

Join your peers:

AIRBUS **F/LIST** **TAPIS**



Highlighted Speakers and Session Leaders:



Peter Cooke
Design Lead
British Airways



Tasha Jackson
Sustainability Director
Boeing



Zuzana Hrnkova
Vice President & Head of
Marketing | ATR



Linden Coppell
Director of Sustainability
MSC Cruises



Bryan Liska
Director of Design
Hilton Latin America &
the Caribbean



SUSTAINABLE DESIGN SUMMIT

29 NOVEMBER 2022
THE BREWERY, LONDON

SHAPING SUSTAINABLE INTERIORS
FOR LAND, SEA, AND AIR

SUMMIT AGENDA

The Sustainable Design Summit (SDS) brings together brand owners, designers, and trusted suppliers from across cruise, hotel, and aircraft interiors to cross-pollinate ideas alongside leading sustainability experts. SDS is the first event of its kind to unite these three sectors to discuss sustainability as it dominates conversations and market drivers.

Through collaborative breakout sessions, expert-led keynotes, a gallery of sustainable products, and cross-sector networking, Sustainable Design Summit provides you with the tools you need to pioneer sustainable interior design within your industry.

This thought-leadership event has been carefully curated to:

- **Inspire:** dive into real-world examples and case studies celebrating truly sustainable design
- **Educate:** discover different perspectives and approaches, new materials, and innovative thinking which together create tangible outcomes
- **Guide:** build on the broad principles of sustainable design and create a roadmap for future projects
- **Collaborate:** have new and necessary conversations with buyers and suppliers across the cruise, hotel, and aircraft interiors sectors

Meet the conversation starters

Linden Coppell
Director of Sustainability
MSC Cruises






Peter Cooke
Design Lead
British Airways




Ben Tilston
Director of Design
IHG Hotels & Resorts





Bryan Liska
Director of Design
Hilton Latin America & the Caribbean



Zuzana Hrnkova
Vice President & Head of Marketing | ATR






My Nguyen
Director of Interior Design
Holland America Group



Katie-May Boyd
CMF Specialist
SeymourPowell



Callie Tedder-Hares
Founding Partner
Volume Creative



Siu Lie Tan
Founder
Circular Symbiosis



Adrian Berry
Creative Director
Factorydesign

Elina Kopola
Founder, Director
Green Cabin Alliance
and Trendworks

Ruth Greany
Colours and Materials Design
Strategist | Substance

Gijs Streppel
Programme Manager Sustainability
Meyer Werft




Thomas Westergaard
Vice President
Hurtigruten




Giacomo Villa
Head of Sales
Manifattura Testori




Sioban Imms
CMF Consultant
Substance




Jamie Granados
Business Development Director
Drive Design





Lukas Kaestner
President | Sustainable Aero Lab
& Crystal Cabin Awards




Felicia Zwebner
Chief Executive | FZ Collection




Tom Hupe
Senior Director of Design & Architecture - EMEA | Hilton Hotels




Jamie Douglas
Fleet Experience Innovation and Development
Director | Virgin Voyages






Lone Ditmer
Marketing Manager & Sustainable Business Development
Dansk Wilton




Luke Pearson
Co-founder and Director
Pearson Lloyd




Peter Joehnk
Founder & Partner
JOI-Design



Petra Ryberg
Principal Designer and Owner
Studio Berg+




Matt Round
Chief Creative Officer
Tangerine





Tasha Jackson
Sustainability Director | Boeing

Jan Magdal Poulsen
Brand & CSR Director | Ege Carpets






Lucienne Damm
Head of Sustainability | TUI Cruises







More speakers to be announced...
Please refer to the online Agenda [here](#).

Ben Orson
FlyZero Cabin Lead
Orson Associates

George Scammell, ASID, IIDA
Design Director, Interior Asset Management
Holland America Group
serving Princess Cruises



Alan Stewart
Director
SMC Design






Simon Wyatt
Partner
Cundall




Ana Quintas
Lead Built Environment EMEA
Cradle to Cradle



Beatrice Siri
AVP Architectural Outfitting & Design, Newbuilding & Innovation

Tony Seville
Director & Head of Sustainability | AIRA




Emma Reynolds
Automotive Senior Account Manager, Europe | Ultrafabrics

Summit Itinerary

For the full breakdown of sessions please visit our [website](#).

9.00am – 9.30am | **COFFEE, NETWORKING & SHOWCASE**

9.30am – 9.35am | **HOST OPENING REMARKS & WELCOME**

9.35am – 10.20am | **KEYNOTE: ONE PLANET, ONE MISSION: TACKLING COMMON CHALLENGES ACROSS AIR, SEA & LAND-BASED INTERIORS**

- What are the common challenges for interior designers in cruise, hotels and aircraft cabins?
- How do sustainable interiors impact the customer experience?
- What are we learning about responsible luxury?
- Some operational, design and sourcing solutions
- How do we measure the impact of our actions/sustainability?

Linden Coppell | Director of Sustainability | MSC Cruises

Katie-May Boyd | CMF Specialist | SeymourPowell

Matt Round | Chief Creative Officer | Tangerine

10.30am - 11.10am | **BREAKOUT SESSIONS**

BREAKOUT #1: CIRCULAR DESIGN 101

Delegates attend one out of the three breakout sessions.

- Circular design strategy & lifecycle assessment/ analysis
- Designing for end of use and end of life
- Material composition knowledge
- Eco-design: finding a balance between form, function, lifetime and life cycles
- Sustainable ends: waste reduction, closed loop; controlling emissions; and maintaining resources in circulation

Ben Tilston | Director of Design | IHG Hotels & Resorts

Callie Tedder-Hares | Founding Partner | Volume Creative

Giacomo Villa | Head of Sales | Manifattura Testori

Jamie Granados | Business Development Director | Drive Design

Siu Lie Tan | Founder | Circular Symbiosis

Jamie Douglas | Fleet Experience Innovation and Development Director | Virgin Voyages

Lucienne Damm | Head of Sustainability | TUI Cruises

Tony Seville | Head of Sustainability | AIRA

BREAKOUT #2: COLOUR, MATERIAL & FINISH

- Exploring the differences in benefits to be had between recycled, carbon neutral, bio-based, and biodegradable materials
- How can material choice make a positive impact in the sustainable processing?
- How to track a specified material through its life cycle to ensure maximum benefit is gained at end of life?
- Reflecting brand values in specified colours, materials and finishes
- Owner pull or supplier/designer push? How to create a positive attitude and balance cost with desire/need

Alan Stewart | Director | SMC Design

Adrian Berry | Creative Director | Factorydesign

Elina Kopola | Founder, Director | Green Cabin Alliance and Trendworks

Peter Cooke | Design Lead | British Airways

Ruth Greany | Colours and Materials Design Strategist | Substance

Peter Joehnk | Founder & Partner | JOI-Design

Petra Ryberg | Principal Designer and Owner | Studio Berg+

Felicia Zwebner | Chief Executive | FZ Collection

BREAKOUT #3: SUSTAINABILITY INFRASTRUCTURE: RATINGS, TOOLS & TECH

- How to use environmental benchmarking to support sustainable processes?
- Are the benchmarking tools becoming mandatory?
- What are the key questions which designers can ask product manufacturers?
- Setting ambitious targets towards continuous improvement
- New tech: What types of materials are not in existence now, but are reasonably expected to exist in the near future?

Gijs Streppel | Programme Manager Sustainability | Meyer Werft

Lone Ditmer | Marketing Manager & Sustainable Business Development | Dansk Wilton

George Scammell, ASID, IIDA | Design Director, Interior Asset Management | Holland America Group serving Princess Cruises

Jan Magdal Poulsen | Brand & CSR Director | Hammer Carpets | Ege Carpets

11.10am – 11.40am | **COFFEE, NETWORKING & SHOWCASE**

11.40am – 12.25pm | **PLENARY: DESIGNED FOR ZERO**

- Reducing carbon emissions as soon as possible and towards net zero by 2050
- FlyZero cabin design project, key findings
- Lifecycle assessment findings: Which materials to use, which materials not to use
- Bio-sourced design: understanding the criteria, the decision-making process and the business case
- What technologies will help support the journey towards net zero?

Format: Case study on Fly Zero cabin design, followed by facilitated conversation with a broader panel, to tease out some sector-specific nuances.

Case study speaker:

Ben Orson | FlyZero Cabin Lead | Orson Associates

Followed by panel:

Beatrice Siri | AVP Architectural Outfitting & Design, Newbuilding & Innovation

Zuzana Hrnkova | Vice President & Head of Marketing | ATR

12.25pm – 1.25pm | **LUNCH, NETWORKING & SHOWCASE**

After a busy morning, lunch will be served and delegates can network with peers. Delegates will also have the opportunity to explore the product showcase.

1.25pm – 2.10pm | **PLENARY: PITCHING TO STAKEHOLDERS: HOW TO HOLD A CONVERSATION ABOUT SUSTAINABILITY?**

- Making stakeholder conversations relevant – how to minimise the overwhelm?
- Understanding the science of behaviour change: behaviours are setting values (not vice versa)
- How sustainability motivations can inform ways to progress (a mix of it's the right thing to do; selling point to customers; meeting ESG criteria can attract funding; makes financial sense)
- Building checkpoints for asking the right questions of the right people at the right time
- Building in transparency in terms of type and detail of information shared

Bryan Liska | Director of Design | Hilton Latin America & the Caribbean

Thomas Westergaard | Vice President | Hurtigruten Expeditions

Luke Pearson | Co-founder and Director | Pearson Lloyd

Tasha Jackson | Sustainability Director | Boeing

2.20pm - 3.05pm | **SECTOR BREAKOUTS – Roundtable Discussions to Chatham House Rules**

Airlines, Cruise lines and Hotel owners adjourn to industry-specific breakout spaces in which they can have an open conversation from an industry brand perspective behind closed doors. Chatham House Rules apply. Participants in the supply chain discuss issues common across all sectors.

BREAKOUT 1: CRUISE

- What does our ecosystem look like?
- What's uniquely important/next in the cruise sector?
- What do we as the brand owners need from any ratings tools/certifications?
- What are our 3 key messages for our supply chain?

Session Leader:

My Nguyen | Director of Interior Design | Holland America Group

BREAKOUT 2: AIRLINES

- What does our ecosystem look like?
- What's uniquely important/next in the aircraft cabin sector?
- What do we as the brands owners need from any ratings tools/certifications?
- What are our 3 key messages for our supply chain?

Session Leader to be announced

BREAKOUT 3: HOTELS

- What does our ecosystem look like?
- What's uniquely important / next in the hotel sector?
- How does governance/ legislation inform sustainability progress in our sector?
- What do we as the brand owners need from any ratings tools/ certifications?
- What are our 3 key messages for our supply chain?

Session Leader:

Tom Hupe | Senior Director of Design & Architecture - EMEA | Hilton Hotels

BREAKOUT 4: SUPPLY CHAIN

- What are the benefits of stretching sustainability goals with clients?
- How can certifications help to underpin conversations with sustainability partners?
- Where best to invest R&D funds and attentions?
- Some key emergent technologies
- What are our key messages for our sustainability partners?

Session Leader:

Emma Reynolds | Automotive Senior Account Manager, Europe | Ultrafabrics

3.05pm – 3.35pm | **COFFEE, NETWORKING & PRODUCT SHOWCASE**

A chance to grab a refreshment, network with peers and explore our innovative product showcase.

3.35pm – 4.30pm | **PLENARY ROUNDUP & SETTING OUR INTENTION**

- Views at the end of the day: What constitutes a sustainable interior?
- Understanding how to define – this is where you are, and this is where we need to try to get to next
- What's needed from the supply chain?
- What's next? What's possible?
- Where are the drivers for change: owners and customers?

Ana Quintas | Lead Built Environment EMEA | Cradle to Cradle Innovative Products Institute

Lukas Kaestner | President | Sustainable Aero Lab & Crystal Cabin Awards

Sioban Imms | CMF Consultant | Substance

Simon Wyatt | Partner | Cundall

4.30pm | **Summit Closes**

All delegates are invited to join us for networking drinks at the Cruise Ship Interiors Expo Europe Opening Party in the evening. Invitations will be sent upon registration.

Thank you to our Sponsors and Supporters

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The first biobased high-performance fabric, Volar Bio is revolutionary in design and style. Committed to reducing our dependency on finite resources, we have incorporated renewable, plant-based materials into the multiple layers of our proprietary construction.

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Volar Bio received the Innovation award in the PETA UK Vegan Homeware awards, and most recently won the textile category of the 2021 Good Design Awards.

Headline Partners:



Media Partners:



Sustainable Product Showcase

The Product Showcase will feature a gallery-style display of hand-selected sustainable materials for cruise, hotel and aircraft interiors, including textiles, composites, materials, and other interiors products.

Participating suppliers:



Visit our [website](#) to learn about the sustainable products that will be displayed.

Attend Sustainable Design Summit

Join the world's only forum dedicated to making sustainable design choices easier for the cruise, hotel, and aircraft interiors sectors and have your brand associated with this pioneering event.

As an intimate event, Delegate Passes are limited and are likely to sell out quickly. We recommend booking passes for you and your team as soon as possible while still available.

Book your Delegate Pass [here](#).

If you would like to receive information on sponsorship opportunities or showcasing a product, get in touch with the team today at:

contact@sustainabledesignsummit.com

The Summit Agenda is subject to change without prior notice, please refer to the online Agenda [here](#).



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DESIGN
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