



JohnPaul Kusz, FIDSA, President, JP Kusz, Ltd, USA

JohnPaul Kusz, FIDSA is president of JPKusz, Ltd, providing consulting and business development strategies dedicated to eliminating or reducing the negative environmental consequences of commerce. His clients include businesses, nongovernment organizations, and academic institutions. JohnPaul has taught for over ten years as an adjunct professor at the Illinois Institute of Technology at both the Institute of Design and the Stuart School of Business, where he co-founded the Center for Sustainable Enterprise. He has authored over 45 articles on the potential of design to mitigate environmental impacts, including contribution to one of the first policy oriented publications on the issue of design for the environment; "Green Products by Design," for the US Congress, Office of Technology Assessment. He has developed and patented products in areas of recreation, personal health and safety, medical imaging and surgery and resource recovery systems. In 2007 he was given a Fellowship in the IDSA for his 20 years of work on environmental matters related to product design. His current research is focused on the development of "sustainable" product, business and system models, and explores how stakeholders can generate social and technical innovations to move us toward a more sustainable future.