



SUSTAINABILITY CHALLENGE

NORTHSIDE

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Resources, culture and people

Lisa Hvejsel

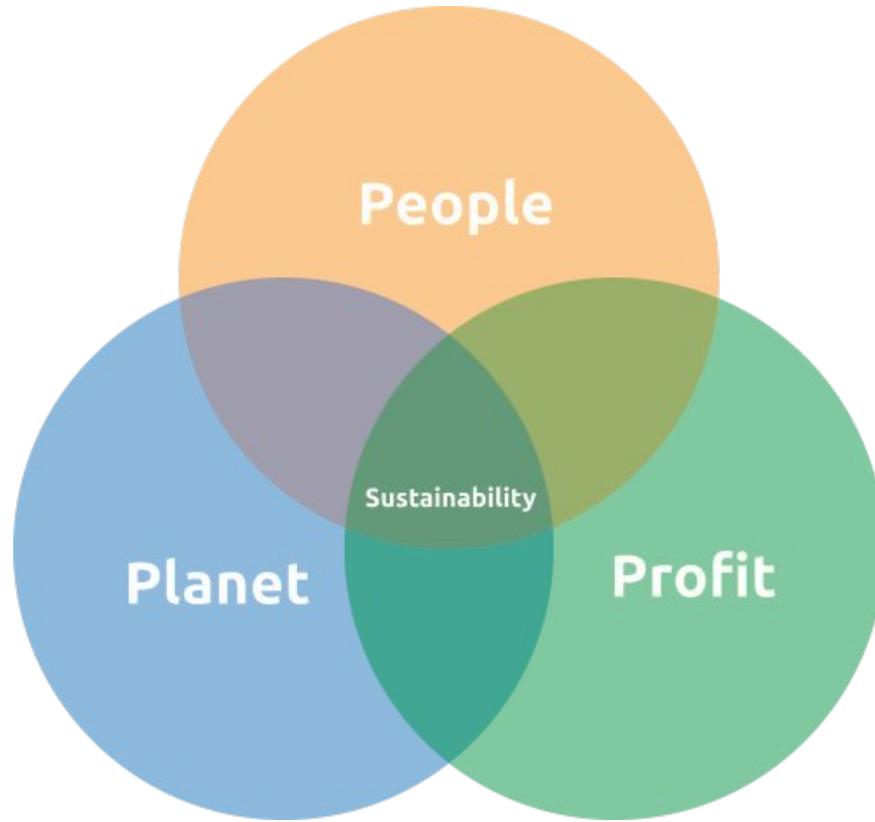
Project manager and graphic designer

**WORLD
PERFECT**

Circular design process
Resource management
Design thinking
Innovation
Communication design
Business development
User understanding

**WORLD
PERFECT**

SUSTAINABILITY



It's all about people...









INSPIRERET AF NORTHSIDE



89% af gæsterne
synes det er vigtigt,
at NS arbejder med
bæredygtighed

45% af gæsterne
inspireres af vores fokus
på bæredygtighed til selv at
tænke og agere bæredygtigt





Resource management

AUDIENCE

Not trash..





Resources

=





“Thinking is to humans as swimming is to cats; they can do it but they'd prefer not to”

Daniel Kahneman



User Experience

Design





Tell me and I will forget

Show me and I might remember

Involve me and I understand

But first..

But first..

Identify and understand your resources



But first..

Identify and understand your resources



But first..

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But first..

Identify and understand your resources

Call your "garbage man"

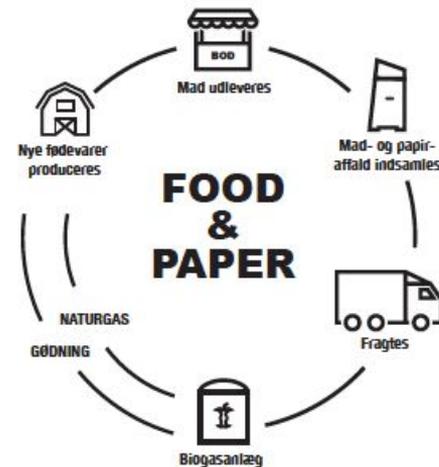
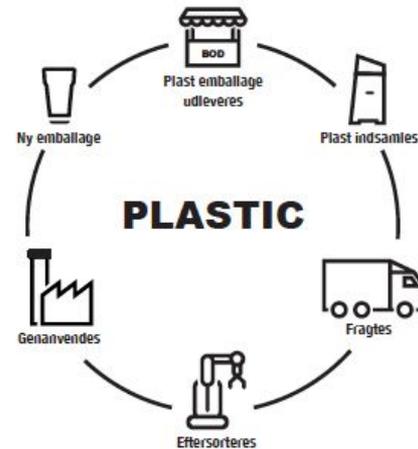


But first..

Identify and understand your resources

Call your "garbage man"

Close the circle



But first..

Identify and understand your resources

Call your "garbage man"

Close the holes

Know the behavior of the users
and the culture of the event



The culture of Roskilde festival



Tell me and I will forget

Show me and I might remember

Involve me and I understand

Show me and I might remember



Show me and I
might remember



Show me and I
might remember



Tell me and I
will forget





Tell me and I will forget



Involve me and
I understand



Involve me and
I understand

**The orange feeling
with a conscious culture**

Tak

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