



Implication for the ID industry and SA People who make a living through design

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"The best way to predict the future is to invent it."
Alan Kay



PURPOSE

- Help community
- Provide jobs
- Develop skills
- Social responsibility



PROCESS

- Research
- Concept
- Technical expertise
- Design
- Legal (IP)
- Business plan (innovative systems)
- Funding
- Manufacture
- Marketing



PARTICIPATION

- Industrial designers
- Other designers
- Researchers
- Educators
- Lawyers
- Marketers
- Financiers
- Manufacturers
- Sponsors -- SASOL, Barlows...
- Government -- funding and programs ie 1000000 bicycles in 10 yrs
- NGO's – set-up structure to operate in



POTENTIAL RESULTS

- Products
- Jobs
- Skills development
- Developing the industry
- Royalties earnings
- Compensation for professional services



FUTURE POTENTIAL

- Find new ideas
- New products
- Ongoing development
- Develop a system for future projects



CHALLENGES

- Lack of commitment from Government
- Train Interdesign leaders
- Designers need to earn a living
- Other professionals required
- Funding required



SUGGESTIONS

- Tax incentives
- Raised profile via branded program
- National agenda
- Centre for design for development

