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Moving Towards Green Economy: Brazilian Footwear First Steps.

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The present article investigates the viability of 2030 scenarios on green economy, focused on the Footwear Industry. This is an ongoing research project carried out in partnership with a Brazilian streetwear company, aiming to identify strategies for a transition from orthodox economic approaches to green economy one. According to UNEP (2018) green economy promote human well being and social equity whilst reduces environmental risks and scarcities. Such concept is relevant to the Footwear Sector as, according to Statista (2018), it responds from around US$ 106 billions market worldwide. In Brazil the sector employs 283 thousand people within around 7,7 thousand companies of a variety of sizes (Sindical 2018). The studied partner organization, reported on this paper, was established in 2008, with a fully domestic supply chain and currently producing around 60.000 shoes per year. The company already has some practices aligned to sustainability ethos such as the use of reused materials from car manufacturing in some of the skateboarding sneakers and the promotion of local culture and economy within their stakeholders. The case study involves three phases: Phase 1) Economic diagnose utilizing conventional business analytical tools (ex: Canvas; BCG matrix, Porter's five forces) and focusing on orthodox economy principles; Phase 2) Green economy diagnosis utilizing a variety of system design tools (ex: System Map, Blueprint); Phase 3) Generation of textual and visual representation of green economy scenarios for 2030, using tools such as Storyboards, in addition to "meta products" and "meta services", using service, product mock-ups and low- fidelity prototypes. The production of such scenarios involves the creative use of sustainable economic dimension principles outlined by Rosa (2013): promotion of network organizations, strengthen and value local supplies and infrastructure; promote local economy; value the waste reintegration and promote its reduce; respect and promote the local culture; being competitive and profitable; foster environmental education, generate value added income and prioritize service system design. All of them linked mainly with the goals 8, 9 and 12 of UNEP (2018) as well as the following targets: Goal 8.2) Achieve higher economic productivity levels through a focus on a high-value-added and labour intensive sectors; Goal 8.4) Improve research efficiency in production and consumption detaching economic growth from environmental degradation; Goal 11.4) Destinate private funding to non-profit sector and to sponsorship natural and cultural heritage; Goal 12.2) Sustainable management and efficient use of natural resources and Goal 12.5) Reduce waste generation through prevention, reduction, recycling and reuse. All these raised goals requires oriented business decision making focused in a medium and long-term implementation. The challenge is to align them with the company's maturity and value whilst provide its longevity with internal and external income generation, using as a tool integrated and sustainable Design practices and technologies. The research intents to report the adopted strategies, developed in conjunction with the partner company, to embrace green economy in 2030, as well as identify the barriers on an emerging context such as Brazil. The authors aims to contribute to the sustainable economic dimension studies from the Design perspective.