



SUSTAINABLE DESIGN
GROUP NEW ZEALAND

A DESIGN CHALLENGE

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dinz designers institute
of new zealand

sustainable
BUSINESS NETWORK



Ministry for the

Environment

Manatū Mo Te Taiao

Better by Design[®]



2004 we undertook a research project with Delft

- Defined that there was a gap between ‘research’ and ‘commercial application’
- A gulf between the environmental teams within companies and the rest of the enterprise.

In 2008 trip to EU/US defined, not only had this gap remained it had widened.

Research focus vs. Commercial Application

Approx year	Leading Research	Commerce
1980	Awareness of the issue	-
1990+	Understanding principles of eco-design, Concept of product service system	-
2000+	Social factors added to the mix, emergence of 'sustainable design'	Awareness of the issue
2009	Social Innovation coming into focus as a key driver (people have to be involved with change)	Understanding principles of eco-design and applying them to NPD
2015	?	Social Factors added

The key schools in the area have been technical universities

- Not many actual designers demonstrated interest or knowledge in the area
- Therefore research has lacked an applied ‘Design’ focus.
- Science/Engineering led, design follows



Product design has changed in the last 10 years

- Designers feel like more paperwork and less designing, on top of an already increasing research workload
- No commitment from large design companies at an across the board level
- ‘Not what I got into design for’ attitude viewing it as a hassle and compliance.

Does a corporate commitment mean a design commitment?

- Still struggle to relate their environmental work to designers.
- Company may have a commitment, but are the practical steps in the studio on a day to day basis?

The game has changed so design has to change
(positively)

- The mindset
- The tools
- Using creativity to create new products and services
- Becoming more collaborative with other disciplines.

Science led, design followed, design needs to find its own approach

- New products & services
- Understanding the 'life cycle'
- Design is effective at understanding and solving problems involving people
- Needs to become more opportunistic.