Contents 4

Part I
From design to design thinking to design activism 12

1

Chapter 1
Design is to design a design to produce a design 14

1.1
Design as a field 16

1.2
Design as an action or process 18

1.3
Design as a concept or proposal 20

1.4
Design as an outcome 22

1.5
Design is an attitude not a profession 24

1.6
Design innovation and the innovation of design

2

Chapter 2
Design thinking 34

2.1
Societal challenges are design challenges 36

2.2
From problem-solving to problem-setting 38

2.3
Service design: maybe we don't need a product? 42

2.4
Participatory design: from designing for to designing with 46

2.5
Open source design 50

2.6
There's nothing new about design thinking?

3

Chapter 3
Design activism 56

3.1
Design activism 58

3.2
Activism through design 62

3.3
Design altruism 66

Part II
Sustainability 74

Introduction 6

About the authors 8

How to get the most out of this book 10

4

Part III
Design for sustainable change
100

5

6

7

Conclusion
166

Chapter 4
The 'S' word
76

Chapter 5
Sustainability and design
102

Chapter 6
Design for sustainable living
118

Chapter 7
Design for development
142

Bibliography
168

4.1
What do we want to sustain?
78

5.1
Green design: a single-issues approach
104

6.1
Designing sustainable behaviour
120

7.1
Designing against inequality
144

Further resources
170

4.2
Models of sustainability
80

5.2
Ecodesign: life-cycle thinking
106

6.2
Designing sustainable systems
122

7.2
Designing for needs, not wants
146

Index
174

4.3
Measuring sustainability
84

5.3
Corporate social responsibility (CSR) and design
112

6.3
Designing sustainable lifestyles
124

7.3
Approaches to designing for development
148

Picture credits
178

4.4
Sustainability is not about single issues
90

5.4
Design for sustainability: radical innovations
114

6.4
Designing sustainable cities
134

Thanks
180

4.5
Types of capital in sustainable development
92

6.5
Designing sustainable regions
138

Working with ethics
181

4.6
Should we use the 'S' word?