

# Sustainable Innovation and Design Services

Martin Charter

Director, The Centre for Sustainable Design, UCA



The Centre for Sustainable Design is able to offer new *free* services related to sustainable innovation and design to eligible companies\* through funding from the European Regional Development Fund, South East England Development Agency and INTERREG.

RAISE  
AWARENESS

## DIBS (Design and Innovation for Business Sustainability)

**Free interactive briefings on sustainable innovation and design to eligible companies, agencies or social enterprises in the SEEDA region.**

DIBS has been funded by South East England Development Agency (SEEDA) and European Regional Development Fund (ERDF) as part of the South East ERDF Competitiveness Programme 2007–2013.



EUROPEAN REGIONAL  
DEVELOPMENT FUND



DEVELOP  
IDEAS

## GreenThinks!© through SUSCIN (Sustainable Supply Chains through Innovation)

**An open ideas process using creative techniques to develop new business  
Questionnaire → Analysis → GreenThink! © session → Report**

*"incredibly valuable"* [CEO], *"great way to get the benefit of several keen minds"* [MD] *"extremely useful"* [Director]

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SUPPORT &  
ADVICE

## EcoMind (Environmental Market and Innovation Development)

**Free sustainable product innovation research & consultancy  
for eligible companies – translate ideas into business benefits**



The Environmental Market and Innovation Development (EcoMind) project 2008-2011 funded by the INTERREG IV A 2 Seas Programme.



**Investing in your future**  
Cross-border Cooperation Programme  
2007-2013  
Part-financed by the European Union  
(European Regional Development Fund)

\*Eligible companies are small- and medium- sized enterprises (< 250 employees) in the South East; Kent, Surrey, Hampshire, Isle of Wight, West and East Sussex.



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[www.cfsd.org.uk/sids/greenthink/](http://www.cfsd.org.uk/sids/greenthink/)



## SUSCIN GreenThink! © Service



The free GreenThink! process offered by The Centre for Sustainable Design supports eligible companies\* in developing more sustainable solutions through existing and new products, services and product-services. The process focuses on understanding the client's existing product or new product ambitions, to inform an open idea generation session to filter, analyse and report ideas, with follow-up consultancy.

### Fact-finding questionnaire

- GreenThink! © open idea generation session
- Report
- Follow-up Consultancy

### What companies say about GreenThink! ©

***"The GreenThink! process really helped my team and I to focus our efforts. The whole company service came under scrutiny and the process allowed us to really identify our next steps. Very positive and most enjoyable process."*** MD, Carey Ambrose Ltd

***"An excellent day that takes you on a challenging but positive journey that makes you take stock of the business direction and focus on the real issues. Great 'out of the box' thinking. I can't be positive enough about the process!"*** MD, New Form Energy

***"A different perspective can be of immense importance and the GreenThink! session with Martin Charter provided an ample number of differing perspectives that will continue to help us shape the future of our organisation."*** Director, Carbon Free Group

***"The GreenThink! process has provided our business with a unique opportunity to take a step back and think strategically, with sustainability at the very core... enabling our entire team to really buy into the owner's vision for the future."*** MD, HPW Partnership

***"The GreenThink! process was a really great way to get the benefit of several keen minds on issues that you grapple with throughout your waking day – a real eye opener!"*** MD, Harvest Wood Fuels

***"The creativity sections were great for stimulating ideas and the excellent workshop facilitation ensured that these were explored in a structured way. ...helped us think laterally and creatively at the same time - quite an achievement."*** Founder, Maidenhead Transition Town

***"I found the workshop to be incredibly valuable, because it really tapped into my colleague's creativity. It was great to see them coming forward with ideas which we can use to advance the company."*** CEO, Bricks & Bread CIC

***"We were able to give serious thought to our business model, ways of working, and approach to environmental and financial sustainability; and afterwards took away a set of actions for the future."*** Director, Wax RDC Ltd

\* Eligible organisations = with less than 250 employees, based in Oxfordshire, Buckinghamshire, Hampshire, Isle of Wight, West Sussex, East Sussex, Kent, Berkshire or Surrey (SEEDA region).



Free sustainable product and innovation support is provided by The Centre for Sustainable Design, through the Environmental Market and Innovation Development (EcoMind) project 2008-2011 – part of the INTERREG IV A 2 Seas Programme.

[www.cfsd.org.uk/sids/ECOMIND/](http://www.cfsd.org.uk/sids/ECOMIND/)



ecomind

## EcoMind **Free sustainable product and innovation support**

Company type	Sector	EcoMind support areas
<b>Architects</b>	<b>Architecture</b>	<ol style="list-style-type: none"> <li>1) Research and presentation on sustainable business development</li> <li>2) Develop environment policy and simple tips to engage staff</li> <li>3) Exploit output from research on total costs of sustainable construction products / technologies</li> <li>4) Review resources for business development</li> <li>5) Sensitize staff to opportunities and trends</li> </ol>
<b>Product Design and Manufacture</b>	<b>Fuel Cans</b>	<ol style="list-style-type: none"> <li>1) Identify sales opportunities</li> <li>2) Advise on preparing promotional materials</li> <li>3) Provide/advise on independent verification of (environmental) performance</li> <li>4) Identify funding and business support options</li> <li>5) Identify sources of recycled material</li> </ol>
<b>Wood Fuel Manufacture &amp; Supply</b>	<b>Renewable Energy</b>	<ol style="list-style-type: none"> <li>1) Identify funding opportunities</li> <li>2) List and map sawdust supplies in the SE</li> <li>3) Advise on business models focused on co-creation and co-development</li> <li>4) Concept development for a Wood Centre</li> </ol>
<b>Product Design and Manufacture</b>	<b>Medical Devices</b>	<ol style="list-style-type: none"> <li>1) Internal training on Eco-design for the Design Team in preparation for ISO 14001 accreditation</li> </ol>
<b>Material Supply</b>	<b>Construction Materials</b>	<ol style="list-style-type: none"> <li>1) Market Research - potential of new bamboo products</li> <li>2) Customer Networking</li> <li>3) Advice on suitable funding sources</li> </ol>
<b>Product Design</b>	<b>Construction Products</b>	<ol style="list-style-type: none"> <li>1) Identify suppliers of orange recycled plastic</li> <li>2) Identify suppliers of construction related courses</li> <li>3) List agents, distributors and websites that sell sustainable construction products</li> <li>4) Produce direct sales ideas</li> <li>5) Identify construction related 'Meet the Buyer' events</li> </ol>



# Sustainable Innovation '10 Conference

## Creating Breakthroughs: Green growth, Eco-innovation, Entrepreneurship and Jobs

15th International Conference, 8th – 9th November 2010

RDM Campus, Rotterdam, The Netherlands

- 'State of the thinking' in sustainable innovation, technology, product and service design and development.
- Highlight best practice and provide a range of case studies and examples, *particularly focused on the relationship between sustainable innovation, products, technology, entrepreneurship and job creation*

See [www.cfsd.org.uk/events/tspd15/index.html](http://www.cfsd.org.uk/events/tspd15/index.html)

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