



Sustainable Innovation & Design: Response to UK Sustainable Development Strategy

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Leading product designers know nothing about sustainable design.

Packaging specialists are aware of some issues but don't know how to build viable concepts.



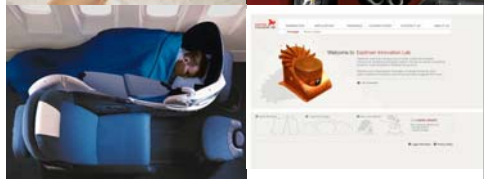
ABOUT THE BREWERY

- + Set up January 2004, Richmond, UK
- + A Business, Brand and Design Consultancy
- + Partners from Fitch, Omnicom, Nike, Tangerine, Viadynamics, Enterprise IG, Primo Angeli
- + 20 full time staff
- + 50% of business International



CURRENT CLIENTS

- + Diageo
- + Eastman Chemical Company
- + Ferrari
- + Fusion Technologies
- + Liberal Democrats
- + L'Oreal
- + MAN ERF
- + National Museums of Scotland
- + RAC
- + Rotuba
- + Skoda
- + Stanton
- + Suncorp
- + Unilever
- + WRAP



DESIGNERS ARE PAID TO.

Create product and service experiences for consumers

Balance the needs of consumers, manufacturing, supply chain, retailers and the environment.



IF IT'S NOT IN THE BRIEF...

- + Background to the brief
- + Objectives
- + Insights that drive the brief
- + Target consumers
- + Competitive propositions
- + Retail and distribution requirements
- + Fixed components
- + Target costs
- + Budget, timescale

...its not in the final solution

DESIGN INGENUITY

- + Less materials, lightweight
- + Extra function from fewer/simpler components
- + Separable components
- + Energy efficiency in conversion
- + Reuse and recycle
- + Transportation space



THINKING IN CONCEPT GROUPS

CONSUMER PERCEPTION

versus

FUNCTIONAL REALITY

CITIZEN BRANDS

- + Ecologically sound
- + Integrity, sustainability
- + Believable function
- + Performance natural materials
- + Truth to materials
- + Not complicated

“ This Works has succeeded in selling aromatherapy as being not only scientifically sound but also desirable and chic. ” THE TIMES

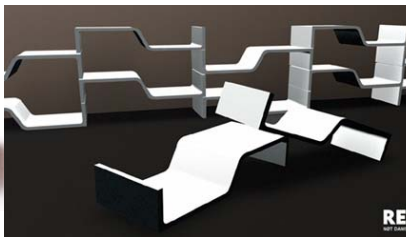


this works™
skin
deep
dry
leg oil

125 ml e 4.2 fl oz

CITIZEN BRANDS

Functional



Simple



Believable



Business + Creative

BRIEFING SUSTAINABLE DESIGN

Reduce environmental impact of products
across their life cycle...

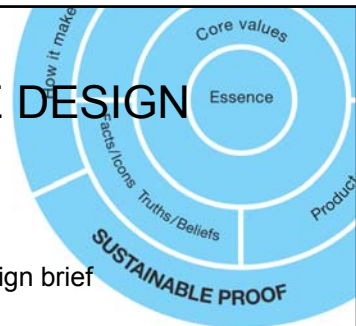
Enhance measures to close the loop in the
way we use resources...

Promote radical design solutions...

BRIEFING SUSTAINABLE DESIGN

- + Use the design community as advocates
- + ...*design push, brand owner pull*
- + Add sustainable design issues to every design brief
- + Briefing templates, insights, challenges
- + Easy and quick interpretation of the issues
- + Facilitate discussion between the client and design teams

Sustainability, a new brand building block



THANK YOU



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