what is sustainable development?

Anyone that needs what they want
And doesn’t want what they need
I want nothing to do with

Gnarls Barclay “Going On”
"Development which meets the **needs of the present** without compromising the ability of **future generations** to meet their own needs"

Brundtland Report, 1987
it is about developing

societies + economies + companies

that can be sustained on social, economic and environmental terms
sustainable development is about social progress which recognises the needs of everyone
sustainable development is about environmental protection being at the centre of everything we do
sustainable development is about ensuring employment and economic security for everyone
sustainable development is about the prudent use of the earth’s natural resources
WHY IS SUSTAINABLE DEVELOPMENT IMPORTANT?
reason no.1
we live in an unequal world
over 1 billion people live on less than $1 a day

source: UNDP
over 1 billion people do not have access to clean drinking water

source: UNDP
80% of all disease in developing countries is caused by consumption of contaminated water.

source: WHO
currently over 10 million children die each year before their fifth birthday

source: UK Department for International Development
reason no.2
the ecological systems of the world are under stress
over the past two decades global resource extraction grew from 40 billion tons in 1980 to 55 billion tons in 2002.

source: Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management / SERI
air pollution kills 3 million people each year, mostly in poor countries

source: WHO / BBC
25% of mammal species, 12% of bird species and 34% of fish species are under threat of extinction.

source: World Summit on Sustainable Development / European Commission
between 100 and 1000 species become extinct each year, because their habitats are changing or being destroyed.

source: UK Government
what about the UK?
“If everyone in the world were to consume natural resources and generate carbon dioxide (CO2) at the rate we do in the UK, we'd need three planets to support us”

WWF UK
The ecological footprint of Cardiff, is 125 times the city’s area.

source: UNEP

Glynn Stockton

UNIVERSITY OF WALES INSTITUTE, CARDIFF

source: UNEP
sustainable development is about moving towards ‘one planet living’
we become more sustainable when we balance environmental, social and economic concerns

glynn stockton
videos
sustainability & business

Ray Anderson
talks about sustainability & business – 9.45

Glynn Stockton
University of Wales Institute, Cardiff
Life cycle thinking expands the traditional focus on manufacturing processes to incorporate all stages from material extraction through to end-of-life. Most designers are concerned with these stages.

**Take**
- Raw materials

**Make**
- Manufacture

**Buy/Use**
- Use
- Re-use
- Re-manufacture

**Waste**
- End-of-life
- Recycle

---

Glynn Stockton

University of Wales Institute, Cardiff
life cycle thinking is understanding where the impacts happen over a product life cycle with a view to reducing those impacts

image source: mc donagh / braungart

Glynn Stockton
UNIVERSITY OF WALES INSTITUTE, CARDIFF

Athrofa Prifysgol Cymru, Caerdydd
what about global supply chains?
"Sonicare Elite 7000“
produced at 11 locations and in five time zones, comprised of 38 components, parts supplied by Japan, France, China and Malaysia, materials and production in Austria, Sweden, assembly in Philippines and United States, when fully assembled and packaged in Seattle the components have travelled a full 27,880 kilometres, two thirds of the Earth's circumference.

source: SPIEGEL Magazine
videos

Life cycle thinking

Royksopp
Remind Me video
4.15
x 7 billion
The actions of designers

I sincerely apologise for all the trouble I've caused.
Question everything
Be responsible for your actions
Be sustainable in everything you do
If you do, we will be fine 😊