



Sustainable Innovation 2015

'State of the Art' of Sustainable Innovation & Design

20th International Conference

9th – 10th November 2015

University for the Creative Arts (UCA), Epsom, Surrey, United Kingdom



Welcome

Welcome to the 20th International **Sustainable Innovation 2015 conference focused on 'State of the Art' of Sustainable Innovation and Design** organised by The Centre for Sustainable Design® at the University for the Creative Arts (UCA) in the UK.

Sustainable Innovation 2015 will take place on **9th – 10th November 2015** at UCA, Epsom, Surrey, UK.

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

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Background

Over the last 20 years, there has been increasing global discussion of climate change, its mitigation through reduced emissions and now increasingly how to adapt to it. Resource efficiency and security have moved up the policy and business agenda (and more recently 'circular economy' thinking has gained momentum). 'Green growth' is now an integral part of international policy making discussions. The *product* agenda has also developed and evolved. European policy discussions related to Integrated Product Policy (IPP) in the 90s morphed into Sustainable Consumption & Production (SCP) in the 00s; and research into sustainable Product-Service-Systems (PSS) in the early 00s has re-emerged under *Green* Business Models in the 2010s. 'Producer responsibility' legislation was implemented in the European and Japanese electronics and automotive sectors in the early to mid 00s, with more of a focus on "end of life" management. However, the international product policy focus is now moving to reducing lifecycle design impacts at the "front" rather than at the "end of pipe". We saw high visibility of climate change in the early to mid 00s with a decline in media interest following the banking crisis in 2008. Interest is set to rise again as we move towards the United Nations Climate Change Conference (COP21) in Paris in November 2015 which aims to reset global action on climate change.

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We have seen the economic rise of China and India, and now Africa. The internet has become pervasive, allowing massive real-time access to information. Social networking technologies have enabled the accelerated sharing of ideas and information, and new “open” innovation approaches are emerging that enable greater collaboration.

From a relatively small number of *green* niche players and a few leaders in the manufacturing sector implementing eco-design in the early to mid 90's we have seen a broadening of the sectors and stakeholders engaged in the *greening* of products. However, most of the focus is still on eco-design rather than sustainable design, and is on product-related environmental compliance rather than innovation or new business models. The emergence of discussion around eco-innovation has expanded the policy focus to thinking through the overall *innovation* process of creating, developing and commercialising eco-innovative products, services and technologies. Greening of mainstream products is now happening alongside the development of specialist solutions to specific environmental problems. However, the social dimension is still largely missing, outside of “bottom of the pyramid” and ethical product discussions. Increasingly large companies are developing their own organisational approaches to managing eco-design and measuring product-related environmental performance, technically and financially. As the importance of brands has grown we have seen more companies fully or partially outsourcing design and manufacturing, which has meant that addressing environmental (and social) risks related to supply networks has become more important. Over the past 10 years there has been an increasing push by major manufacturers and retailers for suppliers to collect, analyse and present product-related environmental data for compliance purposes, and to help identify “hotspots” where improvements can be made. Since 1995, many product-related environmental laws and standards have been passed and books, journal papers and articles written and conferences held. But where are we now? Managing product sustainability *has* become a much more important issue for many companies now compared to 20 years ago but there is still a long way to go.

What will the next 20 years look like? And what threats and opportunities will emerge for product/service designers, developers and new business modellers? The challenge of climate change and resource efficiency will become more and more apparent and policy-makers and business will be increasingly forced to adapt to this. Policy-makers are shifting from a focus on incremental improvements through eco-design to more radical and systemic eco-innovation models, but thinking is still at an early stage. Global urbanisation will continue and cities may increasingly start to act as catalysts for the development of sustainable solutions. More graduates will emerge with knowledge of sustainability that will feed through into society and *grassroots innovation* will increase, powered by a new spirit of collaboration, making, modifying and fixing, and improved access to ideas, information, facilities and tools. The development of more decentralised, circular approaches to production and consumption will become more prevalent. All this may herald a new Industrial Renaissance as we move to a new economy, that is inclusive, circular and low carbon – this will provide a range of new opportunities and challenges for product, service, materials and technology developers. The world keeps changing and it will continue to do so, at perhaps an even faster and more unpredictable rate; this change will continue to drive innovation but will it be in a more sustainable direction?



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Concept

Sustainable Innovation 2015 will provide a platform to discuss the opportunities and challenges related to the “state of the art” of sustainable innovation and design related to products, services, technologies and new business models. *Sustainable Innovation 2015* will include invited and refereed papers from academics, consultants, entrepreneurs, technology providers, designers and innovation and sustainability directors 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 and SMEs, as well as academia, government and non-governmental organisations. The conference is supported by an international Advisory Board.

Conference Topics

Sustainable Innovation 2015 welcomes conceptual and research-based papers focused on “state of the art” sustainable innovation and design. 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
- Circular economy
- Low carbon innovation
- Product policy
- (New) business models
- Product sustainability
- Re-use & remanufacturing
- Makers, modifiers & fixers
- Open innovation
- Crowdsourcing
- Design management & strategies
- User centred design
- Product-service-systems (PSS)
- New technologies & materials
- Biomimicry
- Cradle to Cradle
- Innovation processes
- Organisational dimensions
- Product development
- Supply networks
- Marketing & communications
- Tools & methodologies

Why Attend?

Sustainable Innovation 2015 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

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Benefits of Attending

Sustainable Innovation 2015 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

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 four campuses: Epsom; Farnham; Canterbury and Rochester. UCA has seven 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 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>



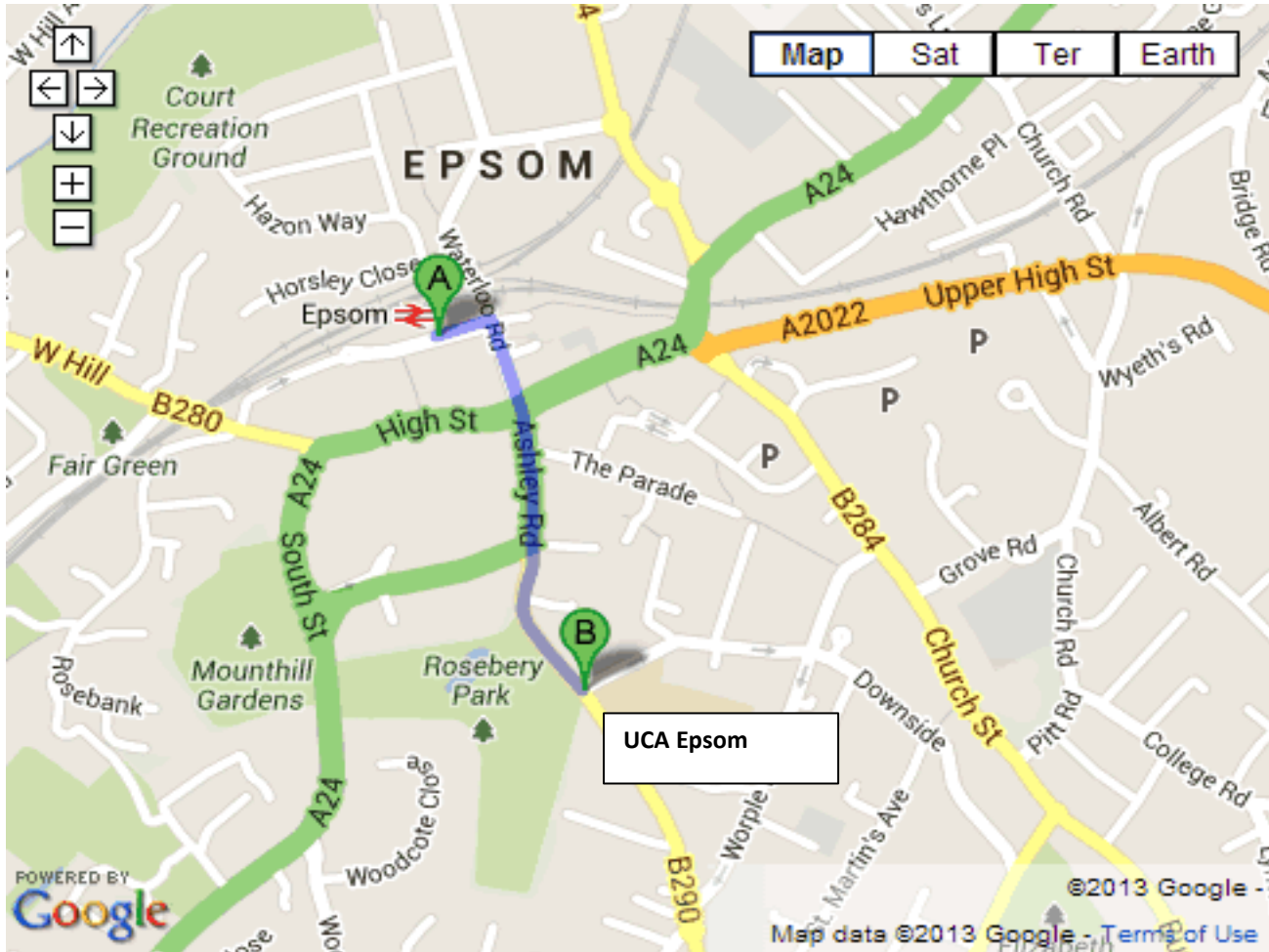
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Travel Tips

Currency in United Kingdom is Pounds (£)

Rail tickets and timetables: <http://www.thetrainline.com>

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 station.

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

Apex Car Hire – 0208 3938222 (Heathrow to Epsom = £35.00) Gatwick to Epsom = £32.00) – UCA preferred supplier.

Epsom and Ewell Cars – 01372 727727

Lady Safe – 02083938100

725000 Taxis – 01372 725000

Car Parking

Ashley Centre Multi-Storey – Monday – Sunday 24 hours

Ashley Avenue, Epsom, KT18 5AL

Depot Road – Monday – Sunday 24 hours

Epsom, KT17 4RJ



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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 - 'Ebbsi' 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.

In medieval times, both Epsom and Ewell were small rural communities, with Epsom being smaller than Ewell. The major event for Tudor Ewell was the building of Nonsuch Palace by Henry VIII in 1538 to celebrate thirty years of his reign. The church and village of Cuddington were wiped away so that the Palace could be built. Henry wanted an impressive building, one which was bigger and better than any other contemporary building hence the name "Nonsuch". The Palace was surrounded by parkland stretching all the way to Hampton Court. The building was little used by royalty and was demolished in 1670, and the surrounding parkland sold off as farmland.

Epsom is a Market town in the county of Surrey, home to twenty seven thousand people, and was granted its Market Charter by Richard 11 back in 1394, which still continues to be held today. Once famed for being a Spa Town with healing Epsom Salts which enticed many a visitor, now the enticement of the famous Epsom Downs Race Course beckons, and is home to The Derby which started back in 1780. Her Majesty The Queen attends and it's a good excuse to dress up on Ladies Day and spot the best hat. The winners in 1844 and 1913 were not the horses first past the post. In 1844, Running Rein was found to be an ineligible 4-year-old horse named Maccabeus. In 1913 the 6/4 favourite Craganour was disqualified in controversial circumstances with the race being awarded to 100/1 outsider Aboyeur. The 1913 race is more famous for the protest by suffragette Emily Davison, who ran in front of King George V's horse, Anmer. Emily died of her injuries 4 days later. This wasn't the first time that a Derby runner had been brought down by a spectator. It also happened in 1805.



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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 = £8.75

Continental Breakfast = £5.75

Telephone: 0871 527 8376

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

Travelodge Epsom Central Hotel – 64 Rooms

Station Approach, Epsom, KT19 8EU, England

Guide price £75-00 per room (single, double, family) per night

Telephone: 0871 984 6268

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

Chalk Lane Hotel

Chalk Lane, Epsom, KT18 7BB, England

Guide price £105.00 for single room (5) including breakfast and £140.00 for double room (13) including breakfast.

Telephone: 01372 721179

Website: <http://www.chalklanehotel.com/double-rooms.asp>

Travelodge Leatherhead Hotel

High Street, Leatherhead, KT22 8AA, England

Guide price £55-00 per room per night

Telephone: 0871 984 6248

Website: <http://www.travelodge.co.uk/hotels/256/Leatherhead-hotel>

Premier Inn, Epsom North Hotel – 29 Rooms

Kingston Road, Ewell, KT19 0SH, England

Guide price £110-00 per room per night plus £8.75 for breakfast

Telephone: 0871 527 8376

Website: <http://www.booking.com/hotel/gb/premier-inn-epsom-north>



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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

Tel: 0201372 749774

Cuisine: Portuguese

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

143 The Canopy Restaurant

Tel 01372 745330

Cuisine: English/Contemporary

<http://www.143thecanopy.com/>

The Neapolitan Kitchen

Tel: 020 83931294

Cuisine: Italian

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

Everest Spice Nepalese & Indian Restaurant

Tel: 01372 727444

Cuisine: Nepalese and Indian

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

Bamboo Basket Ltd

Tel: 0201372728428

Cuisine: Asian and Chinese

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



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Pubs

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>

The Famous Green Man

71 High Street, Epsom, KT17 1RX

Tel: 020 83939719

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



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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 2015 please contact:

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