

# CSR & Environment

## Designing for Sustainability

---

Milica Dobric

November 9, 2016



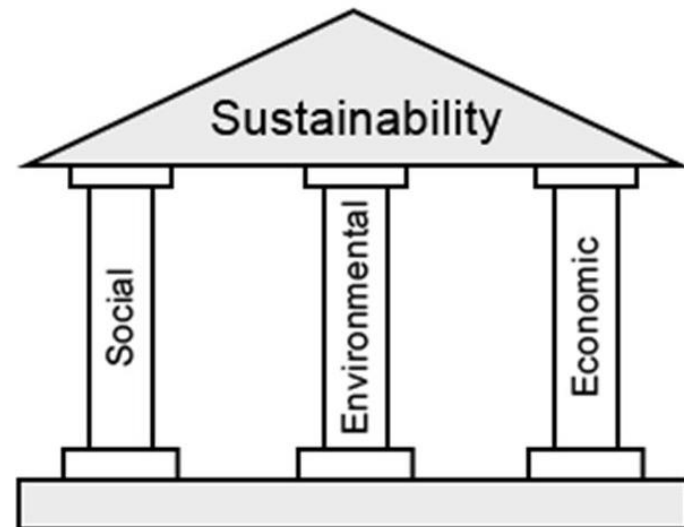
# What is Sustainability?



- Maintain the **resources**
- Protect the environment
- Act responsible
- **Next generations**

## Three pillar model

- **Environmental** – Protection of climate, resources
- **Economy** – Seasonal products
- **Social** – Better education; Equal rights; Fighting poverty



# Sustainable Design

- Designing objects
  - Eliminate **negative environmental impact**
- Beneficial to **society and environment**



## Necessity because of

- Climate change
- Waste
- Poverty
- Economic instability
- Energy security

# Sustainable Design

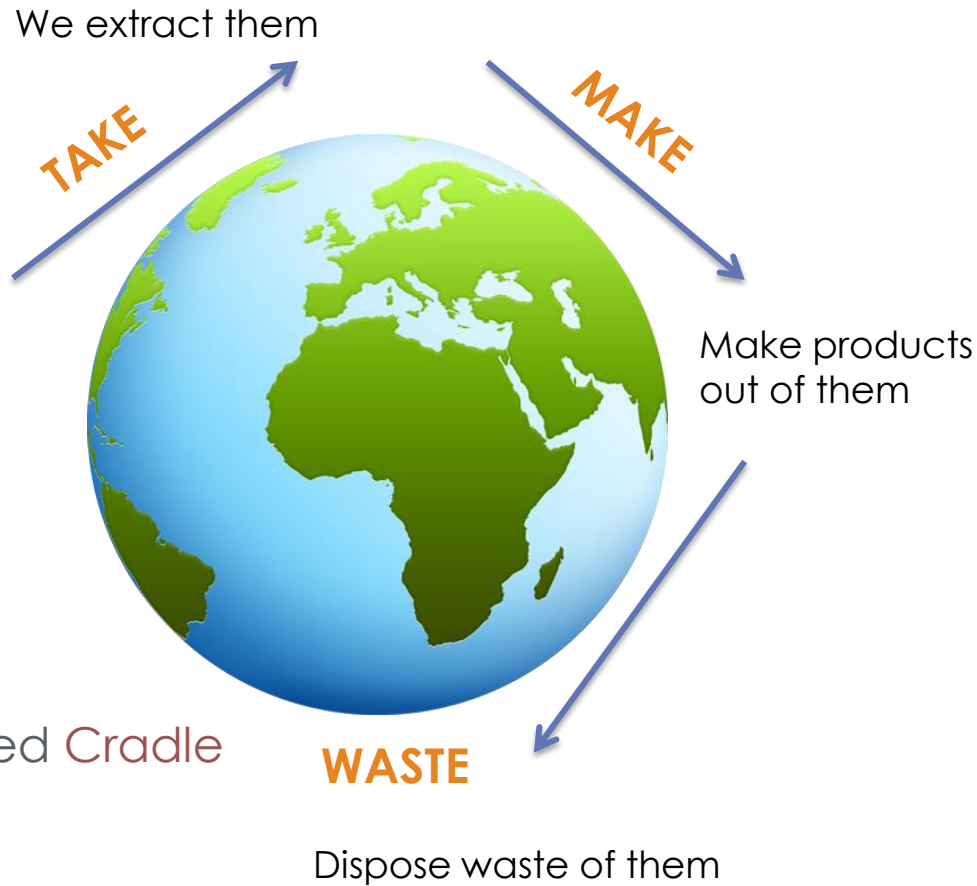
Five principle to make products sustainable:

- **Cyclic** – recycle materials, grown materials
- **Solar** – Using renewable energy
- **Safe** – non toxic
- **Efficient** – using least amount of material
- **Social** – good for people



Ex.: Freitag

# Circular Economy / C2C



This principle is called **Cradle to Grave**

# Circular Economy / C2C



Keep the cycle going!

- Environment as example
  - No Emissions, no waste
- Waste is a valuable resource in the wrong place.
- Biological and technical products

# Life Cycle Thinking

- How everyday life has an **impact** on the environment
- Over entire **life cycle**
- Strategic **decision making tool**
- More effective sustainable design and innovation outcome



# Designing for Sustainability

---

Milica Dobric