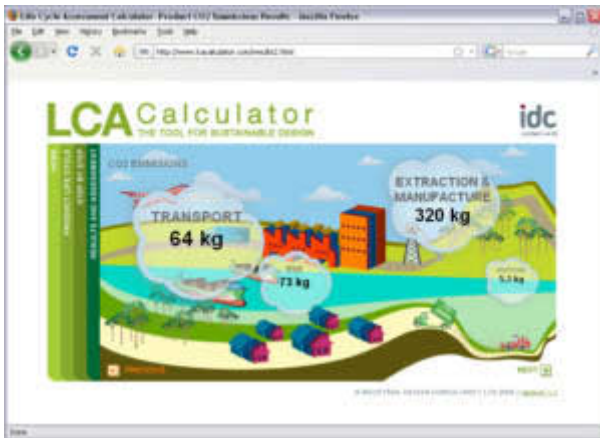


## Industrial Design Consultancy

**Knowledge Base Supervisor: Dr. Deborah Andrews**  
**Dept. Architecture and Design, FESBE**

IDC is one of the UK's leading product design consultancies, specialising in Industrial Design, Engineering, Prototyping and Production Implementation. IDC has over 30 years' experience, and they have provided creative and cost effective support to product development. The consultancy charges clients for its design, innovation and product development services. With a focus on creativity and a broad team of designers, engineers and project managers, they can efficiently support organisations in all aspects of new product design and development. IDC has developed products for a range of areas including electronics, Fast Moving Consumer Goods (FMCG), business machines, medical and renewable energy.

The design of sustainable products involves knowledge and consideration of Life Cycle Assessment (Environmental Impact Assessment and Life Cycle Costing), materials and components recycling, reuse and remanufacture, design for disassembly, commercial and lean product development. IDC are benefiting from Deborah Andrews' knowledge of and expertise and the Associate (Luke Robbins) is developing a methodology and tool(s) to enable IDC to fulfil the considerable demands of this important subject. Sustainable product design will ultimately become embedded within the design process.



**IDC's Life Cycle Assessment (LCA) Calculator available at [www.lcacalculator.com](http://www.lcacalculator.com)**

The Partnership will give IDC the knowledge, expertise and a reputation in the area of sustainable design in order to build the company's position as a leading consultancy in this field. The selling of this valuable service will generate revenue and growth for IDC. This is being achieved through research, design and

development and by transferring sustainability knowledge from LSBU and building tools and systems with IDC procedures to access and apply sustainability best practice. The application of this knowledge will also help IDC and their clients to address issues related to ISO 14000 (environmental management) and the UK government's intent to increase Corporate Social Responsibility.

The KTP began in January 2008 and the Associate has already refined and launched a simple web-based tool (the IDC LCA Calculator). He has also carried out a simple environmental assessment exercise as part of a live project to enable a client to off-set the carbon produced during the manufacture and delivery of a specific product. This experience is now being used in the development of the sustainable design tools.

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## Alara Wholefoods

**Business: Speciality supplier of organic muesli cereals.**

**Project: To develop packaging and factory processes to reduce waste, energy use and environmental impact**

Achieving carbon neutrality is still a relatively new concept, but for Alara Wholefoods, it could be happening within the next three years. "We've got two specific aims to achieve by 2010. The first is to be carbon negative, and the second is to send zero waste to landfill. Then the vision is to have an organic muesli factory at Kings Cross, surrounded by a permaculture forest garden, powered by windmills," Alex Smith, Alara Managing Director said.

To help achieve these goals, KTP Associate Joanna Southernwood has been working to introduce biodegradable packaging and recycling systems for every aspect of the business, including cardboard boxes, paper, plastic and food waste. Compost bins and worm farms feature in Alara's backyard permaculture garden, formerly a wasteland, along with vegetables, fruit bearing trees and shrubs, as part of the vision for Alara's self-sustaining future.

The actions taken by Alara are expected to have roll-over effects for the manufacturing industry in what LSBU Academic Alan Beeby describes as 'brave and responsible' leadership by example. Alan noted obvious benefits for both parties in pursuing this KTP. "Alara represents an opportunity for LSBU to pursue green initiatives. This project is pushing us to do research that we wouldn't normally have done."