

Sustainability – Opportunities for Creative Industries

University for the Creative Arts · Farnham · UK

A Masterclass by Professor Ab Stevels

01 October 2008 · 3–6pm



Full details can be downloaded from: www.cfsd.org.uk

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The Centre for Sustainable Design

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This masterclass will provide ideas for creative professionals based on Professor Ab Stevels' many years of thinking and practice. It will address key issues, including:

- What are the 'green' priorities?
- What is the relationship between 'green', money and customer value?
- How to implement 'green' in a simple way?
- How does 'green' contribute to creativity?
- How should 'green' be organised?

Ab will share experiences from his 650 page book 'Adventures in Eco-design (1993–2007)' and highlight a number of practical cases of how Philips Consumer Electronics (PCE) has addressed these questions. In parallel, he will provide specific examples of how PCE has dealt with issues such as energy reduction, materials, packaging, transport and recycling in product creation. Experience will also shared on how to organise and apply environmentally considered product development (eco-design) within companies and delegates will receive a free copy of 'Adventures in Eco-design (1993–2007)' on CD.

The cost of the workshop is £10. You are advised to book early as places are limited. Contact Ros Carruthers on rcarruthers.t1@ucreative.ac.uk or +44 (0)1252 892772.

Overleaf: The third image from left illustrates the HTS6515, a Philip's Green Flagship product. It uses 58% less energy, 14% less packaging and 20% less product weight compared to the average of the competitors (source: Philips 2008).

Ab Stevels of the Design for Sustainability Lab, Delft University of Technology, Netherlands has more than 40 years of experience in the electronics industry. During the last 15 years he has worked in the field of applied eco-design, the management of 'green' in industry and in recycling. His main achievement has been to make eco-design work in practice in the electronics industry. In parallel to his work within Philips he has been Professor of Applied Eco-design at Delft University for over a decade. Ab has also held a number of visiting professorships at universities including Stanford (US), Tsinghua (China), Vienna (Austria) and Georgia Tech (US). His outreach activities have included more than 180 publications, and numerous keynote seminar and conference presentations. He is one of the world's most sought-after eco-design experts and is frequently consulted by higher education, industry, governments and the European Commission.

Ab Stevels was awarded an honorary masters degree by the University for the Creative Arts in 2007.

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