



## **Design Group Seminar Department of Design, Development, Environment and Materials**

**David Peck  
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The Open University**

**Wednesday 23 July 2008, 2.00pm – 3.00pm**

**Venue: Complexity Laboratory, N2033 Venables  
Building**

### **Sustainable product innovation best practice**

The work of Cox (Cox, 2005) and Stern (2007) have informed some of the thinking over the past few years on the best approach the 21st century sustainable product innovation. A position paper on the Cox and Stern reports, written by David Peck, forms the basis of his subsequent research.

The initial research aim is to take the strategic themes in Cox and Stern and find where action is being taken. In summary this allows one to go back to a wider view of sustainability in product design / innovation – to establish how the debate has been informed. This will lead to a proposal that the focus of the research is into the need, structure and utilisation of knowledge on sustainable design / innovation for use in organisations – often referred to as ‘applied eco-design’ (Charter & Tischner , 2001). The focus of the research will explore the possible organisational transfer of the skills and knowledge of ‘eco-design’ / ‘design for sustainability’ practice.



This seminar will inform the seminar attendees of the outcomes of this initial research and the proposals for further research.

**ALL WELCOME**

Tea and coffee will be provided.