

# UK SDS and Sustainable Design

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## New UK SDS

- ***Securing the future – delivering UK sustainable development strategy*** launched on 7 March 2005
- <http://www.sustainable-development.gov.uk>
- Aim: “... to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising.”

## A new Strategy

- Strategy contains:
- integrated vision building on the 1999 SDS – with stronger international and societal dimensions
- five principles
- four agreed priorities
- a new and more outcome focused indicator set

## New UK SDS

### **Four priority themes for action**

- Sustainable Consumption and Production
- Climate Change and Energy
- Natural Resource Protection & Environmental Enhancement
- Sustainable Communities

### **Five Guiding Principles**

- Living within Environmental Limits
- Ensuring a Strong, Healthy and Just Society
- Achieving a Sustainable Economy
- Promoting Good Governance
- Using Sound Science Responsibly

## DTI/DEFRA consultation events

- Obtain business views about what might be in the UK SDS; invite suggestions as to how the strategy could help business make its contribution to SD

## Challenges identified by business

- Engaging with all supply chain
- Helping business act: standards; SD in procurement; joined-up Gov; improve understanding of SD & impacts
- Better understanding of links between regulation, voluntary initiatives & market forces in driving change
- Costs of taking action not as great as feared (e.g. emission reductions)

## Business proposed way forward

- Business to take ownership and leadership of SD
- Deal with both consumption and production
- Gov to help business understand SD and work with stakeholders to build a map of SD impacts
- Business involvement: cost-effective delivery

## What can business do for the UK SDS?

- Reward innovation and good behaviour
- Design sustainability into products
- Market leaders can pull the market
- Voluntary agreements
- Regulation/fiscal instruments
- Use industry innovation
- Include financial sector – problem of long-term, metrics i.e. lack of tangible benefits

## “One planet economy”: SCP

### Why more SCP is needed

- increasing prosperity and progress in cleaning up some of the worst industrial pollution.
- BUT – severe environmental impacts of consumption and production patterns and inefficient use of resources.
- promote the mutual supportiveness of trade liberalisation, environ. protection and SD to help developing countries.
- major shift to deliver new products and services with lower environmental impacts across their lifecycle, and new business models while boosting competitiveness.
- build on people's awareness of socio-environmental

## Some facts

- By 2050, global energy demand could double as populations rise and developing countries expand their economies
- The cost of wasted natural resources to UK manufacturing industry is equivalent to around 7% of profit, and energy efficiency improvements by business and individuals could save £12 billion annually across the UK economy
- More than 80% of all product-related environmental impacts are determined by product design

## What this means

- Reinforces UK commitment to 'doing more with less', i.e. improving resource productivity, helping boost business competitiveness and decoupling economic growth and environmental degradation.
- A more developed SCP approach looking across the whole life cycle of goods, services and materials, including socio-economic impacts both inside and outside the UK.

## Government measures

### Promote

- Better products and services that reduce the environmental impacts from the use of energy, resources or hazardous substances
- Cleaner more efficient production processes that strengthen competitiveness and shifts in consumption towards goods and services with lower impacts.
- Integrate SD consideration into business practice.
- Encourage process product re-design, lean manufacturing and ways to use waste from one business as a resource for another and integrating SD into all business support programmes.

## How to do it - Government

- Strengthen UK and international measures to improve the environmental performance of products and services, including improved product design
- improve resource efficiency and reduce waste and harmful emissions across business sectors, aided by BREW
- influence consumption patterns, including proposals for new advice for consumers
- new commitments on SD procurement in the public sector to make the UK a leader within the EU by 2009
- support for innovation to bring through new products, materials and services
- stronger partnerships with key business sectors

## Some of new SCP initiatives

**New SCP Task Force** bringing together a network of business expertise to work with government to make progress on consumption and production challenges. The task force will develop ideas for practical action on key aspects of SCP

**Coherent 'product policy'** through developing and publishing a set of measures for taking forward integrated product policy

**Integrating sustainability** more strongly into DTI's package of support for business and innovation e.g. through R&D best business practice and Innovation and Growth Teams (IGTs) in key areas such as materials

**New Sector Sustainability Challenge** – supporting selected collaborative projects focussed on taking forward sectoral or supply chain initiatives to put SCP into practical action

**BREW** – Business Resource Efficiency and Waste Programme. From April 2005 landfill tax receipts have funded BREW

**New Sustainable Procurement Task Force** to draft a national action plan for sustainable procurement

## SD Design Forum

### Background

- There is a growing view that, while we would all like consumers to be encouraged and enabled to make more sustainable choices, through suitable incentives and information and in some cases regulation, by far the better option is to design in sustainability at the outset

- The UK SDS recognises that better eco-design is essential for improving the performance of products and for stimulating real step changes. One way of doing so is by promoting eco-design as a mainstream element of good design practice.
- The Strategy therefore proposes to bring together expertise through a new Sustainable Design Forum to champion and educate in eco-design, and promote best practice.

## Aims and objectives

- New proposed forum, aiming to bring together expertise to champion and educate in eco-design and promote best practice tools/approaches that can be adopted by designers
- Forum would act as interface between Government, Business and the design industry, aiming to explore the policies and actions which can increase the demand for sustainable design, and ensure that the design industry has the capacity both to respond to any increase in demand and to incorporate sustainability in all aspects of its work.
- Scoping event early July.

Issues to consider:

- What is the added value of the Forum to the sd and design debate; how can it do so?
- How can business enlarge the brief for integrating sd in design?

**Thank you for your attention**

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