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Design for
Sustainability

A Practical Approach

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Series Editor: Rachel Cooper

Design for Social Responsibility Series

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Social responsibility, in various disguises, has been a recurring theme in design for many years. Since the 1960s several more or less commercial approaches have evolved. In the 1970s designers were encouraged to abandon 'design for profit' in favour of a more compassionate approach inspired by Papanek.

In the 1980s and 1990s profit and ethical issues were no longer considered mutually exclusive and more market-oriented concepts emerged, such as the 'green consumer' and ethical investment. The purchase of socially responsible, 'ethical' products and services has been stimulated by the dissemination of research into sustainability issues in consumer publications. Accessibility and inclusivity have also attracted a great deal of design interest and recently designers have turned to solving social and crime-related problems.

Organisations supporting and funding such projects have recently included the NHS (research into design for patient safety); the Home Office has (design against crime); Engineering and Physical Sciences Research Council (design decision-making for urban sustainability). Businesses are encouraged (and increasingly forced by legislation) to set their own socially responsible agendas that depend on design to be realised.

Design decisions all have environmental, social and ethical impacts, so there is a pressing need to provide guidelines for designers and design students within an overarching framework that takes a holistic approach to socially responsible design.

This edited series of guides is aimed at students of design, product development, architecture and marketing, and design and management professionals working in the sectors covered by each title. Each volume includes:

- The background and history of the topic, its significance in social and commercial contexts and trends in the field.

- Exemplar design case studies.

- Guidelines for the designer and advice on tools, techniques and resources available.