

Environmental Initiatives at Group Companies

Initiative Changes with the Power of Creativity and Design (IDEO/kyu)

IDEO LP is a key member of the kyu collective. Having pioneered human-centered design thinking, the company offers design and innovation for products, services and organizations covering a wide range of areas including environmental issues, finance, transport, education and food. With seven offices around the world, the 480-strong workforce of IDEO forms cross-disciplinary teams to meet the challenges at hand.

IDEO has been designing sustainable products and services for decades but launched its climate labs to help organizations embrace the climate change era with the power of creativity and design in 2023. Companies are now facing the “Climate Era.” After the “Industrial Era” and “Digital Era,” we must change our business models and organizations through the lens of climate change. Being sustainable will help drive the needs of *sei-katsu-sha*. Our offerings to meet such requirements include innovation design with human-centered thinking and organizational transformation.

Every leading global company has set its own climate targets. At the same time, many of our clients are faced with a dilemma: sustainable products provide less performance and excitement for users despite being more expensive than existing products. We are focusing on the idea of delivering goods that are both more sustainable and more satisfying.

Company	IDEO LP
Office locations	San Francisco, Chicago, Cambridge, London, Munich, Shanghai, Tokyo
Established	1991
Joined kyu	2016
Employees	480 (as of July 2023)
Business	Prototyping, branding, product/service/experience/business design, design research, storytelling, UX design, DX



Bryan Walker
Partner and Managing Director

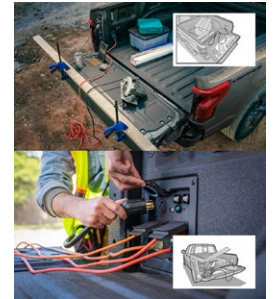


Luis Cilimingras
Partner

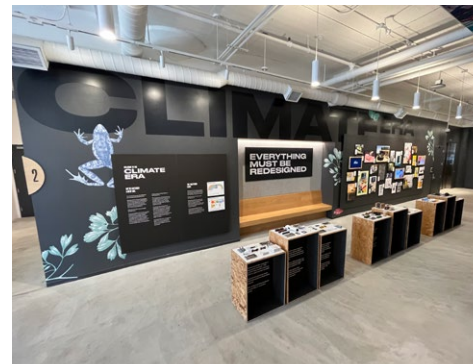
For example, our F-150 Lightning project for Ford helped evolve the vehicle into a more sustainable and attractive product through electrification, with powerful charging outlets for outdoor leisure activities or as a workstation for connecting electronic devices.

Collaboration across organizations and communities is one of the key challenges that we are hoping to meet going forward. Finding solutions to social issues including those related to climate change entails connecting and conversing with *sei-katsu-sha* from different generations and communities, as well as governments and businesses. To that end, we are partnering with organizations like the Ellen MacArthur Foundation to work across sectors in the transition of our current liner economy towards a circular model that eliminates waste and regenerates nature while it grows.

We believe that creativity and design have the power to break down silos and create horizontal partnerships.



Details ▶ [WEB IDEO](#)



San Francisco office



London office