**5. PRODUCTS**

***To be further discussed in Graz***

**INTRODUCTION**

The following elements focus on assessing the potential for improving the environmental, economic and social value of a product, giving in the meantime inspirations to guide the company’s effort in this direction.

Once the company has selected one of its products (or a line of products), these elements represent a wide set where to find the most suitable and important ones for the specific case, since the company has not to follow each and every one of them, because, for example, some of them can be not significant for the selected product and some can be in contrast with some others and an expert decision is needed.

Table 1.3 is designed to support this screening and prioritization activity, allowing to “switch off” some of the elements and focus only on the most important ones.

In addition, these indications have to be integrated and balanced with other design factors, such as, for instance, functionality, aesthetics, and cost.

**STRATEGIC ANALYSIS**

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| 5.1 Identification of key customers and understanding of their needs and satisfaction related to the product | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We have complaint management and keep a record of reclamation | We send around questionnaires and have key accounts which regularly visit the main clients and discuss our products with them | We include key customers in our design team when we redesign an existing product or develop a new solution (product or service) | A  B  C |
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| 5.2 Evaluation of consumption of resources (materials, water and energy) related to the product life cycle | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | Data about the resources consumption are available from different stakeholders and different product life cycle phases | A qualitative or quantitative analysis has been performed | We evaluate the consumption of resources related to each of our products and use that as an indicator when selecting among different design choices (e.g. water footprint) | A  B  C |
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| 5.3 Evaluation of air pollution related to the product life cycle | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | Data about air pollution are available from different stakeholders and different product life cycle phases | A qualitative or quantitative analysis has been performed | We evaluate air pollution related to each of our products and use that as an indicator when selecting among different design choices | A  B  C |
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| 5.4 Evaluation of water pollution related to the product life cycle | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | Data about water pollution are available from different stakeholders and different product life cycle phases | A qualitative or quantitative analysis has been performed | We evaluate water pollution related to each of our products and use that as an indicator when selecting among different design choices | A  B  C |
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| 5.5 Evaluation of waste production related to the product life cycle | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | Data about waste production are available from different stakeholders and different product life cycle phases | A qualitative or quantitative analysis has been performed | We evaluate waste pollution related to each of our products and design to tend towards zero waste/industrial symbiosis | A  B  C |
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| 5.6 Use of information about the environmental impacts of the product to communicate its value, also in relation to competing products | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are starting to evaluate the environmental impacts of our product and investigating which eco labels and type of communication could be more suitable for our goals | We use information about specific environmental characteristics of our product (i.e. CO2 emissions, energy consumptions) in our communication | We assessed the life cycle environmental impacts of our product and have an environmental certification that we use in our communication, also comparing the environmental impacts of alternative products/solutions that provide the same function. | A  B  C |
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| Rem. | Environmental communication can be addressed to customers as well as distributors and service providers | | | | |
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**ENVIRONMENTALLY SUSTAINABLE DESIGN (ECO-DESIGN) FOR THE PRE-MANUFACTURING PHASE**

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| 5.7 Design for material consumption minimization in pre-manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We try to minimize the quantity of the most expensive materials we use in our products | We always design to reduce the overall quantity of materials used in our products, e.g. designing to facilitate the shared use of our products or integrating different functions within the same product | We follow different guidelines to develop design choices that reduce the quantity of materials used in our products and their packaging, e.g. considering digitalization, reuse or offering a service, instead of a product, to fulfil the customer’s needs | A  B  C |
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| 5.8 Design for the use of not hazardous, of renewable and of recycled materials in pre-manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We comply with all the current, relevant regulations, e.g. about restricted substances | Apart from compliance, we always select the renewable or recycled option, when available and materials with low content of hazardous substances  (specify) | We selected suppliers that can support us towards the maximisation of the use of renewable and recycled materials (e.g. FSC certified wood suppliers) and minimization of use of hazardous substances (specify) | A  B  C |
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| 5.9 Design for energy consumption minimization in pre-manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We started to collect information about which of our suppliers minimize energy consumption | We buy some materials and components from suppliers who minimize energy consumption | We work only with suppliers which minimize energy consumption | A  B  C |
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| 5.10 Design for the use of renewable energy sources in pre-manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We started to collect information about which of our suppliers use renewable energy | We buy some materials and components from suppliers who use renewable energy | We work only with suppliers that use renewable energy, better if locally generated (e.g. solar panels on the roof of their factories) | A  B  C |
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| 5.11 Design for water consumption minimization in pre-manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We started to collect information about which of our suppliers minimize water consumption | We buy some materials and components from suppliers who minimize water consumption | We work only with suppliers which minimize water consumption | A  B  C |
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**ENVIRONMENTALLY SUSTAINABLE DESIGN (ECO-DESIGN) FOR THE MANUFACTURING PHASE**

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| 5.12 Design for material consumption minimization in manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are tracking the material consumption during product manufacturing | We always design to reduce the overall quantity of material used for manufacturing, e.g. reducing the amount of scraps | We design our products in order to reduce the overall quantity of materials used for manufacturing and to eventually reuse scraps within the same or other product lines (e.g. as fillings) | A  B  C |
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| 5.13 Design for the use of not hazardous, of renewable and of recycled materials in manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We comply with all the current, relevant regulations, e.g. safety in the workplace | Apart from compliance, we always select the renewable or recycled option, when available | We design in order to recycle our manufacturing scraps on site | A  B  C |
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| 5.14 Design for energy consumption minimization in manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are tracking the energy consumption during product manufacturing and trying to allocate it to different activities and product lines | We consider the energy consumption when selecting a production process | We design to reduce energy consumption during the manufacturing phase, e.g. upgrading our machineries for an higher level of efficiency or selecting more energy efficient production processes | A  B  C |
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| 5.15 Design for water consumption minimization in manufacturing | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are tracking the water consumption during product manufacturing and trying to allocate it to different activities and product lines | We consider the water consumption when selecting a production process | We design to reduce water consumption during the manufacturing phase, e.g. upgrading our machineries for an higher level of water efficiency or selecting more water efficient production processes | A  B  C |
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**ENVIRONMENTALLY SUSTAINABLE DESIGN (ECO-DESIGN) FOR THE DISTRIBUTION PHASE**

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| ~~x.x? Design for material consumption minimization in distribution~~ | | | | | |
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| **~~NA~~** | **~~Absence~~** | **~~Preparation~~** | **~~Integration~~** | **~~Proaction~~** | **~~WEIGHT~~** |
| ~~0~~ | ~~Nothing has been done yet~~ | ~~To be completed~~ | ~~To be completed~~ | ~~To be completed~~ | ~~A~~  ~~B~~  ~~C~~ |
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| ~~x.x Design for the use of not hazardous, of renewable and of recycled materials in distribution~~ | | | | | |
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| **~~NA~~** | **~~Absence~~** | **~~Preparation~~** | **~~Integration~~** | **~~Proaction~~** | **~~WEIGHT~~** |
| ~~0~~ | ~~Nothing has been done yet~~ | ~~To be completed~~ | ~~To be completed~~ | ~~To be completed~~ | ~~A~~  ~~B~~  ~~C~~ |
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| 5.16 Design for energy consumption minimization in distribution | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are tracking the energy (fuel) consumption during the distribution of our products and looking for low consumption alternatives | We consider the energy (fuel) consumption when selecting a distribution and logistics providers | We design to reduce energy consumption during the distribution phase, e.g. designing our products as compact as possible in order to optimize the vehicle load thus optimising fuel consumption and co-designing the distribution phase with our distribution and logistics providers | A  B  C |
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| 5.17 Design for the use of renewable energy sources in distribution | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We started to collect information about which of our distribution and logistics providers use renewable energy | The distribution of part of our products uses renewable energy | We work only with distribution and logistics providers that can guarantee the use of renewable energy | A  B  C |
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| 5.18 Design for water consumption minimization in distribution | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are tracking the water consumption during the distribution of our products | We consider the water consumption when organizing distribution and logistics for our products | We design to reduce water consumption during the distribution phase, e.g. reducing the need for cleaning the vehicles after transport | A  B  C |
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| 5.19 Design for the minimization of environmental impacts related to packaging (material consumption minimization, use of renewable materials, use of not hazardous materials, use of returnable/reusable packaging) | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are assessing different packaging options on the market in terms of their environmental profile | We design the packaging for our products in order to reduce its environmental impact | We design our products to reduce the need for packaging and, when needed, we design it to be reusable, as packaging or part of the product | A  B  C |
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**ENVIRONMENTALLY SUSTAINABLE DESIGN (ECO-DESIGN) FOR THE USE PHASE**

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| 5.20 Design for material consumption minimization in the use phase | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are performing some tests to estimate the actual material quantity our clients use | Considering the typical user behaviour, we design our products to be material efficient during the use phase | We co-design with our users to reduce the material consumption during the use phase, in order to supply products or services that adapt themselves to the actual needs and behaviour of the users | A  B  C |
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| 5.21 Design for the use of not hazardous, of renewable and of recycled materials in the use phase | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are thinking of modifying some of our products in order that not hazardous/renewable/recycled materials could be used during the use of the product (specify) | We suggest our users to use not hazardous/ renewable/recycled materials during the use of the product (specify) | We design our products in order that it’s only possible to use not hazardous/ renewable/recycled materials are needed in the use phase of the product (specify) | A  B  C |
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| 5.22 Design for energy consumption minimization in the use phase | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are performing some tests to estimate the actual energy quantity our clients use | Considering the typical user behaviour, we design our products to be energy efficient during the use phase | We co-design with our users to reduce the energy consumption during the use phase, in order to supply products or services that adapt themselves to the actual needs and behaviour of the users | A  B  C |
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| 5.23 Design for the use of renewable energy sources in the use phase | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are thinking of modifying some of our product in order to be able to use renewable energy | We suggest our users how to best use our products with renewable energy | We integrate renewable energy features in our energy-using products, e.g. solar panels or handles for manual charging | A  B  C |
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| 5.24 Design for water consumption minimization in the use phase | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are performing some tests to estimate the actual water quantity our clients use | Considering the typical user behaviour, we design our products to be water efficient during the use phase | We co-design with our users to reduce the water consumption during the use phase, in order to supply products that adapt themselves to the actual needs and behaviour of the users | A  B  C |
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| 5.25 Design for the optimization of product life time (e.g. design for modularity, upgradability, easy maintenance and repair) | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are collecting information about the reasons that lead to the disposal of our products and about the amount of time they are used during their lifetime | We design products that last longer than the average on the market using also design for disassembly, in order to make the customer able to easily maintain, repair and upgrade our products during their lives. | We offer spare parts for our products to replace broken, wear out or obsolete components for at least x years after the product has been released/after product manufacturing has finished.  In some cases, we offer our customers to rent our products, including in the price maintenance, repair and upgrade services they would need. | A  B  C |
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| 5.26 Design for the minimization of emissions (air, water, waste) related to the product use | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We measure the emission in air and water and the production of waste related to the use of our products | We design to reduce the emissions of our products during the use phase, making them more and more energy and material efficient | We co-design our products with suppliers of auxiliary products that are used along with ours, in order to reduce not only the emissions of our products but those of the overall system in which our product is used | A  B  C |
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| 5.27 Design to strengthen the user-product relation, in order to discourage early disposal of the product and instead favour its repair, maintenance and upgrade | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are studying the relation that the user build with our products and the reasons that lead to disposal | We provide after sale services and communication (e.g. websites) to enrich the user experience related to our products | We involve the user in the design and customization of the product | A  B  C |
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| 5.28 Design to provide information about the proper use of products to customers | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We provide a manual | We provide continuously updated information on the internet | We design self-explaining products also regarding repair, etc. | A  B  C |
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| 5.29 Collection of repair information from the service network | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We collect reclamations | We are running blogs on the Internet | We are working together with key service providers when piloting a product | A  B  C |
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| 5.30 Collection of information on the use of products from customers | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We collect reclamations | We are running blogs on the Internet | We are working together with key clients when piloting a product | A  B  C |
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**ENVIRONMENTALLY SUSTAINABLE DESIGN (ECO-DESIGN) FOR THE END-OF-LIFE PHASE**

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| 5.31 Design for the recovery of product (or its parts) functions | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are studying possible functions to be integrated with the current one of our product | We design products that can be used for different functions in different contexts or moments | We design a take back system for our products in order to retrofit them or some of their parts that can be used for new products | A  B  C |
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| 5.32 Design for recyclability/compostability of materials | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | We are replacing some materials in our products in order to make them more recyclable/compostable | We design for the complete recyclability/compostability of our products, having in mind the context in which they will be probably end their life, reducing as much as possible the number of materials used in the product or using materials that are compatible in terms of recycling | After having designed our products to be completely and easily recyclable/compostable, we offer our customers a take back system in order to take charge of the end-of-life of our products, send them to the correct end-of-life treatment and eventually profit from the recovered material or its value | A  B  C |
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**SOCIALLY SUSTAINABLE DESIGN**

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| 5.33 Design product for safety during production and use | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | To be completed | To be completed | To be completed | A  B  C |
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| 5.34 Design products that enable or promote low-impact lifestyles (e.g. sustainable mobility, healthy recreational activities, reduction of wasteful consumption) | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | To be completed | To be completed | To be completed | A  B  C |
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| 5.35 Design products following universal design principles (e.g. equitable use, flexibility in use, simple and intuitive use, perceptible information, tolerance for error, low physical effort, size and space for approach and use) | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | To be completed | To be completed | To be completed | A  B  C |
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| 5.x Design products for different income groups | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | To be completed | To be completed | To be completed | A  B  C |
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| 5.x Design products that are part of a socially sustainable supply/value chain (socially sustainable procurement, e.g. purchased components are not produced using child or forced labour) | | | | | |
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| **NA** | **Absence** | **Preparation** | **Integration** | **Proaction** | **WEIGHT** |
| 0 | Nothing has been done yet | To be completed | To be completed | To be completed | A  B  C |
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