

August 7, 2018
ASEAN-Japan Centre

**Design contributes to SDGs:
AJC organized a seminar on design and how it works for sustainable development**

Relationship between sustainable development goals (SDGs) and design

SDG	Relevance of design for SDGs
Goal 1: No Poverty	Design for ending poverty
Goal 2: Zero Hunger	Design for keeping hunger away
Goal 3: Good Health and Well-Being for People	Design for good health
Goal 4: Quality Education	Design for quality education
Goal 5: Gender Equality	Design for gender equality
Goal 6: Clean Water and Sanitation	Design for clean water
Goal 7: Affordable and Clean Energy	Design for clean energy
Goal 8: Decent Work and Economic Growth	Design for creating jobs
Goal 9: Industry, Innovation, and Infrastructure	Design for sustainable infrastructure
Goal 10: Reducing Inequalities	Design for reducing inequality
Goal 11: Sustainable Cities and Communities	Design for sustainable cities
Goal 12: Responsible Consumption and Production	Design for sustainable consumption
Goal 13: Climate Action	Design for environment
Goal 14: Life Below Water	Design for aquaculture
Goal 15: Life on Land	Design for sustainable forestry
Goal 16: Peace, Justice and Strong Institutions	Design for sustainable society
Goal 17: Partnerships for the Goals	Design for cooperation

Source: Adopted from presentation by Mr. Fumikazu Masuda.

The ASEAN-Japan Centre (AJC) organized a seminar on design and its relevance for Sustainable Development Goals (SDGs) at the ASEAN-Japan Hall, AJC in Tokyo on August 3, 2018. It was organized under the AJC’s project on promoting trade in creative industries.

Aiming at assisting small and medium-size enterprises (SMEs) in the ASEAN Member States to understand and use design as a strategy for business growth and, eventually, increasing marketability of their products in the Japanese market, AJC has launched the project “ASEAN Design Selection” in FY2017 in cooperation with the Japan Institute of Design Promotion (JDP). The project provides a platform to encourage ASEAN SMEs to sharpen practical design skills and to learn comprehensive business practices that create new value, and gain insight into the Japanese design markets by dispatching designer juries to the 10 ASEAN Member States and selecting products for the ASEAN Design Selection. Some of the products are to be slated for Good Design Award, one of the most influential design awards in the world operated by JDP known as the “G Mark”, the symbol of winning the award.

AJC has mainstreamed the concept of sustainable development, which has become the basis for the global development framework after adoption of the SDGs by the United Nations in September 2015, to all its activities. Design and design works contribute to sustainable development as design products embody creativity. Creativity fuels culture, and infuses a human-centered development. The creative industry can reinvigorate growth, particularly in rural areas and communities as a tool to generate jobs and value added, particularly for youth, to empower creative women and to promote

social inclusion. In addition, it contributes to consolidate cultural identity of the local, conserve the local traditions by emphasizing locally unique creativity and values, which also contributes to achieving the SDGs.

In the seminar organized at the AJC, Bamboo Bike, one of the ASEAN Design Selection products and a candidate for the Good Design Award 2018, was introduced as a concrete example to illustrate the relationship between design and SDGs. Mr. Singgih. S. Kartono, designer of the bike and a representative of Spedagi Indonesia, explained why he designed a bike with bamboos, saying that consideration for local society/village and environment is the main motivation of his products design. Mr. Fumikazu Masuda, President of Open House, also made a presentation on how design works for SDGs in more general terms. He elaborated on how design can contribute to each of the 17 goals stipulated in SDGs, adding that it is also important for design to give full consideration to the future generation, namely, children, to achieve SDGs in a real sense.

The seminar served as a rare opportunity to showcase how design contributes to the SDGs, and motivated people to rethink products design from the perspective of their social contributions and sustainable development of a society.



Bamboo Bike, one of the ASEAN Design Selection products and a candidate for the Good Design Award 2018

▼ For further details of the seminar, please visit the AJC website at: <https://www.asean.or.jp/en/trade-info/information-on-sdgs-design-seminar-english-hall-2018-8-3-organized-by-asean-japan-center/>

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The ASEAN Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <https://www.asean.or.jp/en/>

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