

# Sustainable Innovation 2013

## Collaboration, Co-creation and New Business Models

18th International Conference  
4<sup>th</sup> to 5<sup>th</sup> November 2013  
University for the Creative Arts (UCA), Epsom, Surrey, United Kingdom



## Welcome

Welcome to the 18th International **Sustainable Innovation 2013 Conference** focused on 'Collaboration, Co-creation and New Business Models' organised by The Centre for Sustainable Design® at the University for the Creative Arts (UCA) in the UK.

**Sustainable Innovation 2013** will take place on 4<sup>th</sup> to 5<sup>th</sup> November 2013 at UCA, Epsom, Surrey, UK.

This fact file contains information to assist delegates in organising their participation at this high level event.

- **Background - an introduction to the Conference**
- **Conference Topics**
- **Benefits**
- **Submission Details**
- **Venue Information**
- **Hotels, Bed & Breakfast, Restaurants, Pubs**
- **Visitor Information and Useful Links**
- **Cancellation Policy and Contact Details**

We hope you find the following information useful and look forward to meeting you at the University for the Creative Arts, Epsom, Surrey, United Kingdom.

## Background

At Rio + 20 in June 2012 the global community re-affirmed 'green economy' and inclusive 'green growth' as a key focus for policy makers. However, Europe continues to stagnate with growing social unrest, whilst economic growth is slowing in Asia and the US has re-elected Obama as president. The one constant is change. Companies are being forced to rethink business models to adapt to the economic imperative, changing weather patterns, natural disasters and resource scarcity. In times of crisis there are often opportunities and there is a growing interest in creating *new* business models that deliver economic value whilst reducing negative environmental and social impacts. For example, designing 'cradle to cradle' manufacturing systems to retain the ownership of materials through service contracts with customers may start to become an increasingly attractive option as raw material prices continue to fluctuate. Companies may be forced to think more strategically about the management of materials rather than the buying of components, parts and raw materials and the procurement of recycling and waste management services. This may mean growing investment in infrastructure and technology to retain the ownership of products and their materials in 'closed loops'. New information and communication technologies (ICT) are also facilitating change. Both large and small companies are starting to experiment with sourcing new ideas for low carbon and resource efficient products, services and technologies through crowd sourcing campaigns, co-developing and jamming new concepts from multiple locations and sharing unused knowledge and patents.



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In addition, various crowd funding competitions are being launched for start-ups and existing firms targeted at personal investors who want to support and engage directly with environmentally/socially innovative businesses. Social networking technologies are driving inter-connectedness, communication and information sharing with, for example, Facebook signing up its 1 billionth user in October 2012. Enabled by this, new models of sharing and collaborative consumption are also emerging potentially improving the utilisation of materials and embedded energy. However, the implications for sustainability of this fast paced change are complex and will unravel over the next decade as technology moves forward and 'Generation Y' starts to exert more influence.

### Concept

Sustainable Innovation 2013 will include presentations related to sustainability, products, services and technologies, and includes invited and refereed papers from academics, consultants, entrepreneurs, investors, technology providers, designers, innovation, sustainability managers as well as other business functions. The event will create a unique space for learning, networking and thinking. Delegates will come globally from large companies, SMEs, as well as academia, government and non-governmental organisations (NGOs). The conference is supported by an international Advisory Board.

### Conference Topics

Sustainable Innovation 2013 welcomes conceptual and research-based papers focused on sustainable innovation related to collaboration, co-creation and new business models. Papers should cover sustainability, product, service and technology design, development and commercialisation issues related to the following topics:

- Radical change
- Disruptive innovation
- Market transformation
- Consumption & production
- Green growth & economy
- Product policy
- (New) business models
- Co-creation
- Collaborative consumption
- Collaborations & partnerships
- Open innovation
- Product-service-systems (PSS)
- Technologies
- Supply chain management
- Innovation processes
- Organisational dimensions
- Tools & methodologies
- Biomimicry
- User centred design
- Case studies

### Why Attend?

Sustainable Innovation 2013 will provide a range of benefits to speakers and delegates:

- Unique: Forum for new thinking, ideas and concepts
- Leading-edge: Presentations from key international researchers, practitioners and policy-makers
- Content: New research, results and thinking
- Networking: Opportunities to meet business, government and academia
- Track-record: Over 2000 delegates from over 50 countries have attended previous events

### Benefits of Attending

Sustainable Innovation 2013 will provide a range of new contacts, knowledge, information and ideas.

- New Contacts: 80%
- New Knowledge: 64%
- New Information: 64%
- New Ideas: 58%

Source: 107 respondents from survey of delegates to Sustainable Innovation conferences 2008 - 2012

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### Conference Organisers

The Centre for Sustainable Design® (CfSD) was established in 1995 at the University for the Creative Arts (UCA) in Farnham, Surrey, UK. CfSD has built world class knowledge and expertise of sustainable innovation and product sustainability. The Centre is recognised worldwide for its knowledge and expertise, having worked closely with business, policy making and research communities for two decades. The Centre researches, develops and disseminates understanding of present and future sustainability impacts and solutions related to innovation, products, technologies, services and systems through projects, training, events, networks and information. The Centre has led and participated in a range of high quality research and knowledge transfer projects worldwide and has organised hundreds conferences, workshops and training courses. CfSD works with partners in Europe, North America and Asia to deliver high quality results and is an internationally recognised centre of excellence.

University for the Creative Arts (UCA) is a specialist arts and design university based on five campuses: Epsom; Farnham; Canterbury; Maidstone and Rochester. UCA has 7 schools – 3D Design, Architecture, Communication Design, Fashion, Film & Media, Fine Art, and Further Education. UCA campuses include workshops for ceramics, glass, wood and metals where students can experiment under the supervision of technicians with extensive industry experience in their field. There is extensive studio space in painting, sculpture, fashion and film-making; radio and TV facilities for trainee journalists; stop motion equipment for animators; and an industry-standard Gerber suite for fashion pattern cutting. The university has created a unique community for its students, where like-minded people can share in the creative process and inspire one another. Collaboration between courses is encouraged, with fine artists studying with budding film-makers, and fashion designers working alongside architects. In this way, UCA students benefit from exposure to a range of disciplines. UCA alumni include, Karen Millen and Zandra Rhodes in the world of fashion; jeweller, Stephen Webster; Oscar winning animators, Michael Dudok de Wit and Suzie Templeton; artists, Humphrey Ocean and Tacita Dean; and, textile designer Roger Oates.

### Venue

#### Contact details:

University for the Creative Arts (UCA)  
Ashley Road  
Epsom  
Surrey  
KT18 5BE  
United Kingdom  
Tel: +44 0201372 728811  
Web: <http://www.ucreative.ac.uk/epsom>



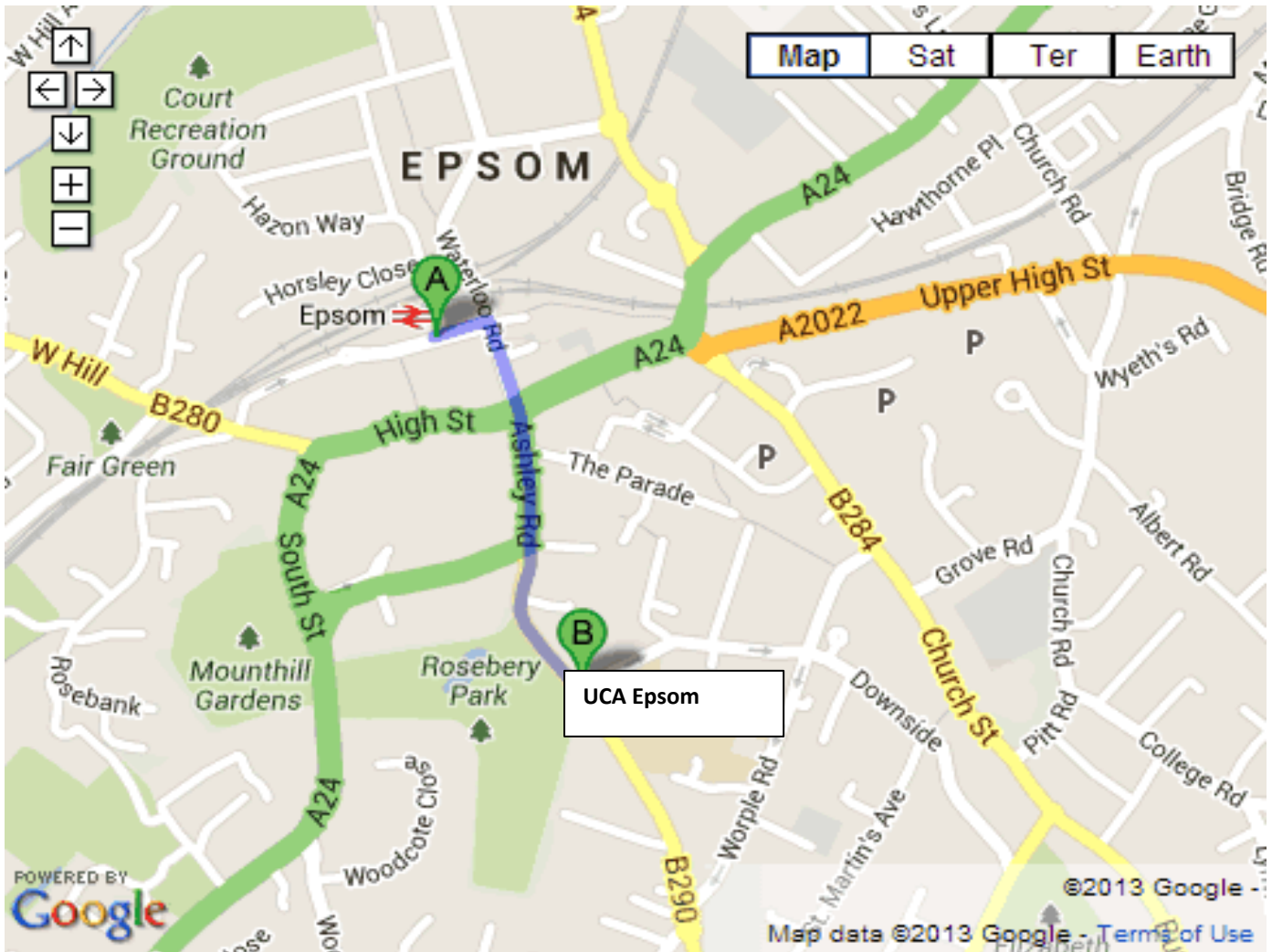
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### Travelling to UCA Epsom by Train (& Foot)

Take a National Rail train from London Waterloo or London Victoria to Epsom (approximately 37 minutes). It is then a 5 minute walk from Epsom station to UCA Epsom.

1. Walk out the station and walk across the road at traffic lights (Station Approach)
2. Turn left – walk to the corner of Station Approach. There is a Co-op on the corner.
3. Cross the road at the traffic lights (Waterloo Road)
4. Turn right towards Nando's .
5. Continue and cross at the next traffic lights (Coral on left hand side)
6. Waterloo Road becomes Ashley Road.
7. At Argos cross over
8. Continue past Methodist Church on your left, just before the Methodist Church you will see a sign for UCA on a building on the right hand side of the road, ignore and continue past the traffic lights.
9. The road will curve to the left, continue past the large park on your right hand side.
10. Continue past the traffic lights and you will see a UCA sign, just past this sign and a large tree you will find the entrance to UCA and signs to the conference.

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### Travelling to UCA Epsom by Eurostar

Eurostar passengers should get off the train at London St. Pancras International, then take the Underground (Victoria Line - Southbound) to London Victoria, or change at Oxford Circus for the Bakerloo line - Southbound to Waterloo.

### Travelling to UCA Epsom by Car

**On the A3 from London**, exit at the Tolworth Roundabout take the A24 heading for Epsom town centre. When you enter Epsom town centre, pass under the railway bridge, bear right into the main High Street and keep to the left hand lane, turning left at the lights into Ashley Road. Keep to the left hand lane and the University is on the left just after the turning for Heathcote Road.

**From the M25**, take the A24 from junction 9. Follow the road through Ashted into Epsom, bear right onto the High Street (the clock tower will be on your right). At the next main set of lights turn right into Ashley Road. Move immediately into the left hand lane and the University is on the left just after the turning for Heathcote Road.

### Travelling to UCA Epsom by Air

It takes between one and two hours to drive from Heathrow, Gatwick, Stansted and Luton airports to UCA Epsom. The same journeys take between two and three hours by train. There are rail connections from all the airports via central London to Epsom, where you can walk or take a taxi to the University.

#### Arriving from Heathrow Airport

**Option 1:** Take the Heathrow Express to London Paddington Station. At London Paddington take the Underground (Bakerloo Line - Southbound) to Waterloo, then take a National Rail train from London Waterloo Station to Epsom. From here either walk or take a taxi to the University.

Estimated journey time: 2h 00m (From Heathrow to Epsom station)

Approximate travel price: £30\*

**Option 2:** From Heathrow Underground Stations take the Piccadilly Line (Eastbound) to Green Park Underground Station. Change and take the Victoria Line (Southbound) to Vauxhall Station. From Vauxhall Station take the National Rail Train to Epsom.

Duration: 1h 40m

Price: £10.60\*

#### Arriving from Gatwick Airport

Take the Gatwick Express to London Victoria Station, where you can take a National Rail direct train to Epsom and then walk or take a taxi to the University.

Estimated journey time: 1h 10 (From Gatwick to Epsom station)

Approximate travel price: £20\* (including Gatwick Express)



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**Arriving from Stansted Airport**

From Stansted Airport Parkway take the [Stansted Express](#) to London Liverpool Street Station.  
Take the [Underground](#) (Circle Line - Clockwise) to Victoria. From London Victoria Station take a [National Rail](#) train to Epsom and then walk or take a taxi to the University.  
Estimated journey time: 1h 20m (From Stansted Airport to Epsom station)  
Approximate travel price: £31-00\*

**Arriving from Luton Airport**

Take [Luton Airport Shuttle](#) (£2-£3) to Luton Airport Parkway.  
From Luton Airport take a [National Rail](#) train to London St. Pancras International, then take the [Underground](#) (Victoria Line - Southbound) to Waterloo (changing to the Bakerloo line - Southbound at Oxford Circus).  
From London Waterloo take a National Rail train to Epsom.  
Estimated journey time: 2h (From Luton Airport to Epsom station)  
Approximate travel price: £25\*

\*Please note all prices were accurate at the time of researching (03/04/12). Also some routes are subject to change. For latest information you can see the links above or you can ask the staff at the Airport Train Station on the day you travel about the best way to get to Epsom station on the day. Also please bear in mind Sunday services will take much longer than has been displayed in the information above.

**Taxis**

The taxi rank is situated in front of Epsom train station. The cost of a taxi from the station to UCA Epsom is approximately £4-00 and is a 5 minute drive. A taxi from Heathrow Airport to Epsom will cost approximately £45.00 and from Gatwick Airport to Epsom will cost approximately £37.00

- 1. Taxi telephone number in Epsom is: 01372 723619 – this number will connect you directly to a taxi driver in Epsom.
- 2. Epsom Taxis – 01372 741416

**Car Parking**

**Ashley Centre Multi-Storey** Monday to Sunday  
Ashley Avenue, Epsom, KT18 5AL 24 hours

**Depot Road** Monday to Sunday  
Epsom, KT17 4RJ 24 hours





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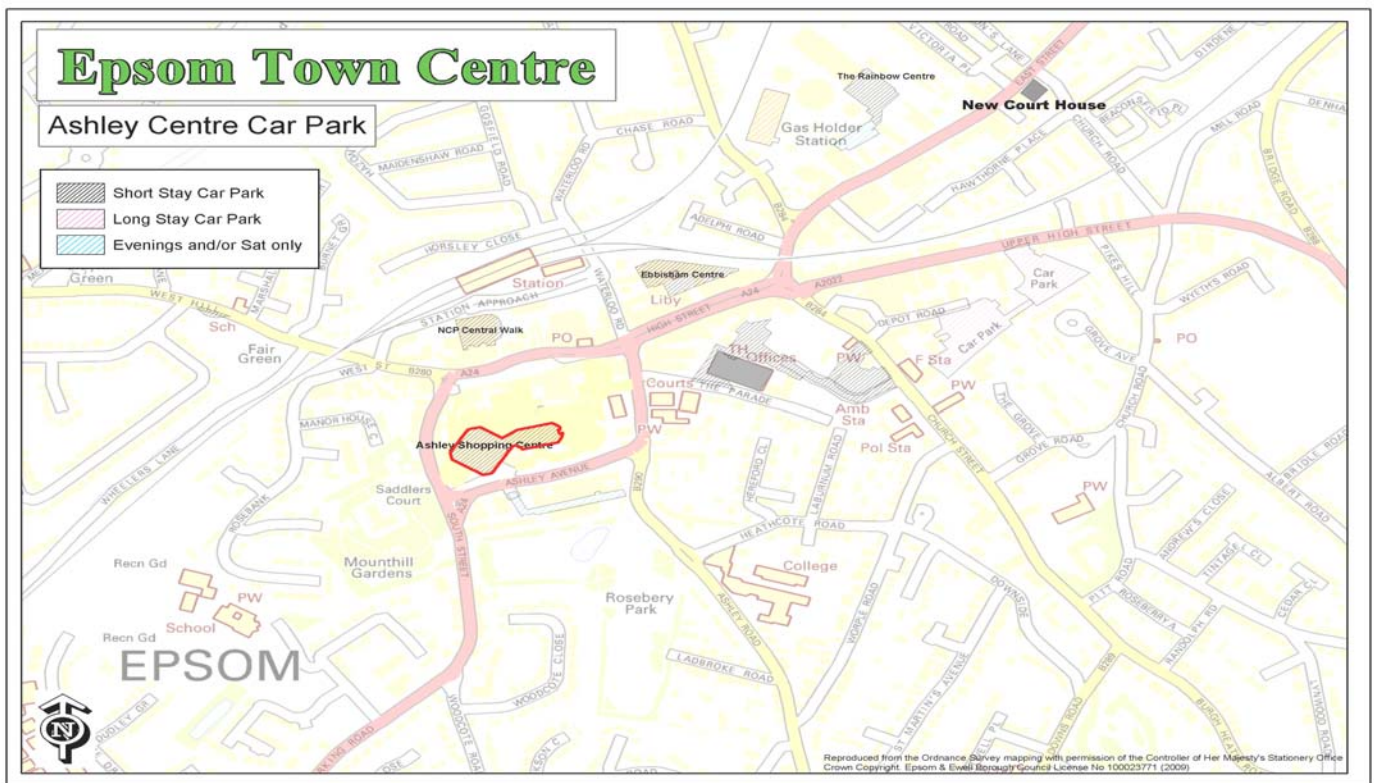
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### About Epsom

Epsom is a town in the borough of Epsom and Ewell in Surrey, England. Some parts of Epsom are in the Borough of Reigate and Banstead and Mole Valley District. The town is located 2013.6 miles (21.9 km) south-south-west of Charing Cross, within the Greater London Urban Area. The town lies on the chalk downland in the valley of Epsom Downs, and is home to the racecourse, which holds the world-famous Epsom Derby every year. The name 'Epsom' is a shortened form of Ebbisham - 'Ebbi' was a Saxon landowner and the early village was known as a 'ham' or 'hamlet'. In 1618 Henry Wicker, a farmer on Epsom Common, noted that his cattle refused to drink at a certain pond, even during the dry summer months. The water was found to have curative effects. The first known record of the efficacy of Epsom salts was made by Abram Booth, a Dutchman in London on a diplomatic mission, in 1629. In his book 'Tour through Great Britain' published in 1724, Daniel Defoe describes Epsom as "wholly adapted to pleasure", rural and wide open in contrast to the confinement of London.





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### Hotels

#### Premier Inn Epsom Central – 58 Rooms

2-4 St. Margarets Drive off Dorking Road, Epsom KT18 7LB, England

Guide price £109.00 per room (single, double, family) per night .

Full English breakfast = £8.25

Continental Breakfast = £5.25

Telephone: 0871 527 8376

Website: <http://www.premierinn.com/en/hotel/EPHAY/epsom-central>

Premier Inn Epsom Central is close to the town centre, shops, theatres and rail links, offering a perfect base from which to explore Epsom. The full all-you-can-eat breakfast includes cooked items, vegetarian options and a wide continental selection. Premier Inn Epsom Central is next to the Haywain Brewers Fayre, providing classic pub food, served in a welcoming environment. There is free parking and a 24-hour reception at this Premier Inn.

#### Travelodge Epsom Central Hotel – 64 Rooms

Station Approach, Epsom, KT19 8EU

Guide price £62-00 per room (single, double, family) per night

Continental Breakfast £4-50 (Pre-packed and delivered to your room).

Telephone: 0871 984 6268

Website: <http://www.travelodge.co.uk/hotels/557/Epsom-Central-hotel>

The Travelodge Epsom Central Hotel is well positioned in the heart of the town. The Travelodge Epsom Central Hotel offers comfortable rooms, designed to accommodate the needs of any traveller. Local attractions close to the Travelodge Epsom Central Hotel include the Decca Sports Ground and Walton Heath Golf Club. Guests can find plenty of shops and restaurants nearby. There is also a Costa coffee shop next door.

#### The Phoenix Hotel (20 minutes from Epsom by train) – 31 Rooms

123 – 125 Merton Road, Wimbledon, SW19 1ED, England

Guide price £55.00 for single room including breakfast

Telephone: 0208 5420826

Website: <http://www.the-phoenix-hotel.co.uk/index.html>

Family run hotel situated in the heart of Wimbledon, within twenty minutes of Epsom and central London. Perfectly situated for visiting all the sights of the capital with shopping, theatres, restaurants and museums to name a few. Close to superb new shopping centre and the All England Tennis Club. Home of the Wimbledon tennis championships which are held every year near to Wimbledon Village and Wimbledon Common.





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## Restaurants

When it comes to eating and drinking there are various options in Epsom. You can quickly enjoy the lively bars and restaurants in the town e.g. a 5 minute walk from the campus or take a short bus or train journey to Sutton, Kingston or Wimbledon. Choose between big name chains or speciality restaurants exclusive to Epsom.

### **Nando's Epsom**

40 The Oaks Square, Epsom, KT19 8AS, England

Tel: 0201372 749774

Cuisine: Portuguese

<http://www.nandos.co.uk/restaurant/epsom>

### **Everest Spice Nepalese and Indian Restaurant**

Everest Spice Nepalese and Indian Restaurant

3 Derby Square | The Ebbisham Centre, Waterloo Road, Epsom KT19 8AG, England

Tel: 0201372 7274444

Cuisine: International, Modern British

<http://www.everestspiceepsom.co.uk>

### **Field to Fork Restaurant**

6 South Street, Epsom KT18 7PF, England

Tel: 0201372 74420130

Cuisine: British

<http://www.fieldtoforkrestaurant.com>

### **Bamboo Basket Ltd**

Ashley Square , The Ashley Centre, Epsom, England

Tel: 0201372 728428

Cuisine: Asian, Chinese

<http://www.bamboo-basket.co.uk>

### **Makiyaki**

29 South Street, Epsom, KT18 7PJ, England

Tel: 0201372 747822

Cuisine: Japanese

<http://makiyakiuk.com/>



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## **Pubs**

### **Rising Sun Epsom**

14 Heathcote Road, Epsom, FT18 5DX, England

Tel: 0201372 740809

<http://www.therisingsunepsom.com/Welcome.html>

### **The Marquis of Granby**

4 West Street, Epsom, KT18 7RG, England

Tel: 0201372 744278

<http://www.themarquisofgranbyepsom.co.uk/>

### **The Rubbing House**

34 Langley Vale Road, Epsom, KT18 5LJ, England

Tel: 0201372 745050

<http://www.rubbinghouse.com/>

### **Kings Arms**

144 East Street, Epsom, KT17 1EY, England

Tel: 0201372 723892

<http://www.youngs.co.uk/pub-detail.asp?pubid=292>

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### Cancellation policy

If you find yourself unable to attend after booking your place, you may nominate a substitute up to five working days before the event by informing us in writing. Cancellation may be made up to 21 working days prior to the event. There will be an administration fee for such cancellation of £25.00 (plus VAT). Cancellations made after this time, up to 10 working days prior to the event, are eligible for a return of 50% of the fees paid but will receive a copy of conference proceedings. No refunds for cancellation are available after this point.

### Contact

For more information on Sustainable Innovation 2013 please contact:

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University for the Creative Arts, UK  
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Website: [www.cfsd.org.uk](http://www.cfsd.org.uk)