

Sustainable Design Infographic for Products

How to co-design more sustainable brand or marketing products together with your team and supplier(s).

1 Go Circular

With the limited resources our planet has to offer, it's essential to think with your teams and supplier(s) about how to become less reliant on raw materials by closing the loop from resource extraction to recycling the product. By designing a product for recyclability and reuse, you contribute to the circular economy, lower your emissions in the long run and make your product less dependent on Earth's limited resources. Ask your suppliers and partners to share their views on circularity and if they have an end-of-life product strategy (aka a "recycling and reuse" plan) to determine if their approach fits your brand's sustainability goals.



2 [CO2] Emissions

There is much to say about lowering CO2 emissions across the entire value chain. When considering emission reduction, the sooner you start in the design or product development process, the better. In this way, you can build the product with future usage and energy or resource usage in mind and make the right choices at the beginning. This is often referred to as a [sustainable design approach](#). Nowadays, you can also request a complete overview of which part of the process (e.g. materials, production, logistics, usage etc.) contributes to the most emissions. This helps focus on what makes the most significant difference in reducing emissions instead of compensating for it afterwards.

3 Is It Mo-du-lar?

When you design a product with a modular design approach, you inevitably create a more flexible product that can be easily broken down into parts (or components). This means a much more efficient way to repair, reuse, or recycle parts of- or the whole product. As a result, transportation becomes much more compact and lowers needed cargo volume, leading to fewer emissions and costs. The modular approach also follows the Right2Repair movement, where product life can be extended as fixing components is generally easier and better for the environment than replacing or reproducing a product.



4 Smart Packaging

Minimize the environmental impact of transportation and lower your costs through smart packaging options. With the advanced developments in packaging, you can start making a difference in your sustainability efforts by focusing on what your products are shipped in. Go for plastic-free options and compact, recyclable solutions to make an impact. At Dekkers, we use a fully recyclable unique cardboard folding technique that minimizes required space, is plastic-free and keeps products safe and stable. In addition, with a modular design approach for products, you can lower your cargo space even more, which means less needed volume, fewer emissions and lower costs.

5 Is It Certified?

Suppliers and brands are becoming increasingly eco-conscious and implementing measures to reduce their carbon footprint throughout their value chain. But how can you be sure your suppliers or partners take sufficient action? One way to judge is by checking out the external verification programs they are a part of. Global certification programs, like [EcoVadis](#), help companies of all sizes formulate, track and report on their sustainability goals. Newer initiatives such as The Science Based Targets Initiative, which Dekkers recently committed to, are similar examples. Regarding sustainability policy, it's essential to look out for suppliers that have some association with an independent certification party to ensure the initiatives are objectively measured and evaluated. You wouldn't want your sustainability efforts to be overshadowed by suppliers in your value chain who don't adhere to similar standards.

