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Ecodesign implementation workshop

Joint Actions On Climate Change conference, Aalborg, Denmark, June 2009

Project background

- **Customer:** Danish EPA
- **Project partners:** DTU & IPU, in collaboration with the Confederation of Danish Industry (DI)
- **Case-companies:** Coloplast, Fritz Hansen, Gabriel, Grundfos, Lego
- **Aim:** To strengthen the stewardship and implementation of methods for sustainable design in Danish industry
- **Result:** A short handbook describing a framework for sustainable product development



Main output - A guide for product development

- 2.000 printed copies in Danish
- "Sold out" in 2 weeks
- Recently translated to English
- Available electronically (www.kp.man.dtu.dk/english/research/areas/ecodesign/guide)
- Free of charge
- No copyright

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- €

Environmental improvement through product development - a guide



DTU



Technical University
of Denmark

DANISH MINISTRY
OF THE ENVIRONMENT



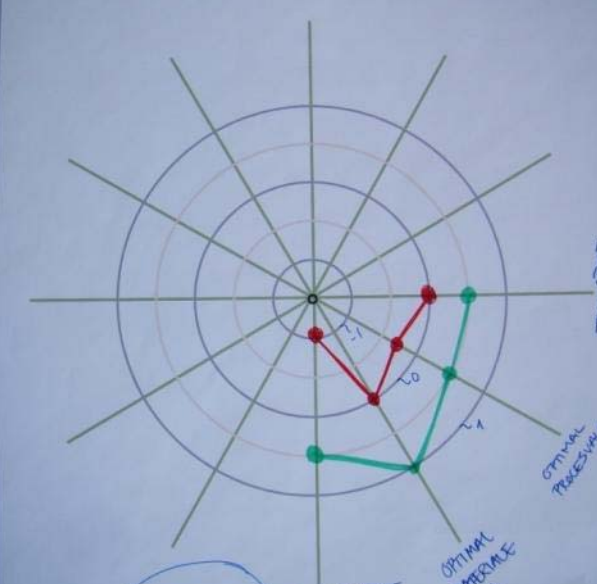
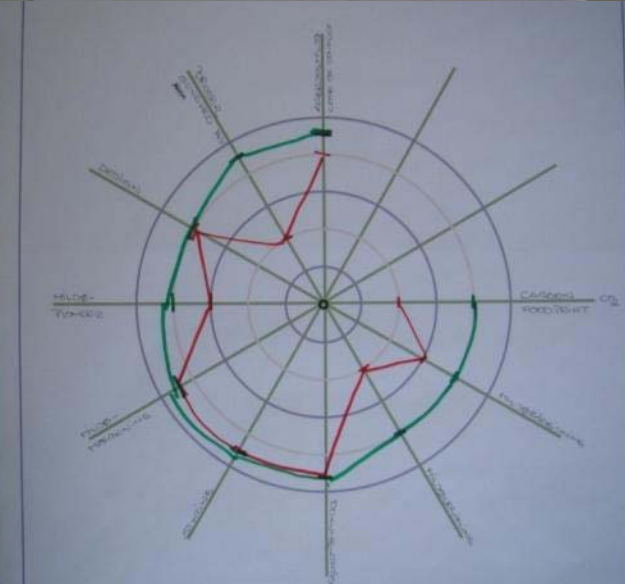
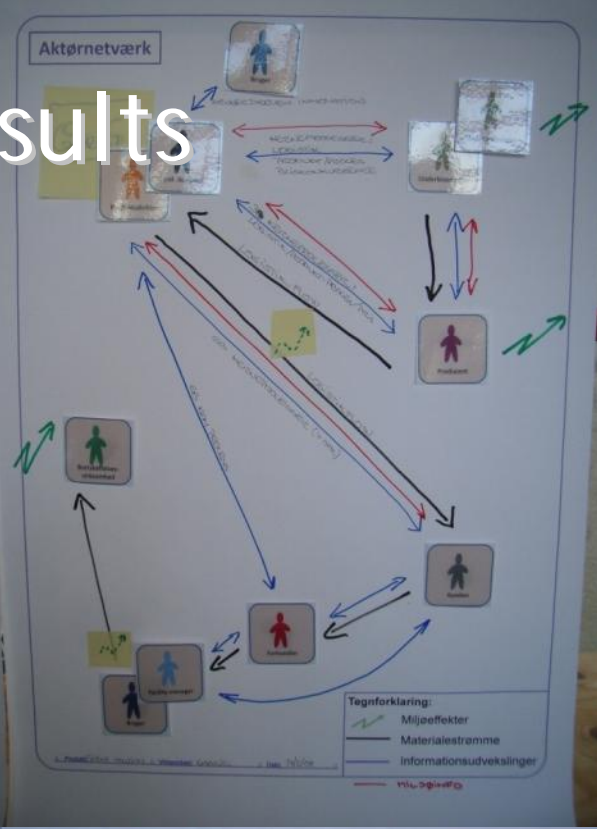
Confederation of Danish Industry

IPU

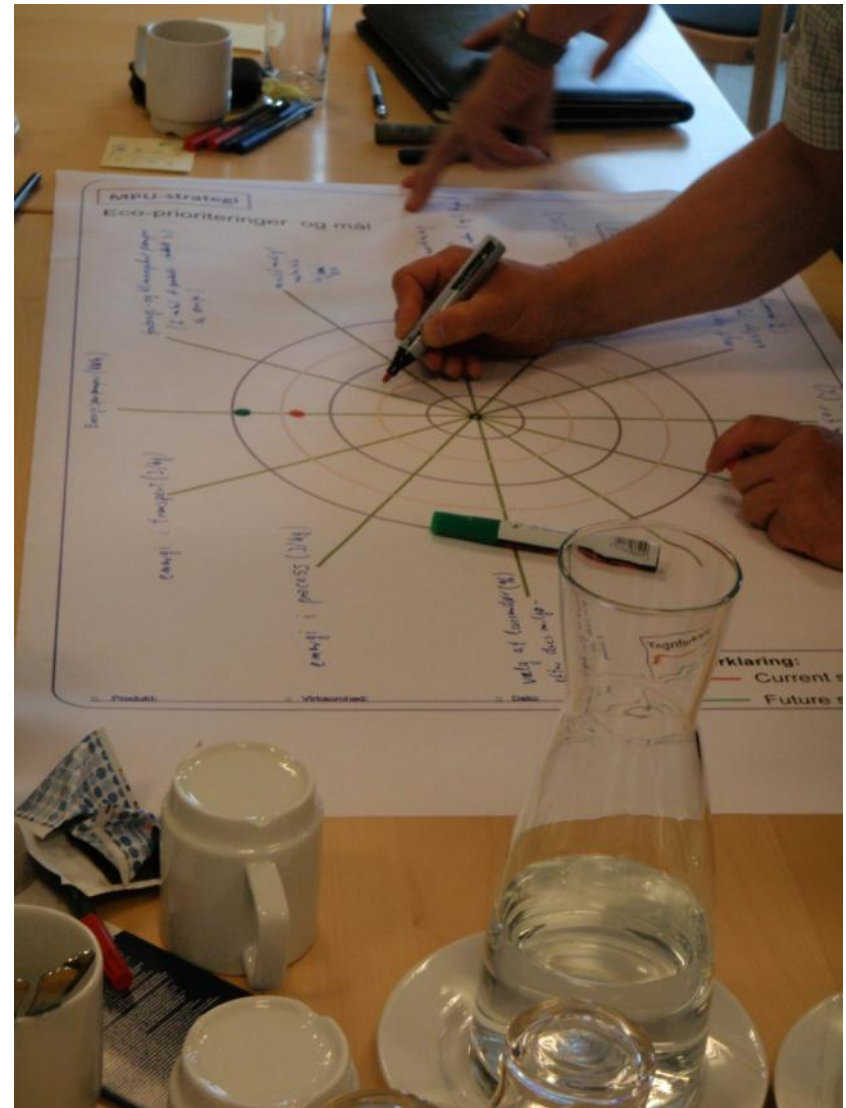
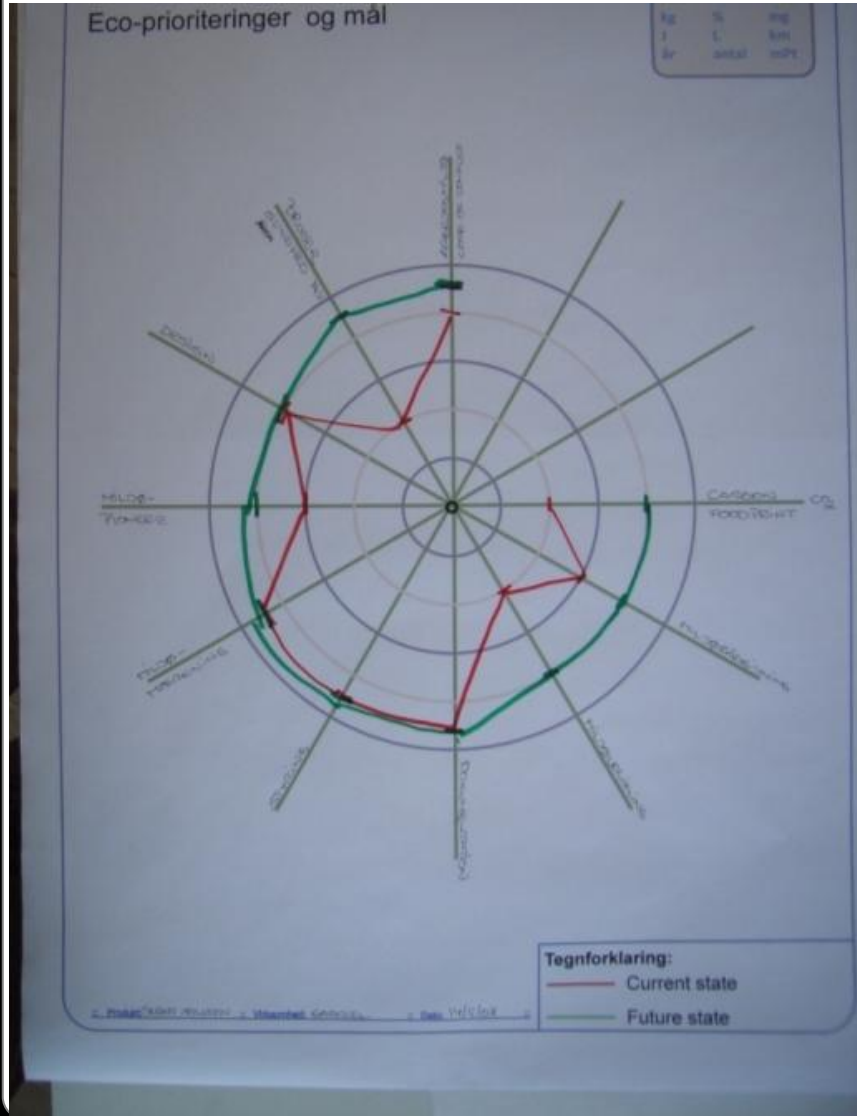
Hands-on exercises



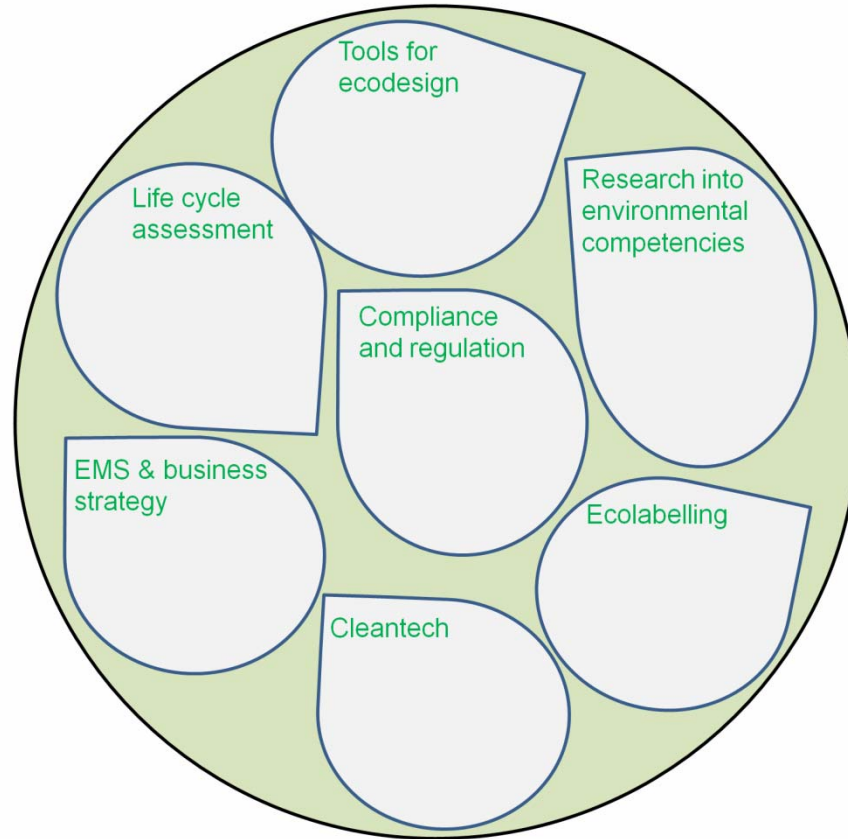
Take-home results



Eco-strategy wheel



What is the state-of-the-art with ecodesign research?



Key:

- We are good at this
- We under-perform here

Negative brainstorm

Think of all the ways in which to create the world's most environmentally harmful drill!!

Max 10 minutes per person

Brainstorm rules apply

Eco re-design of a power drill



1. Reduce the **material intensity** of the product or service
2. Reduce the **energy intensity** of the product or service
3. Reduce the ***dispersion of harmful substances*** through the product
4. Increase the amount of **recycled and recyclable materials** in the product
5. Optimise the product's **durability**
6. Incorporate **environmental features** into the product
7. **Signal the product's environmental features** through the physical design
8. Maximise the use of **sustainable resources and supply chains**
9. Optimise the product's **performance**
10. **Construct the lifecycle first** and then the product