



Martin Willers, Co-Founder, People People, Sweden

Martin Willers is a passionate and experienced young communicator on sustainable design. He is the co-founder of the committed design consultancy People People. As a 16-year old Martin started his career as an entrepreneur, and since then he has been passionate about exploring the opportunities of emerging technologies and human needs. He has won numerous design awards for his design and strongly believes in that a human-centered creative process is one of the keys to future sustainability.

People People where founded in 2010 in Stockholm by four friends that quit their jobs with the goal of creating better design, inspired by people, to be desired by people. The goal is part of the vision of starting the Industrial Revolution 2.0 where humanity saves it self by creating a sustainable industry. Martin is frequently asked to do lectures and workshops on how companies can become more desired, innovative and sustainable. You can see him give a 15 minute TEDx talk on the Industrial Revolution 2.0 here: <http://youtu.be/RaYrUwnScPE>

Martin is a board member of the Swedish Design Association (Sveriges Designer) where he serves as a sustainability expert. He is also editor in chief of the online Sustainability guide <http://www.sustainabilityguide.se> developed by the Swedish Industrial Design Foundation (SVID).