

InEDIC Ecodesign Manual

Tool 1: Investigation of the motivating factors for ecodesign

To find out what can be expected from any ecodesign project and how important it is for your company, investigate the motivating factors for ecodesign. This tool will help you identify why ecodesign is important for your company and therefore streamline the ideas on which product groups can work on and what kind of improvements are required.

The established project team together with the support group and top management should reflect on each proposed motivating factor and decide its relevance to the company as well as the company's ability to achieve it. Evaluation of each proposed motivating factor should be achieved by scoring (Scores 1-10, "10" being the most influential factor). Add a comment to explain the answer if necessary – this will help the team to remember the results of the discussion. Add also the comments' part where necessary, so the team remembers the basis for the discussion and decisions taken.

The results of this tool's application can be plotted in a graph that identifies those motivating factors that are simultaneously of high importance and where the company has capacity to intervene.

Motivating factors for ecodesign

Motivating factor	Description	Importance (1 to 10)	Capacity of the company (1 to 10)	Justification
Internal drivers				
1 Cost reduction	<p>Significant financial savings are achieved in the short and long terms by using fewer materials of each product, reducing hazardous materials, optimizing manufacturing processes (such as energy and water efficiency, generation of less waste, etc.), and improving logistics.</p> <p>What is the level of interest for reduction of costs through ecodesign? Reflect on the life cycle stages where the saving potential is higher.</p>			
2 Innovation	<p>Environmental considerations in product development lead to innovative products giving them also a longer design life; that enables the company to reinforce market shares over time and to open up new market niches.</p> <p>What is the level of interest for potential innovation by eco-design?</p>			
3 Quality	<p>What is the level of interest for your company to increase product quality (in terms of functionality, reliability, durability and reparability) by environmental improvements?</p>			
4 Company's image	<p>Would you consider that ecodesign and communication of good environmental performance by your product(s) would have positive effects on its (their) marketability and brand reputation?</p> <p>In respect to competitors, what is the level of interest of improving the product and company's image from an environmental point of view?</p>			

Motivating factor	Description	Importance (1 to 10)	Capacity of the company (1 to 10)	Justification
5 Company's environmental policy and environmental management systems	<p>Does the company have a defined environmental policy and an implemented EMS?</p> <p>If so, ecodesign is directly integrated in the company's strategy. What is the importance of these motivating factors?</p>			
6 Motivation of employees	<p>Would an employee's feeling that they work in a responsible company that cares about environment boost their motivation?</p> <p>Is there any potential to improve health and safety conditions of the employees? Mark the level of interest.</p>			
External drivers				
1 Environmental benefits	<p>The integration of environmental criteria in the product development process allows for the reduction in resources consumption and in waste and emissions produced per product unit along the life cycle.</p> <p>Discuss the importance of benefits like these for the company's reality and its products.</p>			
2 Government policies, legislation and standardization	<p>What is the importance of ecodesign for the compliance to existing and anticipated legislation, as well as for voluntary implementation of environmental standards and labels?</p> <p>Discuss the company's strategy regarding voluntary instruments.</p>			
3 Market demands	<p>Discuss the market demand (B2B or B2C) regarding environmental issues in products. Do your customers ask for environmental information about your products? Are they asking if you use an environmental management system (EMS)? Are environmental issues a concern in public procurement tenders? Do you see potential market differentiation if the products have more environmental appeal? Do you think you could introduce your products in new,</p>			

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	environmentally aware markets? Mark the level of interest and benefits for this driver.			
4 Suppliers	Do your suppliers introduce materials, technologies or components that are more environmentally friendly? Will suppliers' innovation influence the performance of your products regarding environmental implications? To what extent may the ecodesign project follow the environmental performance of suppliers? Mark the level of interest.			
5 Competitors	Are your competitors introducing products in the market with valuable environmental performance differentiations? Have they increased their market shares by using their communication tools? Would you think that ecodesign would help be a source of inspiration and/or differentiation to keep abreast with your competitors? Mark the level of interest.			
6 Social environment	Are your products socially sustainable? Have your products been designed according to sustainable patterns and product life cycle criteria?			

The analysis leads to the next graph, which will be positioned according to the assessment made regarding the degree of importance of the motivating factors to the company as well as its ability to act. Thus, if a factor is considered of great importance for the company although the ability to define performance of the company low, the evidence leads us to conclude that it is a threat factor and therefore the company will have to devise an appropriate strategy.

The final result is a motivating factors scatter plot

Motivating factors

