

United Nations for Sustainable Development

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Who are we?

*L'Institut de développement de produits
(Institute for product development)*

*is a Not-For-Profit association of industrials
based in Quebec, Canada*

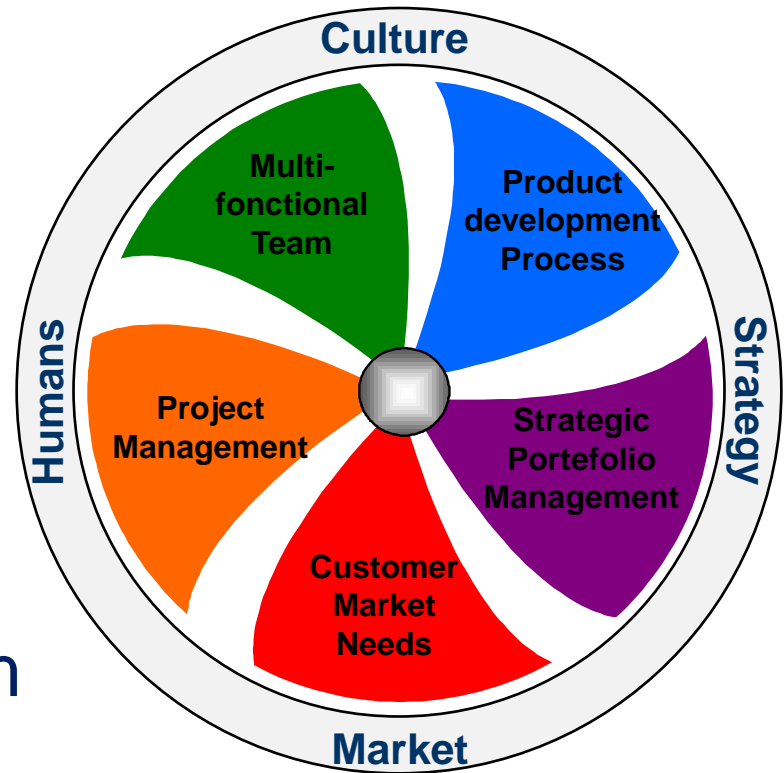
Our mission is to accelerate the
adoption of best practices in product development
including EcoDesign
so these enterprises become
more competitive

IDP approach

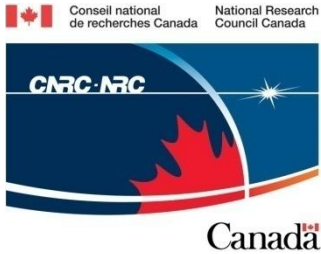
A pragmatic and systemic approach to innovation management

The objective :

get repeated successes from product development efforts



EcoDesign Initiative (since 2005)



Awareness

60 Seminars & workshops

Training

943 industrials

16 Training programs 85 Diagnostics
383 cics 1117 persons

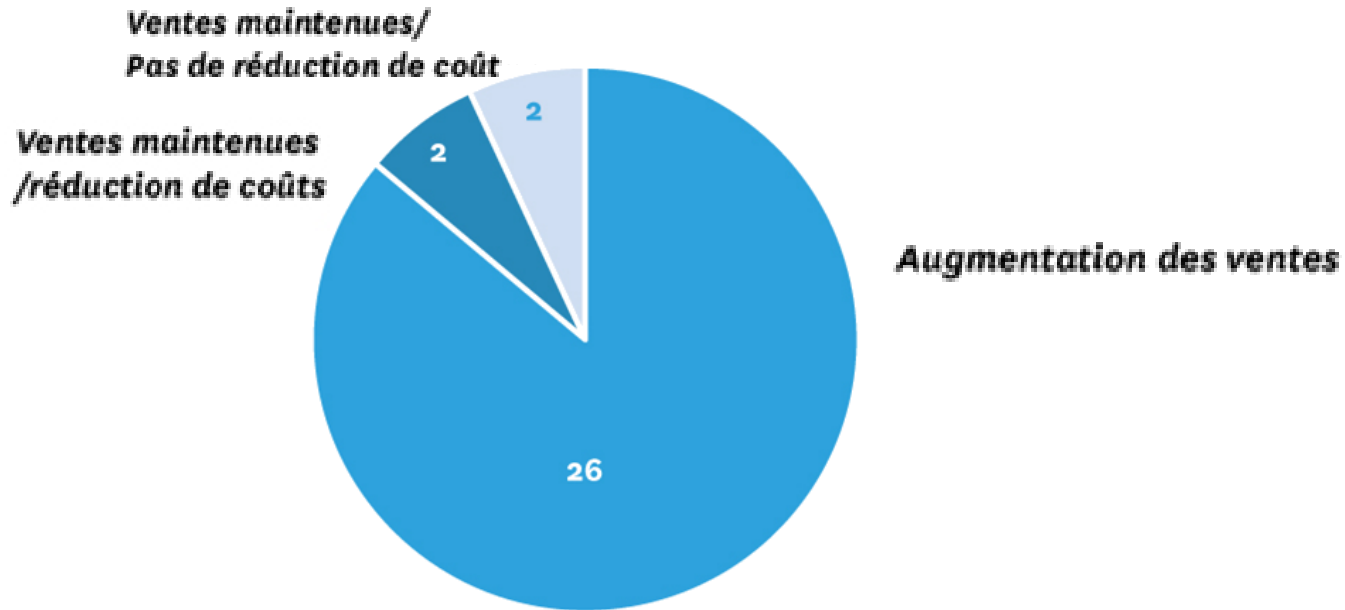
Coaching

75 direct coaching

Research



Economic return of Ecodesign



« For the majority of the cases, the study confirms that *Ecodesign* has contributed to the increase of sales »

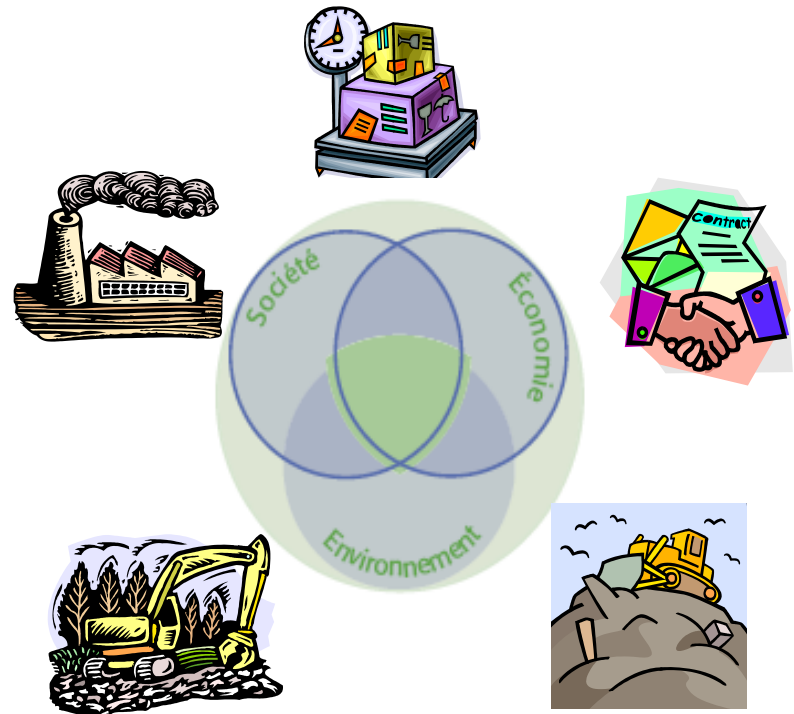
www.idp-ipd.com/ecoconception/etudes.html



Innovation and Sustainability

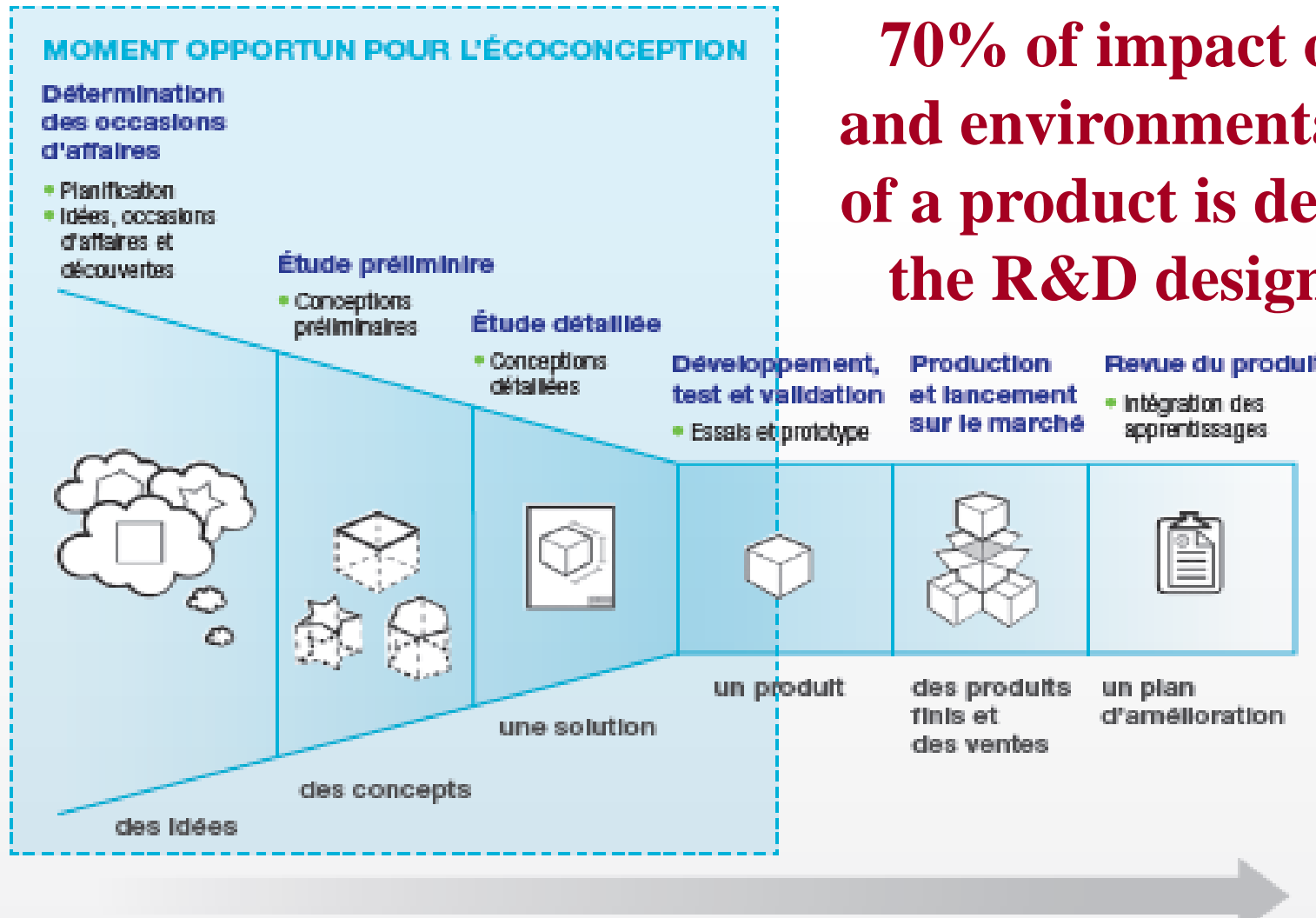
A product R&D designer thinks of ...

- ✓ Price – Cost
- ✓ Sales Volume
- ✓ Product Functionalities
- ✓ Technological challenges
- ✓ Schedule
- ✓ Life cycle = end of warranty period



Product development design stage

70% of impact on cost and environmental issues of a product is decided at the R&D design stage

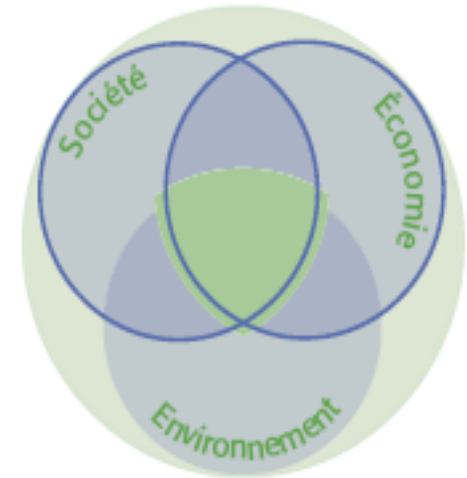


EcoDesign Initiative

« Integrating Life Cycle principles right at the product design stage give benefits »

***EcoDesign is
a real source for innovation***

- Improve product functionalities
- Generate inventives solutions
- Reduce costs
- Discover new market opportunities
- Improve positioning with customers
- Review business model >>> Service
- Mobilise the personnel



From a cost reduction project to GES Emission reduction

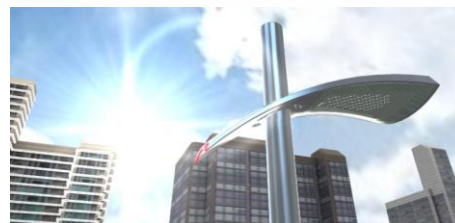
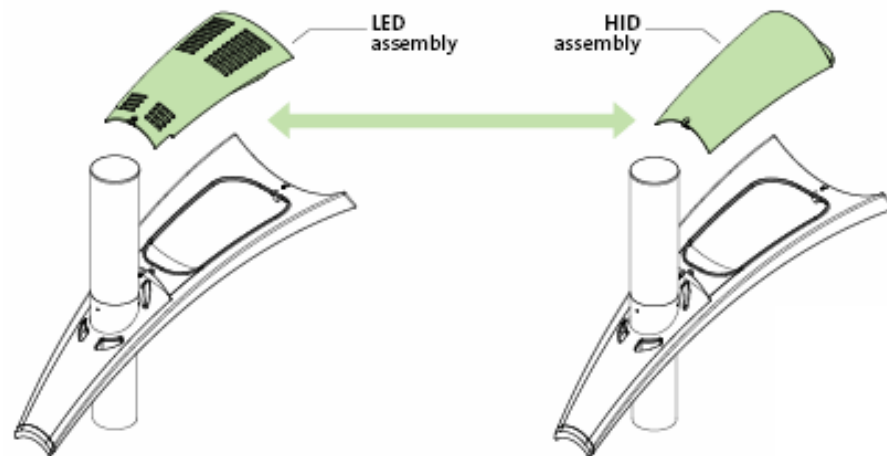


PROJECT OBJECTIVE : *Cost reduction of the turbine*

- Air flow optimised
- Noise reduced
- Energy consumption 15% less
- Reduction of raw material

The new turbine offer 750 kg less of
GES emissions during his useful
lifetime (20y)

Modular design



Energy efficiency



Packaging



Hazardous substances



Weight



Recycling and disposal



Lifetime reliability



Investing in change

End of life-cycle

Recycling

Manufacturing Shop Floor

Eco-efficiency

Materials and new inventions:

Clean Tech

Product Development

EcoDesign



Our firm belief

*On the road to sustainability,
education and support toward
responsible innovation is
a key contribution*



Our firm belief

*That contribution is mostly effective
right at the design stage*

EcoDesign

Thank you for your attention!



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16 years serving industry

Awareness

Training

Coaching

Research

Innovation & product development practices

EcoDesign practices

> 10 000 man / days
educational
programs

