

Faculty of Design

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## Sustainability and its Paradoxes: The case study of a big coffee roasting company in the Turin Metropolitan Area on the lens of systemic design

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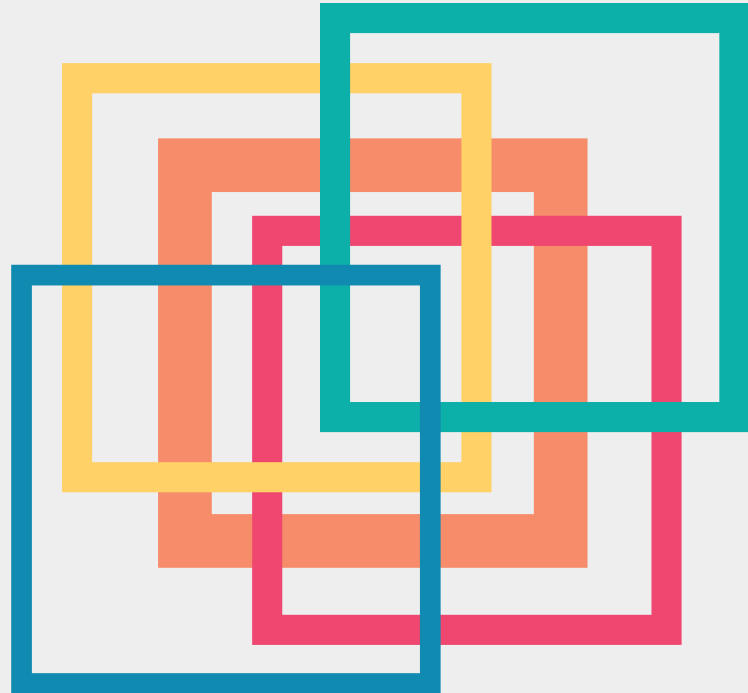
EMBRACING COMPLEXITY

# SUSTAINABILITY PARADOX

Cofix case study

**RSD10 Conference - 67** | 5th November 2021  
**Short paper** | Design of food systems: a case study

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Mariasereana Di Giovanni, Daniel Jaramillo Rueda,  
Tommaso Muzi, Alisia Pellegrini.



# The team



**Chiara**  
Campolmi



**Domenico**  
Devanna



**Mariaserena**  
Di Giovanni



**Daniel**  
Jaramillo Rueda



**Tommaso**  
Muzi

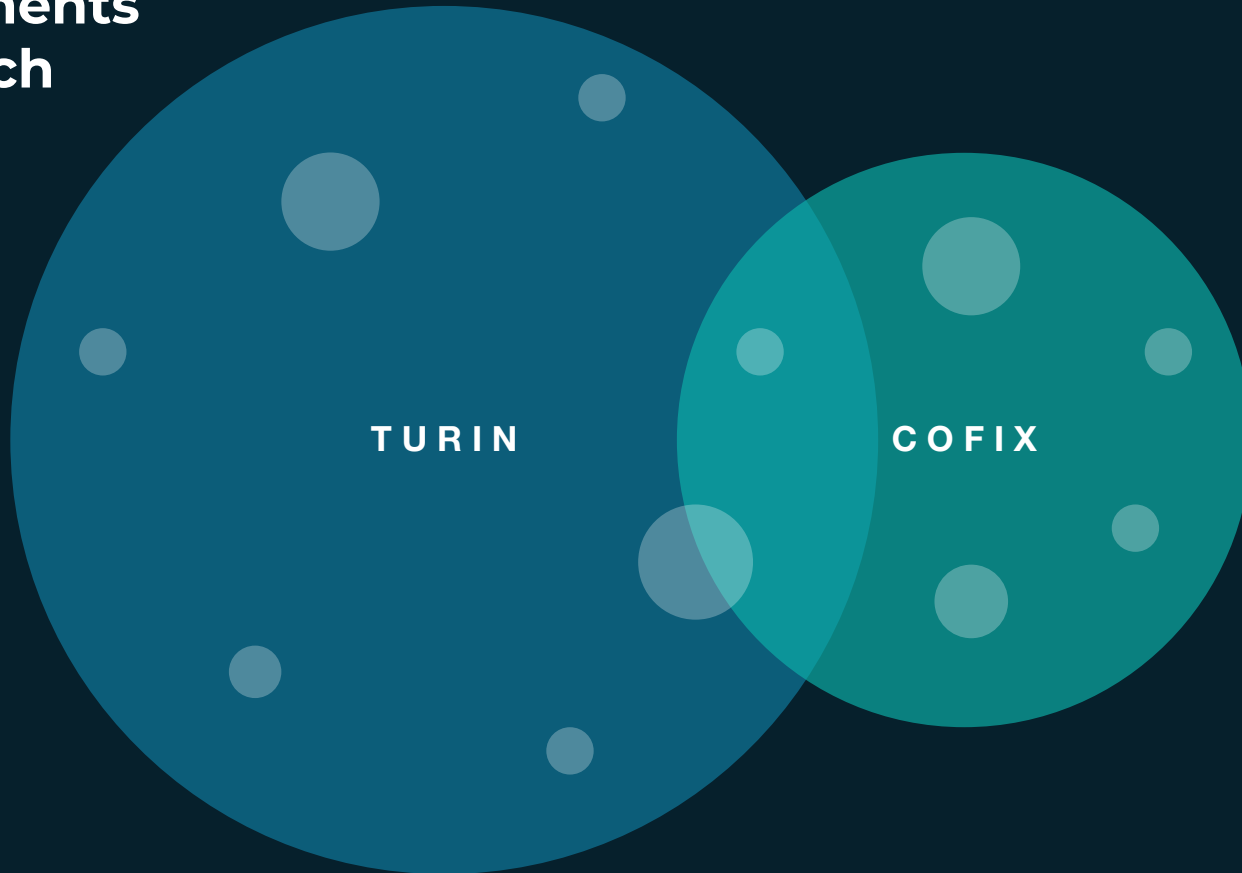


**Alisia**  
Pellegrini

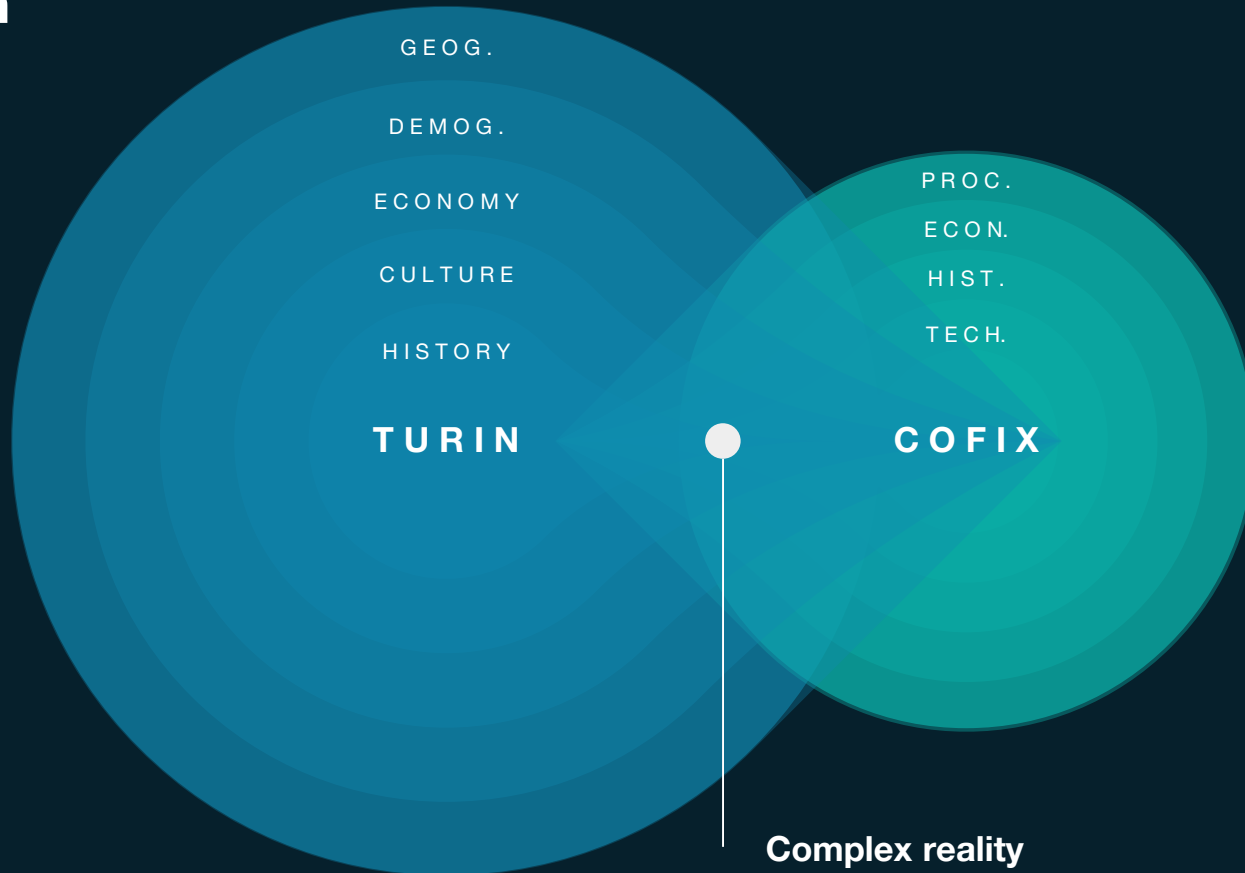
If they have done so  
~~much in terms of~~  
**THE MAIN ACTOR**  
sustainability what  
“We are in the search of more  
sustainable and innovative practices.”  
~~else is left to do?~~



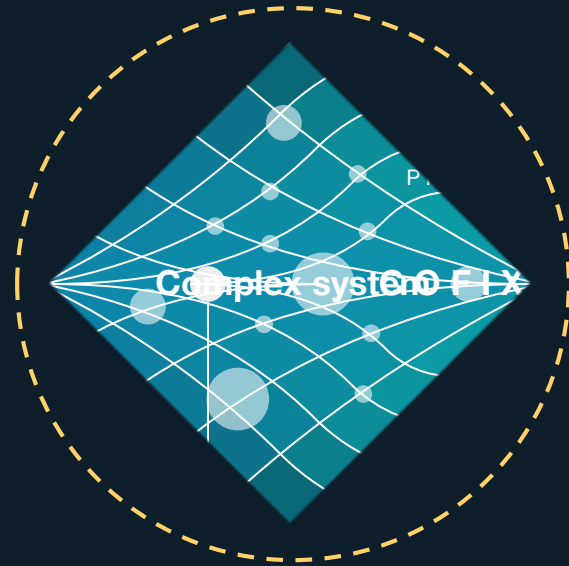
# Main Elements of Research



# Interwoven Realities



**SD is a mindset**  
**SD is able to gain of**  
**System not De system.**  
Understanding complexity, giving  
strategies for sustainable impact.



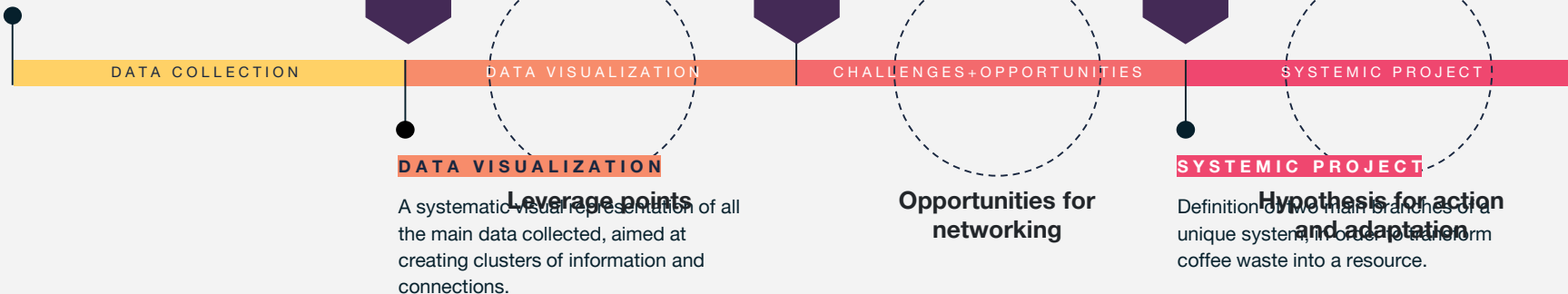
**leverage points**  
**opportunities for  
networking,**  
**hypothesis of action**



# Systemic methodology

## DATA COLLECTION

Analysis of the territory and of the company, with the aim of gathering data (social, economical and cultural).



SUSTAINABILITY  
**IS NOT**  
A UNIQUE CONCEPT



## Tension with leverage points

# Predetermined suggestions limit the holistic vision.

### How we addressed it:

Put in stand-by initial suggestions and **took a panoramic view** of the territory and the company.



Have a clear and visual representation of the different **tangible and intangible assets.**



**Prioritize criticalities** present within the relation between the territory and Cofix.

## Tension with opportunities for network

# Long-term innovation traspases technology.

### How we addressed it:

Identification of **case studies that have addressed these criticalities** in various ways.



Identification of **key local sectors with opportunities** and need for innovation.



**Mapping of potential for larger impact** on people and local realities.

## Tension with hypothesis for action

# Economical assumptions require mediation in real life.

### How we addressed it:

Networking of **complementary assets in the territory** guided by SD 5 principles.



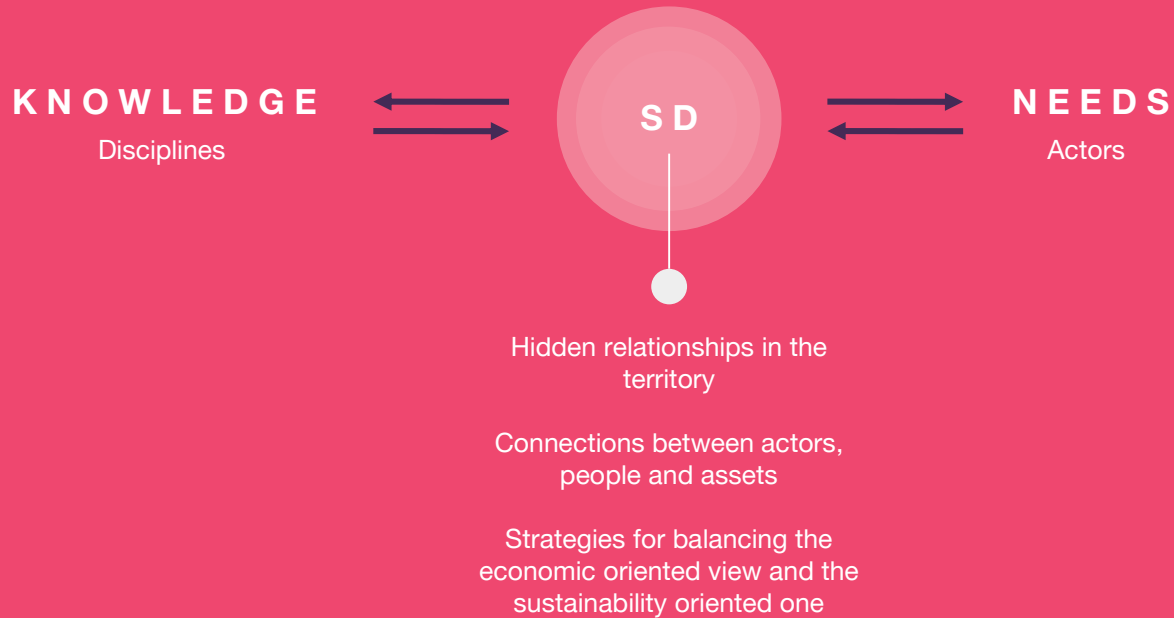
Proposal of a **win-win situation**, creating a network of mutual favors.



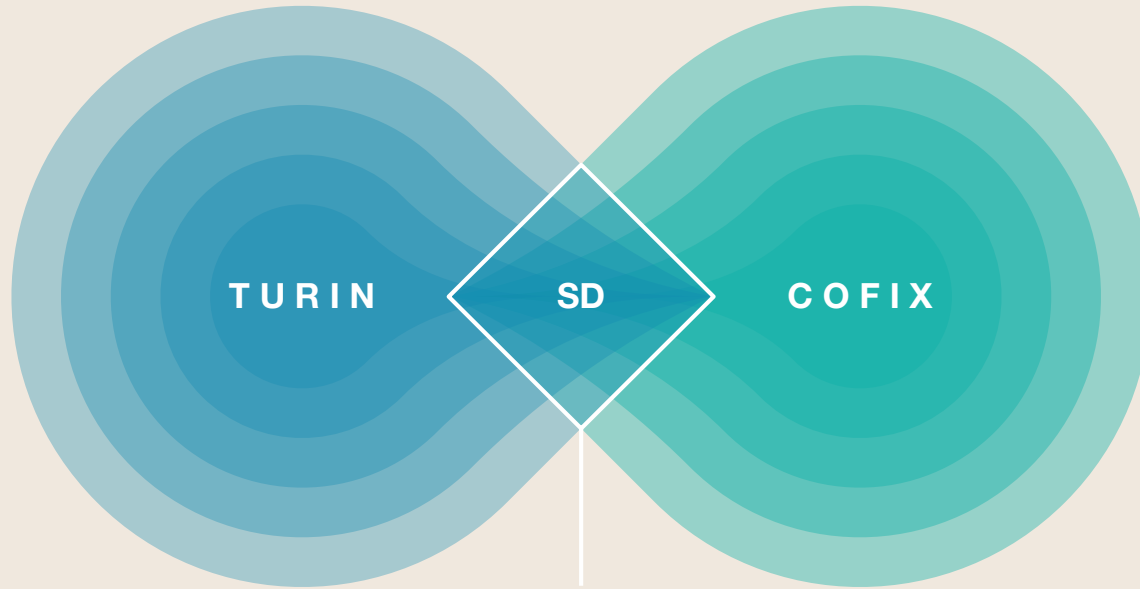
Generation of **specific economic actions**, in a short, medium and long term.

**What comes out with  
this tensions?**

# Role of the systemic designer



# Sum up

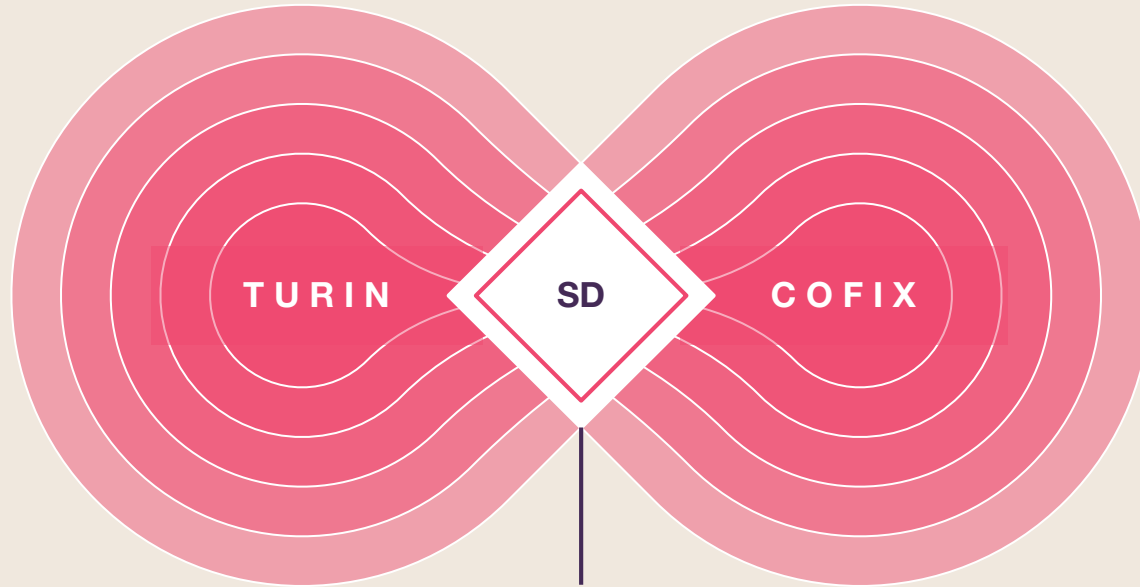


## Benefits for:

Local people | Environment | New networks |  
Retribution | CSR | Communication



# Sum up



**A Shared and Accessible  
System of Communication**  
To narrow the gap between different  
sustainability visions in an SD project.



# Thanks for your attention

RSD10 | PLAYING WITH TENSIONS

Embracing complexity: Sustainability paradox