

## What does Education for Sustainability have to do with Art and Design?

“At Winchester School of Art we meet the challenges of the creative future with a highly contemporary and global outlook”

(<http://www.southampton.ac.uk/wsa/about/achievements.page?>)

The creative industries are for the future thinkers, the world shapers. Topic areas of relevance to sustainability already in the Art and Design curriculum include:

- **Changing lives:** the joy and personal wellbeing that art and design can bring, through the act of creating as well as through interacting with the created; changing lives and society insight into and sharing of socio-political messages, influencing hearts and minds towards sustainable behaviour; the role of the arts in activism and protest.
- **Fostering empathy and understanding:** the role of the arts to understand other cultures, beliefs, experiences and foster human empathy; reconnecting humankind and nature.
- **Environmental resourcefulness:** From upcycling to designing for longevity; being aware of resource limits and alternative material sources.
- **Globalisation:** the role of media, materials and technologies in driving sustainable development across the globe; expressing and addressing global challenges such as environmental degradation, politics unrest, global inequality; understanding diverse cultural backgrounds.
- **Sustainable Business:** corporate social responsibility; responsible marketing and consumerism; working in partnership; maintaining good relationships with suppliers, traders, customers; supply chain management; employee rights and avoiding exploitation.
- **Technological changes:** the impact of technological innovation on the art and design world e.g. social media platforms; eco-innovation and use of environmentally friendly technology within art and design.
- **Future Thinking:** Expressing the ideas of others through artwork, from depicting the world today to what it might entail in the future; the ability to tell stories through art and envision for a more sustainable future.

**Key skills for artists and designers which sustainability teaching cultivates:** Future thinking; innovation and creativity; debate and reasoning; entrepreneurship; teamwork; leadership; problem-solving; oral and written communication skills; self-management; time-management; business mind-sets; critical thinking.

**Find out more:** Contact Julia Kendal ([j.kendal@soton.ac.uk](mailto:j.kendal@soton.ac.uk)) for more information including case studies on teaching sustainability in this area.