

Emerging Design Centers

A New Way to Achieve Sustainable Development

The problem: We're fighting poverty the wrong way

Initiatives to raise living standards suffer from limited funding, lack long-term plans for financial viability, and cater to outsiders' goals.

Product design is different

No development program is as sustainable as a new product that generates demand, income, and benefits for consumers every year.

It's time to put the power of design in poor people's hands

No one knows what a poor community wants better than the people who live there. All they need is access to the same design and production technologies as people in rich countries.

Emerging Design Centers offer a solution

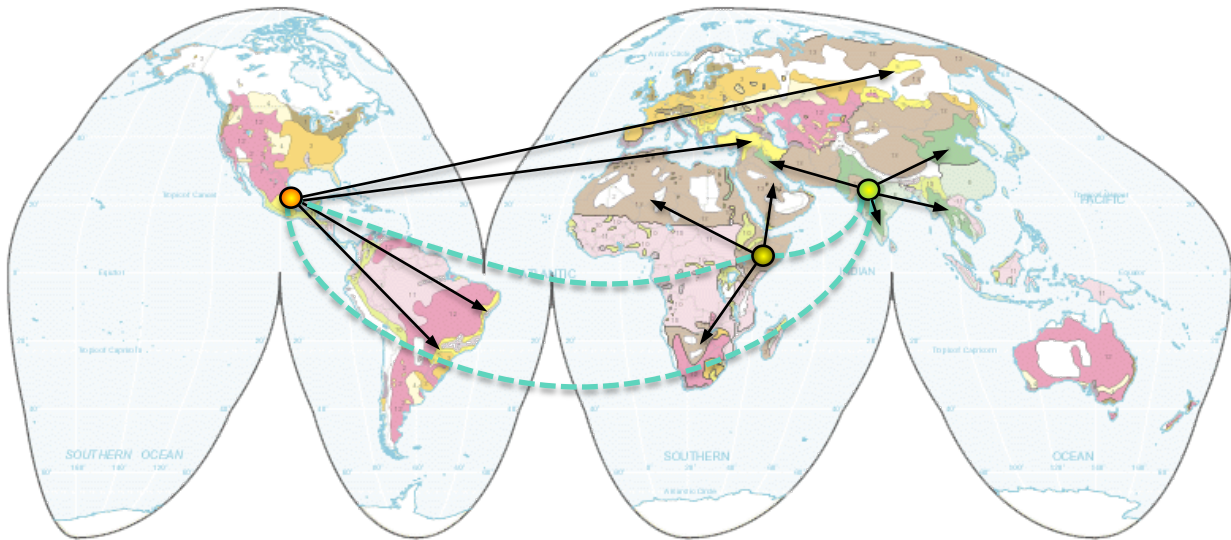
EDCs in urban and semi-rural settings will allow local people to use their knowledge and talents to design products for their peers:

- 1 Outside investors bring in equipment and know-how
- 2 Local people study markets and design products
- 3 Investors oversee production using local and other resources
- 4 Products sell to communities worldwide with similar demands
- 5 Profits are shared between investors and local designers
- 6 Design centers become locally managed subsidiaries of investors or are spun off under local control

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Markets for EDCs' products would stretch across continents ———→

Demand would be aggregated across people in non-contiguous communities who have similar occupations, needs, and wants.

A network of EDCs would promote learning and innovation - - - - -

EDCs would share ideas and techniques for continuous improvement of their design processes, supply chains, and distribution channels.

What EDCs need to get going:

- A** Investors with a long time horizon
- B** A design firm with teaching expertise
- C** Local contacts in government, business, and civil society

To find out more, contact Daniel Altman - daltman@stern.nyu.edu