

PhD

STEPCHANGE

seminar series

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ABSTRACT

Society's most well-intended efforts to solve sustainability challenges have not yet achieved the expected gains due to rebound effects (i.e., negative unintended consequences of interventions that arise due to induced changes in system behaviour). Rebound effects offset ca. 40% of potential sustainability gains, but the understanding of design as a key leverage point for preventing rebound effects is still untapped. Building on the strong foundation of systems theory, this talk explores and discusses the need to bridge the interdisciplinary gap in the interplay of sustainable design and rebound effects, qualitative and quantitative models, engineering and social sciences, theory and practice.

TOWARDS THE PREVENTION OF REBOUND EFFECTS BY DESIGN



BIOGRAPHY

Daniela Pigosso is Associate Professor at the Technical University of Denmark (DTU). With over 15 years of experience in sustainability and design science, she is passionate about advancing the knowledge and practice of sustainable design, rebound effects and circular economy. She is also the Principal Investigator of REBOUNDLESS, an ERC Consolidator Grant that aims to enable a paradigm shift in design science for preventing rebound effects by design. Daniela has been actively involved in several professional networks and boards, such as The Design Society, ASAP Service Management Forum, System Dynamics Society, and the Biomimicry Institute, where she contributes to the dissemination and promotion of sustainable design principles and practices.

Event date:
October 19th, 2023

Time:
2:30 pm

Location:
Bovisa Campus -
Building 2 - B2.1.16
Via Candiani, 72

Contact:
Gaetano Cascini



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