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2. Designing a Sustainable Product

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Introduction to sustainable product

SUSTAINABLE PRODUCTS

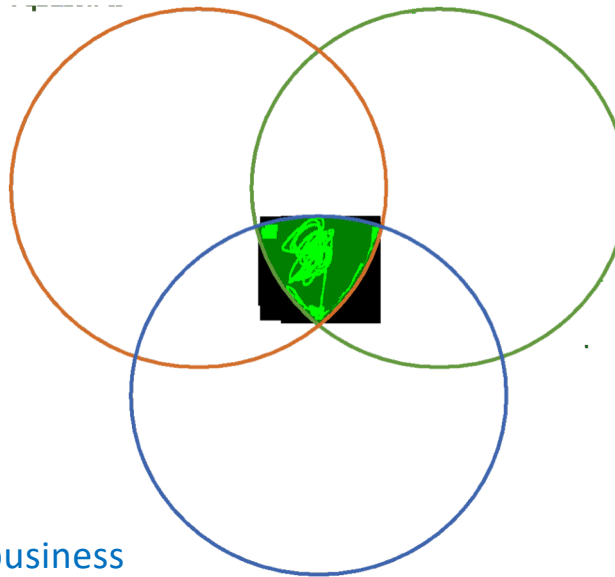
3P sustainability dimension

PEOPLE

- Jobs for people
- Reasonable consumer costs
- Improved working conditions
- Reduced income inequity
- Ethical
- Equal opportunities

PROFIT

- Profitable business
- Needed by customer
- Value for company, stakeholders and customers
- Fair business model
- Quality compliant with regulations
- Resource efficiency and availability



PLANET

- Reduced global warming gasses
- Energy and resource efficiency
- Non toxic materials
- No or minimum harm to environment during manufacturing, life-cycle end at the end of life
- Restoring biodiversity



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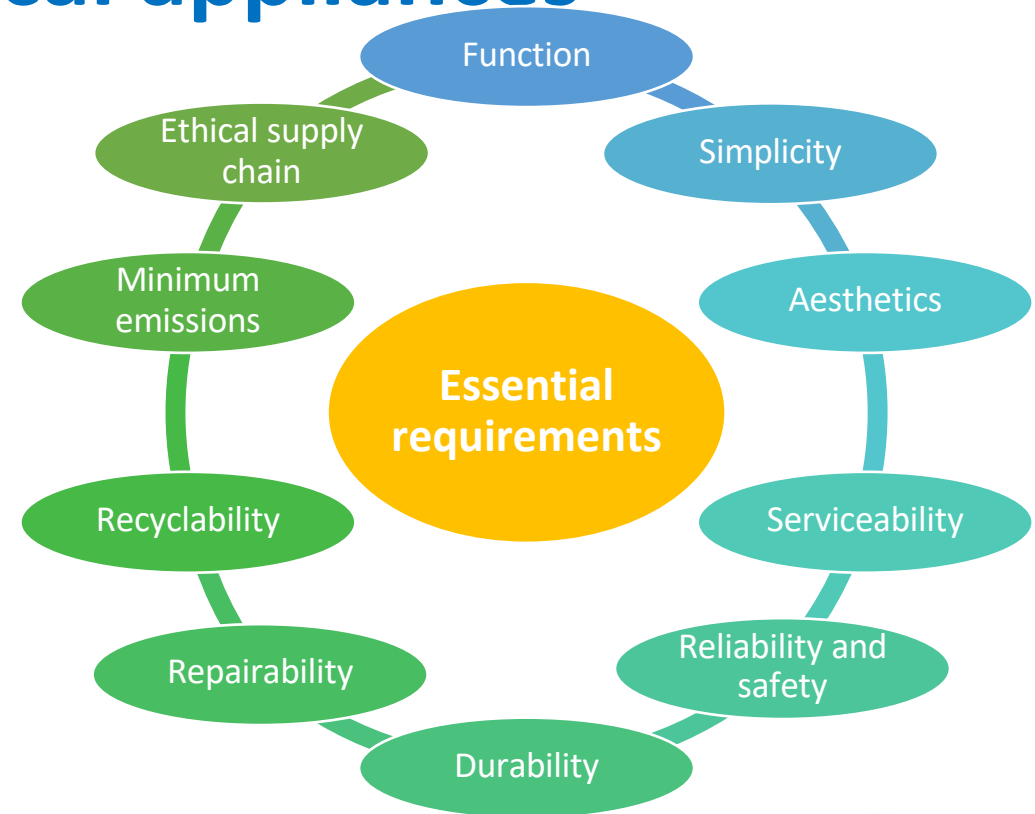
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Main sustainability statements for electronic and electrical appliances

- Products solve the problem and are really needed
- Products are reliable and durable over long period of time
- Low energy consuming devices
- Manufacturing process contains no harmful substances
- Products are resource-conserving, i.e. made from renewable and/or recycled raw materials
- Products are easily recyclable

Sustainability is matter across all the supply chain!



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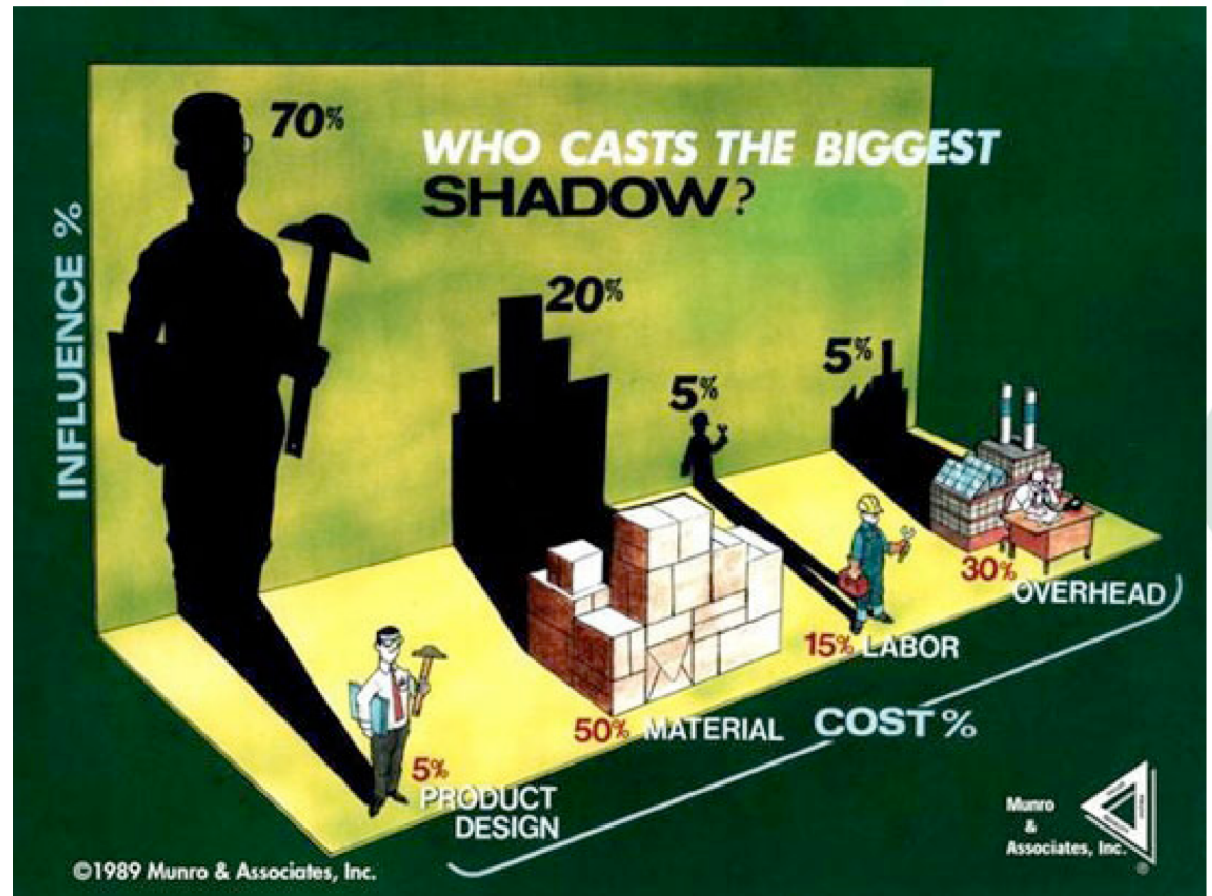
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“We don’t have a waste problem, we have design problem”

(Michael Braungart and William McDonough)



https://ecopreneur.eu/wp-content/uploads/2018/10/Boosting_Circular_Design_for_a_Circular_Economy_FINAL.pdf



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