



Instruction for classes (exercises)

Environmental labels and declarations

Guidelines for exercises

Aim of the course: Gaining knowledge, skills and competences in solving ecolabelling problems.

Instruction for doing the exercise: Working in teams of 3-4 people (or individually), you should work out a solution to the given problem.

Problem: Little interest of society in environmental labels.

Method of analysis: Design Thinking.

Literature:

a) Sources from Internet e.g.: <https://www.interaction-design.org/literature/topics/design-thinking>

b) Attachments from the website: <https://klientocentryczni.pl/co-to-jest-design-thinking/>

Design Thinking method - five stages



<https://www.interaction-design.org/literature/topics/design-thinking>, Author/Copyright holder: Teo Yu Siang and Interaction Design Foundation. Copyright terms and licence: CC BY-NC-SA 3.

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Report from the class

Number of the group		Team number	
Year of study / semester		Assembly day	

Main problem: Little interest of society in environmental labels.

1. Discovering/ Empathize: (who are you designing for?)

Who is the user:

Age:

Rational features (he does/ he says):

Emotional features (he feels / he thoughts):

2. Defining needs: (what are you designing for?)

Needs:

- 1.
- 2.
- 3.

Problems:

- 1.
- 2.
- 3.

Benefits:

- 1.
- 2.
- 3.

3. Defining the challenge: (what is your goal?)

How could we help: to whom?(name/ type of the user)

Solve the problem: which one? (name of the problem previously defined)

So to achieve the benefit: what kind? (name of the benefit previously defined)

4. Create solution/ Ideate: (how can you help the user?)

Idea 1:

Idea 2:

Idea 3:

5. Prototyping and testing: (what can you suggest?)

Prototype/create the name:

Define key user benefits:

Describe how prototype works:

Testing/ conclusions after consumer examination - ask your colleague to read the point 5, ask for his opinion on the possibility of solving the problem and write conclusions:

References: Bożydar Ziółkowski, Janusz Strojny, Environmental declarations and labels, Instruction for classes (exercises) for Pilot course on “Environmental labelling in circular economy”, on-line event within the ECOLABELLING project (Innovations in circular economy – environmental labels and declarations), Visegrad+ Grant No. 21920002 (2019-2021), Poland, Rzeszów 05.02.2021. <https://ecolabelling.prz.edu.pl/en/pilot-course-on-environmental-labelling-in-circular-economy>

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