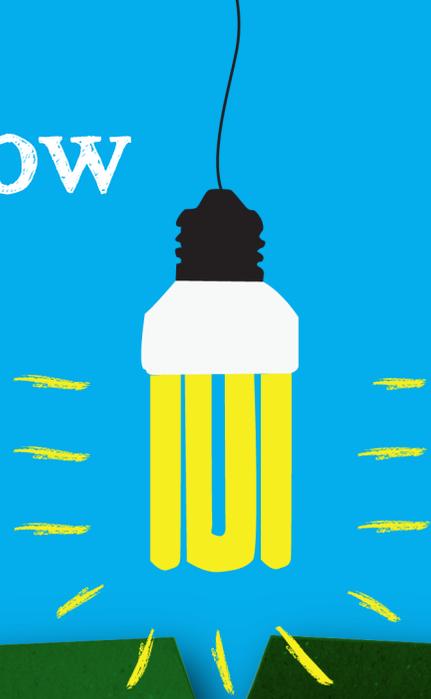


The Mayor's Low Carbon Prize 2012 Winners!



Vibrant
Living



VibrantLiving 1 year



DESIGNING BEHAVIOUR CHANGE?



WINNING IS NOT SO DIFFICULT ...



... MAKING AN IDEA HAPPENING IS!

Co-design workshops/identity process and visual look & feel

The idea of a moving box grew. One hit wonder. We produce, enjoy, and walk off... appealing



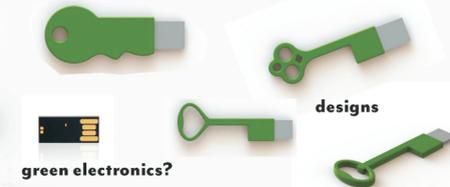
business plan?
revenue stream
work for free
politics
meaningful
ambition aspiration
motivation

Kingston University London

web developer

help, help

Key production process research



3D PRINTED PROTOTYPE



web in progress ...



SUSTAINABILITY

REACHING SUSTAINABILITY IS EVEN HARDER ...

Given that we are still students, we indulged ourselves into research and brain storming exercises. It took a bit of practice.

HOW ABOUT DOING SOMETHING DIFFERENT, MORE SUSTAINABLE???

Working on this project has been a learning experience for all of us. It is not easy being green and to put into practice a real world project where so many aspects need to be considered. These include the interests of all stakeholders involved, multidisciplinary professionals and daily work/study routines. Almost a year after we won the prize we still have a lot to do to make it happen. We have started to develop our website and to prototype the green key. A pilot to test our theory that every move is a chance to change and make a fresh start is our main objective. We want to use this opportunity to empower people to break old habits and to adapt and thrive by living more sustainably in London. A key to a vibrant life in London.



Vibrant Living

Anne Schoettle

Graphic Designer



André Vigil

Product Designer



Jonathan
Pye-Finch

Product Designer
Researcher
Copywriter



Vibrant
Living

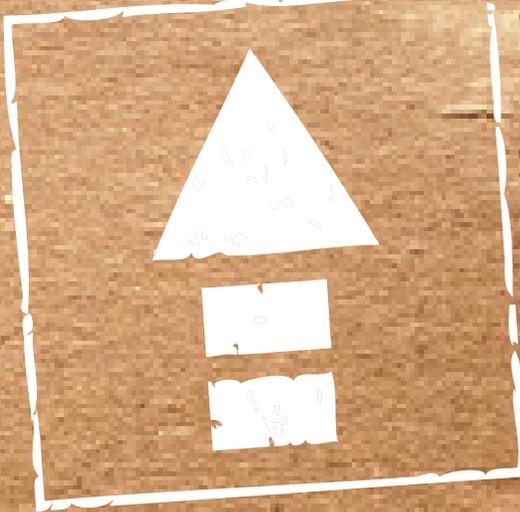
+ Martin Cobby & David Singer who helped win the prize.

The original winning idea



A source to learn about green services, best practices, schemes and products.

For new homeowners in London.



vibrantliving

Every move is a chance to change, a fresh start ...





Browser window showing the Vibrant Living website. The browser address bar contains "Google". The website header includes the Vibrant Living logo and navigation buttons: "I am moving", "I have moved", and "Products".

Search: GO

Tips!

If you would like to learn more about renewable energy in UK, take a visit to [The Renewable Energy Centre](#)

Pages

- About
- Contact
- Shop products

Utilities Removal Companies Decluttering Where am I moving to?

Electricity Suppliers

By carefully choosing an energy supplier that sources from renewables. You can help to considerably reduce the amount of carbon dioxide being released into the atmosphere when generating electricity.

Simply switching to a green electricity supplier cuts your home carbon footprint and takes London closer to a cleaner, greener future.

Good Energy Like 1 likes

100%, yes 100%! of their electricity is from certified renewable sources, like sunshine, water and wind! Good Energy can also help you generate your own, with support in using the Government's Feed-in Tariff.

www.goodenergy.co.uk/switch/

Ecotricity Like

By switching to Ecotricity your electricity bills will help build new sources of green energy! as they like to call it 'turning bills into mills'.

www.ecotricity.co.uk/

Green Electricity Marketplace Like

Learn what electricity tariffs are available where you live. Tariffs which might supply electricity from renewables, invest in new renewable energy projects or purchase carbon credits on your behalf to offset the electricity you use.

www.greenelectricity.org/

Comment

name *
email *
website
comment... *

Captcha *

Type the text displayed above:

Submit

The Green Key



A glocal approach.
Designed and printed in London.
Electronics from China.
Assembled & finished in London.
No glue necessary!

Currently printed from nylon.

Which can/cannot be easily recycled...

A USB for life!?

1000+ keys...

It's time to injection mold
with a bio-plastic called PLA!



Our 3D Printing journey...

Printing process – FDM
Material – ABS
3DPRINTUK



Printing process – FDM
Material – ABS



Printing process – SLS
Material – Nylon
04/05/2013

3DPRINTUK

Definition ✓
Quality ✓
Strength ✓
Fulfil Brief ✓



First model → £9 → £1.80 latest model



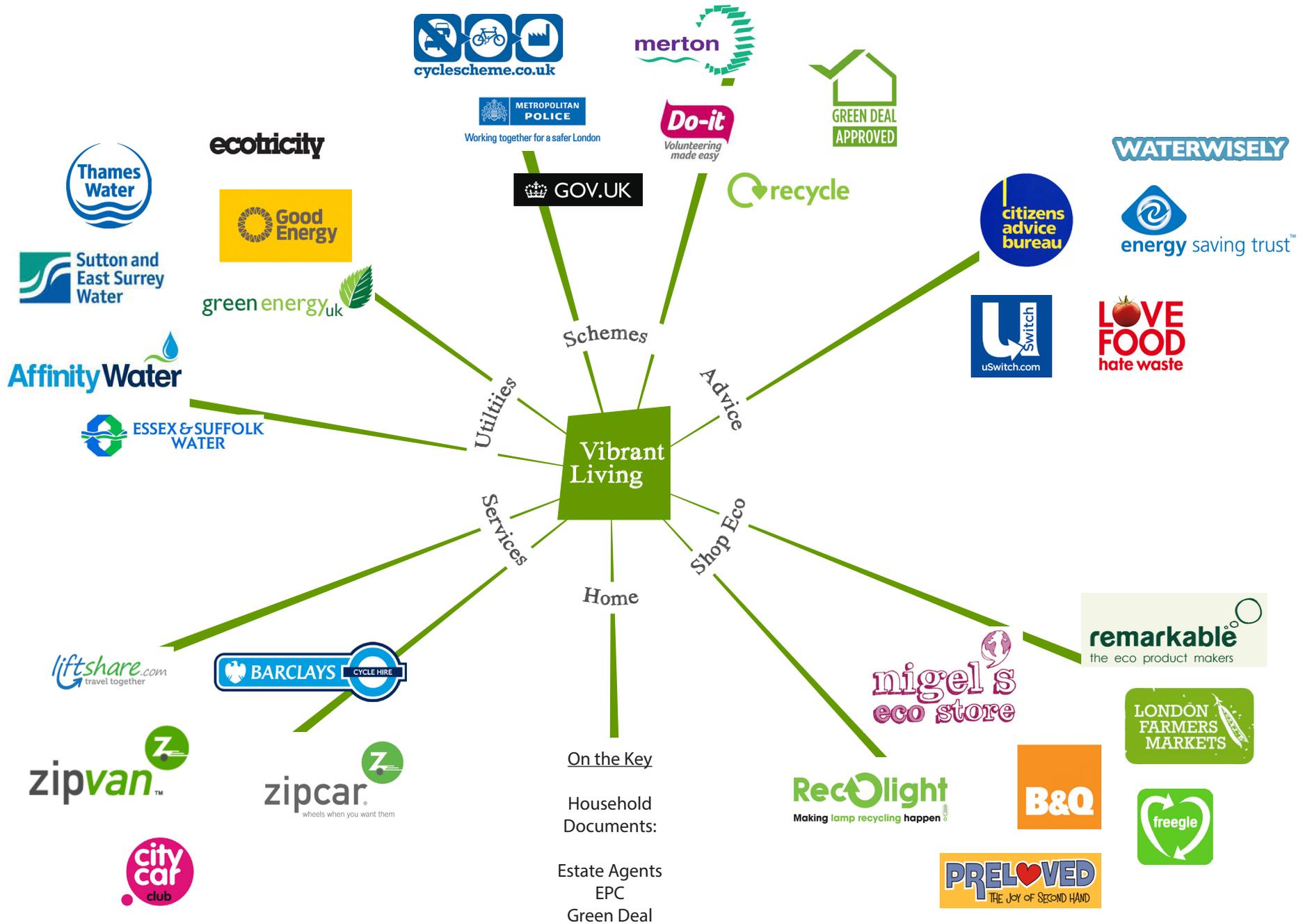
Injecting some colour!?

1. Spray paint...
2. Dye!

We've tried... Rit dye

We're testing.. Vegetable dyes > Artichokes!?





Moving made easy ...



Utilities

I am moving

Here you find support with energy suppliers, removal companies, swapping, selling & donation.



Schemes
Advice

I have moved

Discover what your what your community has to offer and learn a few tips to live sustainably.



Shop

Shop Products

If you are looking to buy new appliances, accessories or fitting for new home, then why not choose earth friendly products instead.

The Platform

The screenshot shows a web browser window with a search bar containing 'Google' and a navigation menu with links to Apple, Yahoo!, Google Maps, YouTube, Wikipedia, News (668), and Beliebt. The website content includes a 'Vibrant Living' logo, navigation tabs for 'I am moving', 'I have moved', and 'Products', a search bar with a 'GO' button, a 'Tips!' section with a link to 'The Renewable Energy Centre', a 'Pages' section with links to 'About', 'Contact', and 'Shop products', and social media icons for Facebook, Twitter, LinkedIn, and a share icon. The main content area features a navigation bar with 'Utilities', 'Removal Companies', 'Decluttering', and 'Where am I moving to?'. Below this are three article listings: 'Electricity Suppliers' (1 like), 'Good Energy' (1 like), and 'Ecotricity' (1 like). Each listing includes a brief description and a URL. A 'Green Electricity Marketplace' section is also visible at the bottom. On the right side, there is a 'Comment' form with fields for name, email, website, and a text area, followed by a 'Captcha' section with a distorted image of the number '6725' and a 'Submit' button.



The Platform

"green" wiki

Engage user to suggest companies
and to add comments

Suggest a company

name *	notes
email *	
url *	

2 comments

 **Adrian?** March 29th, 2013
a test comment [Reply ↓](#)

 **Adrian?** March 29th, 2013
A reply to comment [Reply ↓](#)

Comment

name *

email *

website

comment... *

Captcha *



Type the text displayed above:

What's next for Vibrant Living?

We have a key, and a website.

Our idea has been realised!

It's time to, get feedback!

Build relationships with potential distributors.



Estate Agents

e.g. Douglas & Gordon,
Foxtons



Social Housing

e.g. GLA,
Communities



Construction Companies

e.g. Berkeley Homes



Companies & Organisations

e.g. B&Q,
Energy Saving Trust