



**DESIGN WITHOUT BORDERS**  
Design uten grenser

# DESIGN WITHOUT BORDERS

A tool for development

“Design and designers can make a significant contribution in the development of a better and more sustainable society.”



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# Norsk Form and Design without Borders



Design without Borders is a development program run by Norsk Form (Foundation for Design and Architecture in Norway)

Funding: Norsk Form, NORAD og FK Norway



# Design without Borders



- Use the creative and analytical skills of designers to solve challenges in developing countries
- Achievements: business development, improved living conditions and more efficient humanitarian aid
- Knowledge transfer and improved education in industrial design
- Communication and awareness on use of design as a tool for development

# How Design without Borders work





- Development of new products and solutions in partnership with local business or organization
- Problem solving with focus on user needs, function and esthetics
- Economic, social, cultural, institutional and environmental considerations
- An expert is hand picked for each specific project





# Design challenges



-  Social development, water, sanitation, waste management
-  Private sector and business development
-  City planning and transportation
-  Humanitarian aid, shelter and reconstruction



# Motorcycle helmet





# MamaNatalie birthing simulator



**Laerdal**  
helping save lives



# Wheelchairs





# Information kiosks





# Food packaging

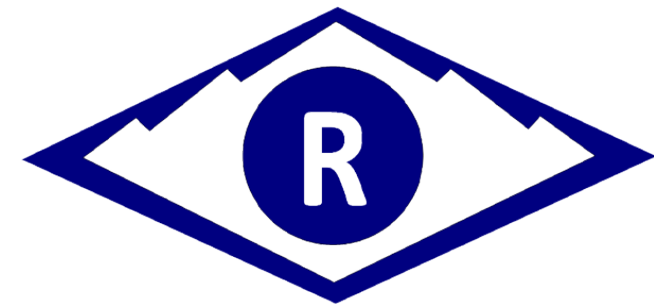


 **RECO**  
INDUSTRIES LTD



# Food Packaging Development

- Design without Borders project in Uganda
- From 1st of June 2011 till 1st of June 2012
- Packaging, branding and marketing
- New line of 100% fruit juices
- Branding, logos and labelling of existing products
- Main market: Uganda and East Africa
- Agro processing development is part of Norwegian development aid strategy for Uganda



*Organic*  
Good for nature  
Good for you



# Project partner Reco Industries

- Ugandan family owned company since 1981. Turnover: 3,4 M USD in 2009
- Food products, foam, plastic and hotel
- ISO 9001:2000 and ISO 14001. Certification from Uganda National Bureau of Standards and Cleaner Production. Registered for HACCP, awaiting certification
- Main market East Africa. Some export to US, EU, Australia





# Designer

- Marianne G. Boye, M.Sc. in engineering and product design
- 10 years working experience, including packaging development in TINE
- Important brands: TINE, Stokke and Donald Duck & Co
- Will live in Uganda and work at Reco Industries for 1 year from 1st of June, 2011





# Mentors

- TINE SA, Nordisk Emballasje Testing and Tetra Pak
- Professional support
- Associated with Design without Borders on webpage and media
- CSR
- Extended network
- Business opportunities with Uganda?







[www.norskform.no/dwb](http://www.norskform.no/dwb)