



A Manifesto for Strategic Change

Education

Education in the arts must have a wider role in developing the manufacture and consumption of products beyond simple problem solving. Our material culture needs urgent philosophical direction. Stir it up.

Designers

Designers should refuse to accept the dominance of short term profit in the manufacture of textiles and expect to play a central role in integrating sustainability into contemporary culture. Work without guilt.

Manufacturers

Manufacturers should become agencies for change, seeking competitive advantage by redefining value systems imaginatively. Innovate into profit.

Consumers

Consumers need to be better informed about the ethical implications of things bought and the consequences of over-consumption and wastage. Get involved in finding solutions to our behaviour.

Political Strategists

Political Strategists must recognize and promote the power of design innovation to improve our environmental health. Our economic prosperity and social equity depend on it. And you.

Society

Society must accept the urgent need for environmental repair, the abolition of wasteful production and the revaluation of material resources. We pay for the consequences.