

# Small Is... Challenge

1907

Synthetic plastic  
called Bakelite –  
Leo Baekland



1907  
Instant coffee  
G. Washington



1906

Cornflakes –  
William Kellogg



1907

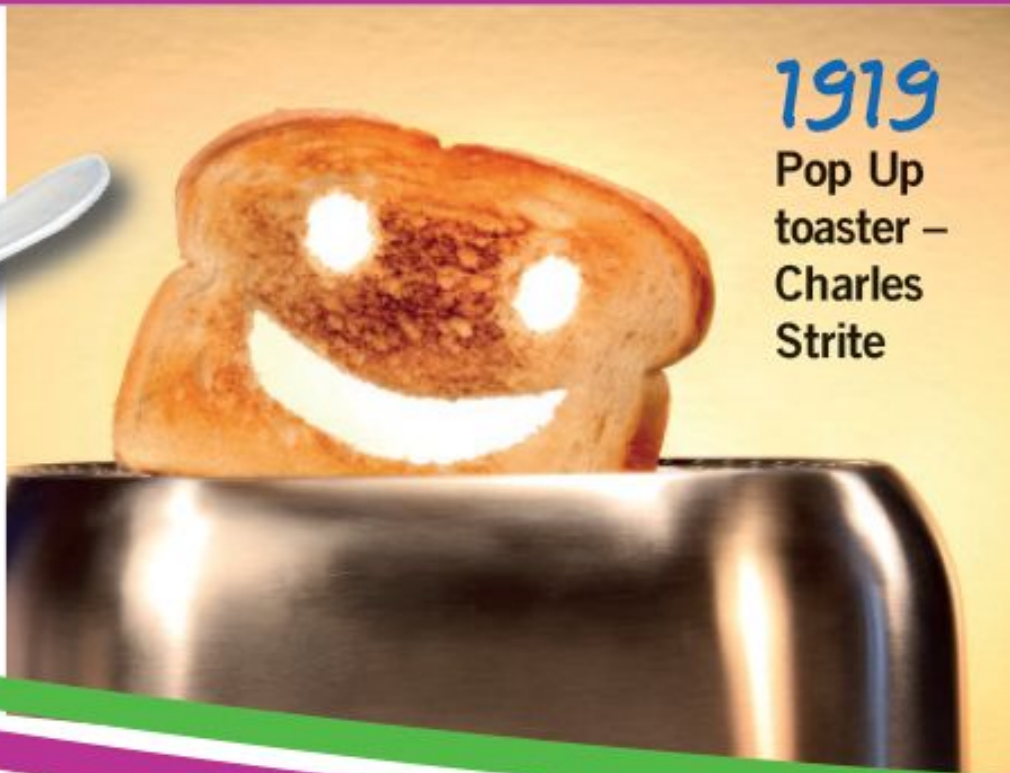
Colour  
photography  
– Auguste and  
Louis Lumiere

1900

1905

19

909  
e -



1919

Pop Up  
toaster -  
Charles  
Strite



1917

Modern Zip  
- patented  
by Gideon  
Sundback

1923

Traffic  
Lights -  
Garrett A.  
Morgan



1910

1915

1920

# g/small-is-challenge

**1925**

television – John  
Logie Baird



Ballpoint pen – L

**1928**

Bubble gum –  
Walter Diemer



**1930**

Jet engine –  
Frank Whittle



1925

1930

193

1938

Ladislao Biro



1957

Superglue



1934

Cats Eyes –  
Percy Shaw

1943

Silly putty  
– James  
Wright



1949

Ca



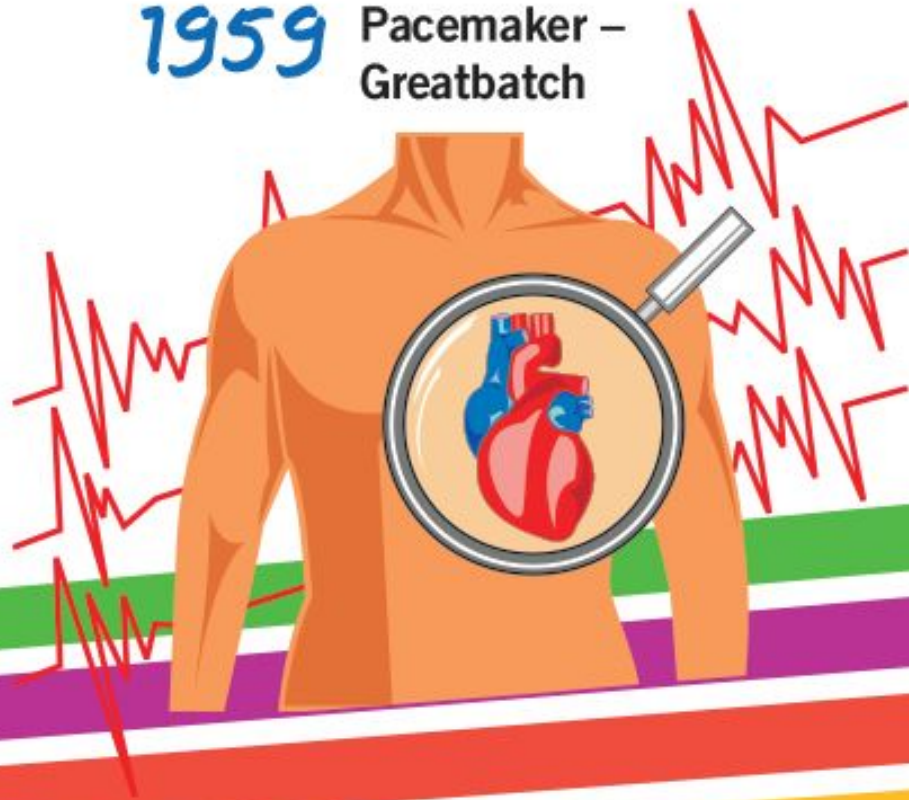
5

1940

1945



**1959** Pacemaker –  
Greatbatch



**1969**  
Artificial  
heart  
implant



ake mix

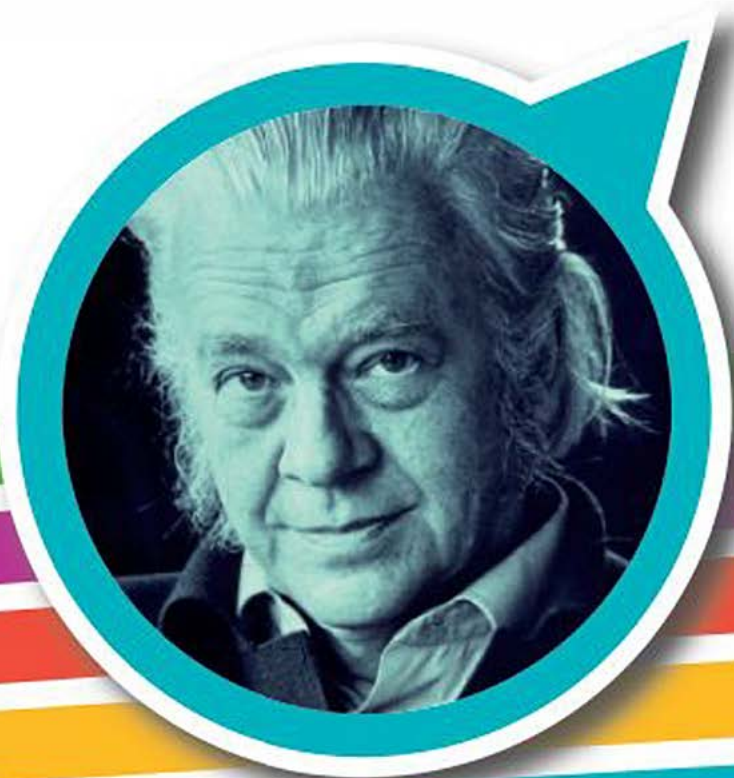


**1954**  
Solar cell –  
Chaplin, Fuller  
and PearsonWilson

1950

1955

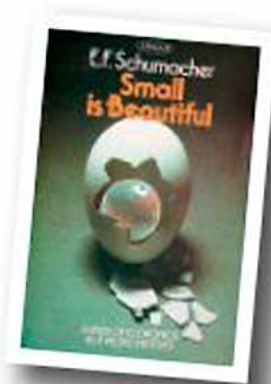
1960



1966

Schumacher founds Practical Action

**Practical ACTION**



1972

'Small is Beautiful' is published

| 1965 | 1970 |



1977  
Cell p



1977  
Vi

Ferro c  
introd

W

1979  
Telephone

1980  
Wind turbine introduced, Nepal



1984  
Microhydro installed, Peru



1972  
Video game

1975  
Concrete boats introduced, Sudan



1975

1980

1985

# Which technologies v



**1990**  
World Wide Web  
launched



**19**  
pow  
fue



**1980**  
Hepatitis B vaccine



**1985**  
Anagi stoves  
adapted, Sri Lanka

**1996**  
Improved tuin,  
Nepal



5

1990

1995

|

# What will you add to the

1997

Gas  
covered  
cell



2005

Floating gardens  
introduced, Bangladesh



You Tube

2005

YouTube launched



2002

Improved Zeer pots  
design, Sudan

2010

Apple iPad



2000

2005

2010

# Practical **ACTION**

## timeline?



**2008**

Solar powered  
MP3 players  
introduced, Zimbabwe

**2016**

Parkinson's  
spoons



**2013**

Google Glass rolls off  
the production line



2010

2015

2020...