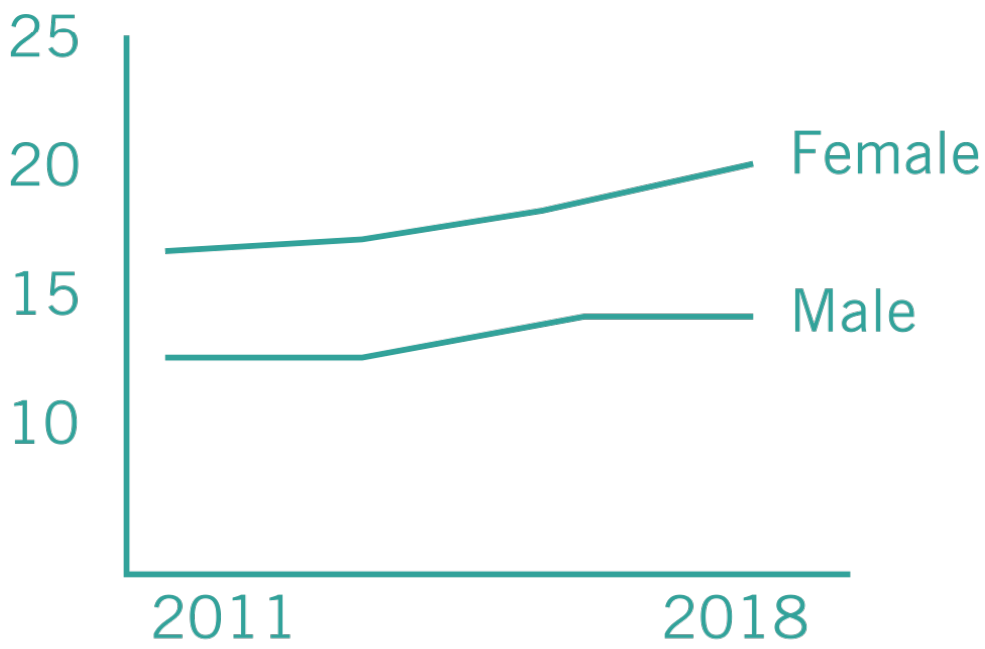
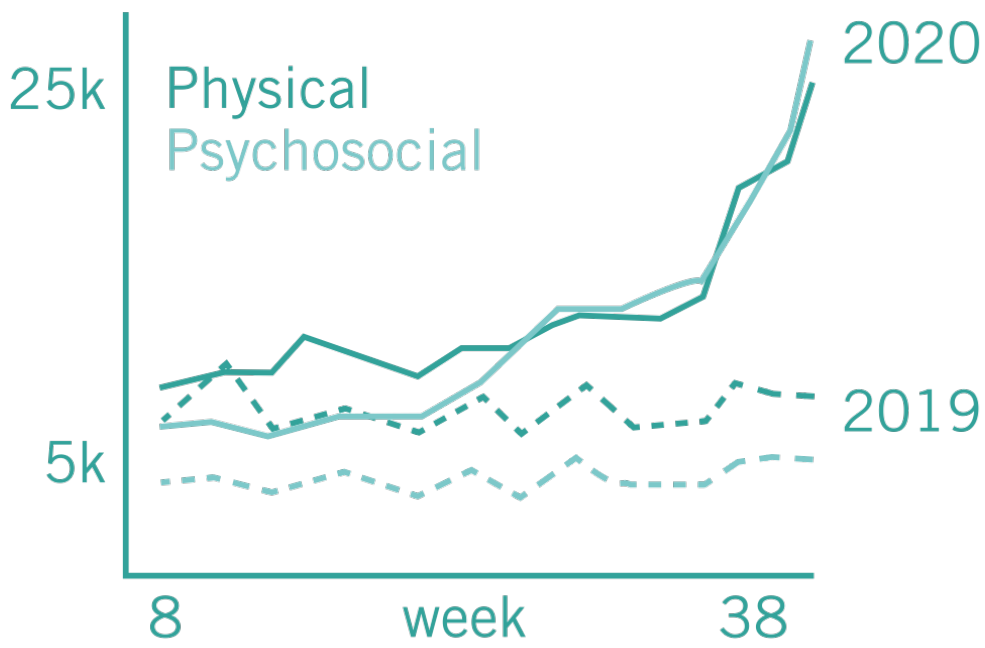


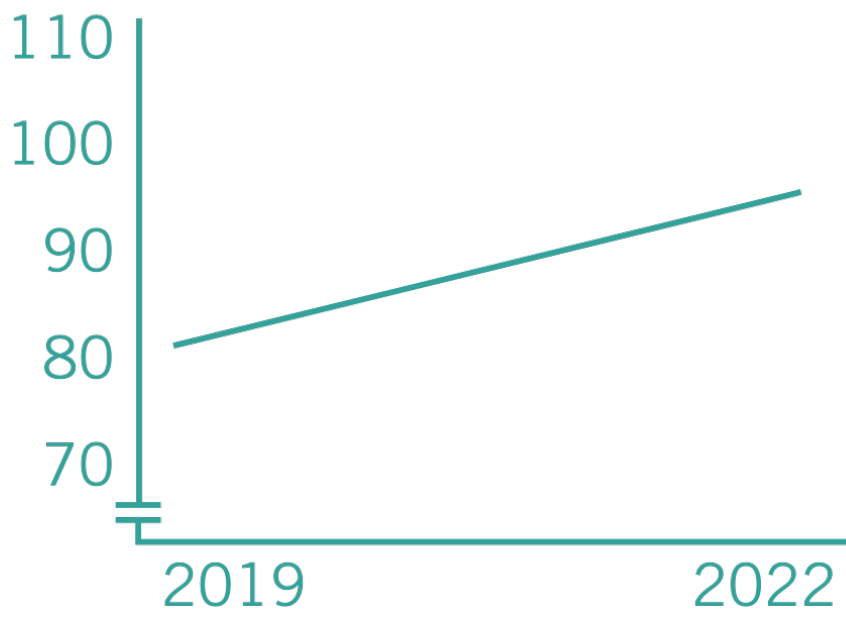
Holistic and upstream approach



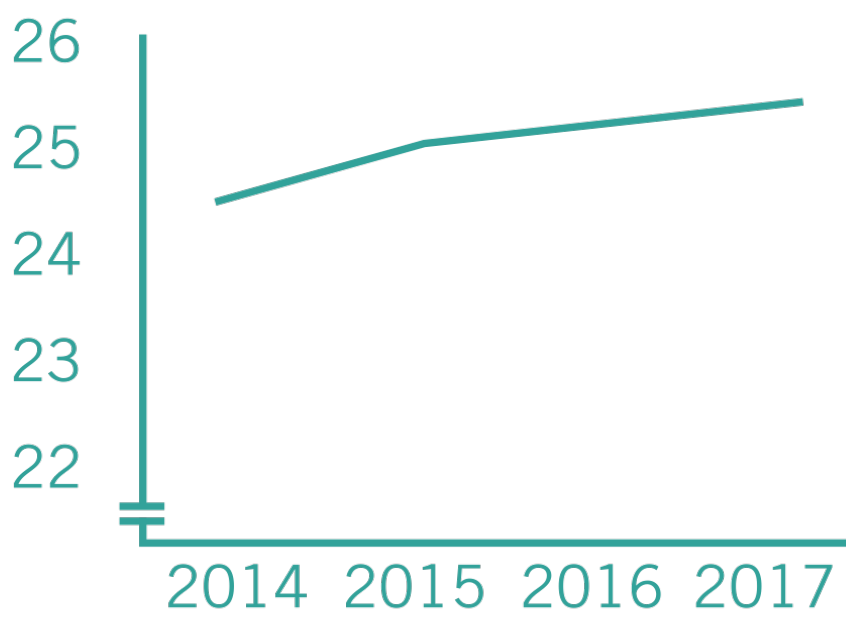
Percentage of Stockholm region inhabitants with impaired mental well-being, 2011-2018



Absence days per 100,000 co-workers due to physical disorders and psychosocial disorders, comparing 2019 and 2020



Health and social care expenses, projected to 2022 (billion SEK)



County healthcare costs per person (thousand SEK)



Percent of healthcare budget dedicated to preventative care

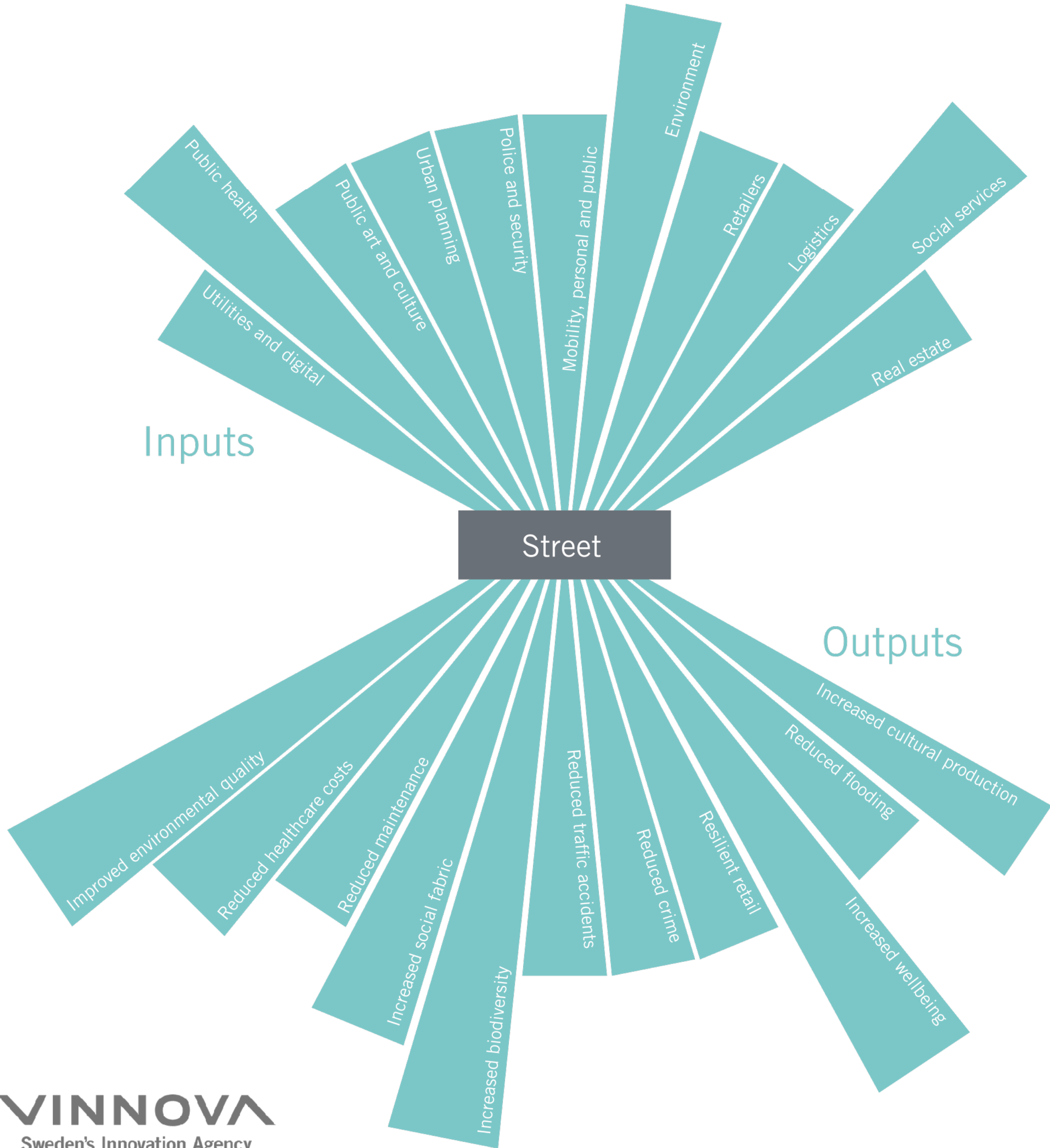
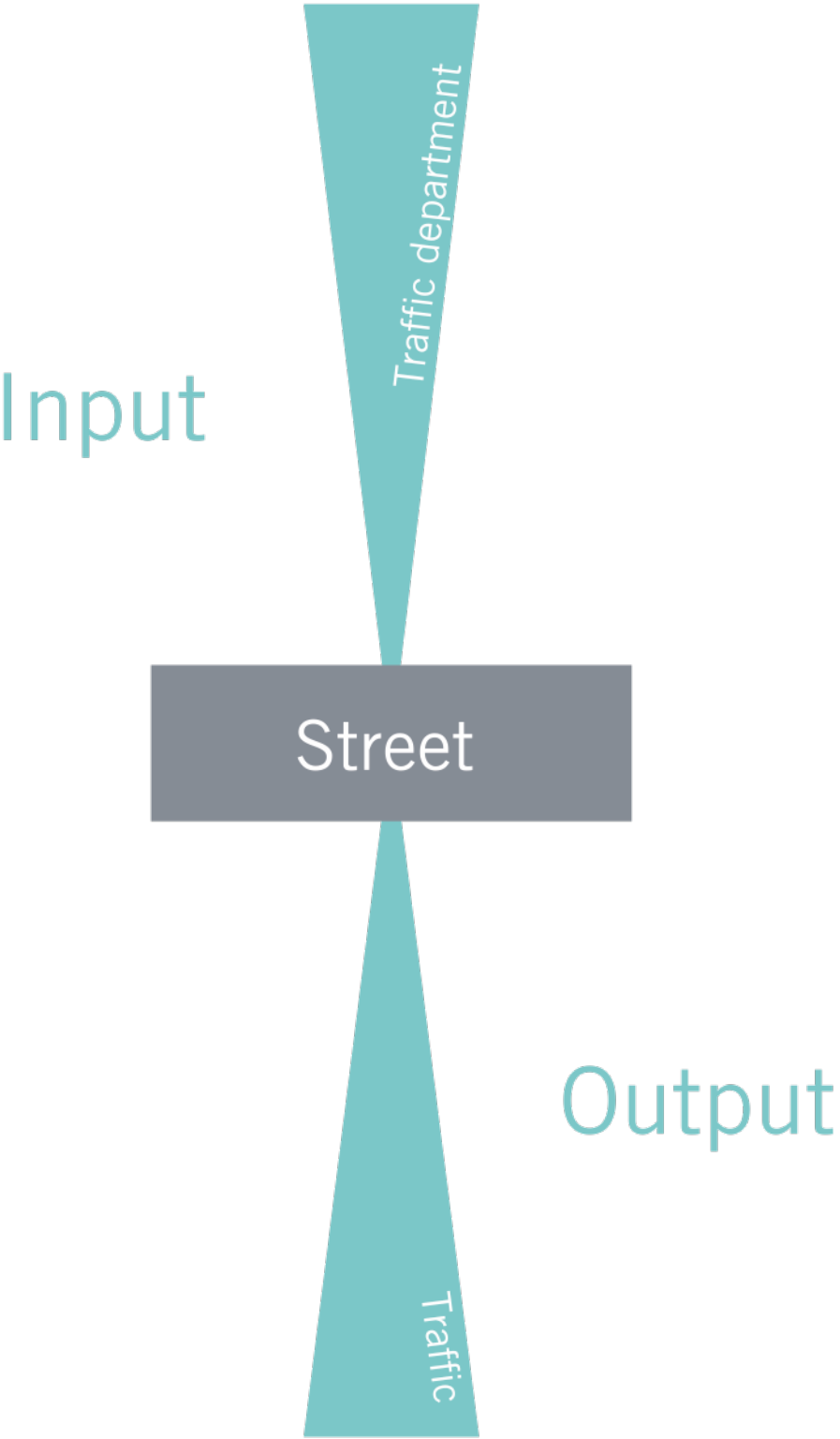


Percent of healthcare costs used to treat chronic diseases



Percent of chronic diseases due to lifestyle and living conditions

Re-framing the concept



Moving from challenge to missions



Design workshops

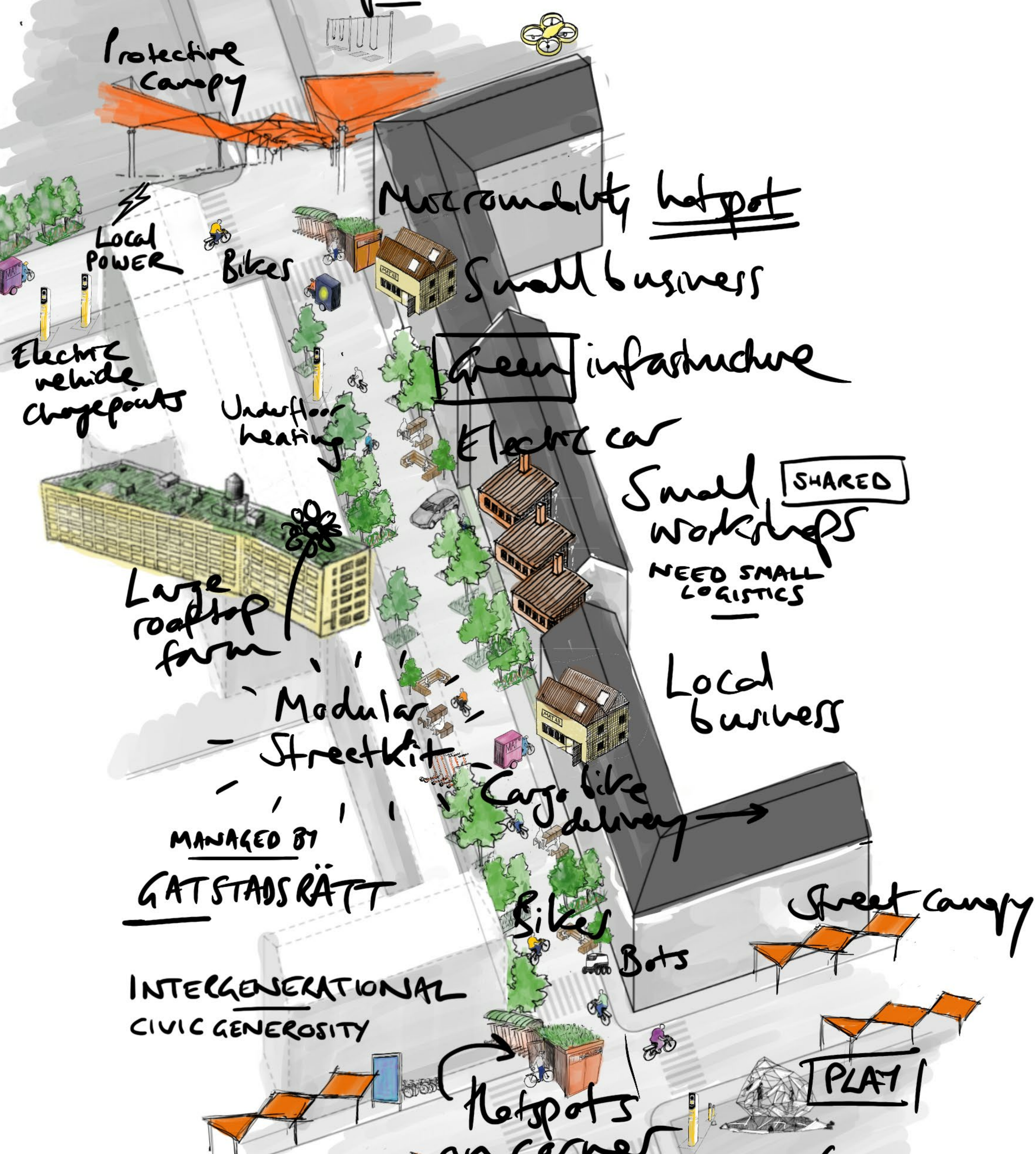
System in the room

Interaction designer, tech corporation

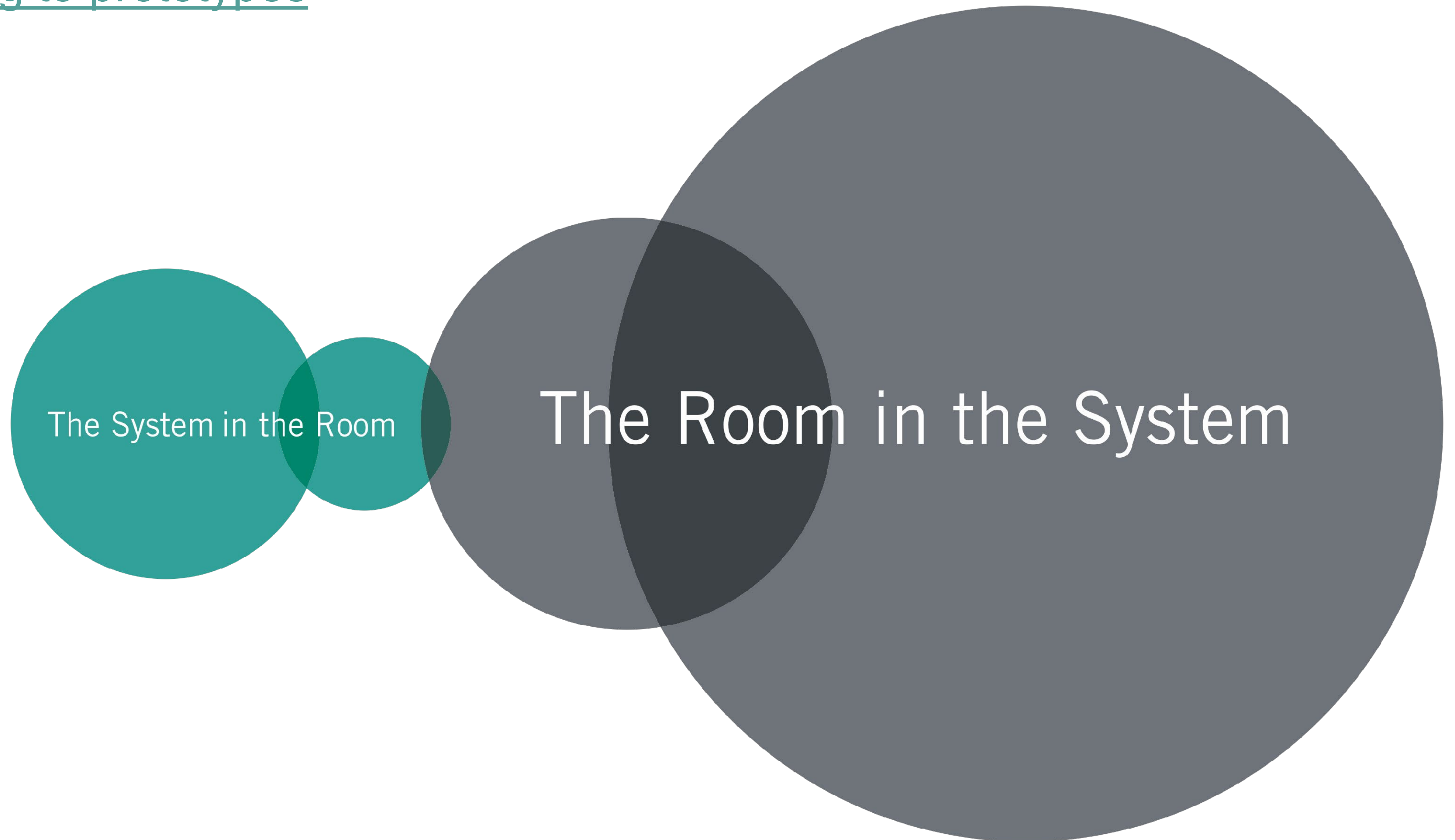
Health researcher, university

Micromobility startup

Municipal traffic planner



Switching to prototypes

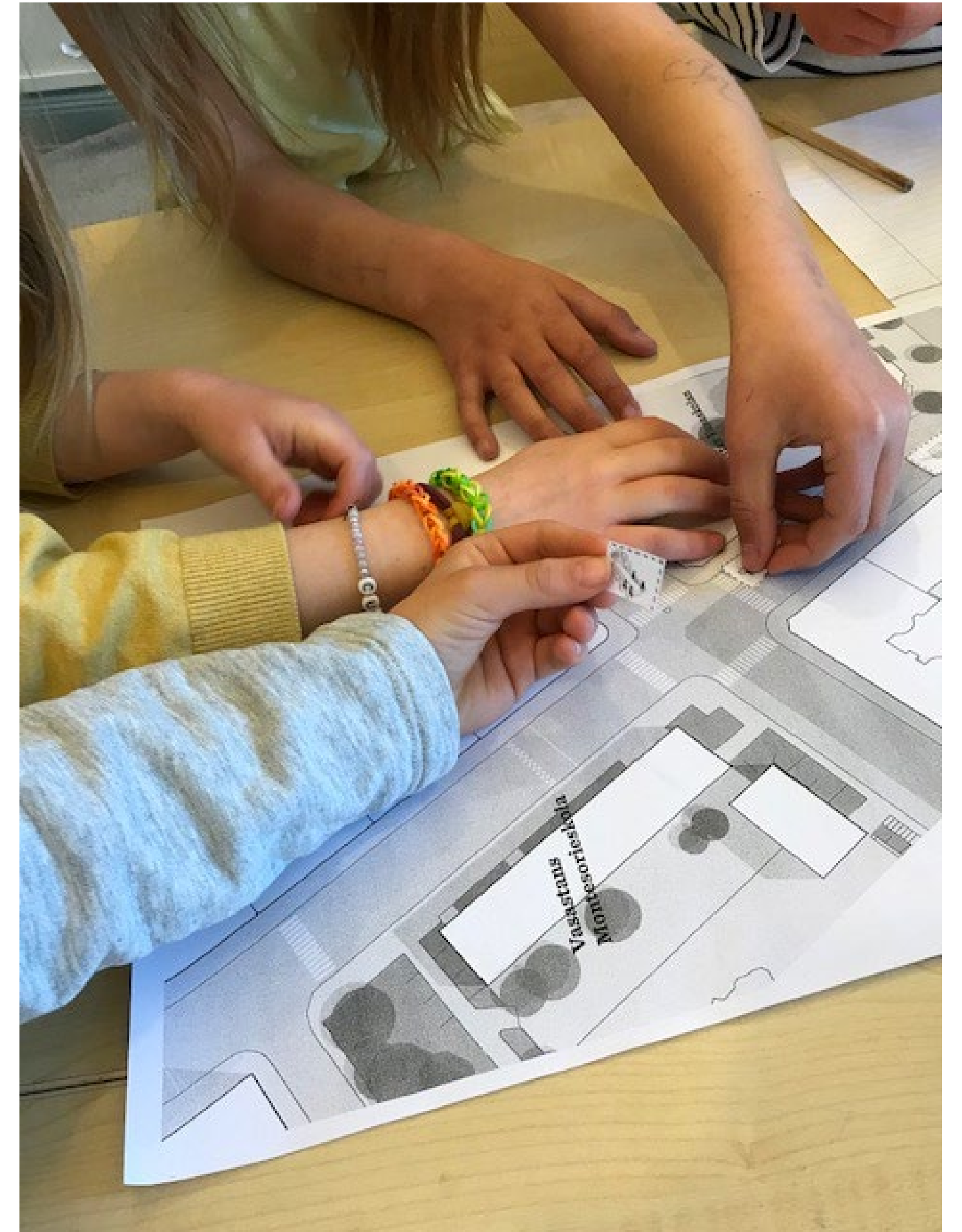




Street

Ensure that every
street in Sweden is
healthy, sustainable
and full of life by
2030.

Participative design



Participative design

Lyktstolpar

Café

Fontän

Strålkastare i olika färder

Gungor

Lyktstolpar

Lyktstolpar

Lyktstolpar

Lyktstolpar

Lyktstolpar

Katarina Norra Skola

VINNOVA
Sweden's Innovation Agency

Café

Strålkastare
i olika färder

Lyktstolpar i

Gungor

! Lyktsolpar

Fejk -
Palmer

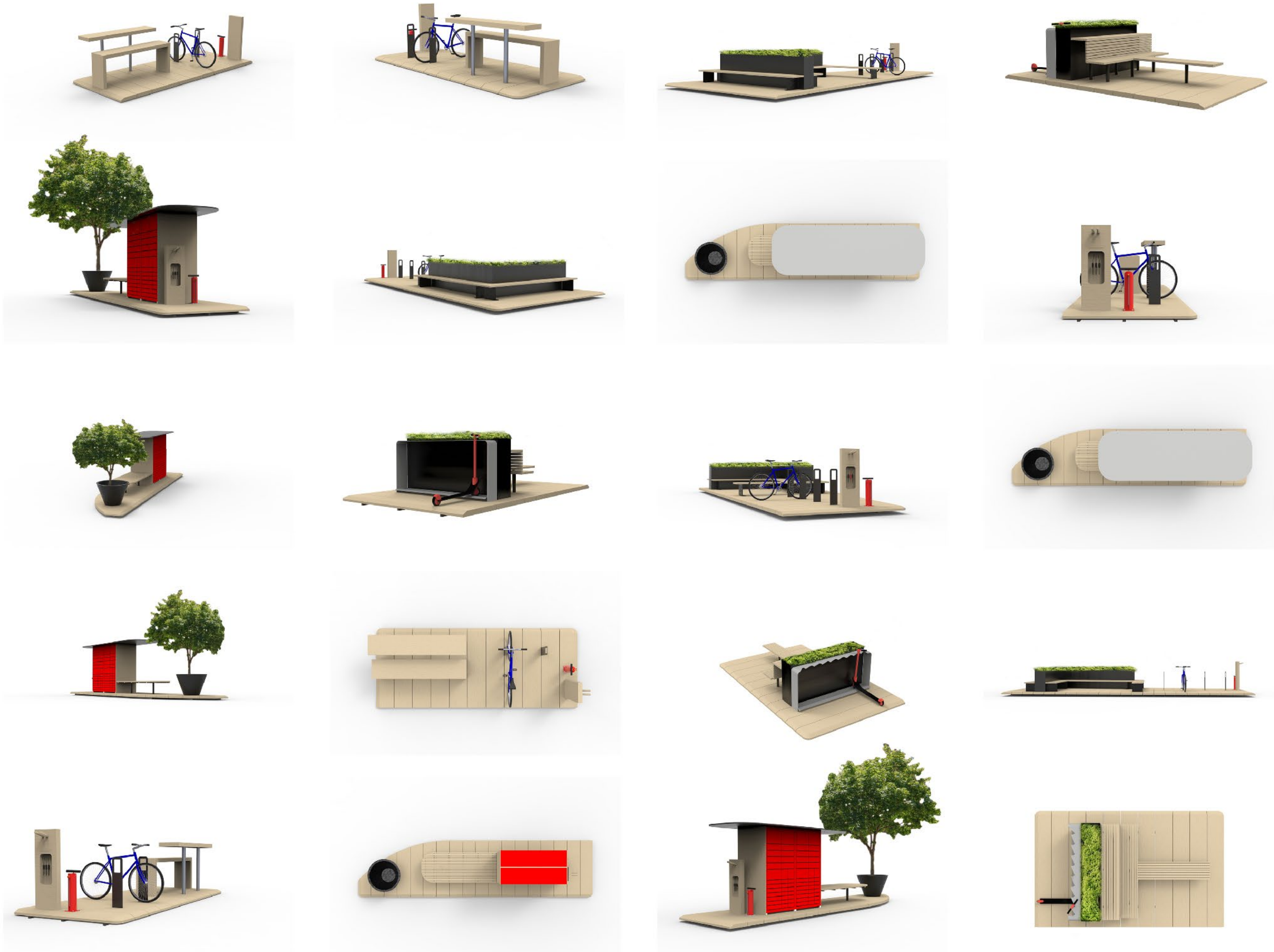
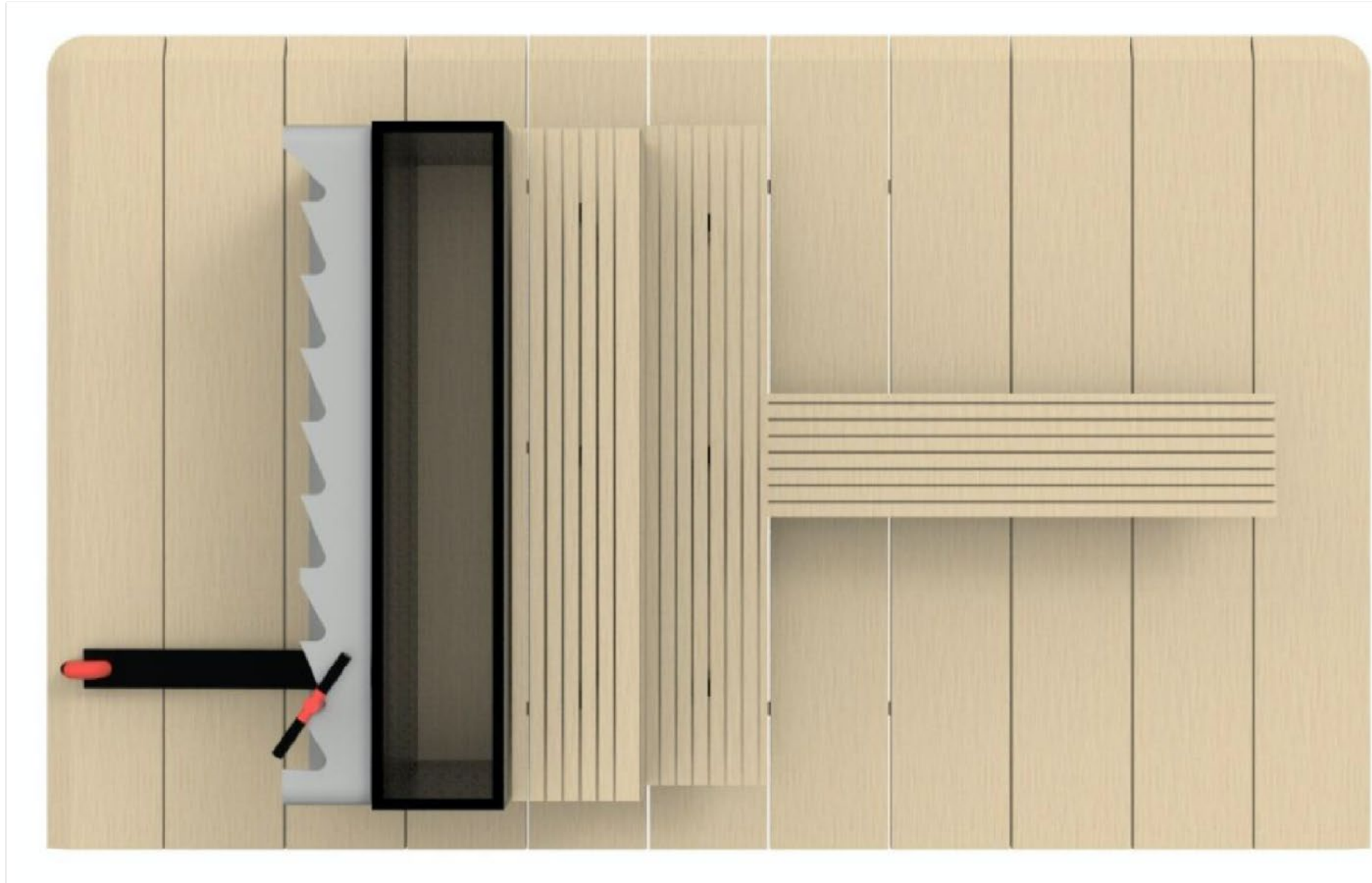
Lyktstolpar

Lyktstolpar

**Catarina
Norra
Kola**

VINNOVA
Sweden's Innovation Agency

Scalable prototypes



Scalable prototypes



Prototypes by Lundberg Design and ArkDes

Stockholm prototype





Välkommen in
i experimentet!

ArkDes

→
Gäller...

Gothenburg prototype



Scalable prototypes



Prototypes by Lundberg Design and ArkDes