



SUSTAINABLE DESIGN
GROUP NEW ZEALAND

Getting Client Engagement?

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NATIONAL EDUCATION & PROFESSIONAL DEVELOPMENT FORUM 12 June 2009

dinz designers institute
of new zealand

sustainable
BUSINESS NETWORK



Ministry for the
Environment
Manatū Mo Te Taiao

Better by Design[®]

It's a problem!

- An overwhelming challenge for business.
- General apathy within business.
- A lack of relevant information regarding the business value of developing sustainable products.
- A complex system and substantial investment to perform holistic process

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What we do!

- Designers Accord Pledge.
- Break into manageable pieces.
- Apply DfE principles
 - Reduce (parts, materials, energy use)
 - Eliminate hazardous substances etc
 - Reliability/Durability
 - Discuss end of life/Design for disassembly
 - Packaging etc

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Some ideas to ponder (and develop)

- 48hr Sustainable Design Challenge
- A NZ Design consultancy collective
- How to tell better stories (inspire)
- Integration into company core values

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