Exploring "Company Personas" for Informing Design for Sustainability Implementation in Companies - DTU Orbit (03/11/2019)

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The need for understanding the context of the case company during Design for Sustainability (DfS) implementation has been a long identified need among the researchers in the field. Yet, studies on company context have primarily focused on studying, enlisting, and prescribing standardized solutions for companies or clustering companies based on similarities. Such approaches have not been able to overcome the organizational soft side challenges that have been long addressed in DfS literature. This explorative paper takes insights from 20 case interviews conducted in Norwegian and Danish manufacturing companies and with sustainability experts and uses the concept of persona from design studies to explore the potential of defining company personas to better define the context of the company. The interview analysis produced 14 dimensions, including both hitherto identified factual needs of companies and soft-side elements required to create a company persona, thereby informing practitioners and researchers to take a DfS implementation approach tailored to the company context.

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