

# Impact Workshop

A strategic, hands-on and innovation driven workshop to explore sustainable potential and define actionable pathways.

**Let's get in touch** at  
[impact@npk.nl](mailto:impact@npk.nl)





Since 1978 we've integrated design,  
technology, and strategy, to help  
our clients create lasting impact.









# Sustainability starts with npk design



**OV Uithoflijn**  
Sustainable comfort on the move.  
Modular tram shelters with smart shading and solar power.



Green Good Design  
2024 Winner



**Be by Bèta**  
The most forward-thinking circular office chair.  
Fully recycled, fully recyclable.



**H2arvester**  
Clean energy meets smart farming.  
An autonomous system harvesting sun and food side by side.



**Heinz EazySauce**  
Designing out single-use waste.  
A refillable sauce dispenser with a smart and innovative pump system.



# The npk design Impact Workshop

npr design | Impact Workshop



From insights to real-world impact that fits

**The Impact Workshop** is a structured, hands-on format that helps your team **uncover opportunities, build circular strategies, and strengthen your brand.**

Rooted in design and innovation, it delivers practical, actionable results — tailored to your brand's strengths, capabilities, and needs.

You'll explore real sustainability challenges and gain first-hand experience with the tools and mindset needed to tackle them — empowering your team to take this approach forward in future projects.

**Curious how it works?**

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# Turning ambition into action





# Step by step— Bringing clarity to complexity

Step by step, brand-aligned  
and future-focused

- 1. Lifecycle mapping**  
Outline lifecycle steps, flows, and stakeholders.
- 2. Spotting hotspots**  
Identify where sustainability impacts occur.
- 3. Highlighting opportunities**  
Pinpoint key areas for impactful innovation.
- 4. Developing concepts**  
Shape tangible, brand-aligned ideas.
- 5. Pitching and alignment**  
Share ideas and align on impact and direction.

## **From awareness to action:** key outcomes of the Impact Workshop

- Stakeholder and ecosystem awareness
- Sustainable concept development and validation
- Circular innovation and business models
- Strategic positioning and brand alignment
- Kickstarting, scaling and future proofing

➤ **Practical and Actionable Results**

➤ **Design and Innovation Driven**

➤ **Fully aligned with brand- & user-needs**





# The Impact Workshop in action

## 1. Intro / Take-in (call, online)

## 2. Workshop: 6h (on site)

- Possibly one morning plus two hours, including lunch (or two separate sessions of 3h, divided over two days to synthesize information)
- Suggested participants: 3–5 people  
Ideally from diverse roles — e.g. Innovation, Purchasing, Marketing, Sustainability, etc.
- Two participants from npk design will facilitate the process and content.

## 3. Report / Summary creation

## 4. Debrief / Next Steps (call, online)

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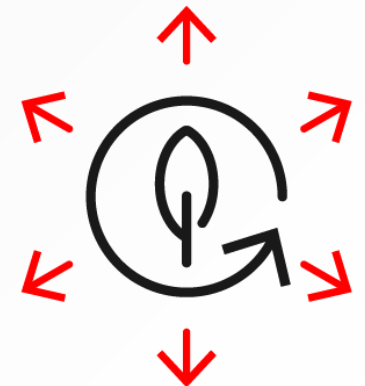
# Let's create Impact together!

This workshop is led by npk design,  
**experts in sustainable design and  
strategic innovation.**

Curious how this session  
can benefit your team?

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