

The Sustainable Products Experience

A one day introduction to developing and creating Sustainable Products, Services and Systems



Date:

19 March 2002
21 May 2002
18 June 2002



Location:

The Centre for Sustainable Design, Surrey Institute of Art & Design, Farnham, Surrey UK



Course Leaders:

Martin Charter
Edwin Datschefski
Gary Owen

Cost:

£199.00 includes two books:
The Total Beauty of Sustainable Products and Sustainable Solutions



The Centre for Sustainable Design

biothinking international

Organised by:
The Centre for Sustainable Design
and Biothinking International

The Sustainable Products Experience

The Sustainable Product Experience has been developed to support companies and individuals in creating awareness, knowledge and competence on sustainability and products.

Product-related sustainability drivers are coming from various angles and directions and are often difficult to predict: growing customer awareness, supply chain, Integrated Product Policy (IPP), and 'producer responsibility'.

New issues can come on the agenda and the ability of the firm to adapt and move fast is becoming a key asset. This means that there is an increasing need to develop in-house capabilities in business sustainability. However, if we widen our focus beyond environmental management systems and then eco-design, thinking is new.

The Sustainable Product Experience brings together a unique team to help companies create sustainable products, services and systems. This means moving beyond eco-efficiency to providing 'triple bottom line' solutions.

The action packed programme provides analysis on drivers, tips on how to manage the process, and introduces the concept of 'Sustainable Value'. This is followed by practical examples and workshops designed to facilitate cross-functional working and create sustainable products, services and systems.

The course is very hands-on and uses many examples drawn from our unique collection of over 1000 eco-products. Our team has, between them, trained over 10,000 people in environmental management and sustainable design.

Schedule

- 09.00** Arrivals
- 09.30** Introduction
- 09.45** Drivers, trends and issues
 - Legislation
 - Supply chains
 - Societal
 - 'Curve balls'
- 11.00** Sustainability process
 - People
 - Values
 - Culture
 - Teams
- 11.45** Sustainable products
 - Values
 - Products
 - Services
 - Systems
- 12.45** Lunch
- 13.45** Creativity approaches
 - Speedboat
 - Not
 - Pictures
 - Perceptions
- 15.15** Practical exercises
 - Spider
 - Wheel
 - Circle
 - 'X'
- 17.30** Depart

Timings and structure are subject to change on the day

Who should attend

The Sustainable Products Experience is ideal for:

- CEOs
- Chairmen
- Managing directors
- General managers
- Sustainable development directors
- Environmental directors
- Environmental managers
- Environmental coordinators
- Environmental affairs directors
- Environmental affairs managers
- Environmental advisors
- Environmental coordinators
- Environmental consultants
- R & D directors
- R & D managers
- Quality directors
- Quality managers
- Engineering directors
- Engineering managers
- Marketing directors
- Marketing managers
- Marketing consultants
- Brand directors
- Brand managers
- Product development directors
- Product development managers
- Product designers
- Design directors
- Design managers
- Design consultants
- Design engineers
- Public relations directors
- Public affairs managers
- External affairs directors
- External affairs managers.

Martin Charter



Martin Charter is the Director and Visiting Professor of Sustainable Product Design at The Centre for Sustainable Design at the Surrey Institute of Art & Design, University College. Since 1988, he has worked at director level in 'business and environment' issues in consultancy, leisure, publishing, training, events and research.

Prior to this he held in a range of management positions in strategy, research and marketing in gardening, construction, trade exhibitions, financial services and consultancy.

Martin is the former co-ordinator of one the UK's first green business clubs for SMEs and presently also directs a regional network focused on 'producer responsibility' issues.

Martin is presently editor of the Journal of Sustainable Product Design and was the previous editor of The Green Management Letter and Greener Management International (where he retains Editorial Board involvement). Other responsibilities include a member of the Judging Panels of Design Sense and ACCA's corporate environmental reporting awards, member of ISO and BSI groups on 'Integrating Environmental Aspects into Product Development (ISO14062)' and member of international advisory board of CARE electronics network. He is the author, editor and joint editor of various books and publications including Greener Marketing (1992 and 1999), The Green Management Gurus [e-book] (1996), Managing Eco-design (1997) and Sustainable Solutions (2001).

Martin has an MBA from Aston Business School in the UK, and has academic and business interests in sustainable product design, eco-product development, e-publishing and creativity & innovation.

Edwin Datschefski



Edwin Datschefski specialises in the development and promotion of sustainable product design concepts. He uses storytelling to help manufacturers understand the environmental and social impacts of the production chain, and to guide sustainable product development. He is also Environmental Adviser to the Natural Collection, a mail order catalogue selling sustainable products.

He is the founder of Biothinking International, a nonprofit organisation that aims to train a million people in sustainable product design. Edwin is an inspirational and enthralling speaker. A database of over 700 product images forms the basis for lectures and workshops. He has found that showing pictures of product examples is the fastest way for people to grasp sustainable product design concepts and has built up an unparalleled collection of images and examples.

Edwin developed the cyclical safe methodology for assessing the environmental performance of products and processes. This ecology-based approach has simplified the way people look at sustainability while also presenting a radical product-focused perspective that challenges standard thinking on eco-efficiency.

Edwin trained as a biologist at Bristol University and after working in the aerospace industry he spent 8 years as a manager and consultant in environment organisations.

He has given talks all over the UK, as well as in France, USA, Japan, Sweden, Denmark, Luxembourg, Malta, Belgium, Italy and The Netherlands. He is a founder member of the Professional Speakers Association.

Edwin has acted as a consultant to some of the world's leading organisations, including BP, British Airways, the UK Environment Agency, IBM and Tetra Pak.

Gary Owen

Gary's paintings focus on capturing the 'Cultural Values and Valued Cultures' of Africa, and are to be found in public and private collections internationally.

He is the founder and CEO of the ResponseABILITY Alliance, whose core activity is to help enhance the Arts and Crafts skills, entrepreneurial abilities and environmental awareness of people in the developing world to proactively respond to the challenges of globalization.

He was one of the early Eco-entrepreneurs – he was the founder and CEO of the South African based Colourplast Group of Companies, who recycled alluvial diamond mining waste into architectural and home accent finishes, applying and exporting them throughout Africa and the USA. His creativity/sustainable product design programmes have been conducted all over the world and attended by over 3000 executives.

He serves on a number of Africa Tourism and Rural/Environmental organisations, is fellow of the Royal Geographical Society, educated at the RSA-Zimbabwe where he obtained a Diploma in Fine Art, then a postgraduate diploma in business administration through Damelin/Natal University, South Africa.

Gary is an Advisory Board member of the Centre for Sustainable Design and serves on the editorial board of the Journal of Sustainable Design and Greener Management International.

Course Materials

These two new books accompany the course and are included in the price



The Total Beauty of Sustainable Products

Edwin Datschefski
169 pp · 230 x 277mm · Paperback

A showcase for the best in sustainable design, this handbook is for anyone involved in designing, making or selling consumer products. Packed with stunning colour photographs, this book uses an easy-to-learn system for understanding the environmental and social impacts of products and their manufacture and shows how products can be cyclic, solar, safe, efficient and social.

Contents include:

- **The Hidden Ugliness Of An Ordinary Day**
Describes how everyday products, while attractive on the surface, have hidden ecological and social impacts.
- **Towards Total Beauty**
Shows how with good design, products can be made in beautiful ways that do not harm workers or the environment.
- **Cyclic, Solar, Safe, Efficient and Social**
A quick and easy way to understand the ecological and social impacts of products, and techniques for improvement.
- **The Total Beauty of a Sustainable Day**
Examples in the form of a story of one person's day using the world's most sustainable products, with photos and descriptions.
- **How to Assess the Beauty of Products**
Technique for scoring a product so you know where to focus improvement efforts.
- **Materials are the Message**
A selection of interesting materials that are recycled or grown from plants or have other cyclic, solar and safe properties.



Sustainable Solutions

Martin Charter and Ursula Tischner (Eds.)
469 pp · 234 x 156mm · Hardback

Toughening environmental legislation, national and supra-national environmental product policies and growing customer demands are focusing the attention of companies on the environmental and broader social issues linked to the creation and delivery of their products and services. There is now an urgent need for appropriate management structures, practical tools and increased awareness among all stakeholders in the product development process and throughout the entire product life-cycle.

The book is split into three sections: First, the broad issues of business sustainability are examined with focus on sustainable production and consumption and consideration of North-South issues. Second, the book tackles the major methodologies and approaches toward organising and developing more sustainable products and services. Third, an outstanding collection of global case studies highlights the progress made by a wide range of companies toward dematerialisation, eco-innovation and design for durability. Finally, the book collects together a comprehensive list of web addresses of useful organisations.

Practical and comprehensive, Sustainable Solutions will be essential reading for corporate managers, product designers, R&D staff, academics and all individuals interested in a definitive source on how new product and service development can and is contributing toward tackling the challenge of sustainable development.

Contents include:

- Rewiring global consumption: strategies for transformation
- Integrated product policy and eco-product development
- The Next Industrial Revolution
- Measuring sustainability in ecodesign
- Managing ecodesign
- The unpredictable process of implementing eco-efficiency strategies
- Sustainable product design at the Kambium Furniture Workshop
- Hess Natur: Resource management in the textile chain
- Climatex Lifecycle™: a compostable upholstery fabric

Booking Form

Fax to: +44 (0) 1252 892747

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£199.00 includes two books: The Total Beauty of
Sustainable Products and Sustainable Solutions.

Full Name

Job Title

Organisation

Address

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Country

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Web

Payment Options

Payment must accompany this booking form to ensure
our place is reserved. Please quote the following
reference number on all payment correspondence: DF055

I would like to attend:

- 19 March 2002
- 21 May 2002
- 18 June 2002

I enclose a cheque for £ _____ made payable
to 'The Surrey Institute of Art & Design'

I wish to pay by cash on the day of the event
(in pounds sterling)

I wish to pay by Credit Card:

Visa Access Mastercard

Card Number

□□□□ □□□□ □□□□ □□□□

Expiry Date

□□ □□

(A receipt of payment will be sent on written request)

Please send registration form to:

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w www.cfsd.org.uk

Reaching us by train

Trains leave London Waterloo for Farnham (via Woking)
approximately every 30 minutes. The journey takes
between 45 minutes and an hour. It is a 10 minute walk
from Farnham station to the Institute. Walk down
Station Hill, cross the A31, and continue along South
Street. Turn left into Union Road, which bears right into
Downing Street. When you reach West Street (the
main shopping street) turn left and continue for 200
metres before turning right into The Hart. The Institute
is at the top of this short street.

Reaching us by car

Because of the complicated one-way system, the
easiest route is from the west, on the A325 leading into
West Street. You reach the A325 via a roundabout on
the A31 Farnham bypass. Proceed along the A325
towards the centre, and turn left up The Hart to the
main entrance of the Institute. There is ample car
parking associated with nearby stores on the right.