

Design for Planet

Minnie Moll
Chief Executive, the Design Council

**Design
Council**



1944

“To promote by all practicable means the improvement of design in the products of British industry”



What is design?

A mindset and skillset

Critical thinking &
creativity combined

Design shapes the world



‘From the spoon
to the city’

Massimo Vignelli
Italian designer

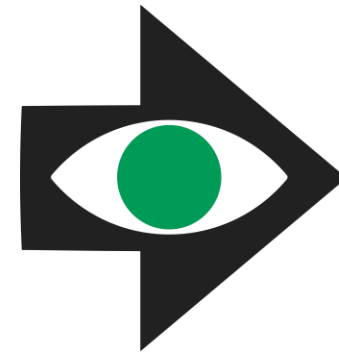
2011

Commission for Built Environment (CABE)
joins the Design
Council



2021

Mission: to galvanise
1.97m designers to
put climate and nature
at the heart of their
work



**Design
for
Planet**

If you're not
designing
for planet,

what planet
are you on?

#DesignForPlanet



Design's contribution to a sustainable and regenerative future

Designing for Net Zero

60% of emission reductions needed by 2035 will require societal and behaviour changes



Designing for Circularity

80% of the environmental impact of a product is determined at the design stage.



Cities as ecosystems

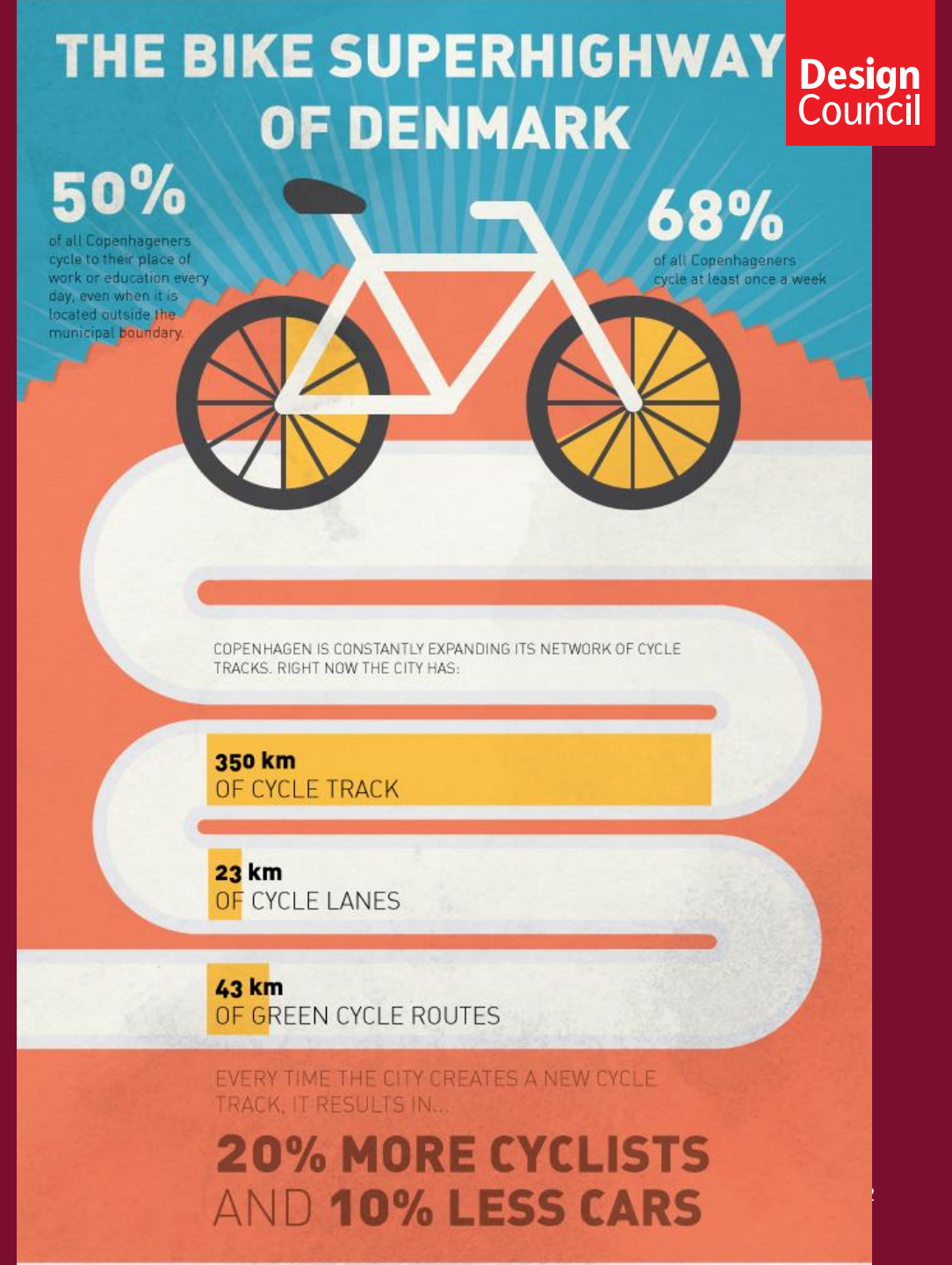
- Architecture
- Blue and green infrastructure
- Transport
- Businesses
- Entertainment



Transport Infrastructure

Copenhagen Cycle Superhighways

‘Green Wave’- cycling at 20km/h hits all green lights during rush hour.



Transport Infrastructure

Good way to start the day
Cheap, healthy, etc.

But

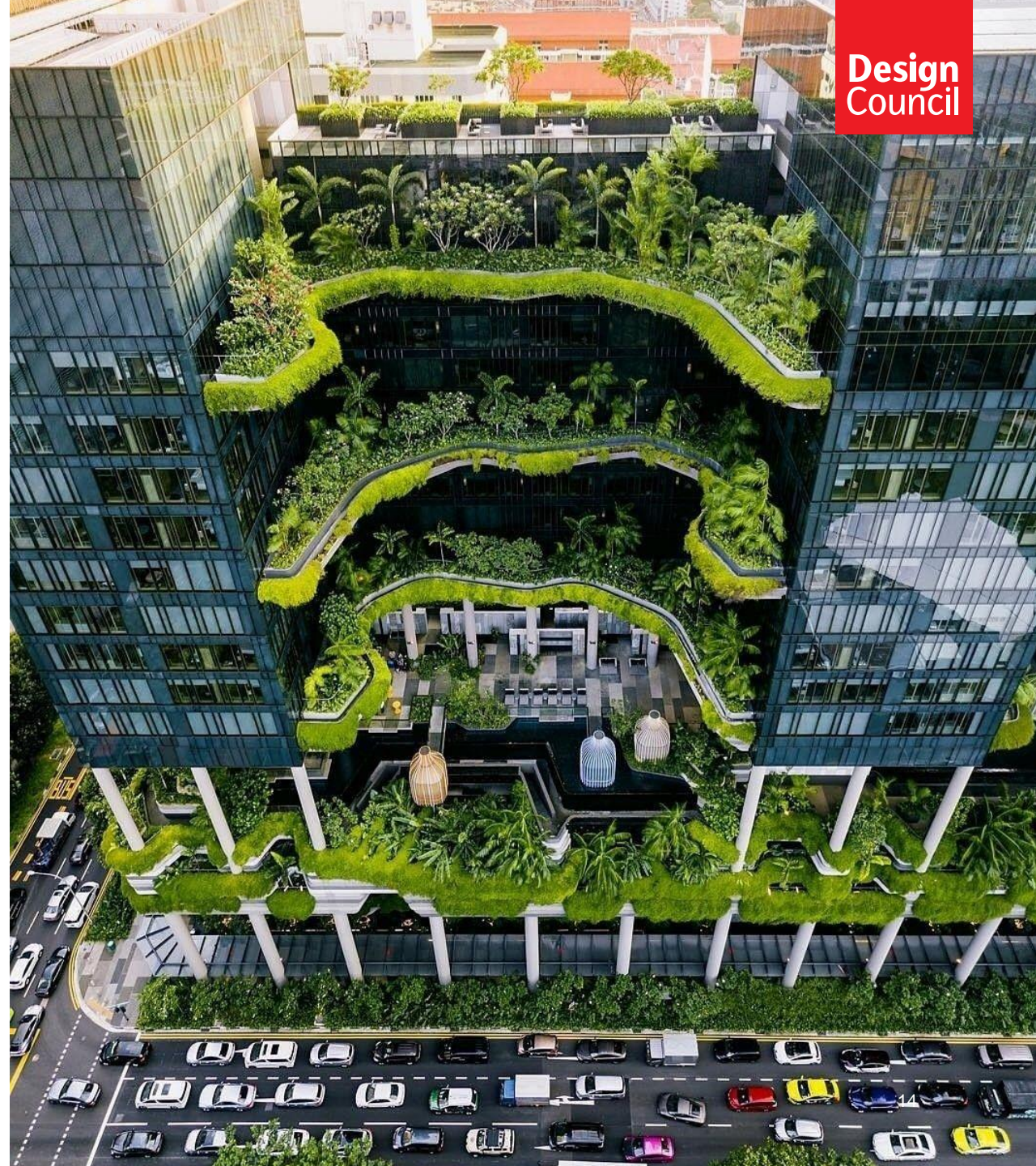
Most respondents said they
cycle because it's more
convenient and it's faster



Designing with Nature

Madrid – Urban forest,
75 kilometre green wall,
500,000 trees

Singapore – blending urban
living with nature.
“The Biophilic City”





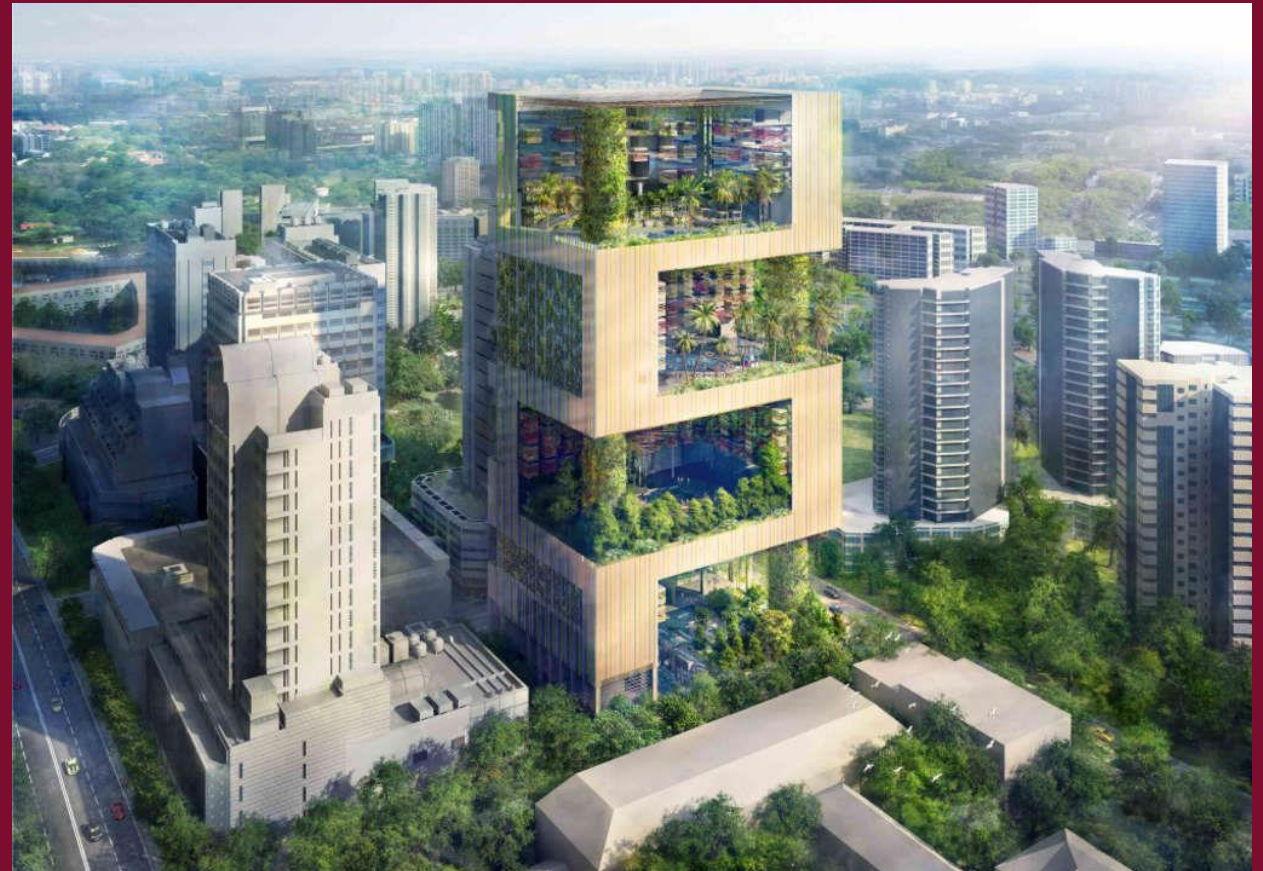
Collaboration

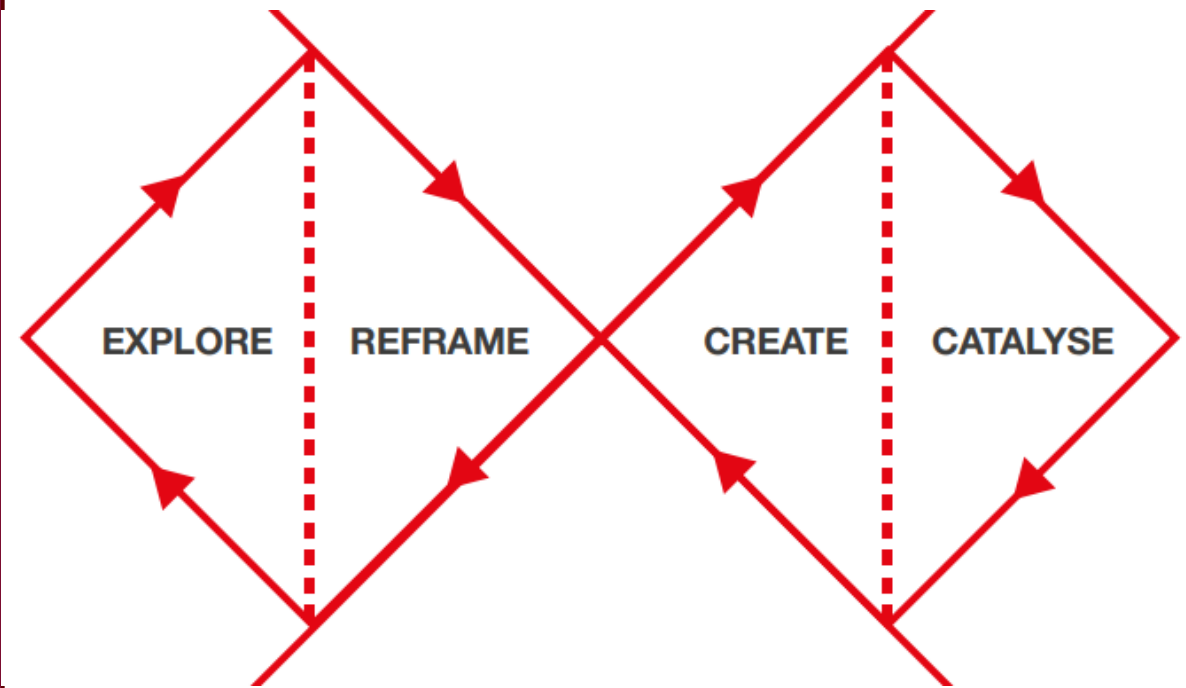
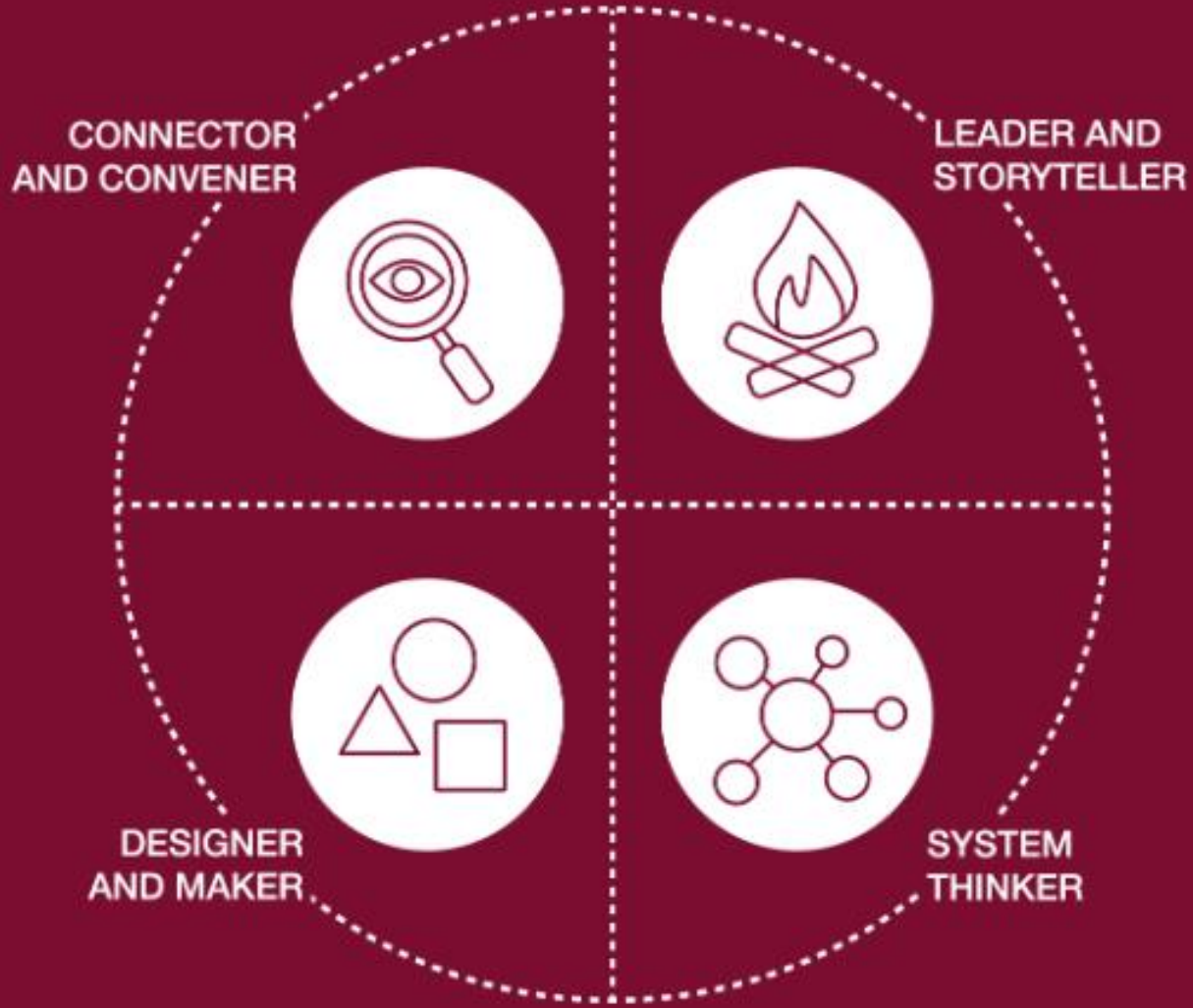
Design for Planet Festival
17th & 18th October
University of East Anglia



Norwich ecosystem

Vision
Ambition
Focus
Collaboration
Inclusive
Co-design







Lord Deben

*Chairman of the
Climate Change Committee*

*“We won’t win the battle
against climate change
unless we design
the solutions.”*

Design for Planet Festival 2022

Thank you

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designcouncil.org.uk