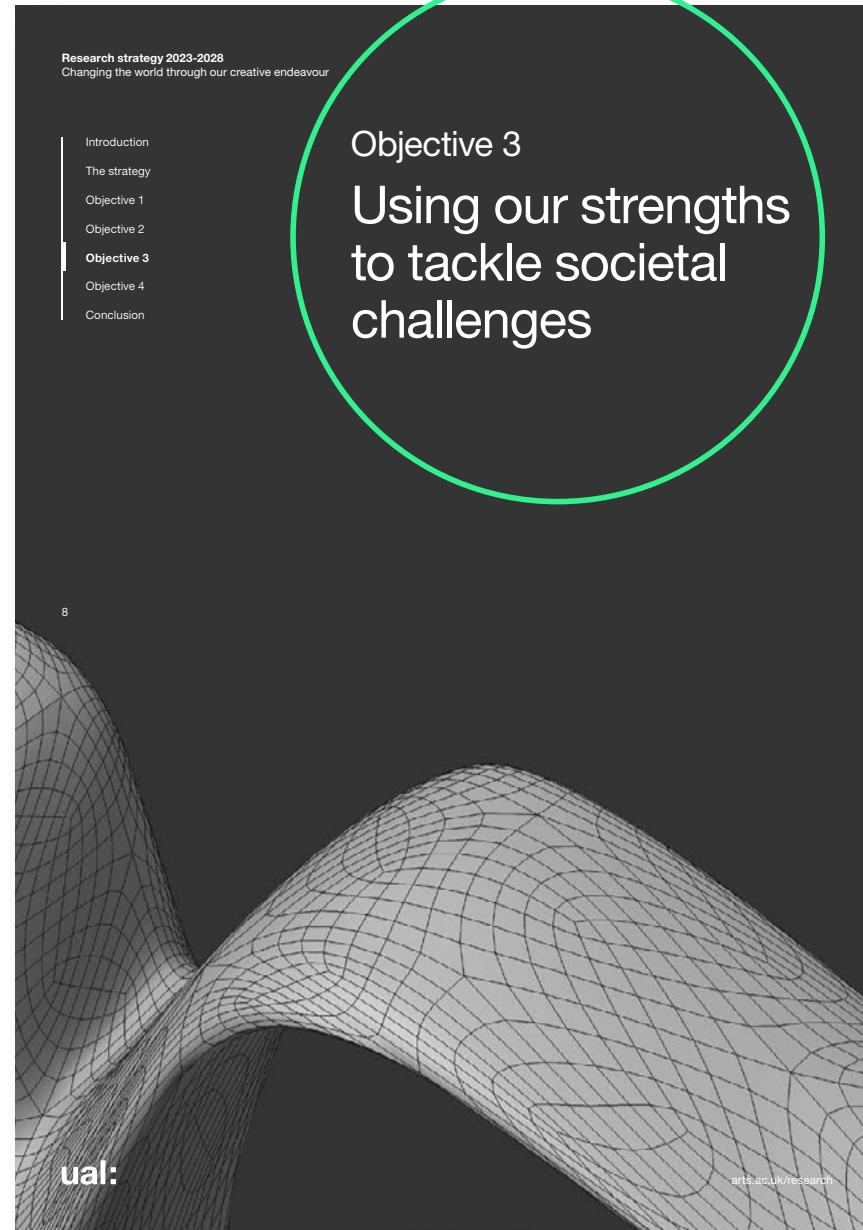
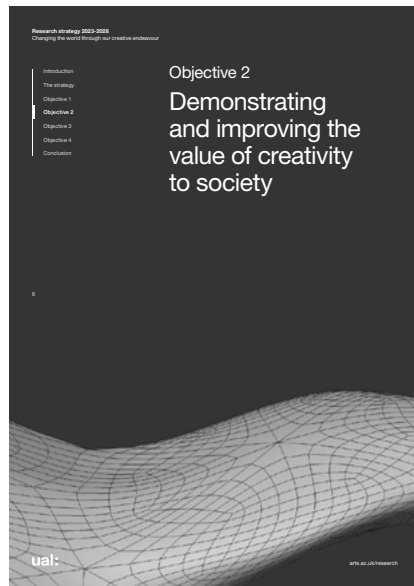


Responsible Design Practice

In 2022 the University of the Arts London (Ual) launched its new strategy.

‘The World Needs Creativity’

Which included guiding
policy 3. **‘To change
the world through our
creative endeavour.’**



What kind of
designer do you
want to be?

Existing Ual Frameworks



‘The UAL Climate Action Plan was first published in 2021. It brought together various strands of climate-oriented action at UAL into a plan for systemic change.

The wellbeing of our planet is of unparalleled importance to humanity’s future. And yet it is under threat.

All universities – like all organisations and all individuals – have a duty to respond: to put themselves on the side of solutions instead of continuing harm.’

Ual Climate Action Plan
<https://www.arts.ac.uk/about-ual/climate-action-plan>

Climate Action Plan Summary: Changing our system

For UAL to realise its socio-environmental purpose, it must be the subject of profound and radical change. Climate justice requires change across institutional and individual levels.

Action 1: Change the way we teach
Our students will engage in discourse relating to climate justice as part of the UAL curriculum. Through teaching, learning and practice, developing work of environmental, cultural, economic and social values. We will ensure our students with the education and creative agency to further climate and environmental justice. Our aims and actions to achieve this are:

- Increase our climate and environmental literacy.
- Embed climate justice in all our courses.
- Acknowledging its intersection with social and racial justice.
- Provide support and development opportunities for staff. Support the development of knowledge and skills to aid in transforming the curriculum to address climate justice.
- Create the conditions for collaboration at UAL.
- Enable our students and staff to make individual changes, take action and advocate for further change in the curriculum.

Action 2: Change the way we research and exchange knowledge
We will use whole systems thinking to explore and communicate new ways of responding to the climate crisis. Conducting research and knowledge exchange that addresses climate and related social challenges and creates possibilities to thrive. Whether that be in a faculty, in society or in our personal lives. Our intentions and actions to achieve this are:

- Apply our research expertise to our own systems and operations.
- Make the case for the contribution of creativity and skills in climate and environmental justice and its impact in society and the economy.
- Increase the scale and impact of our climate-related research and knowledge exchange.
- Imagine, inform and influence change in policy, industry and the higher education sector.

SUMMARY

Action 3: Change the way we operate
If we are to lead by example, we must first address our own operations. This means setting ambitious Science-Based Targets to avoid climate breakdown. We have committed to net zero emissions by 2040, a decade earlier than UK government targets. Along with a commitment to net zero scope 1 and 2 emissions by 2030. This commitment will cut thousands of tonnes of carbon dioxide (CO2) from our operations. We need transparent reporting and accurate inventories to enact decarbonisation proportionally. To target our largest emissions through multiple efforts, from technical to behavioural change.

Our actions to achieve this include:

- Set Science-Based Targets to chart our emissions reduction pathway. These targets will be in line with the latest climate science and within a just share of the Global Carbon Budget.
- Change how and what we consume as a university by setting carbon budgets, consolidating suppliers and working with our supply chain to reduce emissions.
- Reduce Scope 1 and 2 sources of carbon emissions through effective utility management.
- Reduce indirect sources of carbon emissions through reducing waste, cutting unnecessary travel and encouraging behaviour change.
- Pilot tangible actions in departments, to support the reduction of direct and indirect emissions.
- Commit ourselves to climate justice in our job roles.

Action 4: Change the way we work together
We need to share our research and creative practices with others to make a bigger impact. This means working across disciplines, sectors and communities, well beyond the creative industries. Above all, working with climate justice movements across the world. At UAL, we must work together to create an internal movement, devoted to change.

Our commitments and actions to achieve this include:

- Build an internal movement for change with students and staff. To create opportunities for everyone to contribute to climate action at UAL.
- Co-produce knowledge within and across disciplines, sectors and communities.
- Work with educational, government, industry and civil society partners, to use our voices to advocate for change.




SUMMARY

The UAL Climate Action Plan examines various calls to change the system, including the way you are taught...

Action 1: Change the way we teach
Our students will engage in discourse relating to climate justice as part of the UAL curriculum. Through teaching, learning and practice, developing work of environmental, cultural, economic and social value. We will equip our students with the education and creative agency to further climate and environmental justice.

Ual:

the
exchange

Climate, Racial and Social Justice principles

01. Move with urgency

to become a community that has the capabilities to address the social, racial and environmental injustices of climate emergency using creativity and resourcefulness. We offer hope through action, committing to the decolonisation and decarbonisation of our education and creative practices.

02. Cultivate systems thinking and practices

that meaningfully acknowledge the interconnections and complexity of life on earth.

03. Foster futures thinking

to design for possible futures that restore and regenerate, unleashing the power of imagination through participatory and speculative methods.

04. Design for human equity, social and racial justice

by mobilising critical thinking, humbly questioning the norms, practices and biases embedded in our societies and cultures. We recognise and reflect on our individual actions and societal values through self-awareness and reflective practice.

05. Accelerate activism and advocacy

by participating in co-creation and actions that realise change in solidarity with those within and outside of our community. We advocate for justice for nature and humanity through our creative practices.



Ual Climate, Racial and Social Justice Principles

02 to 05 relate to the idea of responsible design practice.

- Foster future thinking.
- Design for human equity, social and racial justice.
- Accelerate activism and advocacy.

Ual Guiding principles for Climate, Racial and Social Justice
https://www.arts.ac.uk/__data/assets/pdf_file/0028/374149/principles-for-climate-racial-and-social-justice.pdf

You are also marked
on Learning Outcomes
including ‘understanding
of the implications of
responsible design practice’

Major Project (Route A&B)

Learning Outcome 4 (Realisation);

Fully showcase design, technical and craft skills that **reflect the principles of responsible design practice** applying critical and analytical skills, and the synthesise of ideas from research in the realisation of project work.

Self-Initiated Project (Route B) Learning Outcome 2 (Knowledge);

Thoroughly apply approaches that demonstrate intellectual rigour, subject and contextual expertise, while committed to social justice, sustainable practices and awareness of impact on planetary health.

Industry Practice (Route A&B) Learning Outcome 2 (Knowledge);

Articulate a project's issues, content and contexts including relevant social, cultural, political and environmental factors, reflecting your critical awareness of contemporary practice.

According to the Cambridge Dictionary, a designer is “a person who imagines how something could be made and draws plans for it”. What if we imagined a new way of making, with less impact on the planet?



Karton NOMAD dividers, shown here in the background in white, green and black, by the Karton Group.

Realistically, physical designs will obviously still exist. But how can we think more carefully about these, making sure to consider the whole lifespan of an artefact, from raw materials to disposal. **That is the responsibility of designers today.**

Responsible design is...

Achieving balanced social, environmental and economic development by embedding ethical decision-making in inclusive and sustainable design practice.

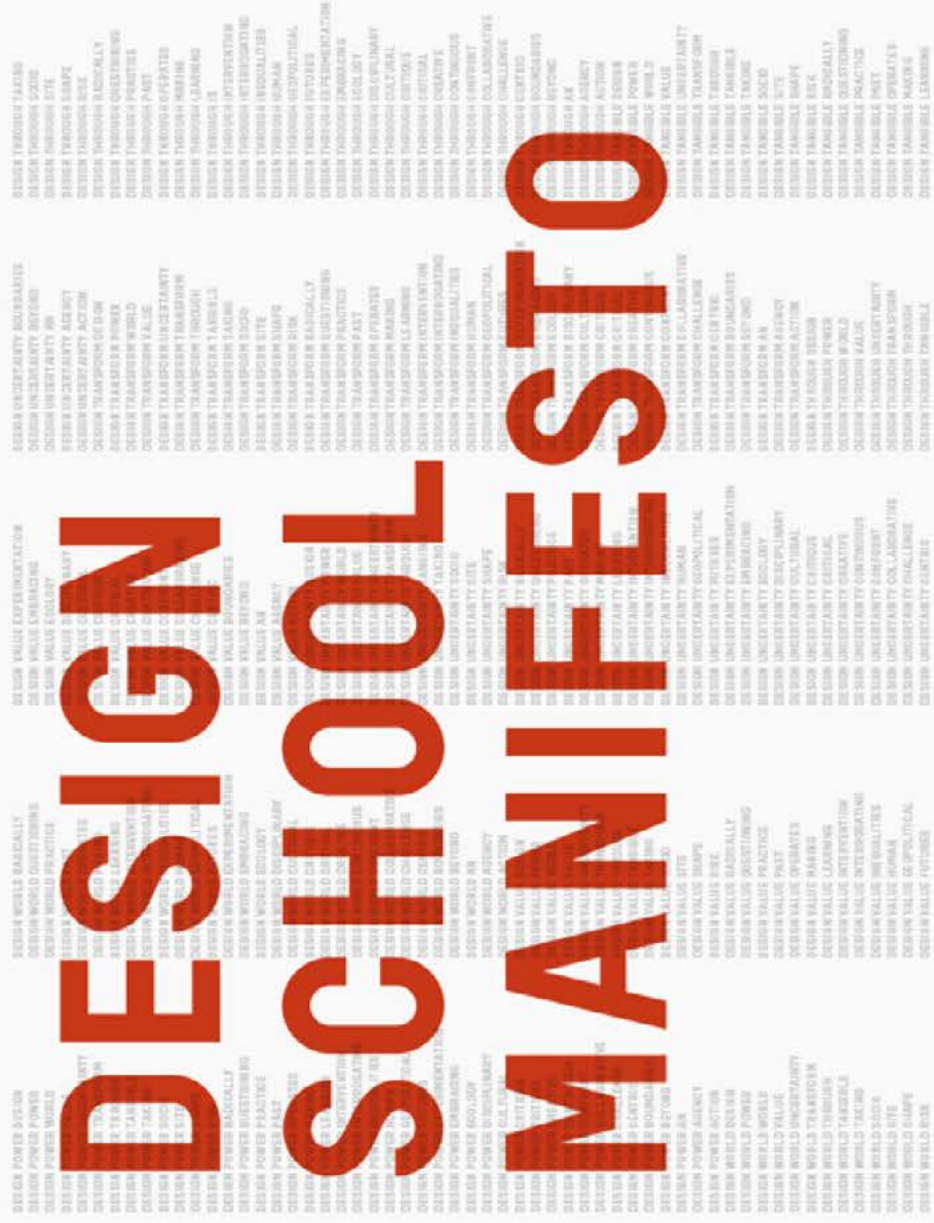


In partnership with Square Space Bethany Gray created the Exploring Eden collection – combining discarded seashells and waste feathers to create stunning furniture pieces.

Design Manifestos

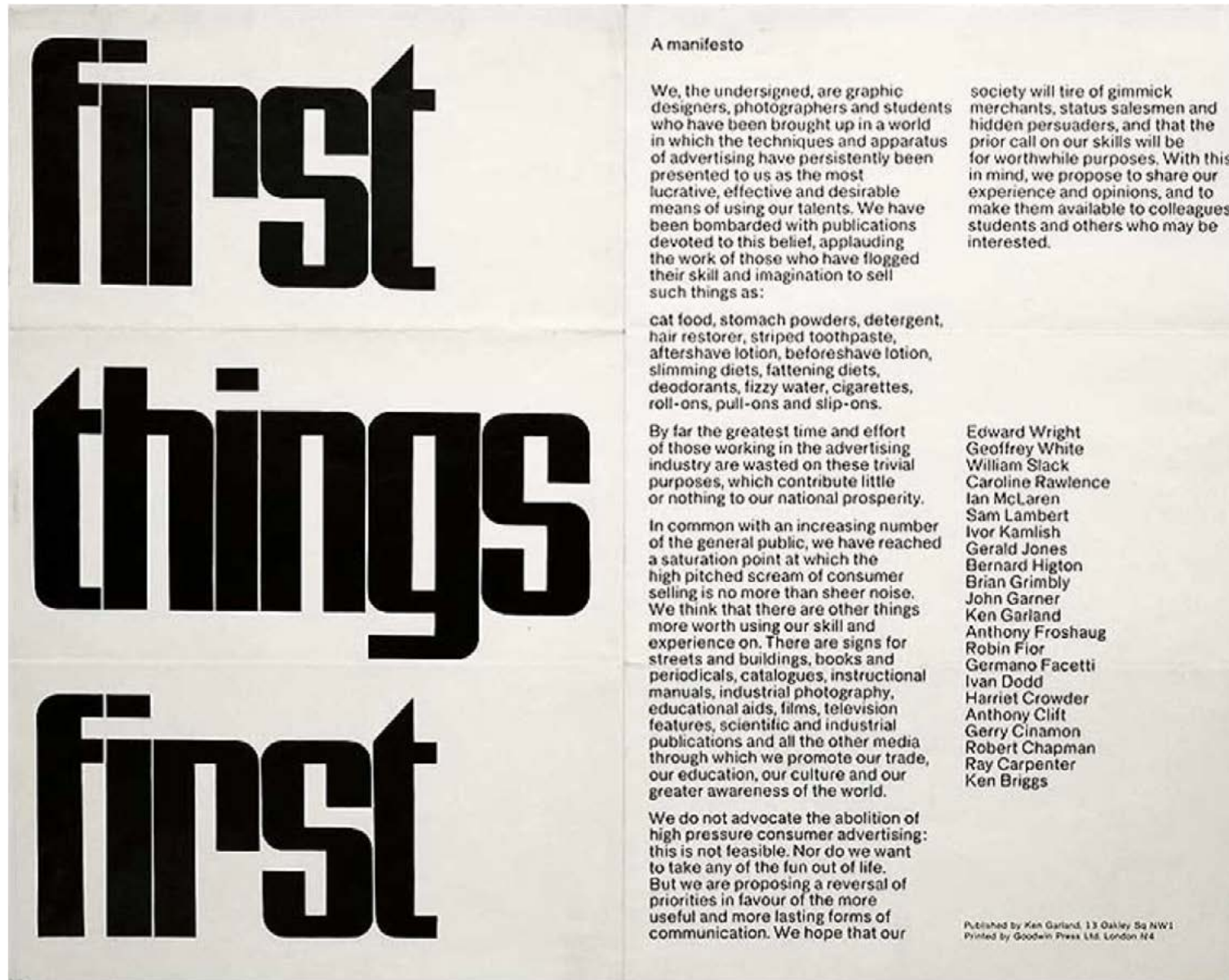
What is a manifesto?

‘A public declaration of intentions, opinions, objectives or motives.’



- 01 WE BELIEVE IN DESIGN AS SITE OF ACTION AND AGENCY TO RADICALLY TRANSFORM OUR WORLD.
- 02 WE BELIEVE IN THE POWER OF DESIGN TO CRITIQUE, CONFRONT AND CHALLENGE INEQUALITIES.
- 03 WE BELIEVE IN QUESTIONING GEOPOLITICAL, SOCIO-CULTURAL, AND DISCIPLINARY BOUNDARIES.
- 04 WE BELIEVE THAT DESIGN OPERATES IN AN ECOLOGY BEYOND THE HUMAN CENTRIC.
- 05 WE BELIEVE THAT LEARNING IS CONTINUOUS, COLLABORATIVE AND CREATIVE.
- 06 WE BELIEVE IN THE POWER OF MAKING AS CRITICAL PRACTICE AND TANGIBLE INTERVENTION.
- 07 WE BELIEVE IN EMBRACING UNCERTAINTY THROUGH EXPERIMENTATION AND RISK-TAKING.
- 08 WE BELIEVE IN THE VALUE OF INTERROGATING THE PAST TO SHAPE OUR FUTURES.

LCC Design School Manifesto 2018. What would you change or add?



Ken Garland spearheaded the First Things First manifesto in 1964, there is a now 2020 online addition with thousands of signatures. <https://designmanifestos.org/first-things-first-2000-a-design-manifesto/>



8 ACTS OF EMERGENCY

What does it take to Declare? It's accepting we are in an emergency of climate and nature, and a commitment to do something about it. Here are eight places to start:

- 1. SOUND THE ALARM**
Acknowledge and raise awareness of the climate and ecological crisis - including its roots in systems of oppression - in our organisations and our practice.
- 2. START THE JOURNEY**
Invest in educating ourselves and our teams on methods of sustainable and regenerative design, and show leadership by making measurable change to our practice. The Design Declares Toolkit is a great place to start.
- 3. BRING CLIENTS WITH US**
Meaningfully consider environmental and social impacts as part of every pitch, proposal and production process. Not every design output will be carbon neutral or fully climate

D! DECLARE NOW

GRAPHIC DESIGN DECLARES EMERGENCY

Design Declares is a growing group of designers, design studios, agencies and institutions here to declare a climate and ecological emergency. As part of the global declaration movement, we commit to harnessing the tools of our industry to reimagine, rebuild and heal our world.

D! DECLARE NOW

8 ACTS OF EMERGENCY

- 4. MEASURE WHAT WE MAKE**
Measure the environmental and social impact of our work and design projects, and hold ourselves to account for what we find out.
- 5. REDEFINE 'GOOD'**
Encourage, recognise and reward sustainable and regenerative design excellence in our industry through media and awards.
- 6. EDUCATE, ACCELERATE**
Build and foster intra- and cross-discipline knowledge networks to share tools, resources and best practice to accelerate progress in our industry.
- 7. DESIGN FOR JUSTICE**
Create with and for the people who are disproportionately affected both by climate change and by the transition to a lower-carbon world.

D! DECLARE NOW

Design Declares is a growing group of designers, design studios, agencies and institutions here to declare a climate and ecological emergency. As part of the global declaration movement, we commit to harnessing the tools of our industry to reimagine, rebuild and heal our world. <https://designdeclares.com>

**Build the best product.
Cause no unnecessary harm.
Use business to inspire and
implement solutions to the
environmental crisis.**

patagonia[®]

patagonia.com/ourmission

Patagonia's mission is so core to their existence, they painted it on buildings.

WHEN ALL IS SAID AND DONE, HAVE YOU DONE OR SAID ENOUGH? HAVE YOU JUST GONE ALONG FOR THE RIDE,
OR HAVE YOU STEERED DESTINY'S HOT ROD? WHEN YOU LEAVE THIS WORLD,
DID YOU MAKE IT ANY BETTER THAN IT WAS WHEN YOU ARRIVED?
ALL YOU NEED IS ALL YOU'VE GOT; YOUR WITS AND THE CLOTHES ON YOUR BACK,
YOUR EPITAPH IS YOURS TO EARN; YOUR LEGACY IS YOURS TO MAKE.

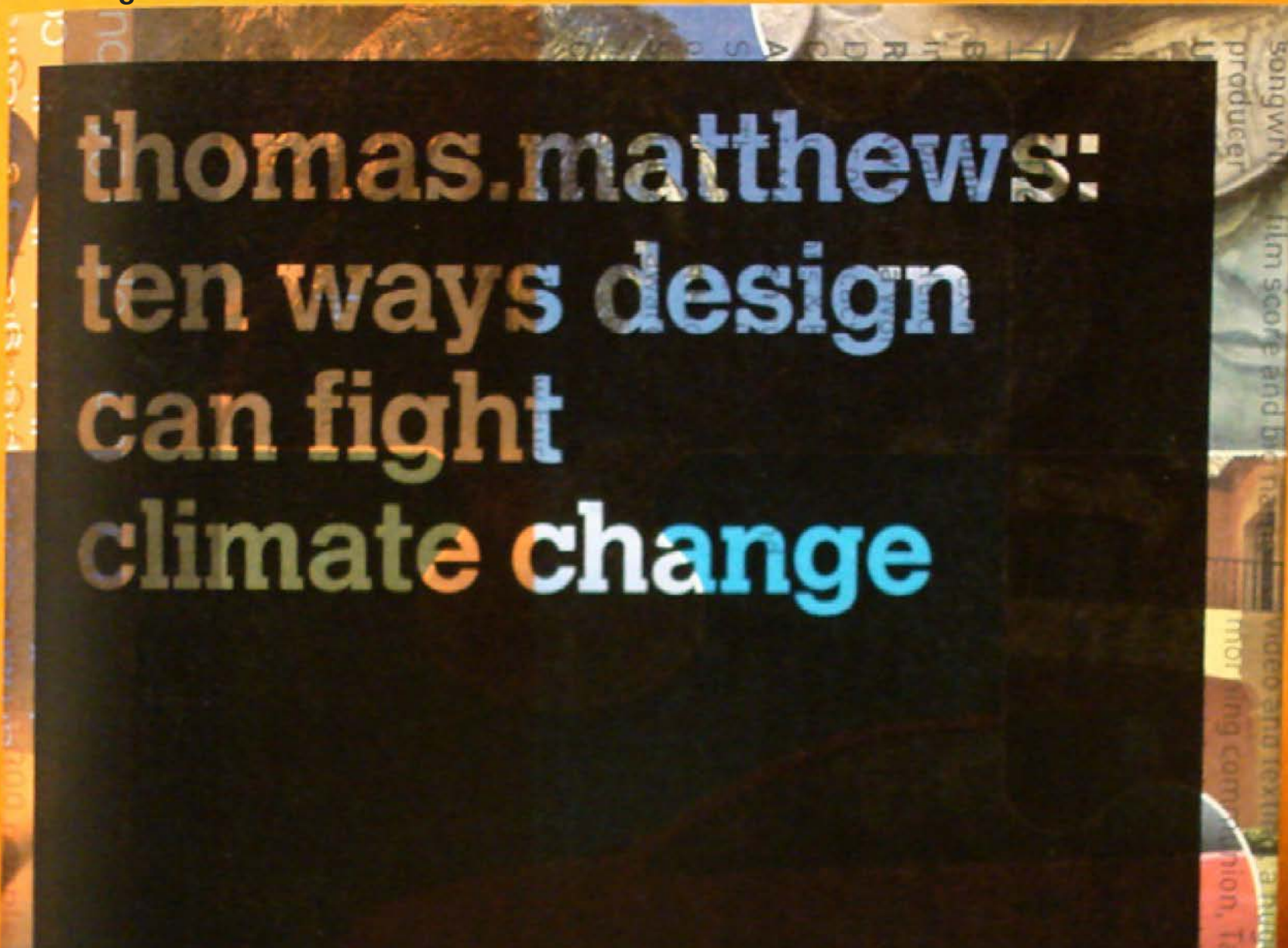
GO FORTH

LEVI.COM



Levi's manifesto is a call to action, encouraging people to be brave and make their mark (ideally while wearing Levi's). It's an attitude.

As designers, how
do you think we can
be sustainable?



thomas.matthews:
ten ways design
can fight
climate change

Design agency Thomas.Matthews set out with strong sustainable values at their core, even making a printed version of their manifesto (on waste make-readypaper with vegetable inks of course!)

The Thomas.Matthews manifesto points:

Re-thinking think first design second

Re-using do more with less

Using friendly materials

Saving energy design to minimise energy demand

Sharing new ideas collaboration and innovation

Designing to last picking the right material for the job

Staying local, buying ethical less energy, more community

Supporting what we believe like-minded clients

Inspiring, having fun inspiring others to do the same

Saving money save waste, energy + money

Creative examples



**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia
patagonia.com

Patagonia are famous for having strong principles and sticking to them.



UpCircle use by-product materials in their products and reusable packaging.



NZ brewery Citizen use waste bread to make a tasty alternative.



Puma reduced the need for multiple layers of packaging with this box/bag hybrid.



Rubies in the Rubble make ketchup and condiments using ugly produce - imperfect fruit and vegetables.



GROWN OF ZOA

ZOA is a lab-based leather, reducing the need for resource-intensive cattle farming.



NOTPLA

Notpla focus on creating biodegradable packaging materials, like seaweed paper and cellulose sachets.



Skincare brand Haekels use locally sourced natural materials in both their products and packaging.

Now it's
your turn...

What are your **values**?

What **matters** to you?

What do you consider to be
important in life and your
practice **as a designer**?

What is your **vision**
for the future?

What **change** do
you want to see in the
design industry?

There are 4 categories

Think

Make

Use

Connect

To help you, we have a series of prompt cards to use as a framework and lense. Allowing you to think about your projects in a new and different way.



Make a commitment to design or create something that you feel strongly about.

Think Make Use Connect

Spend the next half an hour playing with the materials available in your studio space.

Draw inspiration from what's there to develop your project in a new way.

Think **Make** Use Connect

Consider your use of materials.
How could they be more sustainable?
What would be the most credible version of your project?

A sustainable activity is able to continue without running out of resources or causing harm.

Think Make **Use** Connect

How can your creative outcome be circular?

The circular economy is a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling & composting.

Think Make Use **Connect**

Choose four cards, one from each category in the pack provided to you for this session.

- Read the activity and apply it to the project you are currently working on.
- Think about, write, make or participate in the question posed.
- Consider how you could use these as a framework for your creative process.
- Share your findings with the group sitting at your table.
- Document your results as part of your sketchbook process.

Thank you for participating.

Any questions?