



Project Title: Game Changers Experience by ABN AMRO

Hosted By: ABN AMRO

Project Introduction:

ABN AMRO is trying to accelerate the sustainability shift — in everything we do. But we also need society for this. To achieve this, it is important that consumer awareness is created around the theme of sustainability. The Game Changers Experience shows solutions that help to create a sustainable future. We are not there yet, but with the 4 designs we present during the Game Changers Experience we are taking a step in the right direction.

About Organisation:

ABN AMRO is an entrepreneurial bank with a social impact. We see a clear shift in the economy and society towards sustainable solutions. This is a good development, because as a society we have a number of serious issues: climate change, scarcity of raw materials, and social inequality. As a bank, we want to accelerate this shift towards sustainability. This is also reflected in our tightened up strategy, in which we place a heavy emphasis on sustainability. We believe that design and sustainability go hand in hand, and designers can make a difference.

Individual Participants



Name: Adrianus Kundert

Project Name: Design bepaalt de koers

Project Introduction:

Transformer Table

Many old worn-out products end up on the street.

The Transformer Table is a result of a positive view of wear, in which the process of aging is part of the design.

Design determines the course



Name: House of Thol

Project Name: Design bepaalt de koers

Project Introduction:

Poma / Olera

We throw out 41 kilos of food per person per year.
This is mainly because we often do not store it in the right way.

The Poma / Olera extends the lifespan of fruit and vegetables by storing it properly.
This is how we prevent food waste.

Design determines the course.



Name: Jalila Essaïdi

Project Name: Design bepaalt de koers

Project Introduction:

Candle

Every year we destroy more than 30 million kilos of fat from waste water in the Netherlands
derived from cosmetics and food.

Reusing this fat is more environmentally friendly and cheaper.

This durable candle gives fat value again.

Design determines the course.



Name: Eric van Slooten

Project Name: Design bepaalt de koers

Project Introduction:

Washing Machine Filter

10 to 20 million microfibers come through per wash
the washing machine in the water and therefore also in our food.

This filter blocks the microfibers.

Design determines the course

Images

The pictures are to be found in the images folder.

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