

The Green Product Design Network

Spring, 2011
Volume 1, Issue 3

Editor: Kim Sheehan
Associate Editor: Leah O'Brien

A Green Spring

Contents

A Green Spring	1
ICFF	1
Inspiration	2
Chemistry of Sustainability	2
Greenlights	2
Sustainability Leadership	3
Greenlights	4
More from the ICFF	4

Welcome to the third newsletter for the Green Product Design Network! The GPDN is composed of faculty, staff, students, industry people, and community members who are interested in creating innovative products and accelerating their acceptance in the market place. We're a team of chemists, designers, communicators, business strategists, and marketers who are interested in working together to make a difference in the world.

Spring term is always busy and

this term is no exception. GPDNers are busy on campus and in the community sharing ideas, research and commentary in a range of venues, both academic and professional.

Sharing information--through conferences, papers, talks, workshops, and events like the ICFF--is essential to our work of accelerating the introduction of new green products into the market . We're pleased to update you on our efforts in these areas.

International Contemporary Furniture Fair Welcomes UO Green Product Designers

Product Design students, led by GPDN's Kiersten Muenchinger, displayed furniture and tabletop ideas such as lamps and radios at the ICFF, held in May in New York City. The furniture is shipped flat and can be assembled into 3D form by the end user. The packaging and shipping materials were designed using Life Cycle Assessment.

The display featured a living room of chairs (such as this one), tables, and tabletop items. The room displayed the possibilities of aesthetically intriguing flat-pack design for a variety of objects and scales.



More ICFF

See page 4 for more information on the products presented at ICFF. Our next newsletter will have more photographs from the exhibit.

Greenlights

◆Erin Moore attended Living Futures 2011, the annual meeting of the International Living Futures Institute. She participated in discussions about life cycle assessment, levels of transparency in building product manufacturing, and the best ways for evaluating and communicating this kind of information. She also met with industry leaders including Amanda Pike, an LCA analyst from Quantis, one of the leaders in building-scale LCA.

◆Jim Hutchison was an invited speaker at the Green Chemistry and Commerce Council Innovators Roundtable in Cupertino. He spoke about green chemistry education and the GPDN. Jim then hosted the sixth annual Green Nano conference at Hewlett Packard.

◆Kim Sheehan was part of a panel discussing greenwashing at CleanMed2011, an industry health care and sustainability conference. Kim discussed authentic green communication in a skeptical world.

Sustainability as Inspiration

The Jordan Schnitzer Museum of Art hosted the Green Product Design Network on March 30 for a public presentation in conjunction with the Chris Jordan "By the Numbers" exhibit. The exhibit uses recycled materials to create works of art.

Kiersten Muenchinger (Product Design) and Kim Sheehan (Journalism and Communication) continued the theme of inspiration with two talks on how nature can inspire product design and communication.

Kiersten discussed the connection between illustrations and examples connecting the natural world and the recycled world to new products.

Kim discussed the Okanogan People's concept of Enow'kin, the four-society process that, interpreted through an advertising lens, can provide a framework for developing authentic messages about green products and services.

Both talks will be available soon at the JSMA website:
<http://jsma.uoregon.edu/>

The Chemistry of Sustainability

Students across the country are expressing a strong interest in sustainability, yet are frustrated by the lack of knowledge and intellectual tools available to facilitate decision-making and innovation in this area. Chemistry of Sustainability (CH 113), now in its 4th year, highlights the central role chemists play in addressing challenges of sustainability by developing the knowledge and tools that meet our basic needs for energy, clean water, new materials, and consumer products.

The class, taught by GPDN leader Julie Haack, uses a case-study approach that taps faculty research expertise and addresses topics such as renewable energy, sustainable consumer products, bioplastics, clean water and nanoscience. Because sustainability is an interdisciplinary activity, the course integrates life-cycle thinking and the principles of green chemistry to provide sustainable chemical solutions.

The availability of this course significantly increases the visibility and improves the credibility of chemistry as a legitimate partner in institutional sustainability efforts. After participating in the course, faculty shared their introductory materials with students from other departments across campus and with the public in the form of local Science Pubs. Syllabi and course materials can be accessed via the Greener Education Materials Database (Gems)
<http://greenchem.uoregon.edu/Pages/Overview.php?WhereFrom=ResultsAll&ID=144>.

New Course in Sustainability Leadership Integrates Business, Chemistry and Communications



Take a group of advertising and MBA students, mix in one communications professor and one chemistry professor, add in an alum with a new product idea, and what do you get? You get all the elements for the Sustainability Leadership class, giving students the opportunity to face real world problems and opportunities with green products.

Kim Sheehan is the instructor of record for the class, with Professor Julie Haack joining in to help the class understand some

of the complex issues found in all types of products and issues, even a chair.

Working together, Kim and Julie see students asking tougher questions about green communication and finding new ways to best communicate scientific concepts.

Students are enjoying the opportunity to work with a 'real' client, UO Alum Steve Hilbert, who designs and builds the chair at his fishing lodge, Lonesome Duck, in Southern Oregon. The students are tackling real-world problems about green messaging, including how to communicate authentic messages about complex topics.

Look for the chair at the 2011 Oregon Green Expo from June 24-26 at the Jackson County Fairgrounds. More information is available here: <http://www.theoregongreenexpo.com/>

Greenlights

✿ On May 6, UO and the Lundquist College of Business hosted the Advertising and Consumer Psychology conference on Sustainability. Presenters came from all over the world to share current thinking on consumer perceptions of green claims and ads. Kim Sheehan presented a paper on the new FTC Green Guides and how well they reflected consumer concerns with green messages as reported in the Greenwashing Index. Kim and Harsha Gangadharbatla also presented a paper on how message framing affects behavioral intentions for pro-environment behavior.

✿ Jim Hutchison spoke about the GPDN to the American Chemical Society Green Chemistry Institute.

✿ The GPDN is looking for a coordinator to help lead our efforts in sustainable product development and green chemistry. The job description is available at <http://hr.uoregon.edu/jobs/unclassified.php?id=3370>.

Students attending the International Contemporary Furniture Fair displayed flat-pack furniture and tabletop items. Some of those flat pack table top items are pictured to the right.

The exhibit examines two sustainability tactics: flat-pack, and single-figure Life Cycle Analysis (LCA). We compare them side by side visually, quantitatively and graphically.

Each piece of furniture in the exhibit is shown with a Sustainable Minds LCA and the space in which it can be flat-packed. The exhibit presents the two tactics side by side to elicit discourse about sustainability and greenwashing.

For more on the International Contemporary Furniture Fair, visit <http://www.icff.com/>



Table Lamp, Potting Tools & Radios Designed for Flat-Pack Shipping

Join us online at our Ning site:

<http://uo-gpdn.ning.com/>

or at Facebook

<http://www.facebook.com/gpdn>

Spring, 2011
See you in the fall!