

How design can impact the sustainability agenda

Agenda:

Wednesday 25 April 2018 | London

3.15 – 7.30pm

Webb deVlam, 91-94 Lower Marsh, Lambeth, London SE1 7AB

#DBAsustain

3.15pm – Registration and refreshments

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3.30pm – Introduction from the Chair

Deborah Dawton, Chief Executive, Design Business Association

Can designers deliver the balance between desirability and usability, and sustainable purpose for brands?

If you consider the growing consumer pressure on businesses to be sustainable in all of their operations, not least their products and packaged goods, the impact on the design industry and designers is considerable.

To deliver as a design business you will need to:

- Develop your knowledge of materials and production to new levels if you're to continue to deliver the sort of consumer desirability and business impact that brands are looking for.
- Understand the big issues of circularity, resource scarcity and climate change, to name but a few.
- Respond appropriately to each client.

But acquiring this knowledge takes time and investment and let's face it, not all brands are that bothered about this. We've seen some bold claims over the years that have delivered very little change into the marketplace.

3.45pm – Session one: The big picture

Discussion followed by Q&A

- How has the corporate landscape changed in the last five years towards sustainability and a circular economy?
- Can you really deliver against a business decision to put sustainable purpose at the heart of a business if it wasn't there from the outset?
- Is an Indonesian plastic bottle floating in an Indonesian river a global problem or simply a local challenge in waste recycling?
- What ultimately will lead to the greatest change? Legislation? Consumer demand? Boardroom leadership? The financial imperative?
- Are some sectors of industry doing better than others? And if so, why?
- Dabbling without depth-will social media find them out?

The expert panel:

Mark Shayler, Owner, Ape

Olly Lawder, Senior Creative Planner, Futerra

Paula Chin, Packaging Manager, Pret A Manger

5pm – Break for refreshments and networking

5.30pm – Session two: The challenge for designers

Panel and audience discussion

- What responsibility do designers have for driving this agenda and can they influence brands from the outside in?
- Should designers be playing a role in the creation of strategies, and not just at the ‘implementation’ end of things to help clients future-proof their brands?
- How can designers position themselves to deliver beyond desirability and usability?
- Do you have to be a ‘green’ agency to deliver ‘green’ solutions?
- There’s a ton of research out there-who should we believe or does this just stay on the ‘too complex’ pile?
- Specification plays a huge part – where does that knowledge come from?
- Do graduating designers coming into our businesses today have a different perspective and can they influence up in their agencies?

Our chair and three leading experts will open the discussion and the audience are invited to contribute their views and questions.

The expert panel:

Chris Sherwin, Director, Reboot Innovation
Noora Markkanen, Sustainability Consultant, UPM Raflatac
You, the audience – so come with an opinion

6.30pm – So, what next? What can the design industry do practically? What should it be doing ethically?

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6.45pm – Drinks and networking

7.30pm – Close

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How design can impact the sustainability agenda

Speakers:



Deborah Dawton, Chief Executive, Design Business Association

Chair @DBADeborah

As Chief Executive of the DBA, Deborah works with the industry to champion the tangible and measurable impact of design in business and the public sector nationally and internationally. She sits on the advisory board of the Creative Industries Federation and the board of the Bureau of European Design Associations influencing at a national and European level. She speaks extensively. She writes things down less frequently preferring to draw a picture. And she believes passionately that we're facing a crisis that will impede the growth of the Creative Industries in the UK unless we design our future now.



Oliver Lawder, Senior Creative Planner, Futerra

Panelist @Futerra

Good ideas don't sell themselves. It's great communications that make the difference between sizzle and fizzle. Olly's lucky enough to spend his days turning deep insight into compelling comms and finding ways to use fun and play to bring things to life.

Olly is a Senior Planner at Futerra's London office, delivering across clients needs from positioning to campaign activation. He specialises in clarifying complexity and delivering simple, manageable solutions that clients value. He's worked with SABMiller, BT, Interface, AkzoNobel and Heathrow among others. Olly's foundation in sustainability is drawn from his Masters in Business and the Environment at Imperial College London.



Mark Shayler, Owner, Ape

Panelist @greenape

Mark Shayler changes the way businesses think and work. He's been working on sustainability, innovation, packaging, developing better products, and improving business for over 25 years. In this time he has worked with Nike, Coca Cola, John Lewis, Unilever, Samsung, Amazon, Mars, P&G, Indesit, Electrolux, Dorset Cereals, and hundreds of little companies who are proving disruptive (including Ugly Drinks, Hiut Denim, Propercorn, and nomnom). He is a Founding Partner of the Do Lectures and Greenlabs. He firmly believes in enterprise as a way of solving problems of equality, sustainability, and poverty. He is a STEM Ambassador, a Design Council Design Associate and a Virgo. He keeps ducks, chickens and children (but not against their will).



Chris Sherwin, Director, Reboot Innovation

Panelist @sherwinnovator

Having held positions in global multi-nationals (Philips, Electrolux), non-profits (Forum for the Future) and creative consultancies (Interbrand, Dragon Rouge, Seymourpowell), Chris has worked on several 'worlds first' or 'worlds greenest' innovations over 20+ years. Chris now runs reboot innovation, a consultancy that delivers front-end innovation projects driven by environmental and social responsibility for big clients, small companies, non-profits and creative agencies.



Noora Markkanen, Senior Sustainability Specialist, UPM Raflatac

Panelist @NooraMarkkanen

Noora Markkanen is a sustainability professional from Finland with background from environmental engineering and corporate environmental management. She has several years of experience from UPM Raflatac where focusing on supporting business and added value creation through sustainability initiatives. Noora is responsible for sustainability at the EMEIA market region and in her daily job she provides expertise for business development and supports UPM Raflatac customers and brand owners on making sustainable choices in order to label a smarter future. To reach the best possible outcome the cooperation between different industry parties is needed and as part of her job Noora develops partnerships with stakeholders varying from customers and brand owners to associations and NGO's.



Paula Chin, Packaging Manager, Pret A Manger

Panelist

Paula Chin has, over the last 10 years, worked on both sides of the fence in agencies and for businesses such as P&G, Sainsbury's and M&S. Pret A Manger, where Paula has worked for the last two years, has an established in-house team of designers and other experts whose collective knowledge is not just brought to bear on their own products, services and environments, but increasingly in high-level conversations that influence policy around the circular economy.