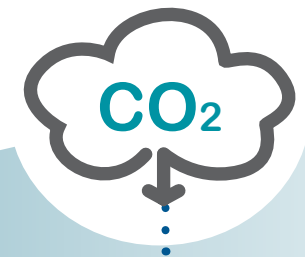
HYDROPHONIC GARDENS

RESULT

The chosen project consists of a Kiez Park (neighborhood park), a space that can be replicated anywhere - in Berlin or beyond. The park is equipped with benches with a moss cover, which converts CO₂ from the neighborhood into oxygen; the idea is to create a relaxing island inside the lively area of Neukölln for resting, working and exchanging ideas with other people. This solution does not require heavy maintenance and would survive the winter. Moreover, solar panels can be powered in this spot to become a charging station - this opens the possibility of a potential collaboration with SunCrafter, a member of the earlier challenge providing urban solar coworking stations.

Ideally a Kiez Park would be sponsored by a company which may use it for communication with the local crowd via touchscreen, product placements and alike. The next step is to build a functional prototype, as well as develop a sound marketing and financial plan. Starting next spring, the team will also evaluate similar projects like “mobiles grünes Zimmer” (= mobile green room), which is already doing something similar in Darmstadt, or “GreenCity Solutions”, a Berlin-based startup producing moss walls.

“Sustainable Labs are a great opportunity to involve people with diverse backgrounds to find answers to specific sustainable challenges and creating a community for positive change.” - Damar Rivillo, challenge holder Upcycling fashion.



Did you know?

The moss-covered [CityTree](#) from GreenCity Solutions has the same air-purifying effect as 275 regular trees. Moss also acts as a buffer against rainwater, increases humidity, produces oxygen, absorbs polluted rainwater as well as gaseous air pollution and provides an ideal environment for bacteria to break down organic matter and consume fine particulate matter.

WEDDING CHALLENGE #1

UPCYCLING FASHION

Upcycling has become more popular in recent years. It is a new wave in the fashion industry and a perfect way to tackle the waste problem associated with that industry, while simultaneously promoting change towards sustainability. This challenge is an open workshop about ways to transform and customize old clothes.

After the brainstorming process, the team decided to create a carpet made out of waste collected on the streets; the carpet is going to become a collaborative project as each neighbourhood in Berlin can participate by creating a piece. The project aims to raise awareness by creating a circular product that can be promoted and used for events as a statement for a more sustainable society. As a trend, fashion events use a green “red carpet”, mostly produced from recycled

plastics. Examples include prestigious international events such as the Oscars and the Grammys, but also local events such as the Berlin Green Tec Awards.

“If we see the big picture, upcycling materials which would otherwise be sent to waste disposal and be destroyed (probably by incineration) saves the CO2 from combustion entering the atmosphere.” - Damar Rivillo, Upcycling challenge



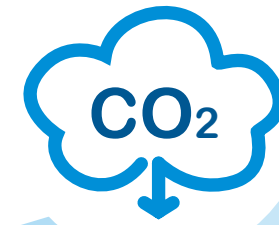
UPCYCLED CARPET

RESULT

This carpet could go one step further than current initiatives and include citizens as part of a collaborative production process: everyone should contribute to this carpet, with each small contribution coming together to create a large communal piece. No sewing or design skills are needed, therefore participation barriers are very low. Another idea was that after being used at an event it could be auctioned to finance the initiative. Moreover, it could be a fully crowd-sourced project connecting people and spreading the word on a global level: citizens from all across the world can either contribute with their design proposals, or download other design ideas to create a small pattern and send it to the initiator who then puts it together. The end product: a global collaborative green “red carpet” used at local events.



The team is currently working on the prototype and finding funding in order to bring their idea to fruition. They are looking for computer skilled people to help them realize their vision; if that is you, get in touch!



As red carpets can be rented, the amount of CO2 saved in this process is not as significant as the fact that it raises awareness about citizens' consumer behaviour in fashion, their ecological footprint in general and waste production. Being reminded at glamorous events that waste will be burned or end up in our environment (such as in our oceans) is important, as this should be everybody's concern. Furthermore, the promotion of upcycling helps to reduce CO2 emissions as it is using old materials instead of newly produced ones. For example, the airline Emirates is currently using blankets produced from recycled bottles; for each blanket, 28 bottles were used. As WornAgain, a UK based company reusing discarded textiles, points out: for every ton of discarded textiles recycled, 20 tons of CO2 are prevented from entering the atmosphere.

WEDDING CHALLENGE #2

FLEXIBLE FURNITURE



Every year 40,000 people move to Berlin and sometimes, their furniture moves with them but more so, it is being thrown out or sold. An underlying question come ups: How can we make furniture more sustainable and flexible? This challenge was addressed by [12rooms](#), a startup in its early stages which aims to rent out furniture. As a first step in the team work at the Sustainability Lab, the target group and willingness to pay were discussed and determined. For this purpose, the team conducted street interviews and created their perfect target group: young professionals or expats with a good income working and living in Berlin on a short or medium term basis. accommodation has currently become a

scarce resource in Germany's capital and it is hard to find a proper place, so this target group usually goes (at least during the first months) for subletting options or temporary lodgements such as AirBnB.

The team discussed that the solution should be convenient, comfortable and add extra value e.g. offering a fun experience. Other topics discussed were fast and sustainable ways of delivery including setup and pick up.

FLEXIBLE FURNITURE

RESULT

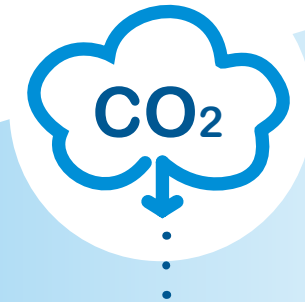
However, it was also discussed that renting furniture might not have a large market in Berlin where used furniture is often free, cheap and available in the neighbourhood (even oftentimes on the streets). In addition, AirBnBs and other temporary lease flats often come with furniture.

Reducing CO2

From a sustainability perspective, the idea to provide rental furniture that can be reused over decades is a good one; it could be realized without much effort and with the existing infrastructure. The potential amount of CO2 that can be saved by reusing and recycling furniture would be significant.

The estimated average carbon footprint of a bookcase is 28 kg CO2, a chair can be up to 72 kg CO2 and a double mattress is up to 79 kg CO2.

“At Greenbuzz Berlin we connect sustainability professionals at our regular networking events. Facilitating hands-on collaborative action in our Sustainability Labs was the next logical step.” - Ulrike Hinz, Co-Founder and Board Member GreenBuzz Berlin e.V.



According to the AERESS (Spanish Association of Recovery of Social and Solidarity Economy), by reusing the following furniture, a significant amount of CO2 can be saved:

1 Wardrobe with 2 doors:	31,26
1 Bookshelf:	18,14
1 Sofa:	90,14
1 Table for 4 persons:	12,58
4 Wooden chairs:	109,44
1 Office chair :	32,00
1 Mattress :	79,46
1 Bed base :	34,63
1 Work desk :	35,11

TOTAL : 442,76 kg of CO2 avoided

This result is equal to CO2 absorbed in one day by the following number of trees: 22.494

WEDDING CHALLENGE #3

NEWS YOU CAN USE



“Sustainability Labs are an amazing format to connect motivated individuals, guide them to discover otherwise hidden solutions with design thinking methodologies and help them to take the next concrete steps towards reaching their goals.”

**- Florian Weingarten,
Founder and board member
GreenBuzz Berlin e.V.**

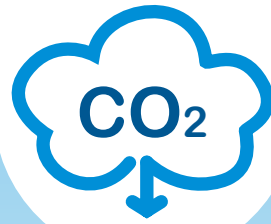
News seem to sell best when being negative with a focus on natural disasters, betrayal, violence, terrorism, social problems and so on. This challenge addresses the need for good and positive news in order to spark change, feel hopeful and spread optimism. News about the activities of citizens, startups, green venues, political decisions or others which motivate people to contribute to positive change. Therefore this challenge focused on documenting and spreading the word about the content of our Sustainability Labs, as well as related topics and events. “News You Can Use” is the name of this podcast project. The news team will continue to take part in different activities to positively develop the community and create an inspiring environment for everyone.

This platform can be used not only to document events with audio, video and photos, but also to collaborate with different projects, offering coverage so that news spread and reach interested people in Berlin.



NEWS YOU CAN USE RESULT

At the Sustainability Lab, a co-operation of two challenges was born: News You Can Use is collaborating with the Upcycling Fashion team to provide a workspace, materials and machines as well as coverage about the project to disseminate the results and ensure an outreach to interested people in the neighbourhood as part of their Emergent Berlin Festival series.



This project helps reduce CO2 emissions in an indirect way. Through information and communication, it can promote other projects and communities that are working in this direction while helping to give a voice to projects and events that are not covered in the media. By doing so, a general shift in citizens' behaviour is anticipated, thereby leading to more informed and more sustainable consumer decisions.



LETS TALK ABOUT IT!

“It allowed me to challenge my idea, to find like-minded people and to grow together” - Felix Hofmann, Hydroponic gardens



“I decided to participate in sustainable labs because it looks like a great opportunity to involve people with different background together and find an answer to a question” - Damar Rivillo, Up-cycling challenge

“Waste management is a very complicated sector to innovate, due to the rigidity of rules and control (monopoly) of large companies. So, being able to enjoy an entire day of intensive work to solve challenges related to this field, is a pleasure and an honour.” - Ricardo Beck, founder of ZooComposting



“Sustainability labs offers the opportunity to be with like minded people in a receptive and supportive community” - Frederik Henn, Saubere Luft für Neukölln

“The benefit for us, being an owner of an event space are many. The most obvious is that we get to expand our network of change-makers, to be introduced to new perspectives and develop new collaborations.” - Scott Bolden, Baumhaus



“With design thinking, participants work closely together in a creative way in a team, which is really helpful to create bonds between them” - Aurelie Ferron, design thinking coach from Protellus

HANDS ON

Do you want to organize a Sustainability Lab by yourself, with your friends or with your organization?

We can only encourage you to do so! A Sustainability Lab is an outstanding way to bring together citizens from diverse backgrounds who want to contribute to making their city a better place. You can test and develop your own ideas further, find inspiring people with different skill sets to work with or perhaps just spend your time doing something good while making new friends. The Labs are an effective way to meet like-minded people and create your very own network of entrepreneurs who are enthusiastic about change. And be sure, there are a lot of people out there...

To organize a Sustainability Lab is fun and easy:

Think about if you want to organize it yourself or get people on board to support you. You will need some time to spare, as always when you want to make things happen. Make sure you have the time and try to find a time which allows you to be productive. Think about a suitable location, might be one that already promotes sustainability and therefore provides a logical link and contacts to organize your Sustainability Lab. Maybe even a school could be a great location to involve the school kids and spread sustainable education at an early age? In any case, you need an efficient way to reach out to organizations with project ideas, participants from the neighbourhood, skilled coaches and maybe a few people who help you run the event.

If you have all actors set, you can start your first Sustainability Lab. You are sure to learn a whole lot about the initiatives, yourself and others and be motivated to promote positive change and work on existing sustainable ideas. Don't forget to document the event as this helps for future collaborations and also provides a chance to reflect and improve as you go. The checklist will support your first steps. **Good luck & enjoy!**

1 Finding a team and budget

Scheduling a date and the venue 2

3 Choosing a coach and methodology to facilitate the process

Finding the challenge holders 4

5 Get participants involved

DO IT! 6

7 Follow the process & report about it

TO DO LIST

- ✓ Team up with people that share your values and want to help to organize a lab.
- ✓ It is a district project so decide which neighbourhood in your city can be the best for it.
- ✓ Choose a possible date for the lab and schedule your actions according to it
- ✓ Find a Design Thinking / Open Innovation coach to help the participants
- ✓ Find a venue
- ✓ Start working on its advertisement. Social media are a great tool for this but you might have other ways (i.e. an add at an University, in coworking spaces...)
- ✓ Find challenge holders who want to lead a project.
- ✓ Find the participants and fit them according to the number of projects that the lab is going to run.
- ✓ Prepare the material for the first day: sticky notes, sharpeners, even playdough. Whatever you and the coach can think it can help to develop the projects
- ✓ Be involved in the lab.
- ✓ Support the participants during the next steps
- ✓ Write a report about the lab. Get feedback from the participants

WRAP UP

Accomplishment: Even if some of the challenges do not end up in a prototype, the Lab can still be a success. Not every great idea will be a successful project but every step towards the final goal is still an accomplishment; you are helping to raise awareness for a more sustainable lifestyle.

Passion: If you are going to do something, do it with passion. You are going to run into several challenges and problems, but you need to stay inspired. It might be that a challenge holder cancels last minute, or a coach gets sick. These things happen and this is a great chance to come up with your own solutions and learn how to overcome such obstacles.

Spread the word: Talk to friends, relatives and everyone who can be interested about it. Create awareness not only about this kind of initiative, but also about the need of reducing our CO2 emissions and how everyone can contribute to this. Together we can make the world a better place!

“The doers are the major thinkers. The people that really create the things that change this industry are both the thinker and doer in one person.”
- Steve Jobs, former CEO Apple Inc.

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About Protellus

Innovative and user-centered thinking, while striving for sustainability – this is how solutions can emerge that do not only excite people but are also eco-friendly and socially equitable. In line with this approach, the interdisciplinary team of Protellus is using the design thinking methodology and complementary concepts to support businesses and organizations in finding answers to complex questions.

The spectrum of activities at Protellus ranges

from design thinking workshops for beginners and advanced practitioners, to more specialized formats. This can be long-term innovation support, workshops on the 2030 Agenda for Sustainable Development, or tailor made formats.

About MIO Textile & Graphic Design:

Mio is a creative, innovative textile, print and surface design studio for fashion, home and paper markets. Visit www.miotextildesign.com.

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Get in touch with us if you want
to start your own Sustainability
Lab or GreenBuzz chapter in
your city.



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