

GREEN PARENTING IN 2030

exploration of systemic & sustainable innovation with Philips



This illustration visualizes the moment parents have overcome the dilemma. A happy couple at the beginning of their parenthood journey, connected to the virtual world (computer) learning more about Green Parenting. As well as having found the balance between parenthood (baby bottles), their mental health (medical box) and sustainability (plants).

CONTEXT WITHIN PHILIPS

This thesis is part of a new project track within Philips with the goal of developing a roadmap of tangible and practical sustainable solutions, integrated in the Philips portfolio and inspired by a long-term vision. The case study of this project track and therefore thesis is the MCC business (Mother and Child Care).

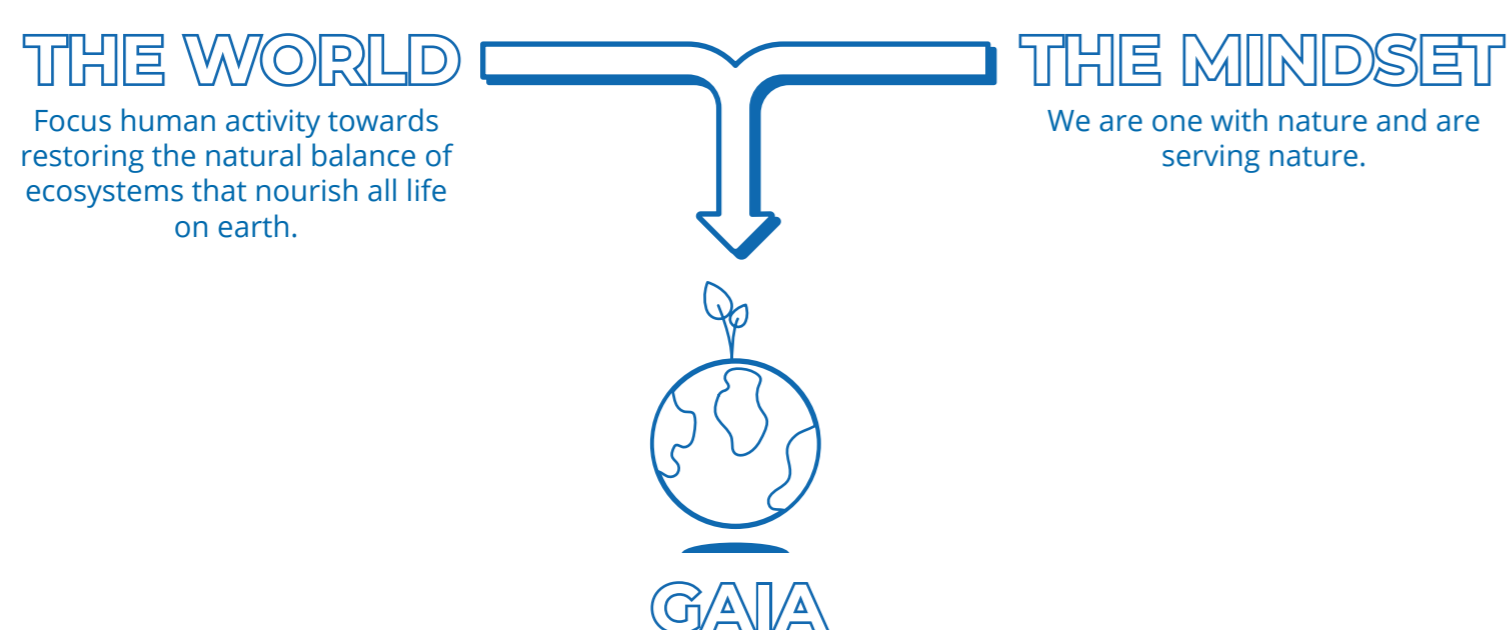


PROCESS

The complex topic of sustainable parenthood was analyzed through system analysis, which resulted in the identification of the parent's dilemma of wanting to act eco-responsible but being immersed in triggers for overconsumption. To make the complexity of the dilemma comprehensible for the stakeholders it got translated into a story telling map. User research has been conducted to validate and analyze the identified dilemma in depth.

REDEFINING SUSTAINABILITY IN 2030

Looking at current practices of sustainability, this thesis questions them as being too slow and not effective enough. This dissatisfaction with current actions required taking a step back and rethinking what sustainability means in this project. Resulting in using Gaia, a future with the ideal to "focus human activity towards restoring the natural dynamic balance of ecosystems that nourishes all life on earth" (Brand, 2019), as the inspiration on what sustainability should become in the 2030. Concretely, this means from a consumer perspective that our mindset needs to evolve from exploiting nature to giving back to nature. From a business perspective, however, this means to deliver value to the entire ecosystem and not only to humans - in contrast to today's businesses' monetary and human-serving focus.

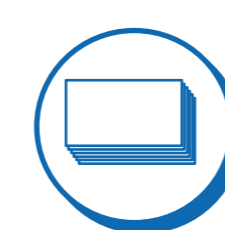


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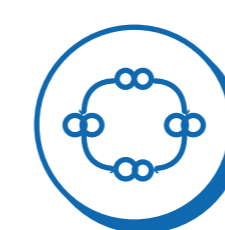
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RESULTS

This thesis delivered three main results.



1. INSIGHT CARDS.
They are based on the user research, giving further details on the dilemma and providing insight on how to resolve it. They can be used by the MCC stakeholders to develop future BVPs.



2. DILEMMA MODEL.
The insight cards can be mapped down within the story telling map. Resulting in a model explaining the dilemma parents face when it comes to becoming sustainable and mapping the insights needed on resolving this.



3. VISION.
The quotes and insights of the qualitative study have been applied in the context of a participatory story building workshop to create personas and develop a sustainable future vision for MCC.

