

ECODESIGN EDUCATION - A VALUE-BASED APPROACH FOR SUSTAINABLE PRODUCT DEVELOPMENT AS AN ANSWER TO UPCOMING GLOBAL CHALLENGES

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Abstract

The implementation of Ecodesign and sustainable product development methodologies should not only help companies in developing products with a good environmental performance but also reduce internal costs. But it is kind of a paradox that even if costs can be reduced, Ecodesign methodologies and strategies are not fully accepted by product developers. This paper will discuss why it is essential to include beneath technological aspects, ethical as well as social aspects into any kind of Ecodesign education and training.

Keywords: Ecodesign, sustainable product development, Ecodesign education, Ecodesign training

1. INTRODUCTION

National borders can not stop environmental impact from spreading into neighbouring countries or even from crossing oceans. Realizing this is the basis for recognizing the need to work together and collaborate on developing solutions for environmental problems.

Apart from the importance of underlying legal and political systems, national borders have lost much of their significance in marketing and sales due to globalization. Products are sold and available concurrently in large geographical regions. To survive in the market it has become a pre-requisite to attract and retain the best human capital. Continuous training in state-of-the-art technology as well as a practiced climate of knowledge sharing, supported by the appropriate infrastructure, are the nerves of a company.