

Eco-Design - Lessons from industry

**Asia Eco-Design Electronics
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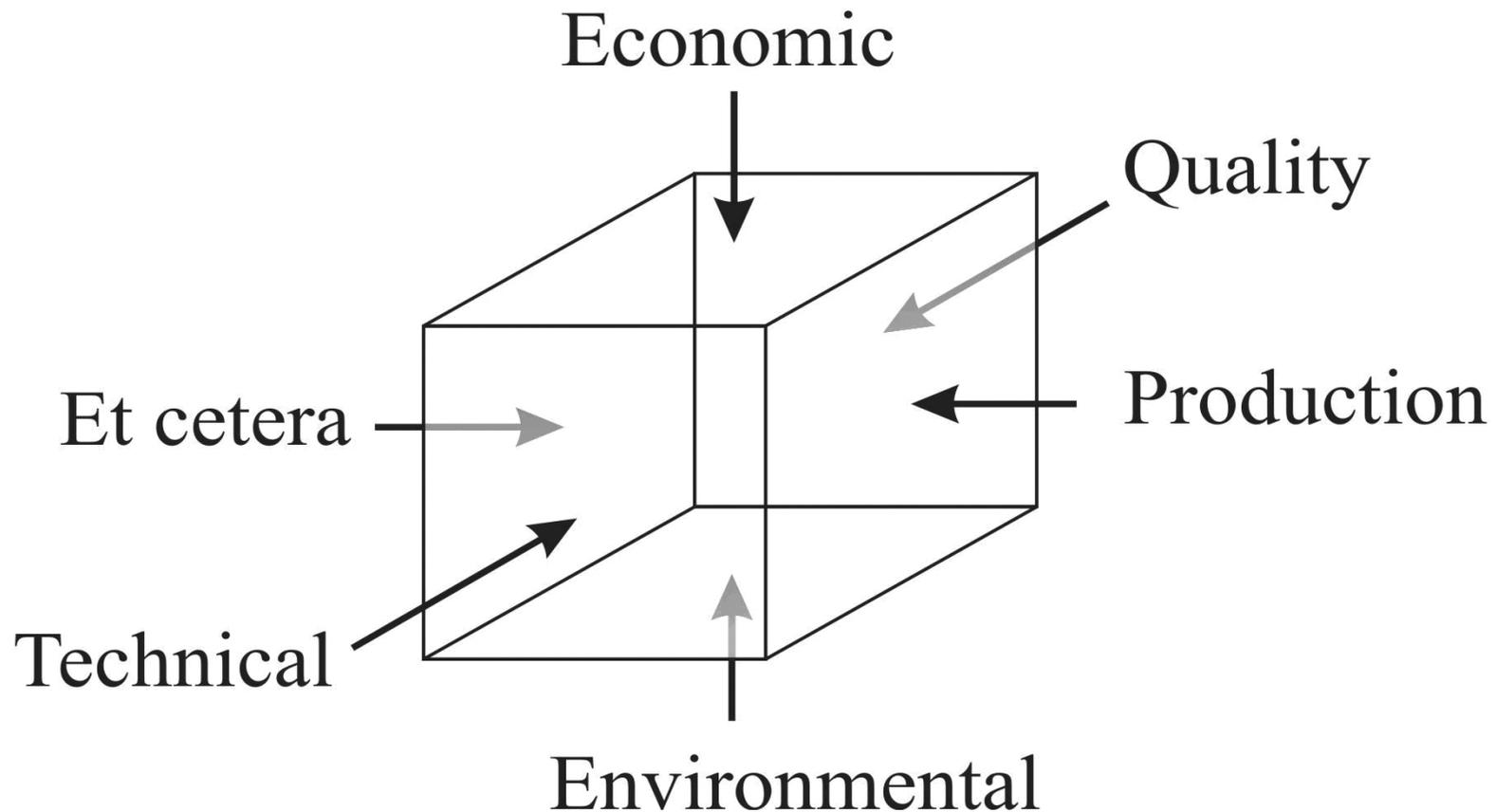
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Eco-Design is ...

not a specific method or tool,

but rather a way of thinking and analyzing in order to reduce *environmental impacts* throughout the *whole product's life cycle* through *better product design*

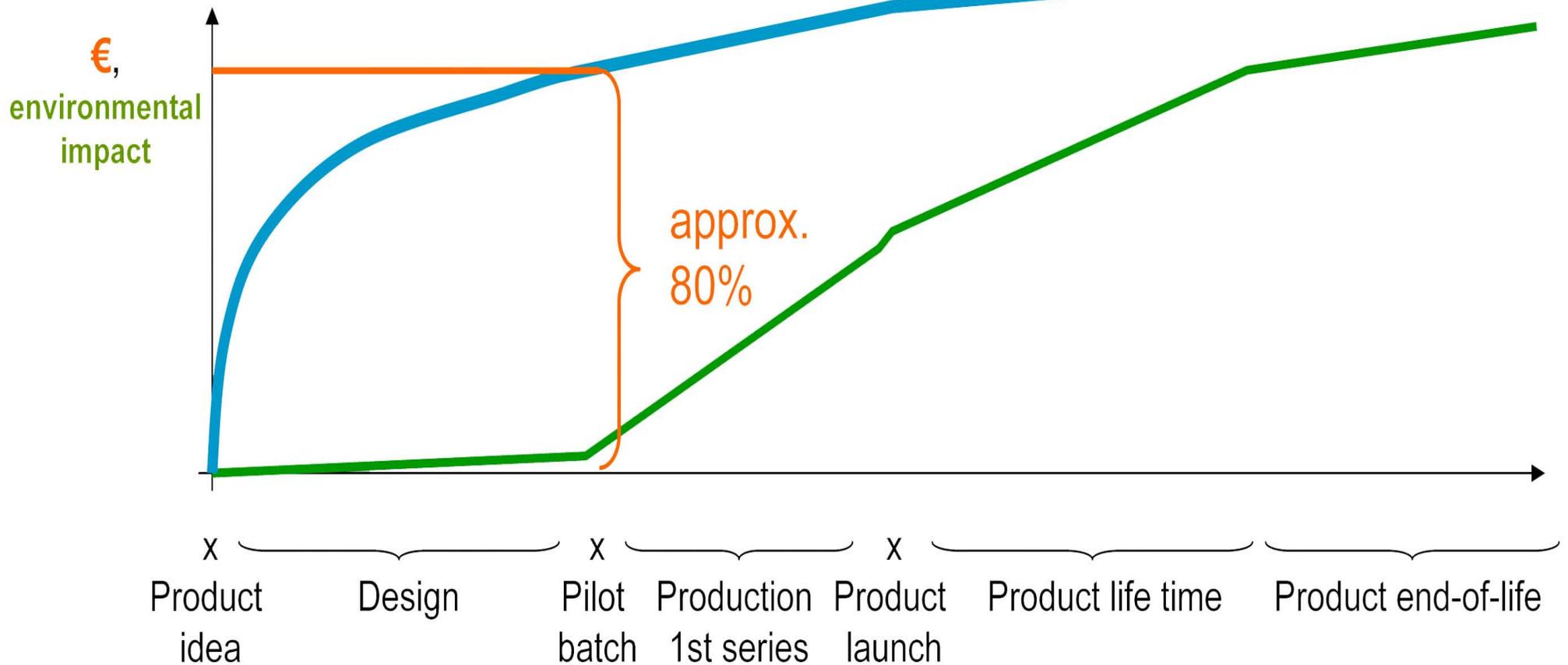
View your products and processes from a new perspective!



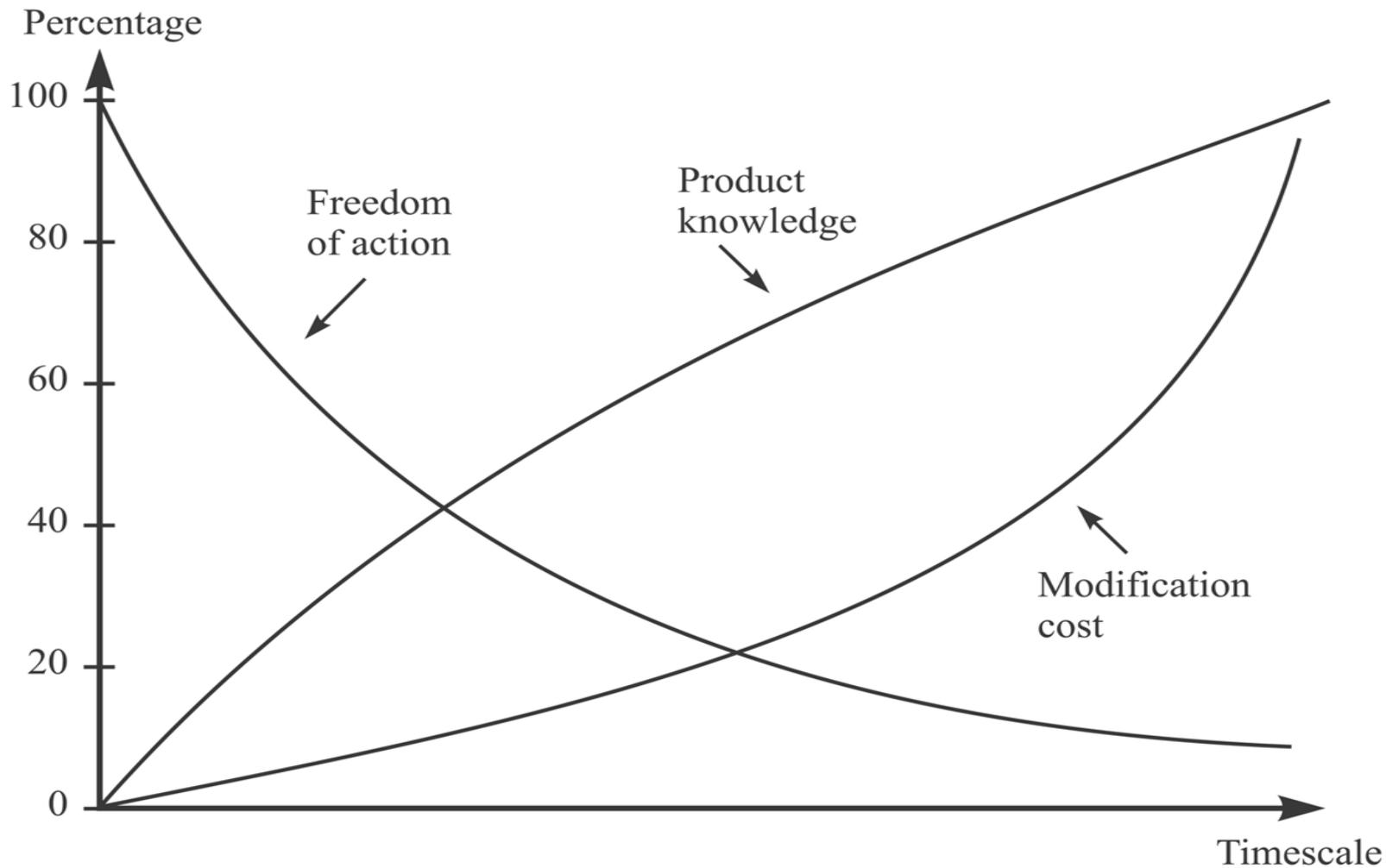
Potential benefits from EcoDesign

- Improve functionality
- Increase customer value
- Competition
- Cost savings
- Risk reduction
- Innovation
- Public opinion
- Customer safety
- Employee motivation
- Corporate communication
- Supply chain relationship
- Product quality
- Decrease the product's negative environmental impact

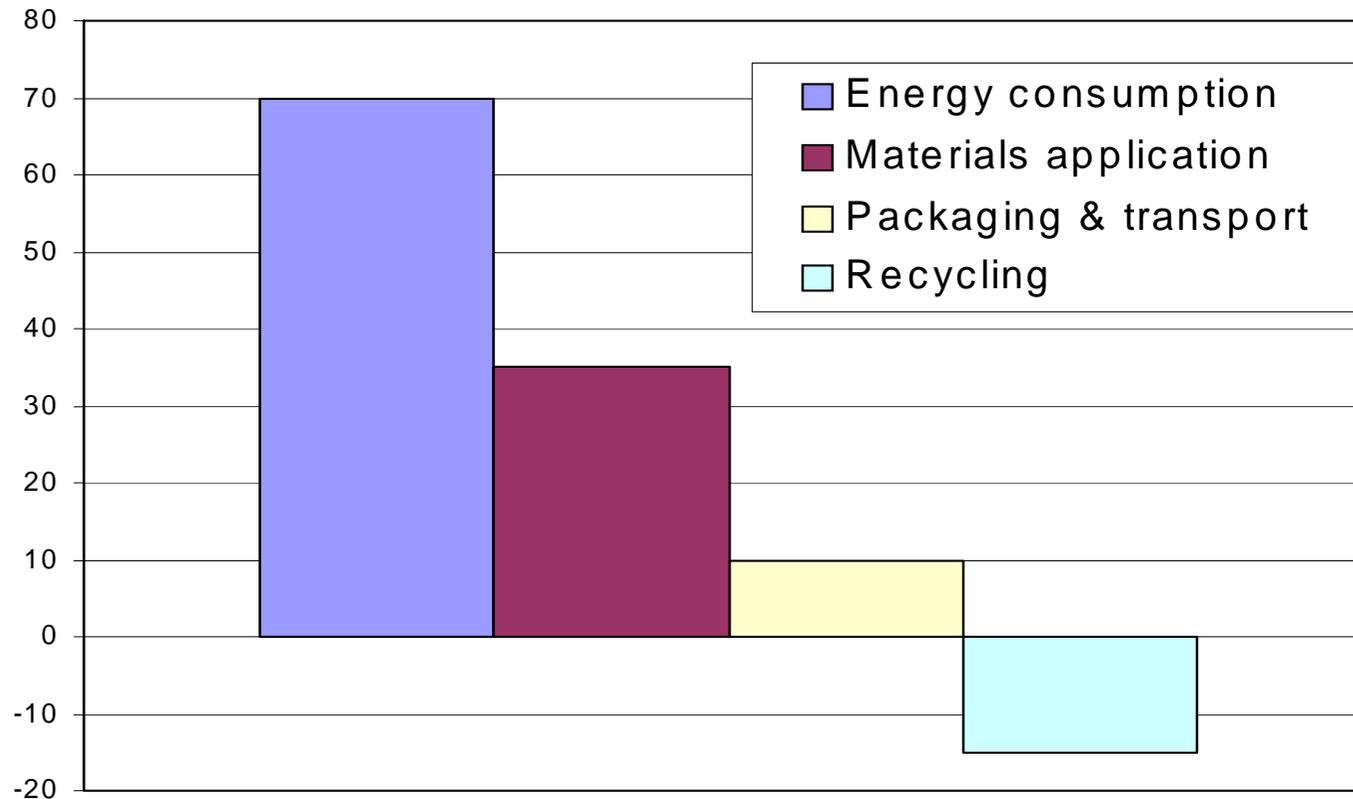
Why focus on product design?



The relation between “Freedom of Action”, “Product knowledge” and “Modification cost”



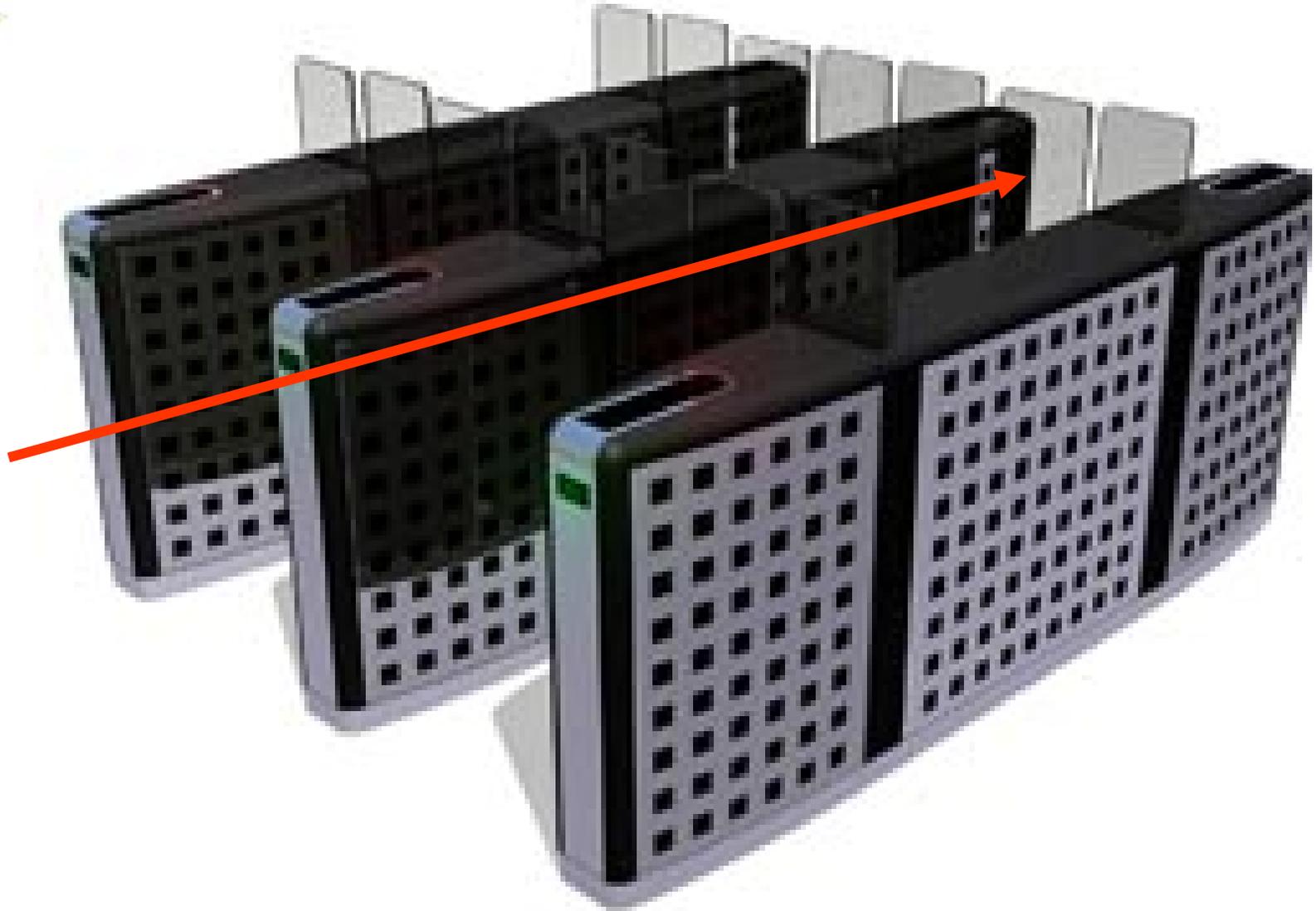
What's important to consider?



Average Environmental load in an electronic product over its life cycle.

Speedgate Entrance Control

Gunnebo



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HTC Superfloor



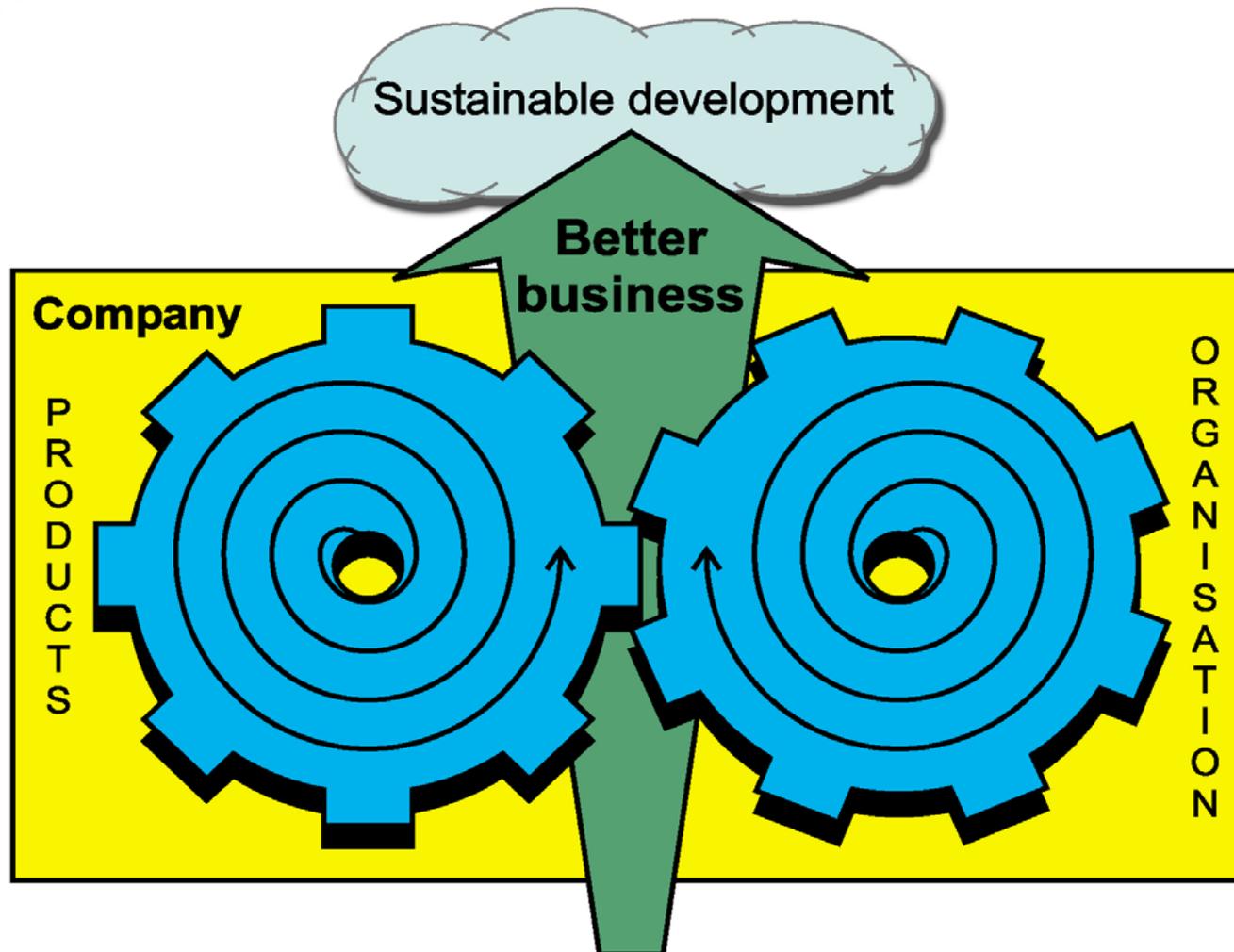
A refined concrete floor, grinded and polished with effective machines and diamond tools. Not only is the floor aesthetical appealing, it also contributes to a better working environment. The advantageous is in an economical point of view thanks to the durability and the low life cycle cost. It is the ideal floor for a wide range of industries and public buildings.



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For effective and efficient Eco-Design there is a need to consider both the operational and management level



What is important to consider when adopting and implementing Eco-Design?

- What is the need?
 - External requirements, e.g. from the customer
 - Internal requirements, e.g. from the management
 - Primary purpose for using methods or tools
- Education/knowledge about Eco-Design
- The strategy for integration and follow-up
- Economy for the adoption and implementing

Why use Eco-Design methods and tools

- Facilitate various kinds of communication within the product development process.
- Methods and tools function as knowledge and experience backups.
- Contribute with structure.

Basic requirements an Eco-Design method or tool ought to fulfill

1. Be easy to adopt and implement.
2. Facilitate designers to fulfill specified requirements on the presumptive product.
3. Reduce the risk that important elements in the product development phase are forgotten.
4. **Must reduce the total calendar time (from start to end) to solve the task.**

To summarize – Eco-Design

- The company must have goal and strategy for its Eco-Design work.
- Must be considered as an integrated part of the company's operation.
- Environmental-related requirements must be handled together with other product requirements.
- Methods and tools must be easy to adopt and implement.
- The Eco-Design work must be followed-up.

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Thank you for your attention!