

Sustainable Design Inspiration Programme

Becky Earley

Short Description: his lecture and workshop format aim to inspire staff at fashion companies to design more environmentally friendly products by introducing them to current, large-scale and close to market sustainable industry developments. The lecture is structured with THE TEN strategy coding system.

Audience and Space: Fashion company staff in a lecture theatre or other large space.

Duration: 1 Hour Lecture and 3 half-days workshops.

What happens?

Background & Presentation

Start by reviewing the TED cases studies (PDF download). With a small internal team identify the most useful and inspiring cases. Edit the PDF to suit the needs of your company. Print, cut and assemble your physical workshop toolkit. (PDF download).

The Lecture

Use the tailored PDF to present The TEN to your staff. Take two short breaks during the lecture and give the audience space to reflect and absorb what is being taught. Use the 'Thinking Together' PDF download, and leave these in advance on each seat. After each section of the lecture (see below), ask the audience to draw a garment they are currently working on, and then apply some of the ideas they have just seen in the lecture. At the end of the lecture ask the audience to fill in the After Action Review form (PDF download) – it

takes 2 minutes – so that you can capture some feedback from the staff.

The Workshop

Ask the workshop participants to fill in a pre-survey before the programme starts. Use Survey Monkey and the questions suggested by TED (PDF download).

Session 1: *The Now Wall – Making Sustainable Design Thinking Part of Every Day*

Start by introducing the course and some of the pre-survey results from above. Divide the group into smaller groups and give each group a bundle of case study cards from the toolbox, which relate to one of THE TEN strategies. Ask the groups to review and code the cards based on now/near/far potential for their department (online sticker PDF). Let each group present their ideas back to the group. Create a 'now wall' by putting all the cards that have been classified as ideas that are suitable to use straightaway. Finally let the groups improve some of the company garments that were brought to the session by using any of the 'now ideas'.

Homework: Use one of the 'now ideas' when you design a new garment. Do some research and fill in a blank case study card with an idea you have researched on the Internet.

Session 2: *Barriers to Opportunities – Creatively Overcoming Barriers Together*

Begin the session by letting the group show their new case study card homework to the rest of the group. Discuss if any of the case studies are

possible to design into products now. Divide the group into groups of five and let each team pick a garment from the rail and ask them to assess the garments current sustainable profile and different components by filling out the redesign sheet. Let the designers pick one card at the time off the 'Now Wall' to start making design improvements to the product. Finish the session by letting each group present their redesigned garment. Ask each team to explain what changes they made, what cards they used and if the appearance of the product has changed.

Discuss how it went when they were trying to design with the 'now ideas'. Ask each group to identify barriers that they think will inhibit new ideas being taken up. Write these thoughts on the left hand side of the 'Barriers and Opportunity Poster' (PDF download). Tell the participants to go back into their groups and come up with creative opportunities to overcome the barriers. Write down the opportunities that these barriers present on the right hand side of the 'Barriers and Opportunity Poster'. Ask each participants write a post card (PDF download) to someone in the company who might be crucial in helping the company overcoming a barrier.

Session 3

Begin this workshop by reviewing and pinning-up the redesign concepts from the previous session. Let the group vote for the two best design concepts. Why are these favoured? Evaluate the two design concepts, improve their sustainable profile further by considering other ideas from the case study box. Select one concept to work through into a final presentation which includes ideas about how to overcome potential barriers. Make a timeline for what needs to happen to bring the garment right through to the shop floor. (Timeline worksheet, PDF download). Ask each participant to complete a post workshop questionnaire.

Equipment Needed:

Lecture

A projector, a red box, print outs of the online PDF's:

- TED Case Study Cards
- TED Red Toolbox
- TED Time coding Stamps
- Thinking Together
- After Action Review
- Pre Workshop Questionnaire
- Post Workshop Questionnaire
- Barriers to Opportunities Poster
- Company Postcard (to be adapted)
- Timeline Poster (to be designed)

Workshop

Garments designed by the participants company.

Suggested Timings:

(60 min)

Lecture

3 min: Introduction

7 min: Strategy 1

7 min: Strategy 2

7 min: Strategy 3

4 min: Pause and 'think together'

7 min: Strategy 4

5 min: Strategy 5

2 min: Strategy 6

4 min: Pause and 'think together'

4 min: Strategy 7

2 min: Strategy 8

2 min: Strategy 9

2 min: Strategy 10

6 min: Thinking together & conclusion

Workshop

Three half-day workshop sessions.

Pre Workshop Questions:

Downloadable PDF Pre-survey

Film Clips, Websites and Books – things to watch and read before and during the project:

THE TEN

<http://www.tedresearch.net/teds-ten/>

The Textile Toolbox

<http://www.textiletoolbox.com/exhibits/>

Feedback: Please feedback to the TED team, ted@chelsea.arts.ac.uk