

Sustainable Innovation 05

Global 'state of the art' in sustainable product/service development and design

Farnham Castle, UK 24th and 25th October

1. **Type of Event**

Conference

2. **Duration**

Two days

3. **Participants**

A wide range of sustainable designers and engineers, sustainability managers, academics, policy-makers, non-governmental organisations and business people from around the world.

4. **Angle of Event**

Sustainable Innovation 05 marked a decade since the first Sustainable Innovation event organised by the Centre for Sustainable Design. It provided a chance to look back at how the field of sustainable innovation has evolved during this time, with a look at what are the obstacles and opportunities for progression in this area.

5. **Speeches/Presentations**

- **Keynote:** Bill Shireman, Chief Executive Officer, The Future 500, US
- **Sustainable Production & Consumption Policies: Global 'State of the Art,** Guido Sonnemann, Programme Officer, Sustainable Innovation, Production and Consumption Branch, United Nations Environment.
- **Policy status on sustainable consumption and production at global level,** Professor Fumi Masuda, Tokyo Zokei University and President, Open House Inc, Japan.
- **Eco-design of Products and Services is Dead, Long Live Ecovalue!,** Professor Ab Stevels, Chair, Applied Eco-design, Delft University of Technology, Netherlands
- **Refereed Section** - A selection of the best refereed papers as judged by the Advisory Board.
- **Clean Clever Competitive (CCC): A Framework for Eco-innovation**
Dr Gerben Roest, Project Manager, International Environmental Affairs Directorate, Ministry of Environment, Netherlands

- **Sustainable Product Development & Design: Experiences and Lessons from Business** Andrew Jenkins, Sustainable Development Manager - Products, Boots Group Plc, UK.
- **Keynote:** Bob Willard, Author & Consultant, Canada.
- **Sustainable Design: A UK Government Perspective**, Aphrodite Korou, Senior Policy Advisor, Sustainable Development Directorate, Department of Trade & Industry (DTI), UK.
- **Sustainable Product Development & Design: Experiences and Lessons from a Product Design Perspective**, Ursula Tischner, Director, econcept, Germany.
- **Sustainable Product Development & Design: Experiences and Lessons from a Management Viewpoint**, Professor Ken Peattie, Director, BRASS, Cardiff Business School, UK.
- **Ten Years Back and Ten Years Forward**, Edwin Datschefski, Founder, Biothinking, UK.
- **New Model of Well-being to Deliver Artifacts that Sustain People, Environments and Profits**, Alastair Fuad-Luke, Founder, Tempo, UK.
- **Cases/examples:**
Natasha Drabbe, Project Manager, Dutch Design Foundation, Netherlands
Sustainable Product Development & Design: Looking into the Future
Professor Ezio Manzini, Director, Politecnico Milano, Italy.

6. General Observations and Conclusions

As it was the first attendance at this event, it was not possible to judge how it differed from other years and how reflective on the changing status of sustainable innovation. It did, though provide a good look as the 'state of the art' in the wide-range of papers presented in workshops at the event, as well as the main presentations. Through its selection of presenters and case-study workshops, an overview of the dynamics underlying this 'field' was provided from policy-makers, business people and academics, as well as some inspiring, practical examples from professionals actually creating sustainable design.

It attracted a very global group of people, with its broad scope that encompasses perspectives from product development to policy-making and including eco-efficiency and sustainable business strategies. The difficulty with having such a broad scope is always timing; some of the sessions felt 'rushed', which meant that interesting discussion was not fostered into the programme. As usual, the breaks and conference dinner allowed for more in depth discussions and networking; for many, the event appeared to be a somewhat social event for those working in the field. In terms of the organisation of the event, it followed a very traditional route, with main sessions with keynote speakers then breaking out into parallel sessions and reconvening. Although this is a very functional way of structuring an event, it would have been

interesting to see more 'sustainable' innovation and use of technology in the event organising process.

It became clear that this area of sustainable and eco-design is still quite a small, emerging field with a troupe of dedicated global professionals, who have been working on this area for many years and who are all aware of each others activities. For a small minority of these key players, there was a sense of 'ennui' of having 'seen and heard it all before'; the hope was that the tenth anniversary of the event would show dramatic changes in the area. The impression is that the scope has perhaps moved on from the narrow ecodesign focus to a broader 'sustainable design' approach that attempts to include less tangible aspects of sustainability, such as 'individual well-being'.

7. **Contacts:**

The event provided an opportunities for general networking and making contact to some key players, who had already been invited to the Symposium, which was to take place a fortnight later. A few of the interesting contacts are listed below:

- **Alistair Fuad-Luke** – already invited to Symposium.
- **Yorick Benjamin** - already invited to Symposium.
- **Tim MacAloone** - already invited to Symposium.
- **Johan Östlin – Phd Student, Linköping University, SE** - working in same area, useful contact for the Swedish academic network of sustainable or eco-designers.
- **Fumi Masuda** – general eco and sustainable design conversation.
- **Gerben Roest** – looking at the Dutch policy to encourage eco-efficient innovations as an opportunity for competitive Europe.
- **Debra Lilley, PhD Researcher, Loughborough University** – had met at Sustainable Design Education Seminar, provided some contacts.