

# Agenda

**13<sup>th</sup> Sustainable Design Network Seminar – “Design | Behaviour: Making it Happen!”**  
**engCETL, Keith Green Building, Loughborough University**  
**Friday 17<sup>th</sup> October 2008, 10.00am – 4.30pm**

10.00 – 10.15	<b>Arrival, Coffee</b>
10.15 - 10.20	<b>Dr Vicky Lofthouse, Co-ordinator of the Sustainable Design Network - "Welcome"</b>
10.20 – 10.40	<b>Roseliek van de Velden, Innovaders (Netherlands) - "Globe ball: Investigating unsustainable behaviours"</b> In this warm-up activity participants introduce themselves and at the same time find out how their daily behaviour or habits influence sustainability.
10.40 - 11.10	<b>Dr Vicky Lofthouse, Loughborough University - "Design   Behaviour - setting the context"</b>
11.10 - 11.40	<b>Tang Tang, Loughborough University - "Creating Sustainable Behaviour: An exploration of environmental impacts of household cold appliance use"</b>
11.40 – 12.10	<b>Ed Elias, University of Bath - “Behaviour Driven Design”</b>
12.10 – 12.40	<b>Roseliek van de Velden, Innovaders (Netherlands) - "Designing to Change Behaviour: A Practical Approach"</b>
12.40 – 2.00	<b>Lunch &amp; networking (Design-Behaviour website available)</b>
2.00 – 2.30	<b>Dan Lockton, Brunel University - "Design for Sustainable Behaviour: Easier Efficiency by Influencing Interaction"</b>
2.30 – 3.00	<b>Dr Debra Lilley, Loughborough University - "Exploring the ethics of design for behavioural change"</b>
3.00 – 4.00	<b>Dr Debra Lilley, Loughborough University - "Ethical analysis of behaviour changing products"</b> In this hands-on group activity participants will investigate and discuss the ethical issues which arise from deliberate intervention by the designer to influence user behaviour.
4.00 – 4.30	<b>Networking &amp; Close</b>

