



## Innovation: designing for a sustainable future

*Green technologies that are available to the consumer.*

Dave Elliott

Everyone is sort of aware of what diffusion means because you're on the other end of it when you go to a shop. You buy stuff and we're all pretty familiar with the ordinary range of stuff that you buy. What we wanted to look at in the DVD was some of the more novel areas that are emerging which is in line with the Course's interest in energy and environmental problems. We thought we'd look at where people are breaking out of normal patterns and trying to buy new things. The new things we chose were services like green energy tariffs where people wanted to buy green electricity and watch how they do that. A little bit more radically we wanted to see people who wanted to buy complete new renewable energy and other types of home generation equipment. It's quite a bit step for people to move to so that was a diffusion of a completely novel set of technologies. If you want to go to the next stage you might buy a complete house with all this kit established. You might buy a low energy house. BedZED, in London has a range of flats and houses which you can buy and they have all the latest gadgets operating, you know, well designed to make minimum impact on the environment. That's the, the relatively simple thing to do. But people also go beyond that. We take a look at example of the Hockerton project, which a whole group of people got together and designed and assembled a whole range of houses together as a low energy housing project. That's a community project. It's not just the hardware they're interested in. It's also the changed lifestyle that they're, associated with it. So that's what we look at, how the technology and the lifestyle are interacting and beyond that you can go to larger scale systems. The big example we have in the Course is in Samsø, an island in, off the coast of Denmark where the whole community has banded together and organised an autonomous island effectively where five thousand or so people are now getting all their energy pretty much from renewable sources. Those are community projects run by ordinary people. You can go the next level up and have local authorities doing it, and we look at Woking council and what they've done.