



SUSTAINABLE DESIGN
GROUP NEW ZEALAND

ENVIRONMENTAL DESIGN & WORKING WITH PRODUCT DEVELOPMENT

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NATIONAL EDUCATION & PROFESSIONAL DEVELOPMENT FORUM 12 June 2009

dinz designers institute
of new zealand

sustainable
BUSINESS NETWORK



Ministry for the
Environment
Manatū Mo Te Taiao

Better by Design[®]



Overview

- Challenges in implementing environmental design
- Areas to build capability, some ideas



Potential Barriers to Integration

- Poor innovation culture
- Lack of motivation, “we don’t need to tackle that here”
- Silo departmental thinking, Poor design process.
- Lack of basic eco-knowledge
- Direct management buy-in not clear
- Weak market drivers
- Client sustainability commitment is weak
- Increased cost or time to market
- Additional risk
- Commercial imperatives & strategy
- Economy of scale in NZ / technology / research not available



Potential Barriers to Integration

- Designers understanding & ability to drive integration
- Lack of direction “we haven’t thought about what or how”
- Lack of data & knowledge - not knowing which is the ‘best way’
- We don’t trust the environmental data or models
- Materials availability & performance
- Poorly defined, conflicting environmental standards
- We only need to follow the environmental standards



What helps to integrate sustainability in Product Development?

CREATE BUY-IN

Market & Customer

Positioning business for the future

Brand values, Business integration



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Business sustainability strategy

External Research Projects



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Define a clear path of action
Responsibilities
Learn by doing
Build Capability

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USE TOOLS & PROCESSES

Use data and link to decision making
Define methods & processes
Include to management systems



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Institutional Learning & Maturity

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