

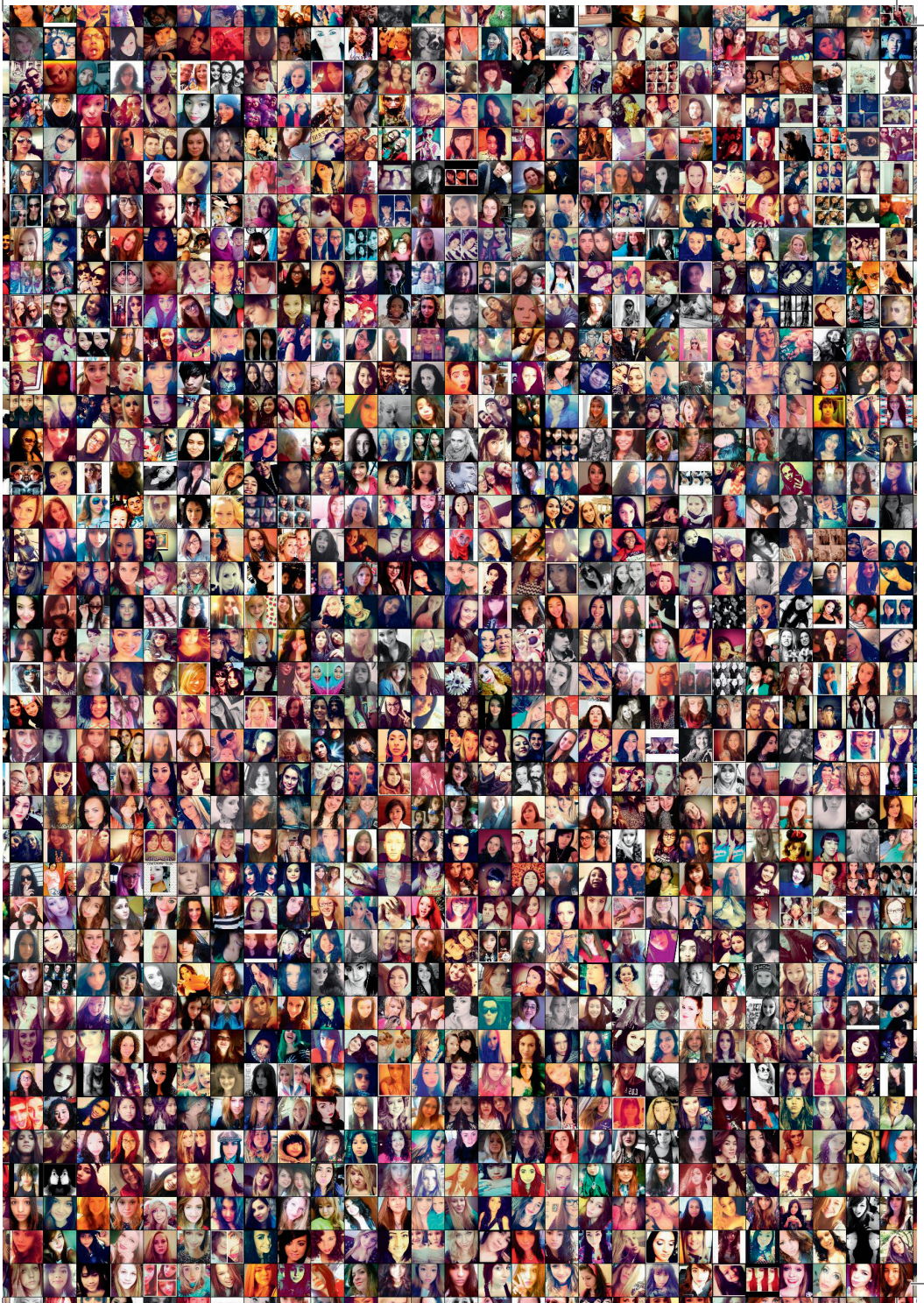
# DESIGN FOR **SUSTAINABILITY** **SURVIVAL** **GUIDE**

# DESIGN FOR SUSTAINABILITY SURVIVAL GUIDE

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# **1. YOU'RE IN THE MIDDLE**









**'Cigar Box Encyclopædia' (2000) by Aldwyth. This piece includes 26 separate collaged cigar boxes, one for each letter of the alphabet (shown are M, B, P and T).**

## 1.6 YOU'RE IN THE MIDDLE

# Ambition

We're not asking you to be hugely ambitious and save the world. On your own you can't remove all the garbage from every beach. It's all about proportion. You certainly should be eager to improve things, but you'd better limit your efforts to your own circle of influence.

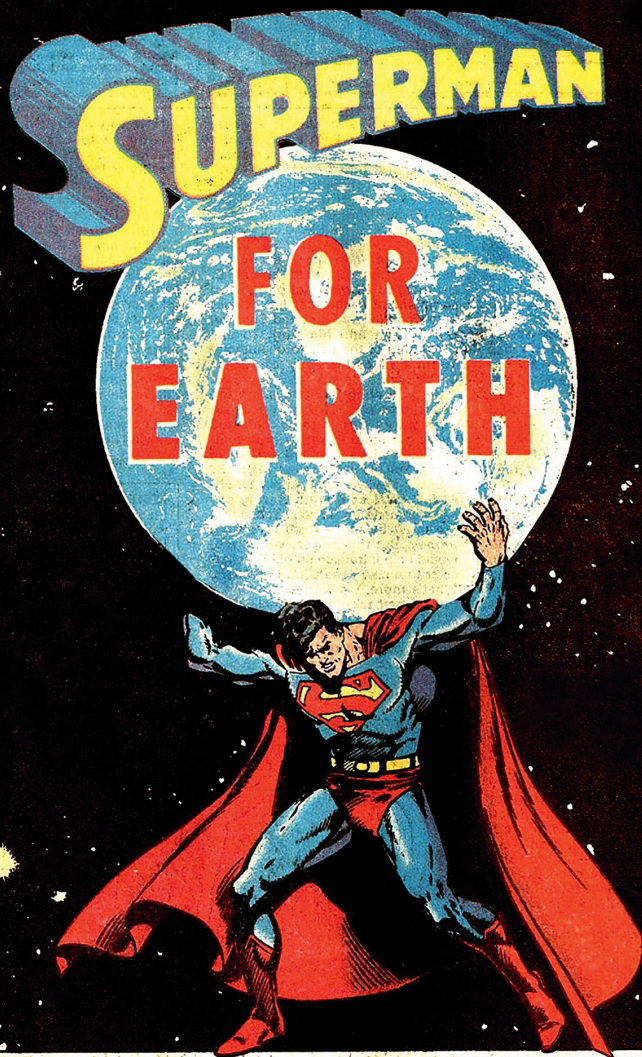
Ambition is personal. When taking up a challenge, there's always that inner voice whispering 'as best you can'.

And you're not alone. Commitment gets things done. Always involve others.

- You may not have as much power as you'd wish, but the effect of influence can be just as strong.
- Change takes time. The more urgent the crisis, the quicker the changes.
- Prevent urgency from getting out of hand.

By the way, the word 'ambition' isn't worth googling; brainy quotes about ambition are boring.

**SUPERMAN CAN'T SAVE  
OUR PLANET... ALONE**



**HE'S ALREADY LOST ONE PLANET...**



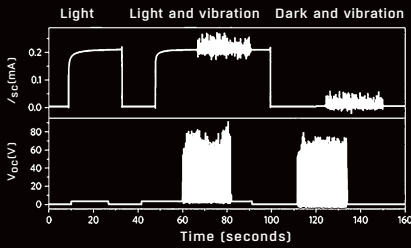
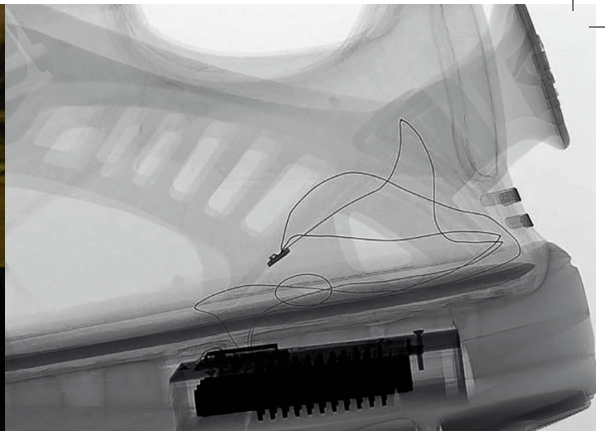
## **2. BENCHMARKS**

The only way to effectively approach sustainability is from a systems perspective. You need to consider a wide perspective before diving into details.

There are no ready-made design approaches that guide you through all that is important about sustainability. Instead, you must learn to patch together a series of different approaches, frameworks, and visions in order to build a sustainable solution. These are presented here as benchmarks. Use these to better understand and shape your own sustainable design process.

Some benchmarks clearly indicate what should be done and how to go about it, others are more ambiguous; they'll help you reflect on your norms and values as a designer.

Sustainability is going to become more important as time passes. Work with these benchmarks. Choose the ones you like best and use them to improve your sustainable design skills. It will make you a better designer, if nothing else.



Designer Ermi van Ders has created a lamp that uses a living plant to generate its own electricity. German researchers have developed shoes that harvest the energy humans create with every step they take, getting rid of the need for batteries or adapters to power a person's wearable devices. Below: Click beetles store work to amplify power a thousandfold by deforming their external cuticle.

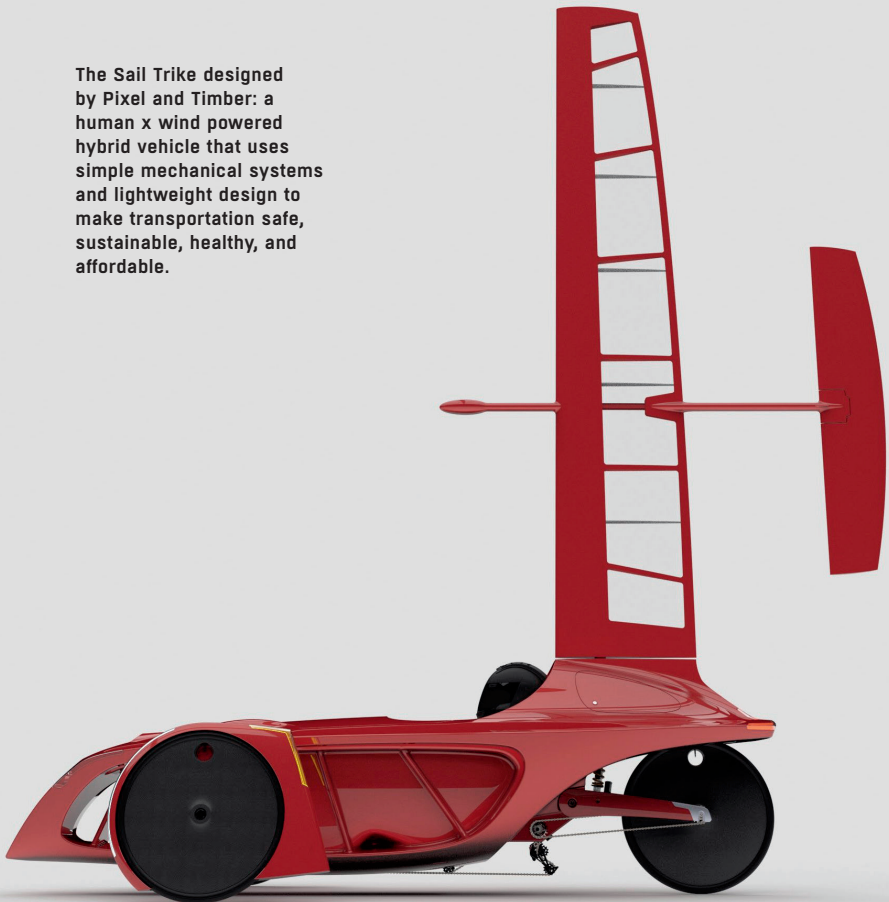






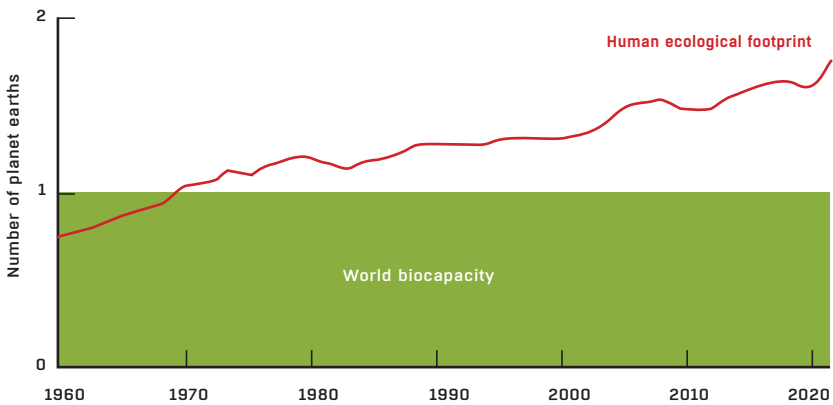
The Cyclus recharger by designer Satoshi Yanagisawa is spring-driven. A simple twist gives 30 minutes of charging power.

The Sail Trike designed by Pixel and Timber: a human x wind powered hybrid vehicle that uses simple mechanical systems and lightweight design to make transportation safe, sustainable, healthy, and affordable.

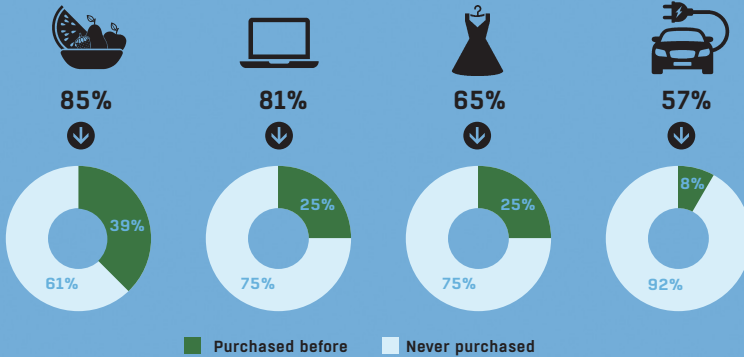




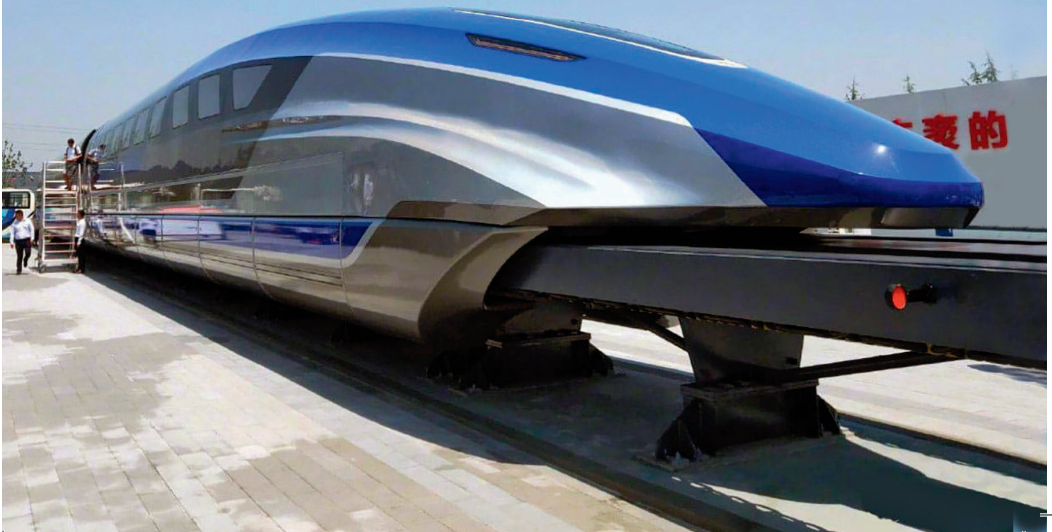
Today humanity uses the equivalent of 1.75 Earths to provide the resources we use and absorb our waste, based on the 2022 edition of the National Footprint and Biocapacity Accounts.



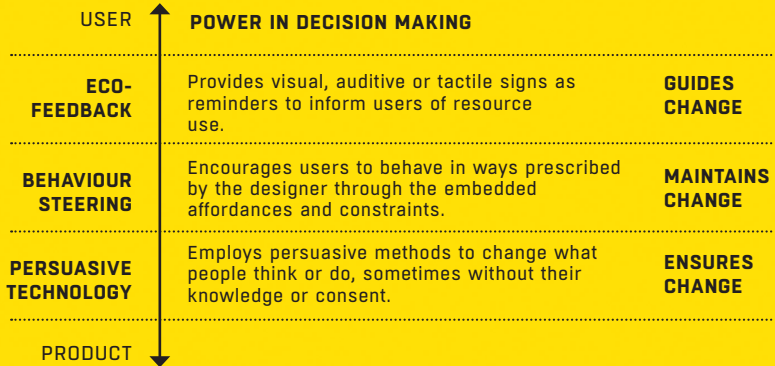
Purchase intention sustainable products



Consumers say they intend to buy sustainable products but don't actually buy them. People want everything to be as fast and as cheap as possible. So for traveling long distance, the airplane is the automatic choice. High-speed rail is often faster than flying once you factor in the whole air travel song-and-dance.







**FIT FOR WORK**

Never work or drive under the effects of drugs or alcohol

**SAFETY FIRST**

**DOORS & DESK DRAWERS**

Keep doors and drawers closed when not in use

**SAFETY FIRST**

**EMERGENCY PROCEDURES**

Know your site emergency procedures

**SAFETY FIRST**

**HOT LIQUIDS & SURFACES**

Avoid burns and scalds from hot liquids and surfaces

**SAFETY FIRST**

**STAIRS**

Avoid falling, use hand rail

**SAFETY FIRST**

**ACCESSING HIGH SHELVES**

Use a safe method when accessing high shelves

**SAFETY FIRST**



#### 4.10 USEFULNESS

## Enforcing behaviour

It is of course possible to enforce 'correct' behavior by supporting regulations with physical means. A valid ticket is essential to open entrance gates to public transportation. Without a coin you can't get a shopping trolley. Some cars won't run unless seatbelts are fastened. You pay extra for overweight luggage in air travel.

Energy input and waste output are the most controllable flows to enforce behavior and remove human intervention from the equation.

Automatic smart thermostats regulate your home's optimal temperature. Insulating buildings is on the way to becoming obligatory, as are built-in speed regulators in cars.

Designers need to consider whether they can stop including inefficient options in the product or service.





People generate 2.01 billion tons of municipal solid waste annually, with at least 33 percent of that – extremely conservatively – not managed in an environmentally safe manner. Below: The world is on track to generate 2 million-metric-tons of used Li-ion batteries per year that end up as trash. These are valuable and recyclable, yet less than 5% are recycled. (Source: World Bank).



# 10. CELEBRATE

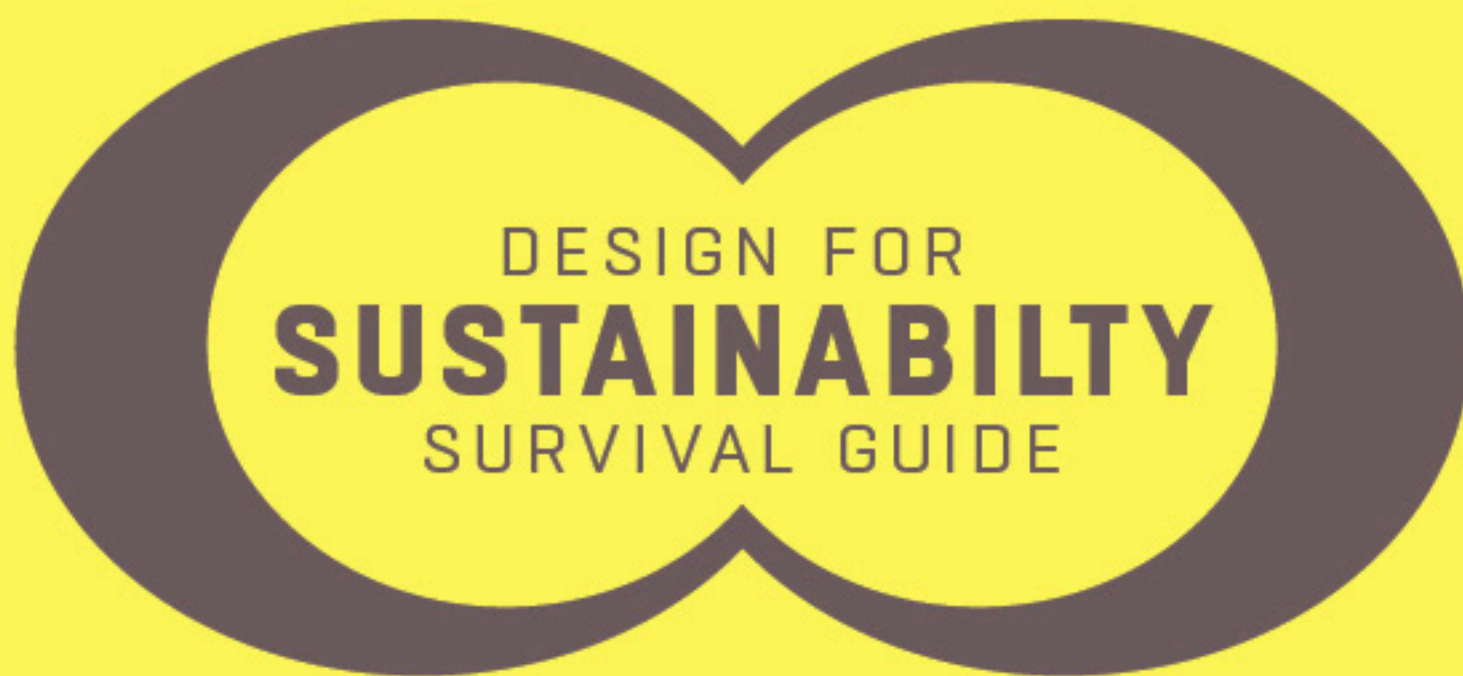


At the core of 'Tomorrow is the Question' by the international art collective TeamLab is the issue of our common future.

Grayson Perry's vases are not made for displaying flowers, they are made to softly and critically scream at society.



**This Guide will help you incorporate all requirements successfully when you embark on your first sustainable design projects. Each page offers essential advice on the fundamentals of Design for Sustainability.**



The need to incorporate sustainability in design projects is evident. However, going from ambition to impact is a challenging process. Improving the sustainability of a design involves a myriad of trade-offs, and making a positive change in one area could inadvertently create problems in another. Consumer perceptions of what makes a sustainable product may be at odds with the real-world data, and you and your client need to know how to create a truly sustainable message without 'greenwashing'. When done right, however, design with sustainability at its core is a force for innovation. Most of what you read here is discussed every day in design schools and companies. Use these tips, principles, strategies and guidelines to inform your design process and to help you underpin your presentations and design reports.

**[sustainabilysurvivalguide.org](http://sustainabilysurvivalguide.org)**