

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

ECO.CO
a platform
for sustainable
SME

DESISSPBU

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Promoters.
St. Petersburg
State University,
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Sapienza University
of Rome, dept. PDTA

Funder(s).
in search

ECO.
CO

Aknowledgements.

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Context.

The project is developed in collaboration with Sapienza University of Rome and in order to apply to HORIZON2020 call 'Collective Awareness Platforms for Sustainability and Social Innovation'. The work on project has started in October 2016 and currently continues.

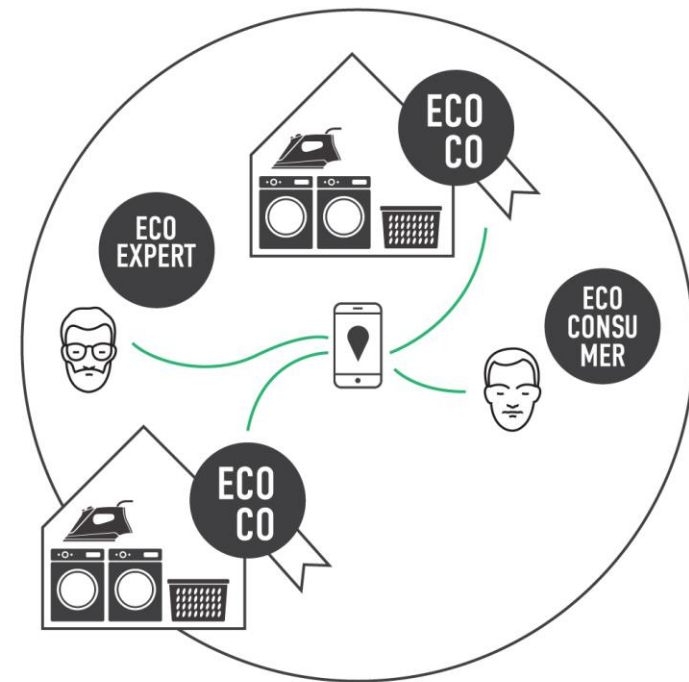
Saint Petersburg
State University



Sapienza
University
of Rome

The project.

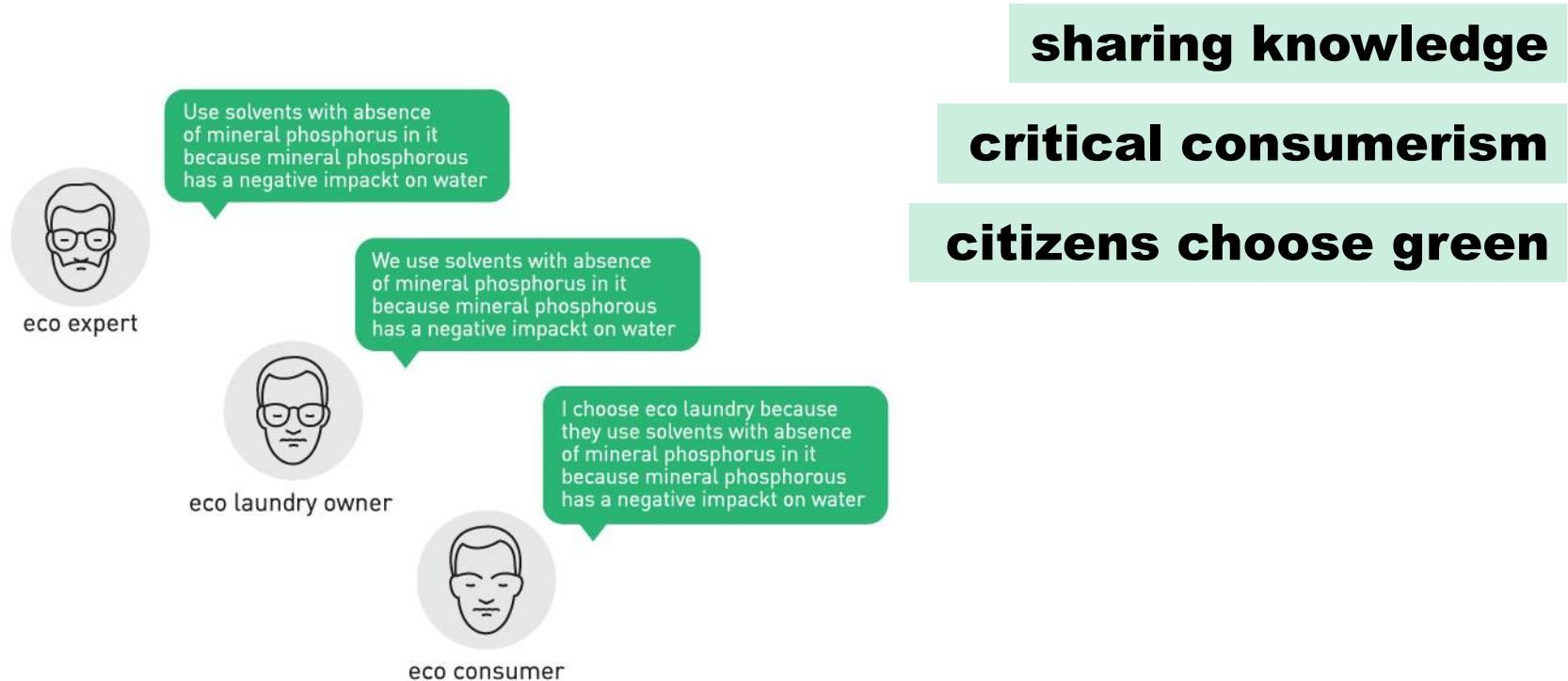
Eco.co is a platform for sharing tips for sustainable business management between SME owners and for promoting eco consciousness towards both SME owners and their clients. Small laundries were chosen to test the idea.



The design process.

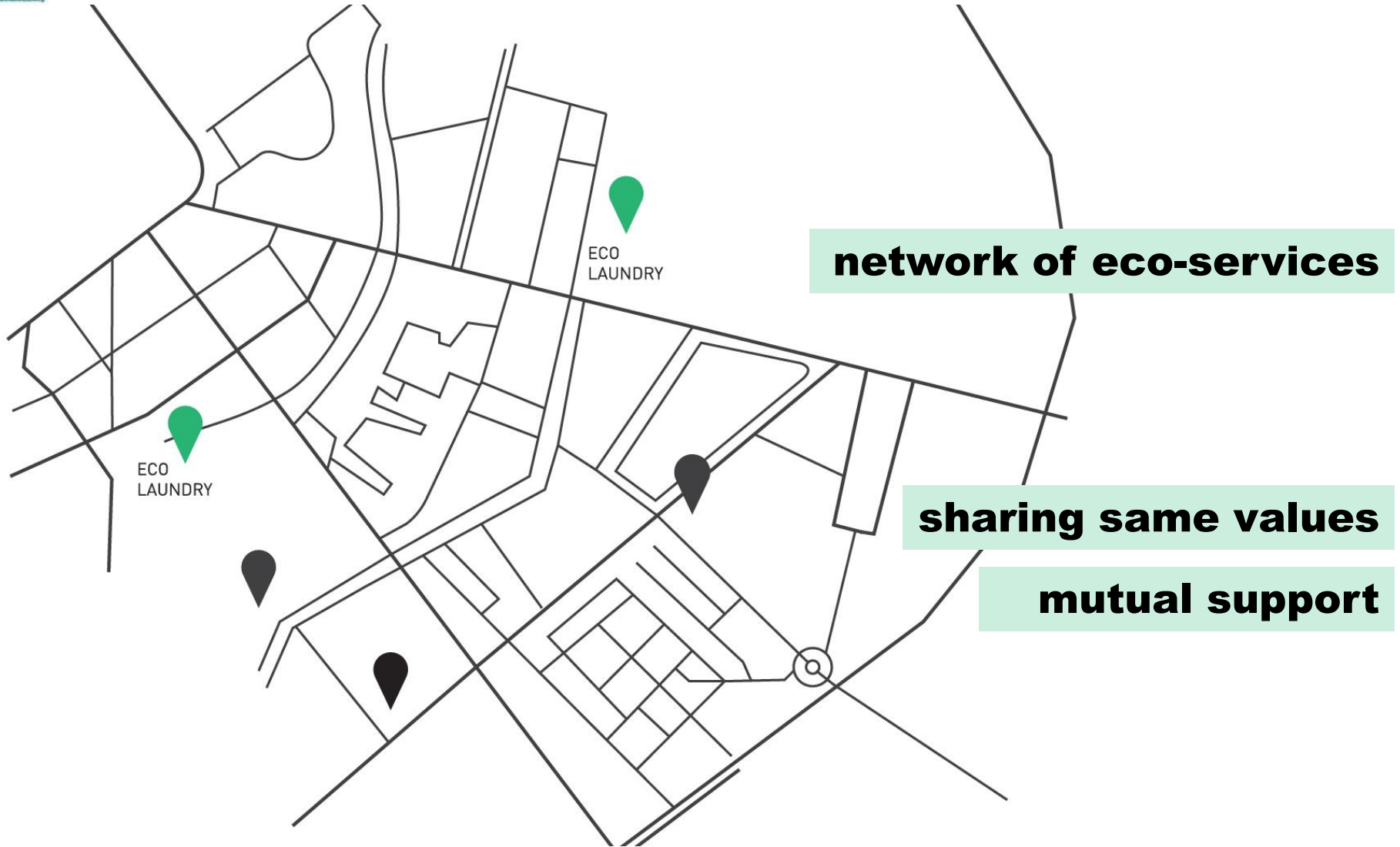
- | October 2016. research on Sharing Economy, developing a Stakeholders Map**
- | December 2016. workshop at Sapienza University of Rome: concept developing through Storytelling**
- | January 2017. field research, interviewing SME owners**
- | February 2017. improving concept through developing business canvas and promo video**

Activism and Civic Participation



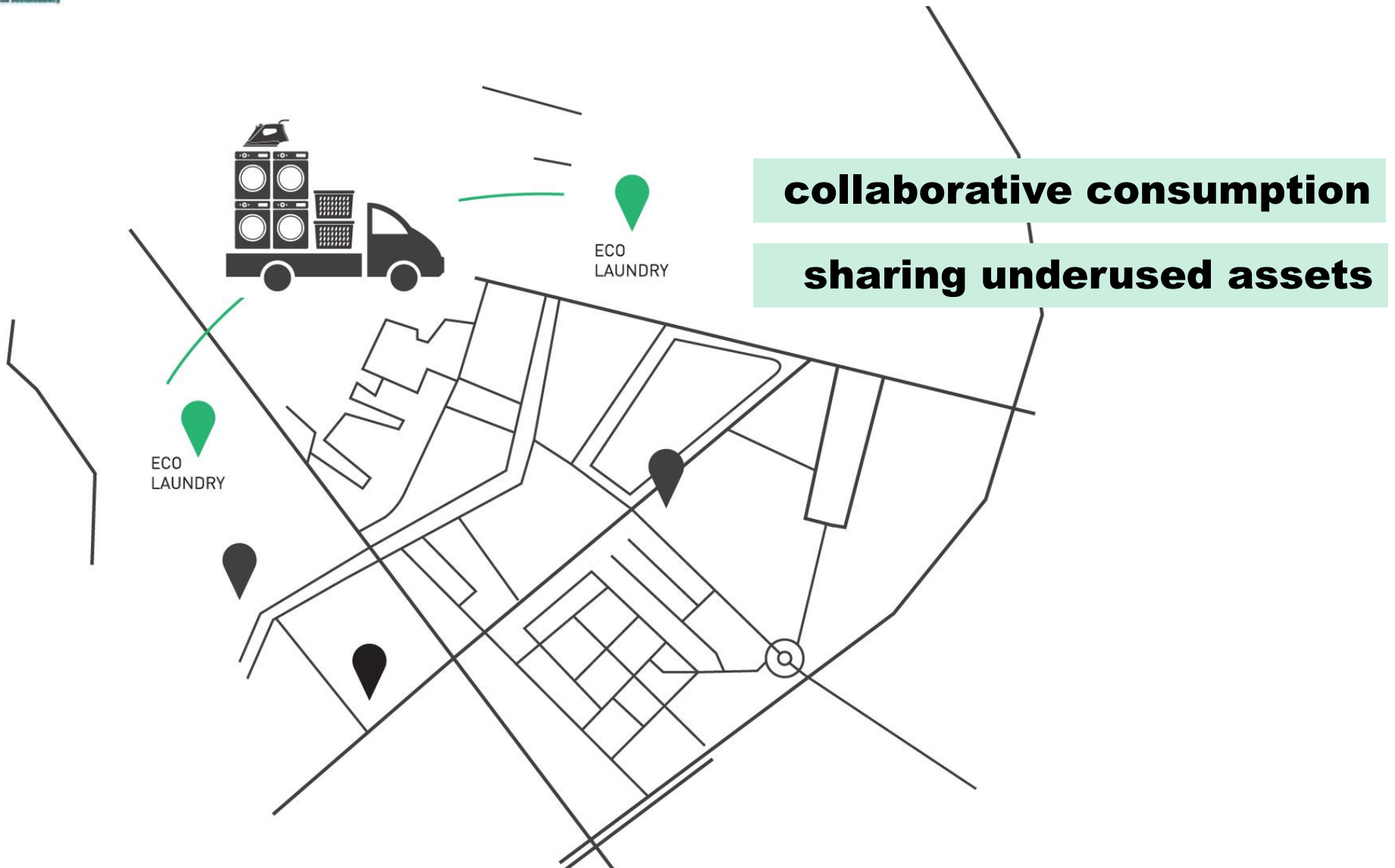
Eco.co platform encourages SME owners to actively participate in sharing knowledge and know-how in order to build a community of local entrepreneurs, improve both economical and ecological performance of their companies and to enhance their visibility towards clients and potential investors. Eco.co also involves eco-experts and activists so they can have access to a larger audience and spread their knowledge.

Social Interactions and Relations



Eco.co platform connects SME owners and provides tools to exchange good practices, to lower business costs and to get a support from each other, government, potential investors and clients. Clients get the tool to find services that care about their ecological footprint. Eco-experts and activists get a platform to share and exchange their ideas and knowledge.

Production, Distribution and Consumption



Thanks to Eco.co platform SME owners can optimize their expenses through collaborative consumption of the things they need to run the business (e.g. for laundry it could be by sharing leftovers of unused detergents or a delivery service expenses).

Skill Training and Design Education



multidisciplinary design team

design driven venture

concept developing through Storytelling

To develop a sound concept Eco.co project had to involve people with different professional background: graphic designers, an ecologist and a marketing manager. Eco.co is a new business proposal developed by designers using various design methodologies, such as design thinking, mapping, storytelling, etc. Storytelling tool was used to demonstrate the developed concept to the stakeholders, to visualize their needs, problems and benefits.

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