

Design for Environment (DfE) Services

New markets and reduced costs with Green products



Is 'green' a value understood by all your staff and incorporated into all your development activities?

Does your organization have the comprehensive expertise to evaluate the many different aspects that affect the sustainability of any product or service?

Will your products be compliant with Extended Producer Responsibility laws around the world?

'Green' products are suddenly the rage.

But what is 'green' really? To some, it is compliance with particular industry toxic substance standards. To others, it is use of 'natural' or organic materials or ingredients. To still others, it means somehow convincing customers that their product is kind to the environment.

DfE is more than just design. An authentic Design for Environment effort goes beyond these trendy and superficial notions of 'green' to make a product or service truly sustainable. DfE integrates comprehensive

environmental factors into all facets of product development, from concept through manufacturing, and even including marketing, distribution, and consumption by the end user. The product's design for End-of-Life assures it can and will be recovered and reused or recycled. Energy and material use is minimized. The supply chain is assessed and managed to assure every level is socially responsible and environmentally benign. Products and services that are truly sustainable come from companies where *every function* operates in a sustainable fashion.

Sustainnovation Consulting is your clear choice for DfE expertise

At Sustainnovation Consulting we start with your organization...

- Evaluate your existing strategic goals and challenges to understand how DfE will affect your business
- Incorporate sustainability into all phases of your existing product development cycle
- Assess your marketing strategy and product positioning to understand DfE impacts and opportunities
- Educate your staff on sustainability and deep elements of environmental design

...and then concentrate on design.

- Assessment for global compliance with Product Stewardship laws
- Energy efficiency evaluation and recommendations
- Design for disassembly and recyclability
- Green Chemistry-based materials and use of recycled materials
- Material and substance data collection and reporting
- Coordination of testing and certification

Affiliations:

- Warner-Babcock Institute (Green Chemistry)
- Beyond Benign
- Zero Emissions Research & Initiatives (ZERI) Foundation
- Open Circle Innovations
- Co-op America
- 1% for the Planet
- Sustainable Business Network

For more information on Design for Environment services and to plan your project, please contact us:

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