The Value of Design in a Sustainability Context

Design is seen as the link between production and consumption..................

And therefore has been and still is an essential factor in unsustainable behaviour patterns.
Design is an essential tool in the process of development and globalisation

Design is a driver of consumer goods

Design is an essential factor in competition

Design creates value (in terms of profit) for businesses and corporations
Design is furthering unsustainable behaviour relating to both the environment and human issues

*Design pushes consumerism: ‘I shop therefore I am’*

*Design is used to awaken unfulfilled desires*

*Design creates needs and wants for values related to products: False identity, power, strength, confidence, beauty, youth. A material value that is short-lived.*
The education and practice of design is changing.........
Design is now also the link between production and consumption that can further **sustainable** behaviour:

- Co-creation
- Participatory design
- User-centered design
- Nudging
Design is a tool for sustainable development

From designing products to designing processes and systems

Solving complex and multi-layered design problems and developing sustainable solutions

Social innovation design

Environmental innovation design

Examples:
Design Council: Social experiments, promoting sustainability
John Thackara: Northern England and in the Southwest, rural regeneration
Worldwide network
Citizen’s selfservice systems in Denmark
Healthsystems
Transportation systems
Car industry: ‘Better cars’, leasing, renting, sharing
Eco-Housing
Sustainable products
Design is the link between production and consumption furthering sustainable behaviour:

Transportation products and systems
Design as the link between production and consumption furthering sustainable behaviour:

Energy systems
Design as the link between production and consumption furthering sustainable behaviour:

Biomimicry design
Design as the link between production and consumption furthering sustainable behaviour:

Building industry
Design as the link between production and consumption furthering sustainable behaviour:

Condensation water systems
Design as a tool for sustainability

New technology
The new value of design

facilitation
correlations
participation
collaboration
communication
co-creation
inspiration
creativity and innovation
visualisation

SCALES
Skills
Change
Awareness
Learning
Ethics
Synergy
Sustainable solutions to complex problems need the collaboration of many i.e. they need ‘collective wisdom’
Co-design in action: impacts upon the environment

It begins when first you view the world through the eyes of another.
Thank you!

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