

Generating Value from Sustainable Design

Visionary leaders are generating value for their organisations by creating new business models that are based on a deep-rooted sustainability culture. By incorporating sustainable design into innovation processes, businesses are better placed to ensure future profitable growth and strategic portfolio development. Sustainable design principles can also significantly enhance a companies reputation with stakeholders and ensure long-term sustainability.

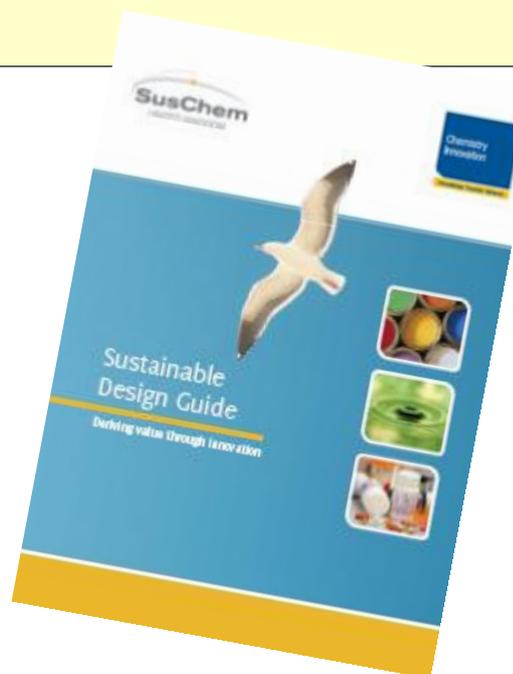
Our response to the major global challenges of climate change, resource constraints, energy efficiency and population growth will rely heavily on chemistry as the source of the solution. Adapting to changing feedstocks, new regulation and low carbon, resource efficient approaches presents enormous opportunities for innovation in the chemistry-using industries.

Chemistry Innovation recognise that these opportunities require a fundamental understanding of the principles of eco-design and lifecycle thinking as well as a robust process that will enabling companies to embed these principles into their business innovation programmes.

As a key partner in the SusChem UK alliance, Chemistry Innovation has developed a Sustainable Product Design guide for companies that are seeking to implement sustainable product design in their organisations but need some practical guidance on 'how to do it'.

The Guide is a unique compilation of practical ideas and solutions that have been developed and successfully exploited in many sectors. It provides a structured approach to understanding the concepts and materials needed to integrate sustainable thinking into business innovation processes.

The strategies, tools and case studies profiled in the Guide are from the chemistry-using sector and represent best practice in sustainable product, process and service development by chemists and chemical engineers.



Resources available to support sustainable design

The Sustainable Design Guide is backed up by a considerable online resource, in particular the Chemistry Innovation Sustainable Technologies Roadmap – a living document with new case studies added on a regular basis.

Other materials to support the implementation of sustainable design in business are also available on our website. These include valuable resources to assess the innovation fitness of an organisation.

Chemistry Innovation also offers support to companies that are embarking on a sustainable design project by :

- helping to find new technology suppliers
- linking with academic and industrial collaborators
- providing independent advice on project funding

To order a copy of the Sustainable Design Guide or find out more about how Chemistry Innovation can help you implement sustainable solutions into your business processes visit our website at: www.chemistryinnovation.co.uk or contact Dr Mike Pitts on: Tel: 01928 515501