

# The Sustainable Products Experience

## In-house training programme

An advanced programme focused on the development of sustainable products, services and systems



### Organised by:

The Centre for Sustainable Design, Biothinking International and ResponseAbility Alliance



### Location:

In-house, The Centre for Sustainable Design or other specified venues



### Course Leaders:

Martin Charter  
Edwin Datschefski  
Gary Owen

### Added value:

Delegates receive *free* copies of Sustainable Solutions and The Total Beauty of Sustainable Products



The Centre for Sustainable Design

biothinking international

## The Sustainable Products Experience

Growing uncertainties are arising from the sustainability agenda and these are moving quickly, unpredictably and erratically. In addition, drivers ranging from changing customer attitudes to market shifts and toughening legislation are creating opportunities for the development of more sustainable products, services and systems. Business will have to respond to these trends, if it is to remain competitive. In addition, the landscape is also changing. Business sustainability is no longer purely focused on eco-efficiency, but now 'softer' issues surrounding Corporate Social Responsibility (CSR) are coming onto the radar. Tackling this agenda will require new thinking and creativity.

The Centre for Sustainable Design, in association with Biothinking International and ResponseAbility Alliance have drawn together their collective experience of training over 10,000 business people on sustainability, business and products to develop The Sustainable Product Experience. The team will provide a flexible 1, 2, 3 and 5 day training programmes tailored around company needs, products and challenges.

The programme includes a rich mix of lectures, videos, exercises and discussions drawing from a unique collection of over 1000 eco-products.

The action packed courses provide analysis of drivers, tips on how to manage the process, and develop solutions, including an introduction to the concept of 'Sustainable Value'. This is followed by practical examples and exercises designed to facilitate cross-functional working and create sustainable products, services and systems.

## 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.

## Benefits

A key strength is the flexibility of The Sustainable Product Experience. Courses can be shaped around individual company needs, specific product portfolios and individual business functions eg. marketing, business unit managers, senior or middle management. Training programmes can also be organised transnationally – all course leaders have experience of working in North America, Europe and South-East Asia. Costs will depend on the firm's individual requirements and the location of training programmes.

Our courses offer a series of unique benefits:

- Fast-track on understanding of sustainable product issues
- The most experienced course leaders – over 10,000 trained!
- Dozens of case studies drawn from our database of 1000 products
- Worldwide examples
- Practical exercises to help you understand the finer points
- New tools for product assessment and development
- Seriously 'out of box' thinking
- Flexibility – we can tailor to your company's line of business.

The Sustainable Products Experience has been created to support companies and individuals in creating awareness, knowledge and competence on the development of sustainable products, services and systems.

As new issues come on the agenda, the ability to adapt and move fast will become an increasingly important asset. This means that there is a growing need to develop in-house capabilities in business sustainability.

## Schedule: Day 1

- 09.00** Registration
- 09.30** Drivers, trends and issues 1
- Sustainability
  - Globalisation
  - Consumers
- 10.30** Coffee
- 10.45** Drivers, trends and issues 2
- Legislation
  - Integrated Product Policy
  - Standardisation
- 11.45** Sustainable products 1
- Re-fine
  - Re-design
  - Re-think
- 12.45** Lunch
- 13.45** Organisational issues
- Structures
  - Systems
  - Obstacles
- 15.00** Coffee
- 15.15** Planning
- Thinking
  - Creativity
  - Evaluation
- 16.00** Exercises
- 16.30** Discussion
- 17.00** Close

## Schedule: Day 2

- 09.00** Registration
- 09.30** Sustainable products 2
- Cyclic
  - Solar
  - Safe
- 10.30** Coffee
- 10.45** Sustainable value
- 11.00** Case study: X
- Lifestyle Technology
  - Generation 'factor X'
  - Solutions Development
- 12.45** Lunch
- 13.45** Sustainable Supply Chain Management
- 'State of the Art'
  - Tools
  - Key issues
- 15.00** Coffee
- 15.15** Product improvements 1
- Material reduction
  - Energy efficiency
  - Longevity
- 16.15** Exercises
- 16.30** Discussion
- 17.00** Close

## Schedule: Day 3

- 09.00** Registration
- 09.30** Sustainable products 3
- 100% opportunity
  - Waste = food
  - Cycles
- 10.30** Coffee
- 10.45** Materials
- Background
  - Overview
  - Exercise
- 11.45** Product improvements 2
- End of life
  - Supply Chain
  - Use
- 12.45** Lunch
- 13.45** Case study: Mobility
- Needs
  - Solutions development
  - Systems design
- 15.00** Coffee
- 15.15** Marketing and communications
- Strategy
  - 5Ps
  - 6is
- 16.30** Discussion
- 17.00** Close

*The programme above is a sample of a 3 day  
Sustainable Products Experience*

*Timings and structure are subject to change on the day*

## 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 (Sustainable Design Award) and ACCA's corporate environmental reporting awards, former 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), Sustainable Solutions (2001) and Sustainable Value (2002).

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 1000 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 globalisation.

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, rural and 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 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 delegate packs



### 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

### The Sustainable Products Experience In-house training

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### Who are the organisers?

The Centre for Sustainable Design expertise focuses on:

- Managing eco-design
- Sustainable product development and design
- Environmental communications.

There are various opportunities for collaboration.

- *Corporate partnerships:* corporate partnerships can be established to provide a portfolio of services designed around industry needs
- *Training:* provision of customised training programmes covering eco-design utilising the Centre's network of expert trainers worldwide. A portfolio of training materials can be developed according to customers' needs
- *Events:* organisation of in-house conferences, workshops or seminars for companies, governments or other organisations

- *Consultancy:* projects can be undertaken and advise given based on experience of the three core programmes
- *Research:* surveys and research projects can be completed.

### Contact details

I am interested in more information on training programmes:

- 1 day
- 2 day
- 3 day
- 5 day
- Other, please specify

Full Name

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Job Title

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Organisation

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Address

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---

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Postcode

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Country

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Telephone

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Fax

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Email

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Web

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### Location

Programmes can be organised at company premises, The Centre for Sustainable Design or in other appropriate locations worldwide as agreed.

To reach The Centre for Sustainable Design at The Surrey Institute of Art and Design, University College by train, leave London Waterloo for Farnham (via Woking) – there are departures every 30 minutes. The journey takes 45 minutes. It is a 15 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. By car the easiest route is from the west, on the A325 leading into West Street avoiding the one-way system. 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.

### Please send registration form to:

Russell White, Administrator, The Centre for Sustainable Design, The Surrey Institute of Art & Design, University College, Falkner Road, Farnham, Surrey, GU9 7DS, UK

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