

Module 5

Sustainable Manufacturing & Distribution

Chair: Agustín García-López

Towards innovation

1. System-wide approach is essential.

- Lifecycle assessment can help understand hidden business hotspots/opportunities as well as overall environmental impacts.

2. New business models can be explored.

- “Cradle to cradle” solutions... Remanufacturing
- Product-service systems... Sell functions instead of products
- Help consumers to reduce emissions
- Difficult to apply the same model for low-value household products and high-turnover electronic goods.

Success factors

3. Find key drivers

- Sales/marketing; R&D/innovation; “lean” & “clean”
- Target consumers according to countries

4. Organisational innovation is important as well as technologies.

- Ownership should be shared among different internal functions (management, R&D, sales, procurement)
- Towards open model of innovation (collaboration with suppliers, academics, etc.)

Engagement

5. Engage suppliers & SMEs

- USEPA's Green Suppliers Network was introduced.
- Voluntary engagement & confidentiality is key.
- Help SMEs to measure impacts by metrics

6. Need "intelligent regulations"

- Government shouldn't prescribe but let business find innovative solutions by setting goals/benchmarks as well as incentives.
- Business needs stable, predictable policies.
- Government should guide consumers by helping them to digest complex messages.