

The Brave New World of Sustainability

DOM MELI

In July 2013 we presented a [holistic framework](#) for sustainability.

Expanding on this, we have spent time over the last few months listening to and reading the work of [Jason Drew](#). We love his optimistic view of the future where a sustainable revolution is taking place. It's wonderful to think that we are getting smarter – evolving beyond the 19th Century with its focus on production and the 20th Century with its focus on consumption, to a 21st Century that is about sharing, repairing, durability and upgrading, where we will consume little in the process of consumption.

According to Drew, upgradability will be the core attribute of all new products and asset sharing will redefine ownership. Ethical frameworks will replace legislation as drivers for organisational behaviour and individuals will take more responsibility for determining what is appropriate.

What we really love about this future-view is that we will have severed the 'extract-manufacture-throw-away' cycle and replaced it with a different paradigm based on durability and repurposing, where the gaps in the product life cycle have been closed.

We encourage everyone to have a look at Jason's website and think about simple ways you can use fewer resources so as to give the planet a fighting chance.



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