



# ANNELI SELVEFORS

Dedicated researcher; Creative designer; Expert advisor; Inspirational speaker; Positive change catalyst

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## PROFILE

I'm a design researcher devoted to exploring how businesses and people can contribute to a circular and sustainable future.

After 10+ years of research work in academia I want to work closer with businesses to question the status quo and accelerate the sustainable and circular shift in industry. I aim to utilise my research expertise and design skills to both empower others and support the development of new products, services, and business models.

## AREAS OF EXPERTISE

- Design for circular economy and especially design for circular consumption
- Design for sustainable behaviours, including nudging and design for sustainable practices and activities
- Circular economy and circular business models
- Sustainable development and the sustainable development goals
- User-centred design processes, methods and tools

## DEGREES

**PhD. Human-Technology-Design**  
Chalmers University of Technology, 2017

**LicEng. Human-Technology-Design**  
Chalmers University of Technology, 2014

**MSc. Industrial Design Engineering**  
Chalmers University of Technology, 2009

## EXPERIENCE

- 2020- • **Forming Futures Sweden AB**  
*Founder; freelance researcher and designer*  
I'm responsible for applying for funding, formulating offers to clients, conducting projects, and invoicing and bookkeeping.
- 2020- • **Innovation partnership programme Climate neutral industry**  
*Invited member of the working group Design for circularity*  
I'm contributing to the work of the group Design for circularity that reports to the innovation partnership programme.
- 2019- • **Delegation for circular economy**  
*Invited member of the reference group; Chair of the expert group Circular design principles during 2020*  
I'm advising the Swedish Delegation for circular economy, and as chair of one of its expert groups 2020 I was responsible for leading the expert group (18 members) and reporting results.
- 2009- • **Novea Design**  
*Founder; designer and maker*  
I'm responsible for designing, producing and selling fine crafts, and invoicing and bookkeeping
- 2009-2020 • **Chalmers University of Technology**  
*Post-doctoral researcher; researcher; PhD student; research assistant, at the division Design & Human Factors*  
I was responsible for coordinating the research theme Circularity and sustainable product use, applying for funding, conducting research, publishing research results, and teaching.  
My main achievements include receiving funding for six research projects awarded in competition, conducting research and publishing 25+ papers and reports to communicate results, supervising 20+ master and bachelor thesis projects, and supervising 50+ course projects.
- 2009 • **SVID**  
*Sustainable designer, at the Summer Design Office*  
I was responsible for managing one design project and worked in three additional projects.  
My achievements include developing a circular service concept and marketing strategy for AJO AB (project manager), a brand strategy for NOAB AB, design concepts and product strategies for Heurlins AB, and design concepts for Goodwheel AB.
- 2006, 2008 • **SKF**  
*Design engineer, at Exopar, Product Design & Development*  
I worked with continuous product portfolio management.  
My main achievements include creating and revising 50+ CAD-models and manufacturing drawings, and initiating, creating and implementing manuals for working routines.

## AWARDS & ACHIEVEMENTS

Named an Ellen MacArthur Foundation Circular Economy Pioneer following completion of the From Linear To Circular programme 2020 (one of the 85 applicants accepted to the programme out of circa 600 international applicants)

Research on circular design highlighted on the 2020 IVA list covering Sweden's 100 top ranked research projects focused on sustainability

Received the 2020 scholarship from Eva Selin Lindgrens Minnesfond for research on how to support companies to design for circular everyday activities

Received a best paper award 2018 from the Design Research Society for a conference paper introducing a user perspective on circularity

Research on disseminating tools for circular design highlighted as an impact case by Chalmers 2018

Received a scholarship (Miljöfonden) from the Swedish Association of Graduate Engineers 2009 for master thesis project on how to design for energy conservation and sustainable behaviours

Received a scholarship from Chalmers Vänner 2008 for participation in STAR-design at NASA, Lyndon B. Johnson Space Centre, to explore how extreme environments can inform sustainable design

Received a merit scholarship from the University of New South Wales, Australia, based on overall results in industrial design courses 2007

Shortlisted finalist for the Breville Young Designer Award 2007 (top3) and for the Cormack Innovation Packaging Award 2007 (top10)

Winner of Venture Cup's Business Pitch 2006, Region West Sweden, for a design concept to facilitate medical care

## OUTREACH

Disseminating knowledge on sustainable design, circularity and sustainability to companies, organisations, policy makers, and the public, e.g.:

- Invited to speak about sustainable design for e.g. Ellen MacArthur Foundation's design team, Cradlenet, NMC, inUse, Above, KTH, HDK, Miljörapporten, Globala Skolan
- Invited to provide expert advice through participation in e.g. expert groups, reference groups, panel discussions, interviews, and research project meetings
- Invited to highlight the link between design and sustainability to the public through e.g. providing content to an exhibition at the RIAN designmuseum 2019, talking about SDG12 in the Gothenburg centre for sustainable development digital Christmas calendar 2018, and interacting with visitors at Vetenskapsfestivalen.

Disseminating methods and tools to practitioners, e.g.:

- Writing a book on activity-centred transformation to support designers to design for sustainable behaviours
- Developed and released the Use2Use Design Toolkit in 2020 to support companies to design for circularity
- Invited to contribute content to SVIDs digital guide on sustainable design (Hållbarhetsguiden) 2018
- Invited by the Swedish Embassy in Amman to organise a workshop on sustainable design methods for Jordanian designers and entrepreneurs 2018

## QUALITIES

Curious  
Problem-solving  
Optimistic  
Creative  
Collaborative  
Analytical  
Detail-oriented

## SKILLS

### Planning & project management

- Planned and carried out 10+ research projects in collaboration with partners
- Worked both in national and EU research projects

### Communication & dissemination

- Conducted 100+ lectures, talks and webinars on sustainability related topics
- Published 25+ academic papers and reports

### Exploration & ideation

- Conducted 100+ interviews, focus groups, home visits etc to gain insight into needs and challenges
- Organised 70+ physical and 15+ digital workshops to explore needs and challenges or ideate concepts

## ACADEMIC SERVICE

Reviewed manuscripts for: Journal of Cleaner Production, Journal of Design Research, Sustainability, Buildings

Guest edited a special issue for: Sustainability – "Designing Products and Services for Circular Consumption" 2019

Chaired a conference session for: EcoDesign2019 – "Circular Consumption and Use Perspectives"

Represented Chalmers at Design Region Sweden's member meetings 2016-2020

Represented the teaching staff at the education committee meetings for Industrial Design Engineering at Chalmers 2014-2017

Organised an international network meeting at Chalmers 2014 for researchers working with design for sustainable behaviour and practice-oriented design

## SELECTION OF PUBLICATIONS

### Theses

- Selvefors, A. (2017) Design Beyond Interventions – Supporting less energy-reliant activities in the everyday. Thesis for the degree of Doctor of Philosophy. Chalmers University of Technology, Department of Industrial and Materials Science.
- Selvefors, A. (2014) Understanding Energy Behaviour – A Necessity for Supporting Domestic Energy Conservation through Design. Thesis for the degree of Licentiate of Engineering, Chalmers University of Technology, Department of Product & Production Development.
- Blindh Pedersen, K. & Selvefors, A. (2009) Green Living - Elbesparing i hemmet. Thesis for the degree of Master of Science, Chalmers University of Technology, Department of Product & Production Development.

### Reports

- Serrander, P., Rexfelt, O., Selvefors, A., Jansson, T., Stål, J., Petterson, P. (2021) Project report for the research project "Kvarterets konsumtion 2030" (2021). Published by Science Park Borås.
- Selvefors, A. et al. (2020) Slutrapport för Expertgruppen för cirkulära designprinciper på uppdrag av Delegationen för cirkulär ekonomi.
- Karlsson, M., Farhenkrog, F., Florentino, A., Hof, T., Köhler, A-L., Ljung Aust, M., van Schagen, I., Selvefors, A., Sprajcer, A., Toffetti, A., Twisk, D., Wåhlgren, A., Ziegler, J. (2018) D1.1. Integrated Framework. Deliverable to the MeBeSafe project. Project report for the Horizon 2020 research project "MeBeSafe – Measures for Behaving Safely in Traffic".

### Journal papers

- Rexfelt, O. & Selvefors, A. (2021) The Use2Use Design Toolkit—Tools for User-Centred Circular Design. *Sustainability*, 13, 5397.
- Selvefors, A., Rexfelt, O., Renström, S., Strömberg, H. (2019) Use to Use – a User Perspective on Product Circularity. *Journal of Cleaner Production*, 223, pp. 1014-1028.
- Selvefors, A., Marx, C., Karlsson, I. C. M. Rahe, U. (2018) (How) can Appliances be Designed to Support less Energy-Intensive Use? Insights from a Field Study on Kitchen Appliances. *International Journal of Design*, 13 (3), pp. 35-55.
- Selvefors, A., Knutsson, J., Marx, C., Rahe, U. (2017) Designed to support or impede energy conservation? How design characteristics influence people's energy use. *Journal of Design Research*, 15 (1), pp. 43-61.
- Selvefors, A., Karlsson, M., Rahe, U. (2015) Conflicts in Everyday Life: The Influence of Competing Goals on Domestic Energy Conservation. *Sustainability*, 7 (5), pp. 5963-5980.
- Strömberg, H., Selvefors, A., Renström, S. (2015) Mapping out the design opportunities: pathways of sustainable behaviour. *International Journal of Sustainable Engineering*, 8 (3), pp. 163-172.

### Conference papers

- Selvefors, A. & Rexfelt, O. (2021) Designing products and services for circular consumption – A circular design tool. In Proceedings of the 4th PLATE Conference. Limerick, Ireland.
- Rexfelt O., Selvefors A. (2021) A Toolkit for Designing Products and Services Fit for Circular Consumption. In: Kishita Y., et al. (eds) *EcoDesign and Sustainability II. Sustainable Production, Life Cycle Engineering and Management*. Springer, Singapore.
- Rexfelt, O., & Selvefors, A. (2019) A Toolkit for Designing Products and Services Fit for Circular Consumption. In Proceedings of the EcoDesign conference 2019. Yokohama, Japan.
- Selvefors, A., & Rexfelt, O. (2019) A tool for charting circular consumption journeys. In Proceedings of the ERSCP conference 2019. Barcelona, Spain.
- Camacho-Otero, J., Selvefors, A., & Boks., C. (2019) Circular design tools: (how) do they understand the consumer? In Proceedings of the 3rd PLATE conference. Berlin, Germany.
- Selvefors, A., Rexfelt, O., Strömberg, H., & Renström, S. (2018) Re-framing Product Circularity from a User Perspective. In Proceedings of the DRS conference 2018 Catalyst. Limerick, Ireland.
- Selvefors, A., Strömberg, H., & Renström, S. (2016) What a designer can change: a proposal for a categorisation of artefact-related aspects. In Proceedings of the DRS conference 2016: Future-Focused Thinking. Brighton, UK.
- Selvefors, A., Renström, S. & Strömberg, H. (2014) Design for Sustainable Behaviour: A toolbox for targeting the use phase. Presented at the Eco-design tool conference 2014. Gothenburg, Sweden.
- Selvefors, A., Karlsson, M., Rahe, U. (2013) Use and Adoption of Interactive Energy Feedback Systems. In Proceedings of the IASDR Conference 2013, Consilience and Innovation in Design. Tokyo, Japan.
- Renström, S., Selvefors, A., Strömberg, H., Karlsson, M., Rahe, U. (2013) Target the use phase! Design for Sustainable Behaviour. In Proceedings of the LCM 2013 conference. Gothenburg, Sweden.
- Selvefors, A., Renström, S., Viggedal, A., Lannsjö, R., Rahe, U. (2012) Benefits and Difficulties for Industry when Designing for Sustainable Behaviour. In Proceedings of Sustainable Innovation 2012, Towards Sustainable Product Design. Bonn, Germany.

## SELECTION OF COURSES

- Project management: Creating and managing effective teams. 3hp, Chalmers, 2019
- Systems theory. 5hp, Chalmers, 2015
- Activity theory. 4,5hp, Chalmers, 2015
- Theory of science. 3hp, Chalmers, 2014
- Make and impact: Sustainability for professionals. University of Bath, 2014
- Statistical analysis: None parametric and Quasi - experimental design and data analysis. 4,5hp, Chalmers, 2013
- To analyse qualitative data. 4,5hp, Chalmers, 2013
- Research ethics and sustainable development. 3hp, Chalmers, 2013
- Environmental psychology. 15hp, Gothenburg University, 2011
- Sustainable business development. SVID, 2010
- Industrial design courses. 60hp, University of New South Wales, Australia, 2007

## SOFTWARE SKILLS

**Text and image processing**, e.g.: *Microsoft Office Suite, Adobe Creative Suite*

**Communication**, e.g.: *Slack, Miro, Mural, Wordpress, Zoom, Microsoft Teams*

**Data collection and analysis**, e.g.: *Google workspace, SurveyMonkey, LimeSurvey, NVivo*

**Bibliographic management**, e.g.: *Endnote, Mendeley*

**Product development**, e.g.: *Rhinoceros, SolidWorks, ProEngineer, Catia, AutoCAD*

## LANGUAGES

Swedish – Native  
English – Professional proficiency  
German – Elementary proficiency

## REFERENCES

Provided upon request