Contents

Preface xi Acknowledgements xii
Introduction 1
PART 1 CONCEPTS AND CONTEXT 3
CHAPTER 1 Sustainability and design in context 4 1.1 our unsustainability and major threats 4 1.2 the concept of sustainability: definitions and models 5 1.3 a timeline: design and the sustainability movement 17 1.4 obstacles, challenges and key players for change 26 Chapter summary 29 Notes 30 Key texts and further reading 32
PART 2 STRATEGIES, TOOLS AND APPROACHES 33
CHAPTER 2 Environmentally led strategies 34 2.1 from less bad to better and positive: an overview of strategies and approaches 34 2.2 thinking in systems and designing for lifecycles 38 2.3 tools and metrics for better design choices 45 2.4 carrot and stick: voluntary or mandatory regulations and certification 54 2.5 radical rethinks: high tech, low tech, new tech and old tech 58 Chapter summary 76 Notes 78 Key texts and further reading 80
CHAPTER 3 Socially led strategies 82 3.1 overconsumption: shifting the consumer society through behaviour change 84 3.2 better products and real needs: human-centred and socially responsible design 92 3.3 the other 70%: design for the base of the pyramid 95 3.4 ethics and sustainability: design as a tool for change 112 Chapter summary 119 Notes 121 Key texts and further reading 124

Contents

CHAPTER 4 Economically led strategies 126

- 4.1 introduction to economy and sustainability 126
- 4.2 the rise of more responsible business 133
- 4.3 emerging business models: the collaborative economy 141
- 4.4 emerging business models: open design and distributed production 154
- 4.5 emerging business models: the circular economy 158

Chapter summary 162

Notes 164

Key texts and further reading 168

PART 3 IN PRACTICE 171

CHAPTER 5 Short-use products: packaging, consumables and disposables 172

- 5.1 in the balance: pros and cons of Consumer Packaged Goods (CPG) 174
- 5.2 key redesign strategies 182

Chapter summary 205

Notes 206

CHAPTER 6 Electronic tools and digital gateways 209

- 6.1 the visible and invisible environmental impacts of the digital world and their causes 209
- 6.2 design strategies for reducing the environmental impacts of electronic devices 217
- 6.3 the social value of digital tools 232

Chapter summary 243

Notes 245

CHAPTER 7 Furniture and space-related products 249

- 7.1 furniture trends and their sustainability implications 249
- 7.2 problematic materials and toxicity in furniture 254
- 7.3 design strategies for more sustainable furniture 265

Chapter summary 282

Notes 283

CHAPTER 8 Transportation and mobility: products and services 287

- 8.1 the environmental, social and economic impacts of transportation and mobility 287
- 8.2 design for more sustainable transport modes 293
- 8.3 systems thinking: new technologies and business models for mass-personalised mobility 324

Chapter summary 331

Notes 332

Conclusion 337 Glossary 340 Index 346