

## **‘Creating Design Standards: Inclusive, Sustainable and Service Design’**

We’d like to let you know about the consumer conference we held in December at the [Design Museum](#) to consider various aspects of standards for design.

Members of the BSI Consumer & Public Interest Network and invited guests met in the Design Museum Space to experience stimulating and challenging presentations on the themes of **Inclusive, Sustainable and Service Design**.

[Rama Gheerawo](#), from the [Helen Hamlyn Centre at the Royal College of Art](#), began with his thought-provoking but simple, people-centred approach to inclusive design. So far from regarding special requirements as a limiting factor, he is quick to see the advantages of focusing on these when designing products, not only for those who have need of them, but also for mainstream business.

Sophie Thomas followed — she is a founding director of [thomas.matthews](#), whose motto is “We believe in good\* design — \*appropriate, sustainable and beautiful”. She is also co-founder of [Three Trees Don't Make A Forest](#) and [greengaged](#) and is a Trustee of the UK Design Council. Sophie promotes sustainable thinking in design education and is passionate about solving ecological issues. She particularly wishes people would generate less junk, especially plastic junk. Her proposition is to put “design in pole position to help shift behaviour patterns to create more liveable and sustainable futures”. One of her solutions is the ‘No Shop’ — as the name suggests, the shop sells nothing, but does display slogans to explain why that is a good idea — why add to the mountain of things we already have?

[Bill Hollins](#), the third speaker, holds similar beliefs about over-consumption and scorns the modern trend to judge people by what they own, not who they are. He observed that many products ride on the back of services, but that the opposite is also true. He has been actively involved in British Standards on design management and the UK Design Council website on Service Design. His views about how to make systems work better can be readily accessed through the [Design Council website](#) and the one for the ‘[Live Futures 2020 Festival](#)’ in Sydney, where he was a keynote speaker in August 2009. He believes Service Design is essential in creating smoother services for people and innovation is essential to [Service Design](#).

Dan Palmer, the final speaker, explained how consumer and public interests are being addressed in current standards for design at [BSI](#). Dan’s team for [Services and Design](#) is helping to revitalise existing work and create new standards in the areas of Inclusive design and Service design. That Service design work and an existing Customer service standard will also feed into a generic service standard as part of the ambitious European CHESSE project, which aims to produce a comprehensive set of cradle to grave European service standards. Meanwhile, Dan’s team, together with the [Sustainability](#) and [PAS](#) teams are working with the Design Council on a standard for sustainable design.

Finally, Mark Young gave an introduction to the ‘[Ergonomics Real Design](#)’ [exhibition](#), devised by the Institute of Ergonomics and Human Factors. Those attending had the benefit of free entry to the exhibition in the afternoon.

The Design Museum conference was a great chance for CPI members, BSI staff and external guests to hear the views of these experts and share and reconsider their own ideas on these subjects.

Our main objectives for the day were to:

- share views on design from different perspectives and relate these to priority areas of the CPI Network
- continue to raise awareness of CPIN to consumer and public interest organisations and the public through our BSI consumer web pages
- raise awareness of design for CPIN members and its relevance to their work
- raise awareness of BSI's work in Innovation, Design and Services and the importance of this for consumers
- add knowledge of the key design elements (e.g. ergonomics) to the CPI Reps' toolkit
- build on our engagement with externals and their involvement in standards

### **Design Museum Exhibition 2009**

<http://designmuseum.org/exhibitions/2009/ergonomics-real-design>

**Ergonomics Real Design** opened at the Design Museum on 18 November and continues until 9 March 2010. The exhibition, organised to mark 60 years of ergonomics, reveals the thought and process behind the science, exploring the theory, principles and methods used and applied to create usable, quality items.

For more information see [www.designmuseum.org/exhibitions](http://www.designmuseum.org/exhibitions)

The BSI Consumer & Public Interest Unit has had strong links with the Ergonomics Society (the name has recently been changed to the Institute of Ergonomics and Human Factors) over many years - ergonomics and design are key aspects for consumers in much of the standards development undertaken in the UK, Europe and internationally.