



## Sustainable Innovation 2016

### UCA External Speaker Policy

Please read the [UCA External Speaker Policy](#).

### Contributor Guidelines – Abstracts

Abstracts should be 500 words describing your proposed paper. Please identify the principal and any other corresponding author, their job title, organisation, country, email and phone contact details.

### Contributor Guidelines - Papers

#### Submission

Papers should be between 1,500–3,000 words and submitted by email to: [rcarruthers@ucreative.ac.uk](mailto:rcarruthers@ucreative.ac.uk) only, in Microsoft Word .doc format; compatible with Word 2003. Please keep files less than 3Mb and use a filename beginning with the principal author's surname, for example, Rocchi\_SI-Paper.doc

*We will not accept papers that do not follow these guidelines.*

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#### Format

Please follow the paper format example which follows these guidelines - pages 3 to 4.

These guidelines describe and contain, suitable Word styles, as a template; A4 size, 2.5cm margins.

Papers should include the following, in this order. Indented text is used below for explanation only.

#### Title

– Heading 1 Style: Arial, Size - 14, Bold

The title of the paper should be kept reasonably short. Please incorporate any subtitle in the title, for example "Low-GHG Goods, Services & Practices: How to Accelerate Development & Implementation".

Principal Author – Normal Text Style: Arial, Size – 10, line spacing 1.5

Job Title – Normal Text Style: Arial, Size – 10

Organisation – Normal Text Style: Arial, Size – 10

Postal Address – Normal Text Style: Arial, Size – 10

Co-author(s) – Normal Text Style: Arial, Size – 10

Job Title – Normal Text Style: Arial, Size – 10

Organisation – Normal Text Style: Arial, Size – 10

## Sustainable Innovation 2016

Postal Address – Normal Text Style: Arial, Size – 10

**Abstract** (optional) – Normal Text Style: Arial, Size – 10, Heading 2 Style: Arial, Size – 12, Bold  
An abstract of up to 150 words summarising the paper and its conclusions is optional.

**Main Headings** – Heading 2 Style: Arial, Size – 12, Bold

**Sub-Headings** – Heading 3 Style: Arial, Size – 10, Bold

Text, tables, figures\*, footnotes – Normal Text Style: Arial, Size – 10

Authors are urged to write concisely. Descriptive or explanatory text, necessary as information, but which tends to break the flow of the main text, should be expressed as footnotes (not endnotes) or appendices.

**References** Heading 2 Style: Arial, Size – 12, Bold

– Normal Text Style: Arial, Size – 10

References to be listed alphabetically by author surname using Harvard styles, for example...

...for a whole (or edited) book, report or dissertation, referred to in the text by (Hillary 2000)

Hillary, R. (ed) 2000, *Small and Medium-Sized Enterprises and the Environment: Business Imperatives*, Greenleaf Publishing Ltd, Sheffield.

...for a book section, referred to in the text by (Meredith 2000)

Meredith, S. 2000, "Environmental innovation and small and medium-sized enterprises" in *Small and Medium-Sized Enterprises and the Environment : Business Imperatives*, ed. R. Hillary, Greenleaf Publishing Ltd, Sheffield, pp. 171-182.

... for a paper within conference proceedings, referred to in the text by (Brehmer, Wang 1999)

Brehmer, N. & Wang, C. 1999, "Reconfigurable Manufacturing Systems and Environment Consciousness", *First International Symposium on Environmentally Conscious Design and Inverse Manufacturing*, eds. H. Yoshikawa, R. Yamamoto, T. Suga & Y. Umeda, IEEE, California, pp. 463.

... for a journal article, referred to in the text by (Lefebvre, Lefebvre & Talbot 2003)

Lefebvre, É, Lefebvre, L.A. & Talbot, S. 2003, "Determinants and impacts of environmental performance in SMEs.", *R & D Management*, vol. 33, no. 3, pp. 263-283.

...for a web page, referred to in the text by (UNEP 2001)

UNEP 2001, 5 November 2001-last update, *Cleaner Production - Key Elements* [Homepage of UNEP CP], [Online]. Available: [http://www.uneptie.org/pc/cp/understanding\\_cp/home.htm#definition](http://www.uneptie.org/pc/cp/understanding_cp/home.htm#definition) [19 December 2005].

**Appendix Headings** – Heading 2 Style: Arial, Size – 12, Bold

Appendix text, figures\* – Normal Text Style: Arial, Size – 10

\* Figures, where they contain images, should be a suitably compressed before inserting in Word, to keep the file size of the paper less than 3 Mb. This will help us compile proceedings from copies of all papers – thank you.

## **(Example) Exploring Sustainable Solutions by Design-driven Innovation - Simona Rocchi**

(Title – Heading 1 Style: Arial, Size - 14, Bold)

Simona Rocchi

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### **Abstract (up to 150 words - optional)**

(Main Heading – Heading 2 Style: Arial, Size – 12, Bold)

Abstract Text up to 150 words – *optional* (Normal Text Style: Arial, Size – 10)

### **Premise: Change in the competitive landscape**

(Main Headings – Heading 2 Style: Arial, Size – 12, Bold)

'Hard' environmental and socio-economic factors<sup>1</sup> are changing the competitive landscape for corporations. Sustainability is becoming a new point of entry into the market for companies and for brands that wish to remain competitive in the coming years. (Normal Text Style: Arial, Size – 10)

In this regard, some enterprises have already started to embrace *sustainability* as a framework for driving growth, increasing shareholder value, heightening stakeholder satisfaction and protecting and enhancing brand reputation. Accordingly, they have started to look for new approaches to innovation that go beyond 'technology push' or 'market pull' to address both. (Normal Text Style: Arial, Size – 10)

Considering *sustainability* as a creative process of change, 'sustainable enterprises' are increasingly shifting from the application of traditional eco-efficient practices and eco-design principles, both of which are mainly focused on reducing the risks of operating in the market. They are now exploring new business models and design strategies that can open up new market opportunities by promoting radical innovative solutions. Indeed, the transition period that we are currently living in, from industrialised to knowledge and service economy, certainly opens new ways to provide better answers than the existing ones. It creates the chance to explore and implement sustainable product-services mixes that offer benefits and functionalities rather than hardware. (Normal Text Style: Arial, Size – 10)

### **Our Approach: Sustainable futures process**

(Sub-Headings – Heading 3 Style: Arial, Size – 10, Bold)

To fully exploit the chance to create solutions that can take current reality into a more sustainable society, Philips Design adopts a human focus, tracking the latest emerging social values and combining them with new technologies and new patterns of production and consumption. "*Philips, adopting a human focus and embracing personal and social values as well as new technologies to create new sustainable innovation and business models, can bring us into a preferable future*" (Marzano 2000). This innovation process, known as Sustainable Futures, is a holistic approach that

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<sup>1</sup> Examples of 'Hard' environmental and socio-economic factors are material consumption, pollution, population growth, diffusion of ICT, globalisation and inequality.

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involves business, marketing, research and design in the co-creation of visions, strategies, scenarios and concepts able to enhance the future quality-of-life for people. (Text: Arial, Size – 10)

Sustainable Futures considers a wider exploratory brief than the next environmentally friendly technological innovation to reach the market. In order to gain insight into the emerging longer term values of people in a more sustainable society, Philips Design has developed a theoretical framework to research social and cultural phenomena. A multidisciplinary team that includes sociologists, psychologists, and anthropologists is systemically studying changes in society, culture and people. It is also developing a number of themes or opportunity areas to inspire designers in creating new sustainable value (Green 2001).

(Normal Text Style: Arial, Size – 10)

### **References and Sources**

(Main-Heading – Heading 2 Style: Arial, Size – 12, Bold)

Green, J. 2000, Sustainability, Business and Brand, Philips Design, Eindhoven.

(Normal Text Style: Arial, Size – 10)

Green, J. 2001, Strategic Marketing, Philips Design, Eindhoven.

Marzano, S. 2000, Internal communication, Philips Design, Eindhoven.

Philips Design 1996, Vision of the Future, Philips Design, Eindhoven.

World Business Council for Sustainable Development 1999, Sustainability through the market. A business-based approach to sustainable consumption & production, WBCSD, Geneva.

(Normal Text Style: Arial, Size – 10)

### **Appendix Heading**

(Main Heading – Heading 2 Style: Arial, Size – 12, Bold)

Appendix text (Normal Text Style: Arial, Size