

Motivations for sustainability improvements of the Arne Jacobsen laminated "7" chair.

Description

The Motivating Factors tool supports a company in getting an overview of which factors are important drivers for sustainability, combined with an assessment of the company's capability to perform on these factors. The results are presented in a scatter plot. At Fritz Hansen, the tool was used to clarify which areas that needed improvements in order to fulfill and improve the CSR profile.



Results

The result of the analysis shows that motivation is special important within four areas:

Motivation of employees (9)

Employee's feelings of working in a responsible company that cares about environment and social responsibility may boost their motivation; increasing at the same time loyalty and productivity levels.

Cost reduction (1)

Significant financial savings are achieved in the short and long term through Design for Sustainability, when both material use and production methods are taken into consideration. Using fewer materials for each product, reducing hazardous materials, optimizing manufacturing processes (energy and water efficiency, generation of less waste), and improving logistics may lead to cost reduction.

Product quality improvement (3)

Design for Sustainability may increase the product quality in terms of reliability, durability and/or reparability, among others. These are core aspects for Fritz Hansen.

Company's image and brand differentiation (green marketing) (4)

Fritz Hansen's customers expect high quality products and performance. This also includes taking care of the environment and securing safe and healthy working conditions.

The numbers refer to the figure .



Company information:

Fritz Hansen is the producer of Danish furniture classics designed by among others Arne Jacobsen, Hans J. Wegner and Børge Mogensen. The speciality in high quality furniture in laminated wood is still a significant characteristic, also in the newer designs. www.fritzhanzen.com

REPUBLIC OF Fritz Hansen®

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The SInnDesign project is conducted by a consortium from Portugal, Spain, Austria and Denmark.

