



Sustainability and Design

Call for Papers for a Special Issue in *Business Strategy and the Environment*

Submission deadline June 1, 2004

Newspapers, textbooks and university courses tell us that we have entered a post-industrial society where information, services, and knowledge are the main value creators. But even though Western economies are becoming more immaterial, the world still brims with physical products, and material consumption is increasing. As industrial production is becoming more efficient in economic terms, the abundance of products and the way they are used appears to impede the path toward sustainability.

In this world of material abundance, product life cycles are becoming shorter. Car manufacturers come out with new models at a faster pace than earlier, clothing retail chains continuously update their collections instead of renewing them on a seasonal basis, and food retailers provide “fashionable” foods from all over the world for limited time periods. This is to say that production and consumption is becoming increasingly fashion-sensitive and dependent on aesthetics and well-designed products and services.

The starting point for this special issue is the role of sustainability and design in a world of abundance. The question in focus is whether, when and how sustainability-conscious design can create a lasting change in consumption patterns.

We call for reflective and concept-driven papers on sustainability, design and consumption. We seek papers that scrutinize the aesthetic, emotional, communicative, social and identity-related aspects of the consumption of products and services. We invite papers from many different disciplines such as, for instance, architecture, design, management, city planning, marketing, ethics, or organization studies. We are interested in how norms and ideals, that connect or disconnect sustainability and design, have changed over time, and thus, how sustainability and design can be understood in a general context. Papers to the special issue could refer to, but are not limited to, themes such as:

- How are concepts associated with sustainability and design related or *not* related to each other?
- What impedes the growth of sustainable design?
- What is the relationship between sustainability, design and consumption?
- What is the role of fashion in sustainable design?

Papers are subject to double blind reviews according to *BSE* standards. Full length papers (4000-7000 words) can be submitted to the guest editors no later than June 1, 2004. For further guidelines, please consult the “Notes for Contributors” in a recent issue of *BSE*.

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