

Design and Sustainability
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Lynne Elvins

elvins@designrally.co.uk

[@lynneelvins](#)

When we say ‘sustainable design’
what do we mean?



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1969



Sustainable development

- “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Gro Harlem Brundtland, The Brundtland Commission
convened by the United Nations 1983 (definition 1987)

Balancing three agendas (triple bottom line):

- Society (People)
 - Environment (Planet)
 - Economy (Profit)
-
- Sustainability, sustainable business, corporate social responsibility (CSR), corporate citizenship, social performance, responsible business...

The 21st Century context: it's BIG!



The 21st Century context: it's small...

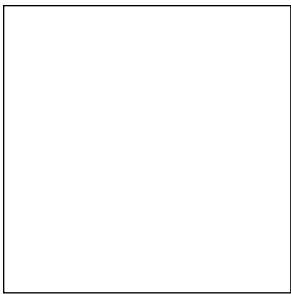
- Switch off lights
- Recycle
- Eat less meat
- Eat and shop local
- Cycle
- Re-use bags
- Wash at 30°
- Buy FairTrade
- Drink tap water
- ...

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Energy		Electric oven
Manufacturer Model	Logo ABC 123	
More efficient		
		B
Less efficient		
Energy consumption (kWh)		
Heating function	Conventional	0.87
	Forced air convection	0.67
<small>(based on standard load)</small>		
Usable volume (litres)	62	
Size:	Small Medium Large	←
Noise (dB(A) re 1 pW)		
<small>Further information is contained in product brochures</small>		
<small>Norm EN 50504 Electric ovens Energy Label Directive 2002/95/EC</small>		

Work in context



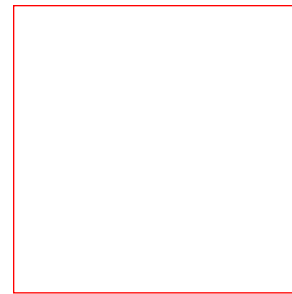
Global
issues



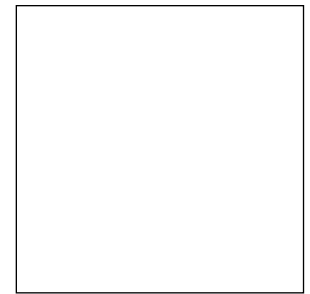
Big
business



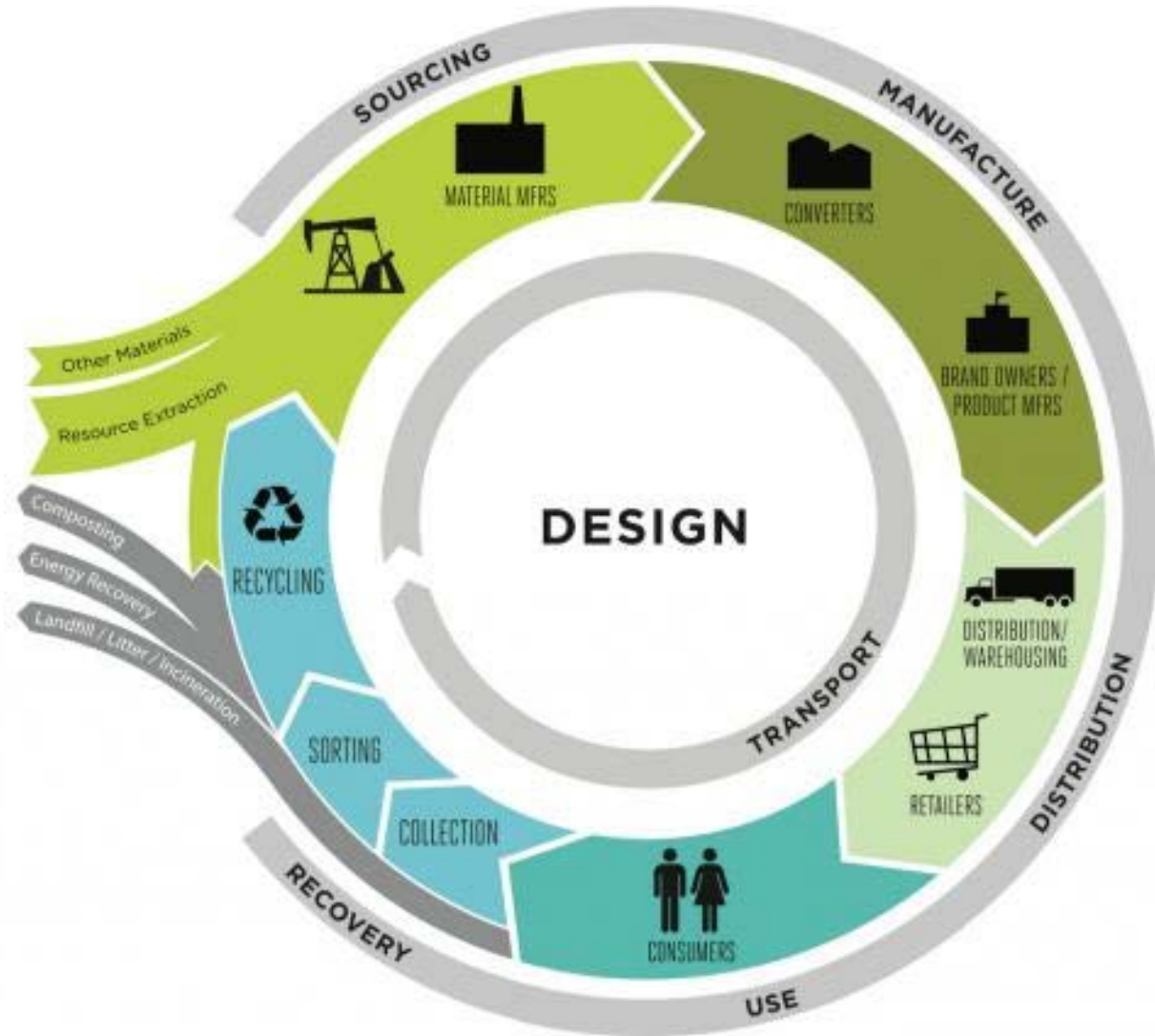
SME
business



Design/
Designers



Individuals



Where does design fit?

Balancing three agendas (triple bottom line):

- Society (People)
- Environment (Planet)
- Economy (Profit)











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Niche appeal or mainstream?



20% recycled plastic



100% recycled plastic



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Thank you

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