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Andy Clifton is the 'Manager for Sustainable Development' for Rolls-Royce. He joined Rolls-Royce in 2005 as the Design for Environment Capability Owner after completing a research PhD at the Materials and Engineering Research Institute at Sheffield Hallam University. His primary role at Rolls-Royce is to lead the development of the company's design evaluation capabilities so that sustainability forms an integral part of all decision-making processes across all businesses and functions. He chairs various industry working groups on the topic of sustainable design, which are leading the definition of new standards for best practice and sustainable business performance.