

PLATE Conference: 17-19 June, 2015

Programme

WEDNESDAY 17 JUNE

10.00 – 17.30	Conference Registration, Nottingham Conference Centre, Burton Street, Nottingham NG1 4BU		
10.00 – 19.00	Exhibition, Newton Building Level 1		
14.00 – 14.15	WELCOME Tim Cooper, Professor of Sustainable Design and Consumption, Nottingham Trent University, UK Professor Eunice Simmons, Pro Vice-Chancellor Academic, Nottingham Trent University, UK		
14.15 – 15.00	KEYNOTE SESSION I Sarah Clayton, Head of Products and Services, WRAP, UK <i>Guaranteed to succeed: working with brands and retailers to increase longevity through a strong business case</i>		
15.00 – 16.00	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
	1.1 Cultural perspectives on the throwaway society Chair: Tom Fisher	1.2 Consumer influences on product lifetimes Chair: Alison Gwilt	1.3 Design approaches to product longevity Chair: Brian Burns
	Can global craft and artisanship be the future of luxury fashion? <i>S. Brown – Fashion Institute of Technology, USA</i>	Age and active life of clothing. <i>K. Laitala, I.G. Klepp – SIFO, NOR</i>	Environmentally sustainable design practices amongst the world's largest consumer electronics manufacturers. <i>M. Ramirez – University of New South Wales, AUS</i>
	An exploratory study on the links between individual upcycling, product attachment, and product longevity. <i>K. Sung, T. Cooper, S. Kettley – Nottingham Trent University, UK</i>	Hardware hopes: examining emotional connections to computers through creative storytelling. <i>J. Keyte – Sheffield Hallam University, UK</i>	A product design framework for a circular economy. <i>M.R. Van den Berg, C.A. Bakker – TU Delft, NL</i>
Reclaimed wood in retail environments: creating an emotional connection for product longevity. <i>R. Matheny – Ohio State University, USA</i>	Clothing longevity perspectives: exploring consumer expectations, consumption and use. <i>A. McLaren, L. Oxborrow, T. Cooper, H. Hill. – Nottingham Trent University, UK</i> <i>H. Goworek – University of Leicester, UK</i>	Sustainable design: the durability of design classics as a stimulus to reduce the environmental impact of products. <i>J. Martins, J. Simões, T. Franqueira – University of Aveiro, PT</i>	
16.00 – 16.30	Coffee Break and Networking		

All Keynote Sessions take place in the Bowden Room

WEDNESDAY 17 JUNE (continued)

	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
	2.1 Business opportunities, economic implications and marketing strategies Chair: Mark Sumner	2.2 Strategies for product lifetime optimisation Chair: Tim Cooper	2.3 The role of product longevity in resource efficiency and waste reduction Chair: Paul Nieuwenhuis
16.30 – 17.30	Implementing a circular business model in an SME manufacturer for a simple plastic packaging product. <i>S. Clouth, B. Thomas – Resource Futures, UK</i> <i>D. Wright – Phineas Products Ltd, UK</i>	Methodologies for estimating actual lifetime distribution of products. <i>M. Oguchi – National Institute for Environmental Studies, JPN</i>	Analysing impacts of product life extension through material flow analysis: the case of EEE and paper. <i>T. Domenech, S. Van Ewijk – University College London, UK</i>
	The sustainable future of the Scottish textiles sector: challenges and opportunities of introducing a circular economy model. <i>L. Wilson – Zero Waste Scotland, UK</i>	Critical end of life analysis. <i>B. Price – Aston University, UK</i>	The role of consumption in material reduction opportunities: the impact of product lifetime in supplying the UK steel demand. <i>A. Cabrera Serrenho – Cambridge University, UK</i> <i>G. Salvia, N. Braithwaite, M. Moreno – Nottingham Trent University, UK</i> <i>J. Norman – University of Bath, UK</i> <i>K. Scott – University of Leeds, UK</i>
	Development of a whole system design tool for business model innovation towards a circular economy. <i>B. Waddilove – Home Product Design, UK</i> <i>F. Charnley – Cranfield University, UK</i>	Changing average lifetime of buildings over time analysed on the basis of D-based distribution. <i>I. Daigo, K. Iwata, Y. Goto – The University of Tokyo, JPN</i> <i>M. Oguchi – National Institute for Environmental Studies, JPN</i>	Eco-innovation: its inverse relationship with natural resources use and waste generation. <i>W.H. Motta, P.A. Prado, L.R. Issberner – IBICT, UFRJ, BRA</i>
17.30 – 18.30	KEYNOTE SESSION II Conny Bakker, Associate Professor of Design for Sustainability, Delft University of Technology, NL <i>Products that last: product design for circular business models</i>		
18.30 – 20.00	DRINKS RECEPTION, Old Chemistry Theatre, Nottingham Trent University		

THURSDAY 18 JUNE

08.00 – 17.30	Registration and Enquiry Desk, Nottingham Conference Centre		
08.00 – 19.00	Exhibition, Newton Building Level 1		
	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
	Workshop I: Integrating design for clothing longevity	Workshop II: Reasons why drivers scrap cars and the implications for vehicle longevity	Workshop III: Policies for product longevity
08.30 – 10.30	<p>Leaders: <i>A. McLaren, S. Claxton – Nottingham Trent University, UK</i> Invited panel: <i>R. Earley – University of the Arts London, UK</i> <i>S. Brown – Fashion Institute of Technology, USA</i> <i>A. Gwilt – Sheffield Hallam University, UK</i> <i>M. Sumner – University of Leeds, UK</i> <i>V. Brown, L. Oxborrow – Nottingham Trent University, UK</i></p>	<p>Leader: <i>J. Rogers – University of Bath, UK</i></p>	<p>Leader: <i>T. Cooper – Nottingham Trent University, UK</i> Invited panel: <i>C. Cherry – Cardiff University</i> <i>N. Braithwaite, A. Crisp, M. Watkins – Nottingham Trent University</i> <i>S. Clayton – WRAP</i></p>
10.30 – 11.00	Coffee Break and Networking		
11.00 – 12.00	<p>KEYNOTE SESSION III Ruth Mugge, Associate Professor of Consumer Research, Delft University of Technology, NL <i>Buying and keeping: a consumer's perspective on product longevity</i></p>		
	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
	3.1 Consumer influences on product lifetimes Chair: Ruth Mugge	3.2 Cultural perspectives on the throwaway society Chair: Lynn Oxborrow	3.3 Strategies for product lifetime optimisation Chair: Masahiro Oguchi
12.00 – 13.00	<p>What is broken? Expected lifetime, perception of brokenness and attitude towards maintenance and repair. <i>G. Salvia, T. Cooper, T. Fisher, L. Harmer, C. Barr – Nottingham Trent University, UK</i></p> <p>Cosmetic wear and affective responses in digital products: towards an understanding of what types of cosmetic wear cause what types of attitudinal responses from smartphone users. <i>A.H.G. Manley, D. Lilley, K. Hurn – Loughborough University, UK</i></p> <p>Objects are actors too: the 'Hack-a-Thing' workshop series as a case for revising new user-object relationships. <i>K. Dreessen, L. Huybrechts, S. Schepers – KU Leuven, BE</i></p>	<p>Fast fashion, quality, and longevity: a complex relationship. <i>C. Day, K. Beverley, A. Lee – University of Huddersfield, UK</i></p> <p>Exploring the relationship between the presumed quality and durability of fast fashion garments, by the Generation Y, female consumer. <i>P. Yuille – University of the Arts London, UK</i></p> <p>From rag trade to retail: garment failure and the potential for sustainable fashion. <i>T. Cooper, M. Hughes, S. Claxton – Nottingham Trent University, UK</i></p>	<p>The consumers' desired and expected product lifetimes. <i>H. Wieser, N. Tröger – Austrian Chamber of Labour, AT</i></p> <p>Uncertainty modelling for extended product lifecycles: application of a biological analogy to product lifecycle management. <i>B. Price – Aston University, UK</i></p> <p>Locating custodial possession in a consumer society. <i>R. Crocker – University of South Australia, AUS (Video presentation)</i></p>
13.00 – 14.00	Lunch		

THURSDAY 18 JUNE (continued)

	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
14.00 – 16.00	Workshop IV: Knowledge exchange for product longevity	Workshop V: Cultures of mending: barriers and facilitating conditions	Workshop VI: Rethinking waste
	Leaders: <i>A. McLaren, S. Claxton – Nottingham Trent University, UK</i> Invited speakers: <i>N. McCreesh and C. Jones – University of Sheffield, UK</i>	Leaders: <i>R. Collins – University of Chester, UK;</i> <i>G. Salvia – Nottingham Trent University, UK;</i> <i>J. Middleton – Lancaster University, UK;</i> <i>B. Callén – University of Vic Open / University of Catalonia, ES</i>	Leaders: <i>T. Schultz, B. Barnett – Queensland College of Art, Griffith University, AUS</i>
16.00 – 16.30	Coffee Break and Networking		
	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
16.30 – 17.30	4.1 Design approaches to product longevity Chair: Conny Bakker	4.2 The role of product longevity in resource efficiency and waste reduction Chair: Andre Cabrera Serrenho	4.3 Business opportunities, economic implications and marketing strategies Chair: Brian Burns
	Designing for fast and slow circular fashion systems: exploring strategies for multiple and extended product cycles. <i>R. Earley, K. Goldsworthy – University of the Arts London, UK</i>	Towards BIM–integrated, resource–efficient building services. <i>M. Medas, D. Cheshire, A. Cripps, J. Connaughton, M. Peters – University of Reading, UK</i>	Upcycling as a design strategy for product lifetime optimisation and societal change. <i>S. Han, D. Tyler, P. Apeageyi – Manchester Metropolitan University, UK</i>
	The joy of cleaning? How the user experience affects vacuum cleaner longevity. <i>L. Harmer, T. Cooper, T. Fisher, G. Salvia, C. Barr – Nottingham Trent University, UK</i>	Service lifetime and storage time of devices with liquid crystal displays. <i>E. Thiébaud, H. Böni – Empa, CH</i> <i>M. Schluep – World Resources Forum, CH</i> <i>L. Hilty – Empa/University of Zurich, CH</i> <i>M. Faulstich – CUTEC, CH</i>	Should energy labels for washing machines be expanded to include a durability rating? <i>N. Braithwaite, M. Moreno – Nottingham Trent University</i> <i>D. Densley–Tingley – Cambridge University, UK</i>
	Constructing customer experience for augmenting apparel products’ attachment and longevity. <i>H. Sahni – National Institute of Fashion Technology, IND</i> <i>B. M. Khan – Aligarh Muslim University, IND</i> <i>K. Barad – Shanti Business School, IND</i>	Transitions in waste treatment as a driver for product life extension. <i>E. H. Lauridsen, M.S. Jørgensen – Aalborg University, DK</i>	Product development and supply: help or hindrance to clothing longevity? <i>L. Oxborrow, S. Claxton, T. Cooper, H. Hill – Nottingham Trent University, UK</i>
17.30 – 18.30	KEYNOTE SESSION IV Kyle Wiens, Co-Founder, iFixit, USA <i>The iFixit story: how a global movement of tinkerers, hackers and self–taught engineers are trying to fix the world</i>		
19.00 – 23.00	GALA DINNER, St Mary’s Church, High Pavement, Nottingham NG1 1HN		

FRIDAY 19 JUNE

08.30 – 16.00	Registration and Enquiry Desk, Nottingham Conference Centre		
08.30 – 19.00	Exhibition, Newton Building Level 1		
09.00 – 10.00	BOWDEN ROOM	KILPIN ROOM	HOOLEY ROOM
	5.1 Cultural perspectives on the throwaway society Chair: Brian Burns	5.2 Consumer influences on product lifetimes Chair: Rebecca Collins	5.3 Design approaches to product longevity Chair: Ruth Mugge
	Extending product life by introducing symbolic meaning: an exploration of design strategies to support subjective well-being. <i>M. Casais, R. Mugge, P.M.A. Desmet – TU Delft, NL</i>	“Worker build your own machinery”: a workshop to practice ‘technological disobedience’. <i>V. Rognoli – Politecnico di Milano, IT</i> <i>E. Oroza – Architecture of Necessity, IT</i>	Driving in the wrong lane? Towards a longer lifespan for cars. <i>A. Rodrigues, T. Cooper, M. Watkins – Nottingham Trent University, UK</i>
	Ageing gracefully to increase product longevity. <i>B. Bridgens, K. Balasundaram – Newcastle University</i> <i>D. Lilley, G. Smalley – Loughborough University, UK</i>	Handled with care: repair and share as waste management strategies and community sustaining practices. <i>E. Kalantidou – Queensland College of Art, Griffith University, AUS</i>	A framework for understanding the role of product attachment in enabling sustainable consumption of household furniture. <i>K. Ko, M. Ramirez, S. Ward – University of New South Wales, AUS</i>
Hadal or epipelagic? The depths, and shallows, of material experience. <i>J. Chapman – University of Brighton, UK</i>	Using psychological ownership to guide strategies for slower consumption. <i>W.L. Baxter, M. Aurisicchio, P.R.N. Child – Imperial College London, UK</i>	The relationship between ideas about cleanliness and actions that affect product longevity. <i>T. Fisher, T. Cooper, L. Harmer, G. Salvia, C. Barr – Nottingham Trent University, UK</i>	
10.00 – 10.30	Coffee Break and Networking		
10.30 – 11.30	6.1 Consumer influences on product lifetimes Chair: Conny Bakker	6.2 Strategies for product lifetime optimisation Chair: Ichiro Daigo	6.3 Cultural perspectives on the throwaway society Chair: Ben Bridgens
	Exploring liquid lives and product lifetimes. <i>M. Catulli – University of Hertfordshire, UK</i> <i>M. Cook, S. Potter – Open University, UK</i>	Product leasing: a strategy to allow manufacturers and customers to benefit from elongation of product life. <i>J. Rogers – University of Bath, UK</i> <i>A. Rodrigues – Nottingham Trent University, UK</i>	Obsolete peripherals: the ghost of the machine? <i>N. Maycroft – University of Lincoln, UK</i>
	Exploring means to evaluate the viability of human activities and the products needed to support them. <i>B. Burns – Carleton University, CA</i>	Routes for extending the lifetime of wind turbines. <i>J.P. Jensen – Siemens Wind Power/Aalborg University, DK</i>	Lifetime of electronic devices in Vietnam and a comparison with Japan. <i>E. Yamasue, T. Duc Huy, N. Duc Quang, H. Okumura, K.N. Ishihara – Kyoto University, JPN</i> <i>M. Oguchi – National Institute for Environmental Studies, JPN</i>
Understanding consumer influences on product lifetimes: the Individual–Practice framework. <i>L. Piscicelli, T. Cooper, T. Fisher – Nottingham Trent University, UK</i>	Life cycle assessment and the generation of eco-innovation generation. <i>W. Motta, P. Prado, L.R. Issberner – IBICT, UFRJ, BRA</i>	Product durability and our understanding of nature. <i>P. Nieuwenhuis – Cardiff University, UK</i>	
11.30 – 12.00	Coffee Break and Networking		

FRIDAY 19 JUNE (continued)

	BOWDEN ROOM	KIPLIN ROOM	HOOLEY ROOM
	7.1 Business opportunities, economic implications and marketing strategies Chair: Mariale Moreno	7.2 Cultural perspectives on the throwaway society Chair: Naomi Braithwaite	7.3 Design approaches to product longevity / Consumer influences on product lifetimes Chair: Tom Fisher
12.00 – 13.00	Single product, multi-lifetime components: challenges for product service system development. <i>G.T. Wilson, D. Lilley – Loughborough University, UK</i> <i>B. Bridgens – Newcastle University, UK</i> <i>K. Hobson – Oxford University, UK</i> <i>J.L. Scott – University of Bath, UK</i> <i>J. Lee, J. Suckling – University of Surrey, UK</i>	Global perspectives and translations of consuming clothing waste in the present. <i>H. Hill – Nottingham Trent University, UK</i> <i>R. Taylor – Solent University Southampton, UK</i> <i>A. St. John-James – Accra Polytechnic, GHA</i>	An understanding of lifetime optimisation through sustainable strategies and the intangibility of product and services. <i>J.C. Rivera. P, B. Hernandis. O, J.R. González. D, S. Cordeiro. M, O. Miranda. O – Universitat Politècnica de Valencia ETSID, ES</i>
	Print to repair: opportunities and constraints of 3D printing replacement parts. <i>M. Park – University of New South Wales, AUS</i>	Crafting sustainable repairs: practice-based approaches to extending the life of clothes. <i>A. McLaren – Nottingham Trent University, UK</i> <i>S. McLauchlan – Edinburgh College of Art, UK</i>	Understanding the caring practices of users. <i>A. Gwilt, J. Leaver, M. Fisher, G. Young – Sheffield Hallam University, UK</i>
	Opportunities and challenges of new product development and testing for longevity in clothing. <i>S. Claxton, T. Cooper, H. Hill, K. Holbrook – Nottingham Trent University, UK</i>	Vernacular as the dialect of the uncommon. <i>L. Wright – Liverpool John Moores University, UK</i>	
13.00 – 14.00	Lunch		
14.00 – 14.50	KEYNOTE SESSION V Tim Cooper, Professor of Sustainable Design and Consumption, Nottingham Trent University, UK <i>Product lifetimes: what we know and what we need to know</i>		
14.50 – 15.20	CONCLUDING PANEL DISCUSSION Chair: Naomi Braithwaite Conny Bakker, Associate Professor of Design for Sustainability, Delft University of Technology, NL Tim Cooper, Professor of Sustainable Design and Consumption, Nottingham Trent University, UK Ruth Mugge, Associate Professor of Consumer Research, Delft University of Technology, NL Paul Nieuwenhuis, Co-Director of Centre for Automotive Industry Research, Cardiff University, UK Masahiro Oguchi, Researcher, National Institute for Environmental Studies, JPN Mark Sumner, Lecturer in Sustainable Design, University of Leeds, UK		
15.20 – 15.30	CONFERENCE FEEDBACK AND FUTURE PLANS		