



## **Innovation: designing for a sustainable future**

Radical changes to 'save the world'.

Stephen Peake

We've gone through a period in environmental education and awareness where it was a mantra to say think global, act local, do your bit. The metaphor of us as six billion ants on the planet and if everybody recycles that bottle, or everybody takes one less trip in a car, the sum will add up to a considerable contribution to sustainability. It's true that many small actions make a big effect, but for the kinds of change that were needed for example with climate change, if we're to reduce emissions to ten per cent of what they are today, we're not talking about just going on your bike to work once or twice a week during the summer. We're talking about giving up the car or having a radically different car, which at the moment might be quite expensive, or living in a very different place. We're talking about not gesturing. We're not talking about buying The Guardian and reading the pages about global environmental news and treaties and going home and discussing it at dinner parties. We're talking about you and me actually making significant changes and this is really politically very unpalatable. Nobody, not you nor I wants to really hear that message, that if we are to save the world we're going to actually have to do something not incrementally different, but radically different. We don't want to hear that.