

## Sustainable Innovation 2019

*Road to 2030: Sustainability, Business Models, Innovation and Design*

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### **Professor James Woudhuysen, London South Bank University, UK**

James speaks worldwide about the sociology, politics and economics of technological innovation. The ideas put forward are vivid, numerate, international, counter-intuitive but pragmatic. He won a scholarship to St Paul's school, London, before graduating in physics. Previously editor of the Design Council's *Design* magazine, and a founder of *Blueprint*, James wrote about North Sea oil, holography and chemical weapons for *The Economist*, as well as about clubbing in Ibiza for *The Times*. He is co-author, *Why is construction so backward?* (Wiley, 2004), *Energise! A future for energy innovation* (2009), and *BIG POTATOES: The London manifesto for Innovation* (Shanghai Jiao Tong University Press, 2012). He is co-editor, *The Wiley-Blackwell handbook of design and innovation, 2030: trends, scenarios and recommendations* (2020). Past clients in energy: Accenture, Arup, BDR Thermea, British Institute of Facilities Management, Geothermal Engineering Ltd, International Federation of Automotive Engineering Societies, Land Securities, MASDAR, Mitsubishi, Roca, SAP, Yokogawa.