



Martin Charter

Director, The Centre for Sustainable Design, University for the Creative Arts

Professor Martin Charter has 30 years' experience in business sustainability with expertise in sustainable innovation, product sustainability and circular economy – working as a manager, trainer and facilitator in academia, business and consultancy. Martin is the Founding Director of The Centre for Sustainable Design ® at the University for the Creative Arts (UCA) where he is also Professor of Innovation and Sustainability.

Martin has authored research on green business models, sustainable innovation, product design, remanufacturing and sustainability, and has also been integrally involved in the development of national standards by the British Standards Institution in these areas. Most recently, Martin acted as an expert advisor in the development of BS8001:2017 (circular economy) – the first practical framework and guidance of its kind intended to help organizations implement the principles of the circular economy.

Martin has led UK government funded missions and expert groups eco-design and circular economy to many Asian countries, and he organizes the Sustainable Innovation Conference Series in Surrey, UK (now in its 22nd year). Martin founded the charity Farnham Repair Café and has a growing interest in grassroots innovation related to 'making, modifying and fixing'. Martin is an author and editor of many publications including Sustainable Solutions, Greener Marketing and Eco-innovate (that has over 60,000 downloads) and is a regular speaker in conferences worldwide