



The Society for Responsible Design (SRD) has encouraged and promoted the relatively simple idea that most of the world's critical issues can be significantly eased by growing the use of responsible design principles that are beneficial, for the longer term, for all life on earth.

SRD calls this *Responsible Design thinking, innovation and practice*. The good news it can be followed across all areas of health and well-being, business and endeavour beyond that of all the traditional design disciplines such as Architecture, Fashion, Interiors, Engineering and Industrial Design.

This concept has been demonstrated in many forms and media since SRD's formation in 1989. From published books, talks series, university research, product certification systems and websites <https://srd.org.au> through to an eight year exhibition series of Graduate Responsible Design culminating in the SRD Change National series with entries from states across Australia in 2011 see <http://www.srdchange.org.au> It should be noted that many graduates from this series continue to be active around the world in many different areas of advancing sustainability through multiple channels including start-ups, city government, universities, practising firms and the like.

Since this series, SRD's main website has been recreated to highlight examples and stories that demonstrate these ideas across multiple themes, confirming the accessibility of the solutions and processes to find and develop these to the benefit of everyone.

SRD also looks for and assists innovative programs such as the Young Persons' Plan for the Planet. Working with other key stakeholders, SRD has promoted this program for youth, that provides an approach to enable the promotion and delivery of the UN SDGs utilising an extracurricular high schools program in many countries. Since the program's inception, SRD has supported and co-hosted its first two conferences, one in Parliament House, Canberra 2017 and the second at the Rajiv Gandhi Science Centre in Mauritius 2018. SRD continues this support www.planfortheplanet.org.au

SRD PRO (Beta) <https://srd.org.au/pro> is an online development that illustrates and leverages a relatively simple method to promote businesses and products in the Top 25% of their fields, that meet or exceed SRD's criteria to confirm as follows:

1. Shows #ResponsibleDesign thinking, innovation and practice
2. Progresses the [UN SDG#12](#) Responsible Consumption and Production
3. Low or no CO2 emissions (or better includes all CO2e) use low or no waste models
4. Significant development of SRD concepts and principles across [this website](#) (SRD)

SRD is a completely independent Australian, membership based Not-For-Profit that maintains its Registered Environmental Organisation (REO) and Tax Deductible Gift Recipient status. It also partners with like organisations such as, the Frank Fenner Foundation, to advance all these goals.