Each year, an estimated 5.7 million tonnes of cabin waste is generated on passenger flights, ranging from single-use plastic to amenity kits, earphones and food waste.

In ‘Get Onboard: Reduce. Reuse. Rethink’, leading travel and transport design studio PriestmanGoode looks at ways in which we can use design thinking and material innovation to address the vast issue of waste, looking at opportunities to rethink personal behaviour patterns and the products and infrastructure that make up our journeys, in order to move towards a more conscious way to travel.

A research paper commissioned by the EU on tourist behaviour and environmental issues* outlined a difference in people’s awareness of and intent to pursue sustainable behaviours, and their actual actions. The latter was deemed to be caused by both external factors like availability of resources during the travel experience, as well as internal factors like the belief that one person cannot make a difference.

But nature is demanding that we change our behaviour.

Jo Rowan, Associate Strategy Director at PriestmanGoode says “Design is about using creative thinking and problem solving to look at how we can make things better, how to minimise resources and waste, and how we can encourage change in consumer behaviour.

PriestmanGoode has been at the forefront of aviation design for the last 20 years, working with the world’s leading airlines, aircraft manufacturers and suppliers. Moreover, our expertise spans across the whole travel sector and includes airports, hotels and public transport. This gives us unique insight into and influence across the industry as a whole.

We want to raise awareness of how much waste is created when we travel, and explore alternatives that address the supply of products and services, but also what each individual can do to lead us to a more sustainable travel industry.”

NOTES TO EDITORS

*Urban Strategies for Waste Management in Tourist Cities’ was funded by the European Union’s Horizon 2020 Research and Innovation Programme. The paper was published in 2017, and analyses consumer waste behaviour and patterns. The full report is available here.

About PriestmanGoode

PriestmanGoode is a global design company that specialises in large scale projects in aviation, transport, hospitality, product design and infrastructure.

People-centred to the core, the studio has been improving and transforming everyday experiences for millions of people around the world for over thirty years, and is dedicated to designing a better future.

PriestmanGoode is at the forefront of design and innovation, and has built a reputation for its self-initiated projects, visionary ideas to encourage long-term thinking and behaviour change. These concepts raise awareness of and explore solutions to a wide range of issues including accessibility in air travel, mobility in older age and congestion in cities.

PriestmanGoode works with some of the best and most forward thinking brands in travel and transport including Airbus, Qatar Airways, Turkish Airlines, United Airlines, Transport for London and Hyperloop Transportation Technologies.

www.PriestmanGoode.com

About the Design Museum

The Design Museum is the world’s leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world’s most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architect John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

The Design Museum’s relocation to Kensington was made possible through the generosity of major donors, trusts and foundations, statutory bodies and corporate partners as well as donations from many individual donors and supporters, including all Design Museum Trustees.

Thanks to National Lottery players, the Heritage Lottery Fund supported the project with a grant of £4.9 million and Arts Council England awarded a capital grant of £3 million.

www.designmuseum.org

For press information please contact:

Anna Meyer
anna@PriestmanGoode.com
+44 (0)7747 000 898