
Analysis of Value Creation in Sustainable PSS for the BoP.

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Résumé

Design discipline is involved in human activities, it offers solutions to people need not only with a technical approach but also with a social perspective. About that, the challenge for Design for Sustainability (DfS) is to creates Value through strategies that can simultaneously reduce the environmental impact and improve the well-being of people at the Base of the Pyramid (BoP). Considering that BoP characteristics and needs are not like the rest of the population, innovative design and business strategies as "business-engineering-innovation" explore the participation of poor people in the product/service co-creation and co-production processes. After a literature review, it is detectable that there is a close relationship among BoP, PSS and Business Model concepts where Value is the key concept in this connection. Analyzing the links among these variables, it would be possible to get a deep understanding of how to integrate social and design elements into a Sustainable PSS.

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