

PP:D4M

5. g.design : rethink

key learning objective : understand ecodesign driver

- internal / external / emerging business drivers
- motivations for ecodesign
- stakeholders

1.

rethink

investigate the internal and external drivers for product or service (re)design.

these drivers could include legislation, customers, new technology, competition.

2.

assess

assess the environmental impacts of the product.

map the product life cycle so you understand where these impacts occur. identify where materials and energy is used and where waste is produced.

3.

design

select ecodesign strategies that will allow designers to tackle the main environmental impacts.

explore the compromises and trade-offs. involve others from marketing, sales, production, purchasing.

4.

communicate

develop a clear brand and marketing strategy to reflect and communicate the environmental improvements.

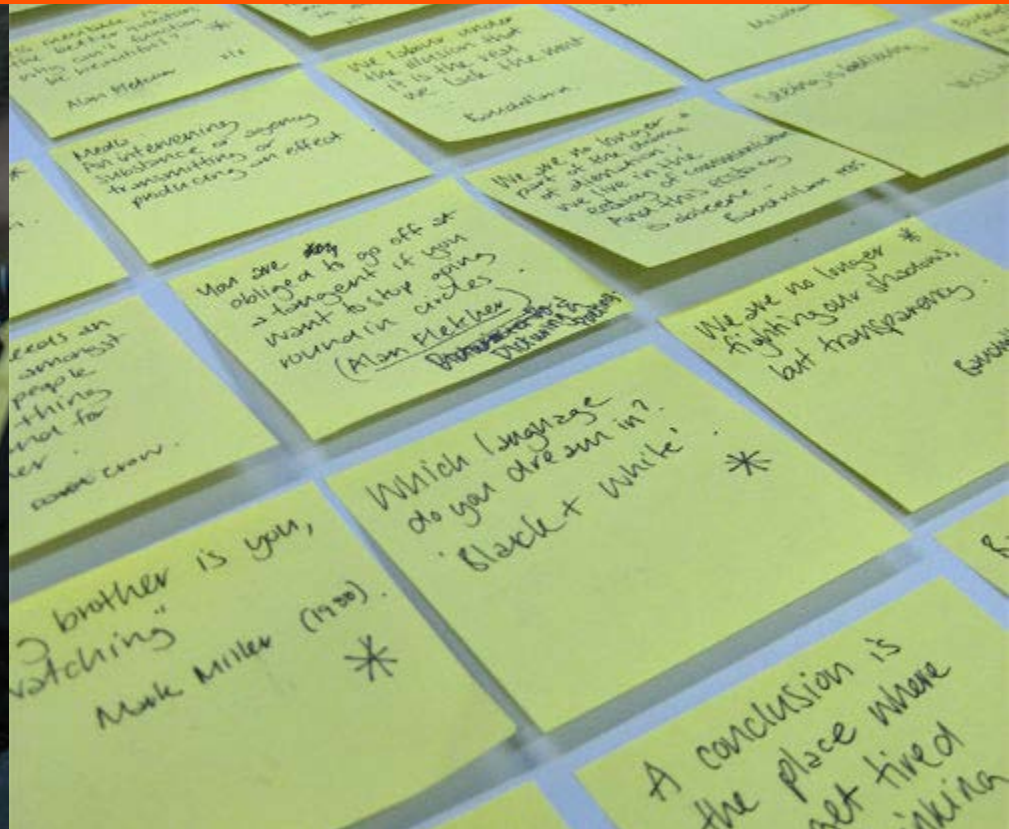
consider the product packaging and how this will impact upon the brand.

1.rethink

	Analysis/Planning	Concept design	Detailed design	Prototype/ Testing	Market Launch	Product Review
Strategy tools						
Driver analysis						
Stakeholder assessments						
Research tools						
Usability testing						
Market analysis						
Creativity techniques						
Ecodesign checklists						
LiDS Wheel						
Rules of thumb						
Material matrices						
Material selection software						
Recycling checklist						
Guidelines						
Met Matrix						
Extended design matrix						
Eco-indicator						
Ecological footprint						
Life cycle costing						
Life cycle analysis						
Benchmarking						
Strategy wheel						
Standards						

rethink

- explore business drivers and motivations for ecodesign
- explore 'stakeholder' needs



rethink: business drivers

- consider internal and external business drivers for the product or service (re)design
- stakeholders can be diverse depending on sector, location, company size

external drivers

legislation
social environment
ethical consumers
market demands
competitors
suppliers
sectoral organisations

internal drivers

reducing costs
innovation
increased product quality
company image
environmental management
employee motivation

example motivation worksheet

EXTERNAL Motivating Factors for the application of Ecodesign.

legislation



market demands



competitors



social environment



trade associations



suppliers



INTERNAL Motivating Factors for the application of Ecodesign

increased product quality



improved company image



reduced costs



increased innovation



management



staff motivation



rethink: stakeholders

- ecodesign should always address the needs of stakeholders - ecological, economic and social
- stakeholders can be diverse depending on sector, location, company size

ecology

how does the design or product/service concepts reduce environmental impact?

how does the design communicate the environmental benefits?

society

how does the design address issues of social equity?

these issues are complex.

designers can use their communication skills to visualise the social benefits of a given design

the user

how does the design consider the user?

is the design inclusive to elderly or disabled people?

is the design relevant and user friendly?

design is a value-driven activity.

economy

how does the design offer benefits to business?

does the design reflect or enhance the brand of the company?