Design For Environment, Second Edition

Second Edition

Design for Environment

A Guide to Sustainable Product Development | Joseph Fiksel

Now in Paperback

Synopsis

Proven methods for achieving environmental excellence while increasing profitability "If your goal is to design and develop environmentally sustainable products that also drive shareholder value, then this book is a must read." --Stuart L. Hart, S.C. Johnson Chair in Sustainable Global Enterprise, Cornell University "A comprehensive and inspiring guide that provides a powerful case for integration of environmental principles into product development ... Essential reading for any organization putting DFE into practice." --Ken Strassner, Vice President, Global Environment, Safety, Regulatory and Scientific Affairs, Kimberly-Clark Corporation â œJoseph Fiksel has produced a masterful book that not only powerfully argues for Design for Environment, but also provides the roadmap and real-life examples that prove the point. This book arrives not a moment too soon for a stressed planet. Industry has the opportunity to re-think how we design, produce, sell and dispose of products, and this book provides the tools and best practices to accomplish a new and improved way of doing business.â • â "-Jim Thomas, Vice President, Corporate Social Responsibility, JCPenney â œA must read for all practitioners of a Design for Environment approach. This book makes the most compelling case yet for taking a more integrated and holistic approach to DFEâ "the bottom line! Green initiatives must increase profitability to be truly sustainable, and Dr. Fiksel provides the blueprint for how global companies are enhancing profits and winning in the marketplace by designing their way to competitive advantage.â • --Jim Lime, Vice President, Environment, Health & Safety, ConAgra Foods "At a time when many companies are wrestling with the challenges of energy and environmental management, Design for Environment provides a unique resourceâ "a clear and comprehensive guide to the tools and best practices that are essential for any business that aspires to be sustainable. Innovation will be the key to addressing global climate change and assuring future prosperity, and this book illuminates the path forward." --Dennis Welch, Executive Vice President, Environment, Safety & Health and Facilities, American Electric Power Based on successful green strategies practiced at dozens of major corporations, Design for Environment, Second Edition, offers a business rationale for developing sustainable products and processes, as well as a comprehensive toolkit for practicing Design for Environment (DFE) in the context of product life-cycle management. Insights on how DFE can be seamlessly integrated into existing business practices are also included. This unique resource reveals how environmental innovation creates business value and helps companies to meet global energy and environmental challenges. Features in-depth case studies of DFE applications by industry leaders such as:Alcoa * American Electric Power * Caterpillar * Coca-Cola * ConAgra Foods * Dow Chemical Company * DuPont * Eli Lilly * Ford Motor Company * General Motors *

Hewlett-Packard * Intel * JCPenney * Johnson & Johnson * Kimberly-Clark * McDonald's * Owens Corning * Patagonia * 3M Company * Xerox

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Customer Reviews

The Design for Environment was the best book I got for Christmas. I am very pleased to learn from it that much more is being done to by industry to reduce impacts on the environment and achieve more sustainable development. The book very clearly explains the complexity of modern production systems, how they have been motivated to take more account of the environment, and how they have been able to shift their production. It introduces the life-cycle analysis of production, consumption, and waste and explains the advances that have been made to improve production efficiency and waste management.The book describes how numerous companies in many sectors have shifted techniques to significantly reduce energy consumption (with lower GHG emissions), reduce the use of other natural resources, reduce the waste produced and recycle more of what was previously disposed of in their production processes. While some of these transitions had initial investment costs, in nearly all the cases, the companies saved money and increased their earnings

quite soon. This demonstrates how designing for the environment has proven to be not only good for the environment, but also for the private sector's profits. While I am a little surprised that companies did not figure out earlier how they could have saved this money, it is very encouraging that they are now doing so and providing incentives for more companies to do so.The book provides very strong verification that the normal private sector incentives can lead to much more sustainable development. And some of them can be reinforced by proper government policies to encourage such production and consumption shifts.

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