

Sustainable Innovation 06

Global Challenges, Issues and Solutions

Welcome

Welcome to the 11th International Conference '**Sustainable Innovation 06: Global Challenges, Issues and Solutions**' organised by The Centre for Sustainable Design at the University College for the Creative Arts (UK) in association with The Center for Sustainable Enterprise and Stuart School of Business at Illinois Institute of Technology (USA).

Sustainable Innovation 06 will take place on 23rd– 24th October 2006 at Stuart School of Business, Illinois Institute of Technology, Chicago, USA.

This factfile contains information to assist delegates in organising their participation at this high level event.

- **Background - an introduction to the Conference**
- **Venue Information**
- **Hotels**
- **Visitor Information**
- **Full Conference Programme**

We hope you find the following information useful and look forward to meeting you in Chicago, USA.

Background

The new business model means that design, assembly, manufacturing and consumption are now often geographically disparate within long and complex value chains. This change has dramatic implications for the creation and development of future products and services. Such restructuring and the economic rise of China and India is leading to increasing interest in Sustainable Consumption and Production - with an emerging issue being the need to improve understanding of consumers and users behaviour and their relationship to products and services. In addition, climate change and the need for new low carbon solutions - to reduce carbon dioxide emissions - is now taking centre stage with growing acceptance of the uncertainty surrounding global weather patterns. However, most product-related sustainability improvements are incremental or based on re-design with little radical innovation focused on significant reduction in materials and energy use throughout the lifecycle. In addition, where sustainable product design and development (SPDD) happens it tends to focus on environmental aspects with social considerations largely ignored. SPDD tends to be practised by advanced, trans-national companies with little penetration amongst small and medium-sized enterprises (SMEs). A major opportunity to accelerate sustainable innovation is emerging with the growing interest in South-East Asia, Europe and North America in the use of public procurement as a tool to drive improved environmental and social performance of product and services.

Sustainable Innovation 06 will provide a platform to discuss global challenges and opportunities for sustainable product/service development and design. It will highlight best practice and provide a range of case studies and examples. Sustainable Innovation 06 will include invited and refereed papers covering sustainable product/service development and design from academics, consultants, product designers and design engineers, sustainability, environment and CSR managers and other business functions.

The event will be a unique learning experience and networking opportunity. Delegates will come from large companies, entrepreneurs and small and medium-sized (SMEs), as well as academia, government and non-governmental organisations (NGOs). The conference is supported by a leading-edge international Advisory Board.

Sustainable Innovation 06

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Venue **Stuart School of Business, Illinois Institute of Technology** Tel: (+1) (312) 906 5000

565 West Adams Street, Chicago, Illinois 60661, USA

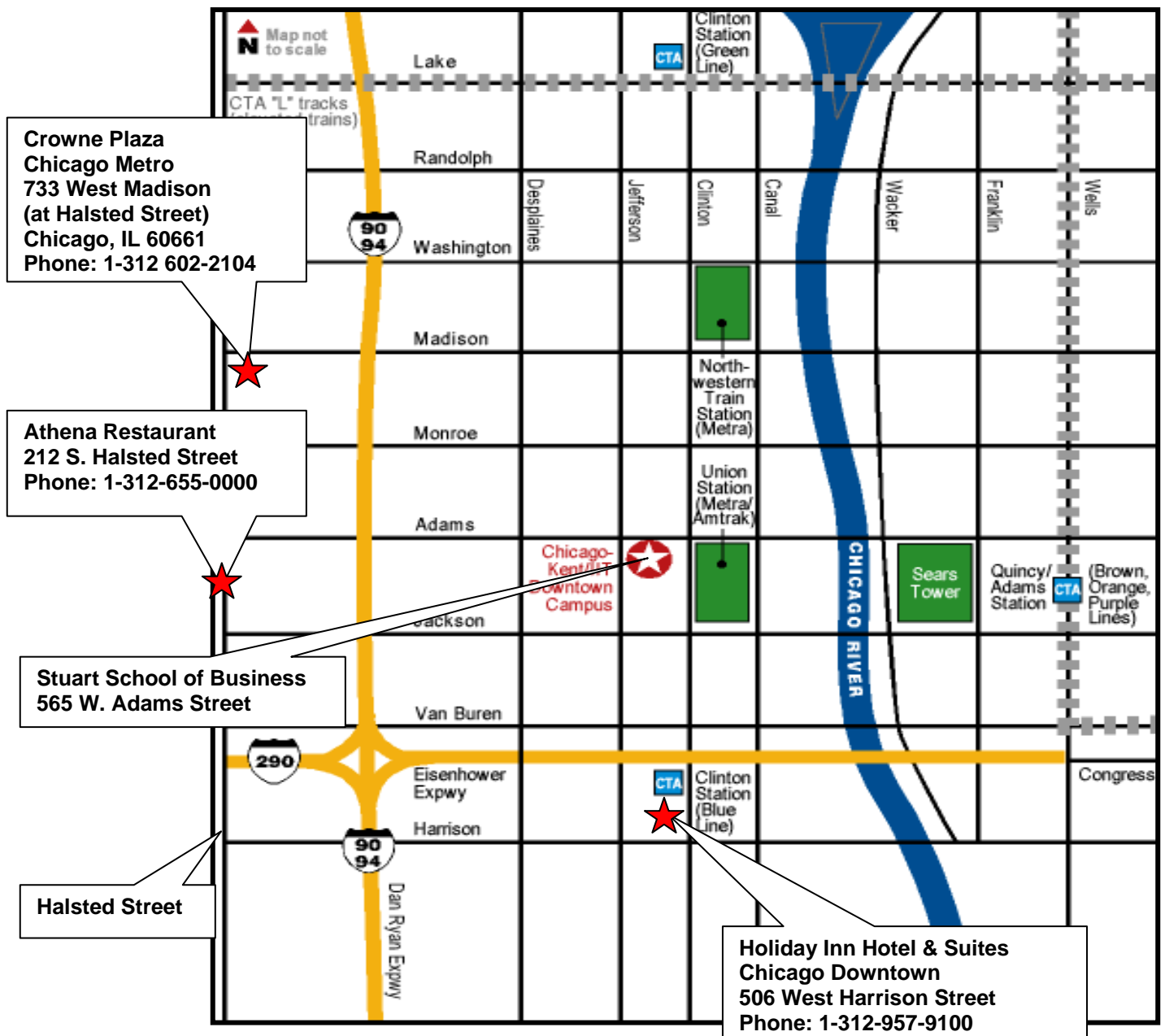
Stuart Website (<http://www.stuart.edu>) Center for Sustainable Enterprise website (<http://www.stuart.edu/cse>)

Main contact for 'emergencies': **JohnPaul Kusz (+1) -847-721-9590** (Center for Sustainable Enterprise)

Help at the Conference or in Chicago: Agatha Wilkowska -312-933-7625 or
Laura Flanigan M: -733-318-9785

Directions

Stuart School of Business is located on IIT's Downtown Campus at 565 West Adams Street (at the corner of South Jefferson St.) in Chicago's west Loop, one block west of the Union Train Station and three blocks south of the Chicago/Northwestern train station (Ogilvie Transportation Center). The business school's proximity to Chicago's major north/south and east/west expressways - the Downtown Campus is just two blocks east of the Kennedy Expressway (I-90/94) and three blocks north of the Eisenhower Expressway (I-290) - makes it easily accessible from anywhere in the city and suburbs. Numerous Chicago Transit Authority (CTA) bus routes terminate or make stops at the two nearby commuter train stations. The business school is also within a few blocks of two CTA elevated train ("L") stations and one CTA subway station.



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Hotels

Please note:

Room bookings are the responsibility of delegates, please contact hotels direct to secure a room booking

The Chicago Marathon is to be held on Sunday October 22nd 2006

Please book accommodation early to avoid disappointment



CROWNE PLAZA®

CHICAGO METRO

733 West Madison
Chicago, Illinois 60661

Hotel Reservations: (+1) -877-2-CROWNE (877-227-6963)

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Email: info@thechicagometro.com



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Chicago, IL 60607

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Web site: <http://www.hihdowntown.com/>

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W Chicago City Centre

172 West Adams Street
Chicago
Illinois
60603 3604
USA

Telephone: (+1) 312 332 1200

Fax: (+1) 312 917 5771

Web: http://www.starwoodhotels.com/whotels/search/locator_enter.html?propertyID=97509

Club Quarters, Central Loop

111 West Adams Street
(Next to the Rookery and near LaSalle)
Chicago,
IL 60603
USA

Telephone: (+1) 312 214-6400

Fax: (+1) 312 214-6401

The Hotel Allegro

171 West Randolph Street

Telephone: (+1) 312 236-0123 or (+1)800 643-1500

Web: <http://www.allegrochicago.com/>

Essex Inn

800 South Michigan Avenue

Telephone: (+1) 312 939-2800 or (+1) 800 621-6909

Web: http://www.essexinn.com/hotel_near_grant_park.html

Holiday Inn Chicago City Centre

300 East Ohio Street

Telephone: (+1) 312 787-6100 or (+1) 800 HOLIDAY

Web: <http://www.chicagohotels.holiday-inn.com/>

Hyat Regency McCormick Place

2233 South Martin Luther King Drive

Telephone: (+1) 312 527-1234 or (+1) 888 591-1234

Web: <http://mccormickplace.hyatt.com/hyatt/hotels/>

Le Meridien Chicago

520 Michigan Avenue

Telephone: (+1) 312 645 1500

Sofitel Chicago Water Tower

20 E Chestnut Street

Telephone: (+1) 312 3244000

Hotel Burnham

1 W Washington Street

Telephone: (+1) 312 7821111

Hotel Monaco

225 N Wabash Avenue

Telephone: (+1) 312 9608500

Additional information:

Please visit the Chicago Convention and Tourism Bureau <http://www.choosechicago.com/> for more information on Chicago, including maps of the area and accommodation.

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Visitor Information

WHAT TO SEE

Bruce Mau's Massive Change Exhibit: September 16th - December 31st 2006

This year the Massive Change Exhibition comes to life in Chicago at the Museum of Contemporary Art. Commissioned and organized by the Vancouver Art Gallery, and curated and designed by Bruce Mau Design and the Institute without Boundaries, the exhibition invites viewers to consider the dynamic future of design culture and the crucial real-life choices we must make. Massive Change is dramatic, engaging and critical, immersing visitors in a series of powerful encounters with the latest innovations in the fields of urban design, transportation, information design, revolutionary material and more.

It's not about the world of design. It's about the design of the world.

@ The Museum of Contemporary Art, open 10am – 5pm.

See <http://www.mcachicago.org/massivechange> for more details

Many visitors head straight for the \$230 million **Millennium Park** (55 N Michigan Avenue and Randolph Street; +1 312 7421168; www.millenniumpark.org), with its stunning steel band shell and its contemporary garden, public art, fountains, landscaped walkways and green spaces.

Highest on any must-see list is the **Art Institute of Chicago** (111 S Michigan Avenue, +1 312 4433600; www.artic.edu/aic), noted for its outstanding collection of French Impressionist works.

Other don't miss attractions include the **Adler Planetarium & Astronomy Museum** (1300 S Lake Shore Drive; +1 312 3220590; www.adlerplanetarium.org), the **Field Museum of Natural History** (1400 S Lake Shore Drive; +1 312 9229410; www.fmnh.org) and the **Shedd Aquarium** (1200 S Lake Shore Drive; +1 312 9392438, www.sheddaquarium.org).

EATING & DRINKING

Despite its reputation as a meat and potatoes city, Chicago has quite a few haute cuisine restaurants run by innovative, internationally known chef-owners offering superb fare. Heading the list are Charlie Trotter of **Charlie Trotter's** (816 W Armitage Avenue; +1 773 2486228; www.charlietrotters.com), and Sandro Gamba of **NoMI** (in the Park Hyatt, 800 N Michigan Avenue; +1 312 335 1234). Chicago also offers great ethnic diversity, and claims deep-dish pizza as its own, with siblings Pizzeria Uno (29 E Ohio Street; +1 312 3211000; www.pizzeriauno.com) and **Pizzeria Due** (619 N Wabash Avenue; +1 312 9432400) continuing to draw crowds. Bars range from the neighbourhood spot **Clark Street Ale House** (743 N Clark Street; +1 312 6429253), a media hangout with local sports on TV to **Coq d'Or** (140 E Walton; +1 312 7872200), an elegant piano bar in the Drake Hotel. For those who wish to engage in conversation rather than lip reading, the **D.O.C Wine Bar** (2602 N. Clark St., Chicago, +1 773 8885101), offers an extensive list of wines for you to try in a perfect combination of upscale luxury and the comforts of home.

NIGHTLIFE

Popular clubs include **The Velvet Lounge** (2128 ½ Indiana Avenue; +1 312 7919050; www.vevelounge.net) and **Buddy Guy's Legends** (754 S Wabash Avenue; +1 312 4270333; www.buggyguy.com). Jazz, which arrived from the Mississippi Delta, still flourishes. Head for nightly sets at **Andy's Jazz Club** (11 E Hubbard Street; +1 773 6426805) and historic **Green Mill Cocktail Lounge** (4802 N Broadway; +1 773 8785552), dating back to the era of Al Capone. **Empty Bottle** (1035 N Western Avenue; +1 773 2763600), hosts rock, punk, metal, jazz and pop shows and **Double Door** (1572 N Milwaukee Avenue) for hip hop, rock and DJ events.

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Conference Programme

Day 1

Chair: Graham Tubb, Chief Sustainability Advisor, South East England Development Agency (SEEDA), UK

9.00 Registration

9.30 Welcome and Introduction

Martin Charter, Director, The Centre for Sustainable Design, UK
Harvey Kahalas, Dean, Stuart School of Business, Illinois Institute of Technology, USA
JohnPaul Kusz, Director, Center for Sustainable Enterprise, Illinois Institute of Technology, USA
Sadhu Johnston, Commissioner, City of Chicago Department of Environment, USA

10.00 Sustainable Innovation – Global Dimensions

Martin Charter, Director, The Centre for Sustainable Design, UK

10.20 Keynote: Sustainable Innovation – New Perspectives

Professor Fred Steward, Director: ESRC Sustainable Technologies Programme, Innovation & Entrepreneurship, BRESE, Brunel University, UK

10.50 Public Procurement as a Driver for Sustainable Innovation

Chris O'Brien, Director - Responsible Purchasing Network, Center for a New American Dream, USA

11.25 Coffee and networking

11.50 Design for Global Resilience

Dr Joseph Fiksel, Co-Director, Center for Resilience, The Ohio State University, USA

12.25 Sustainable Innovation: New Perspectives

Hunter Lovins, President, Natural Capitalism Solutions, USA

1.00 Lunch

2.00 Integrated Sustainable Innovation

David Douglas, Vice President, Eco-Responsibility, Sun Microsystems, UK

2.40 Human Development through the Market - Contributing to the Millennium Development Goals.

Michael Kuhndt, Head, UNEP/Wuppertal Centre for Sustainable Consumption & Production, Germany

3.20 Coffee and networking

3.40 Eco-Advantage and Sustainable Innovation

Andrew Winston, Director - Corporate Environmental Strategy Project, Yale School of Forestry and Environmental Studies, USA

4.20 Case study

Carl Jonsson, Footwear Designer, Nike, USA

5.00 Managing Sustainable Innovation

John Bradford, Vice President, Research & Development, Interface, UK

5.40 Summary

Martin Charter, Director, The Centre for Sustainable Design, UK

6.00 Drinks + Entertainment

7.30 Close

8.00 Conference Dinner

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Day 2

Chair: Anjali Kelkar, Research Manager, Institute of Design, Illinois Institute of Technology, USA

8.30 Registration

9.00 Introduction

Martin Charter, Director, The Centre for Sustainable Design, UK

9.05 Keynote: Innovative Low Carbon Technologies

Michael Walsh, Vice President, Chicago Climate Exchange, USA

9.30 Refereed Papers **5 parallel sessions – details in next section**

Market Transformation
New Business Models
Innovation Processes
Organisational Dimensions, Tools and Techniques
Case Studies

12.30 Report-back and discussion

1.00 Lunch

2.00 "Outing Carbon": The Carbon Footprint We Don't See

JohnPaul Kusz, Director, Center for Sustainable Enterprise, IIT, USA

2.25 Low Carbon Solutions: Opportunities for Innovators, Designers and Entrepreneurs

Panel Discussion

Co-chair: Kevin Brady, Director, Five Winds International, Canada
Co-chair: Philip White, Assistant Professor, Arizona State University, USA
Tom Arnold, Director, Terra Pass, USA
Peter James, Bradford University and SustainIT, UK
Roland Winston, University of California, USA

4.25 Conference Summary

Martin Charter, Director, The Centre for Sustainable Design, UK

4.45 Close

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Refereed Papers (Day 2)

Abstracts www.cfsd.org.uk/events/tspd11/tspd11_abstracts.htm

Topic, Chair, Papers and Authors					
	Market Transformation	New Business Models	Innovation Processes	Organisational Dimensions, Tools and Techniques	Case Studies
Chair	JohnPaul Kusz, Center for Sustainable Enterprise, USA	Kevin Brady, Five Winds International, Canada	Peter Nicolson, Executive Director, Foresight Design Initiative, USA	Anjali Kelkar, Research Manager, Institute of Design, Illinois Institute of Technology, USA	Joseph Fiksel, Co-Director, Center for Resilience, The Ohio State University, USA
09.30	<p>Designing Low and Zero Carbon (LZC) Products and Systems: Will Consumers Adopt them and Do They Really Reduce Emissions?</p> <p>Professor Robin Roy & Dr Sally Caird, Research Fellow, Design Innovation Group, The Open University, UK</p>	<p>User Behaviour in Product-Service Systems Understanding User Roles/Users and the Environmental Impact of Product-Service Systems</p> <p>Edgar Rodríguez Ramírez, Industrial Designer, School of Design, Victoria University of Wellington, New Zealand</p>	<p>Sustainable Design Solutions – Changing the Mindset</p> <p>Muireann McMahon, Department of Manufacturing and Operations Engineering, University of Limerick, Ireland & Professor Mark Hadfield, Department of Design, Engineering and Computing, Bournemouth University, UK</p>	<p>The Dialogue Between Organisations and Individuals – A Design for Sustainability Challenge</p> <p>Margarida Monteiro de Barros, Doctoral Researcher, Department of Design and Technology Loughborough University, UK</p> <p>& Emma Dewberry, Senior Lecturer, Department of Design and Technology Loughborough University</p>	<p>The V-Cycle for System Innovation: Translating a Broad Societal Need into Concrete Product Service Solutions, the Multifunctional Centre Apeldoorn Case.</p> <p>Peter Joore, TNO Science & Industry, The Netherlands.</p>
10.00	<p>A Classification Scheme for Understanding and Guiding Consumer Behavior for Sustainability</p> <p>Russell G. Derickson, The Innovation Affinity Group, & Presidio School of Management, USA</p>	<p>Developing a Software Application Facilitating the Design of Integrated product-Service offerings</p> <p>Erik Sundin/Mattias Lindahl/Johan Östlin, Department of Mechanical Engineering, Linköping University, Sweden, Gunilla Olundh, Department of Machine Design, Royal Institute of Technology, Stockholm, Sweden & Anna Öhrwall-Rönnbäck, Department of Economics, Linköping University, Sweden</p>	<p>Learning Labs</p> <p>Monica Touesnard, Managing Director, BOP Learning Lab™ & Sustainable Innovation Learning Lab, Center for Sustainable Global Enterprise, Cornell University, USA</p>	<p>Sustainability Assessment Tools and their Application in the Construction Sector</p> <p>Peter Hodgson, Louis Brimacombe, Nick Coleman, Colin Honess, Iain Millar, Corus Research Development & Technology, UK</p> <p>& Susan Molyneux-Hodgson, Department of Sociological Studies, University of Sheffield, UK</p>	<p>The Neo-Capsul Story - protecting premature babies and the environment</p> <p>Neil Tierney, Director and Product Design Engineer, Lightweight Medical Ltd, UK</p>

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10.30	EcoTopTen – Innovations for Sustainable Consumption Rainer Griesshammer , Eco-Institute, Freiburg, Germany	Innovation Communities: The Role of Networks of Promoters in the Emergence of Sustainable Innovations, Results and Insights from Four Case Studies Dr Severin Beucker , Fraunhofer Institute for Industrial Engineering IAO, Germany & Dr Klaus Fichter , Director, Borderstep Institute for Innovation and Sustainability, Germany	Philanthropy by Doing: Contributing to Sustainable Development by Creativity and Design Simona Rocchi , Design Director, Philips Design, & Yasu Kusume , Vice President, Philips Design, The Netherlands	Sustainability Index of ICT Services, Considering Triple Bottom Line Effects Masayuki Tsuda, Kazue Ichino Takahashi, Jiro Nakamura, Shiro Nishi, Mika Takaoka , NTT, Japan	Sustainable Products, Sustainable Profits Daianna Rincones , Business Support and Development Manager, Business in the Environment, Business in the Community, UK
11.00	Low Carbon Goods and Services: How to Accelerate Development Mike Oddo , Principal Chemical Engineer & Founder, WasteMinCo, USA	How are we Changing our Business Models? Speaker-TBC , Armstrong Building Products, JohnsonDiversey Inc, SC Johnson, US & Five Winds International, Canada	The Better by Design Project Fran Kurk , Pollution Prevention Team Leader, Minnesota Pollution Control Agency, Environmental Economic Development, USA	Corporate Modeling Tool to Assess the Profit - Environmental Footprint Linkage Within a Large Company Dwight Collins , Presidio School of Management, USA	Sustainable Innovation Case Studies From India, China and SE Asia Darrell Mann , Director, Systematic Innovation Ltd, UK, Joseph Poon , Director, Hong Kong Productivity Council, Hong Kong, Matthew Driver , Director, Network China Ltd, UK

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11.30	<p>Today's Moves Towards Eco-innovation in the Medical Electronics</p> <p>Jamie O'Hare, Researcher, Dr Elies Dekoninck, Design Lecturer, Professor Chris McMahon, Design Lecturer Dept of Mechanical Engineering University of Bath, UK, Dr Aidan Turnbull, Environmental Consultant, ENVIRON UK Ltd, UK</p>	<p>Energy as a Service: Designing 'Systems Level Change' and New Business Models Within the Domestic Energy Market</p> <p>Tamara Giltsoff, Livework Studio Ltd, UK</p>	<p>How to Accelerate the Design and Development of Low Carbon Technologies?</p> <p>Mari Ratinen, Department of Management and Organisation, Swedish School of Economics and Business Administration, Finland</p>	<p>The Biomimicry Portal: A Tool For Sustainable Innovation</p> <p>Jeremy Faludi, Designer and Consultant, The Biomimicry Guild, USA</p>	<p>Exploring Sustainable Systems for Energy Production in Forest and Desert</p> <p>Dr Edilson S. Ueda, Associate Professor, Chiba University – Faculty of Engineering – Product Design Department, Japan</p>
12.00	<p>Designing for Climate Friendly Energy Technologies</p> <p>Philip White, Assistant Professor, School of Sustainability, College of Design, Arizona State University, USA</p>	<p>Conscience Clothing Research Project-The Emotional Episode</p> <p>Dr Joan Farrer Royal College of Arts (RCA), UK & Dr Petar Goulev, Imperial College, UK</p>	<p>Sustainable Innovation from an Art-and-Design Perspective</p> <p>Håkan Edeholt, Malmö University, Sweden</p>	<p>Developing a Sustainability Assessment Framework and Tool for Biobased Products and Technologies</p> <p>Duncan Noble, Senior Consultant, Jenn Clipsham, Consultant & Kevin Brady, Director, Five Winds International, Canada, Matthew Schacker & Terry McIntyre, Environment Canada - Biotechnology Applications Division, Canada, Maria Wellisch, Natural Resources Canada, CANMET Energy Technology Centre, Canada</p>	<p>The Rise of Sustainable Art and Fashion</p> <p>Chris Love, Artist /Designer, UK</p>