

The logo consists of a solid purple square. Inside the square, the word "zühlke" is written in a white, lowercase, sans-serif font. Below it, the tagline "empowering ideas" is written in a smaller, white, lowercase, sans-serif font.

zühlke
empowering ideas

Design for Sustainability

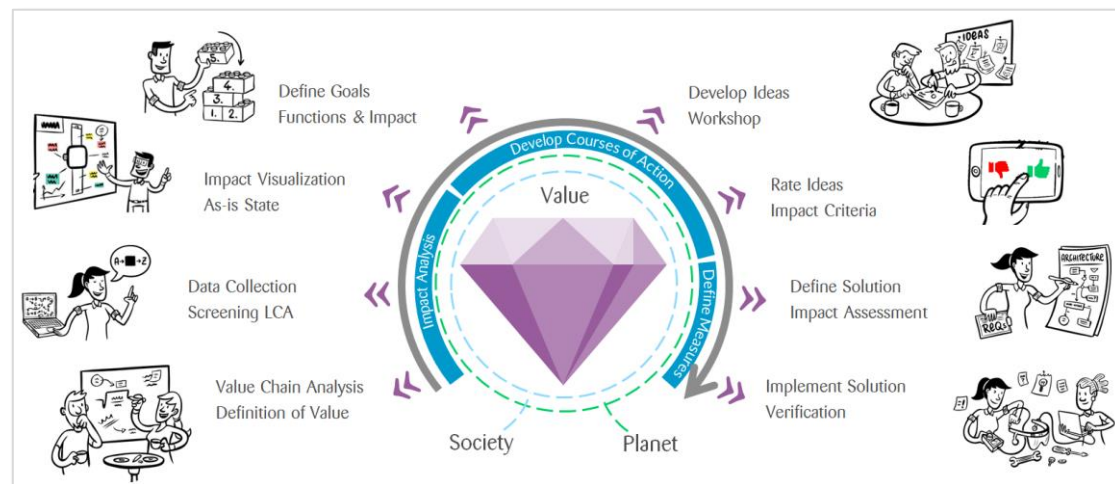
Zühlke Academy Course

Design for Sustainability

Zühlke Academy Course

Zühlke Academy Course – “Design for Sustainability”

Introduction to Design for Sustainability: After two days, you will be able to apply the process and key methods in your day-to-day activities.



Target Group

- People in product development: Project Managers, Product Managers, Developers or Designers
- People with a general interest in sustainable product development.

Subjects that will be discussed

- Relevance & workflow of Design for Sustainability
- Environmental aspects & social impacts of products
- Developing courses of action & define measures

Course Content

Zühlke Academy Course



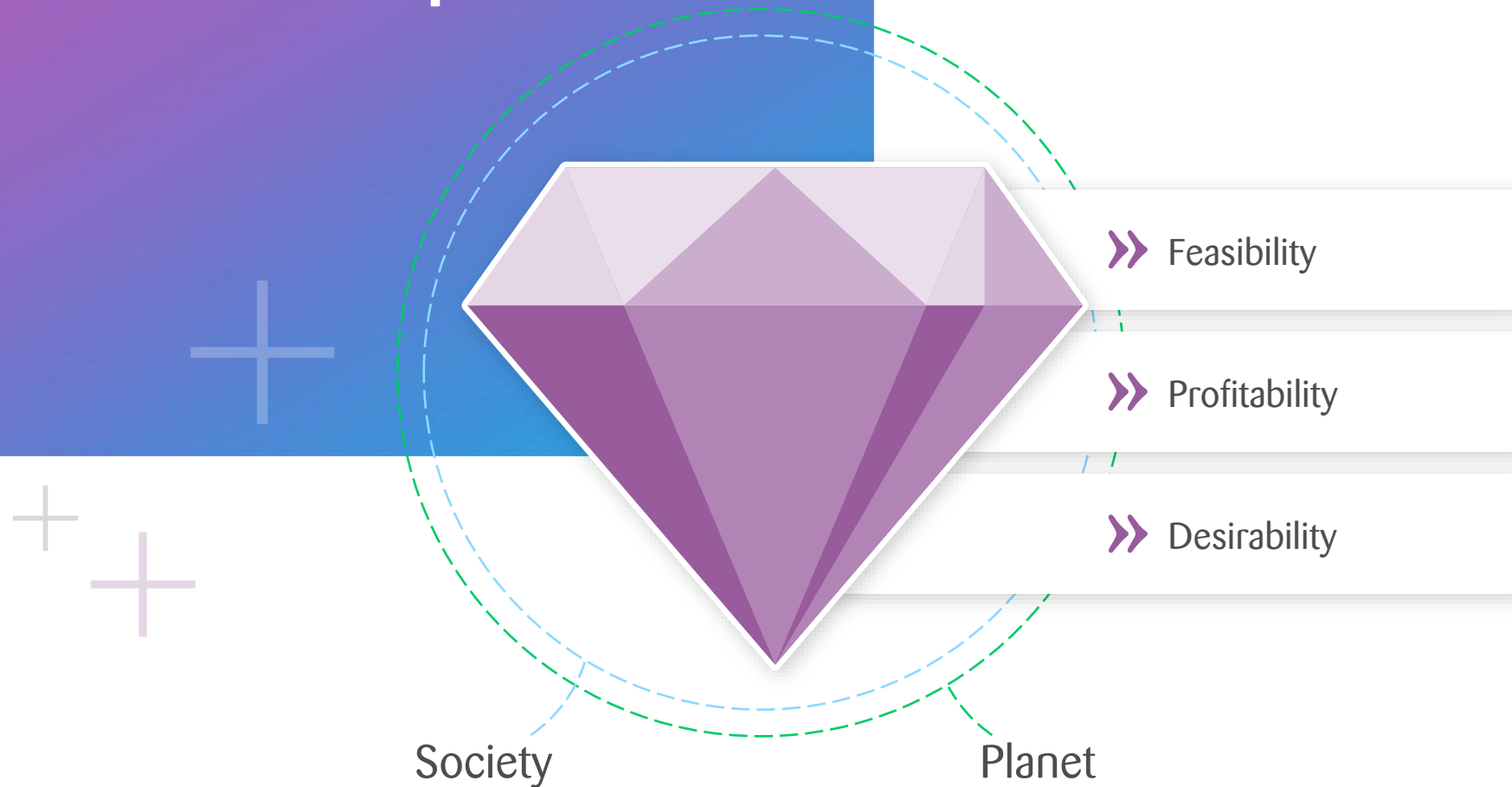
Course Goal

With established methods like **life cycle assessment** and approaches from the **circular economy**, participants can **evaluate products** based on the value engineering process. Participants will independently **apply the concepts** you have learned and convey the **need for sustainability** both internally and to clients.

Overview

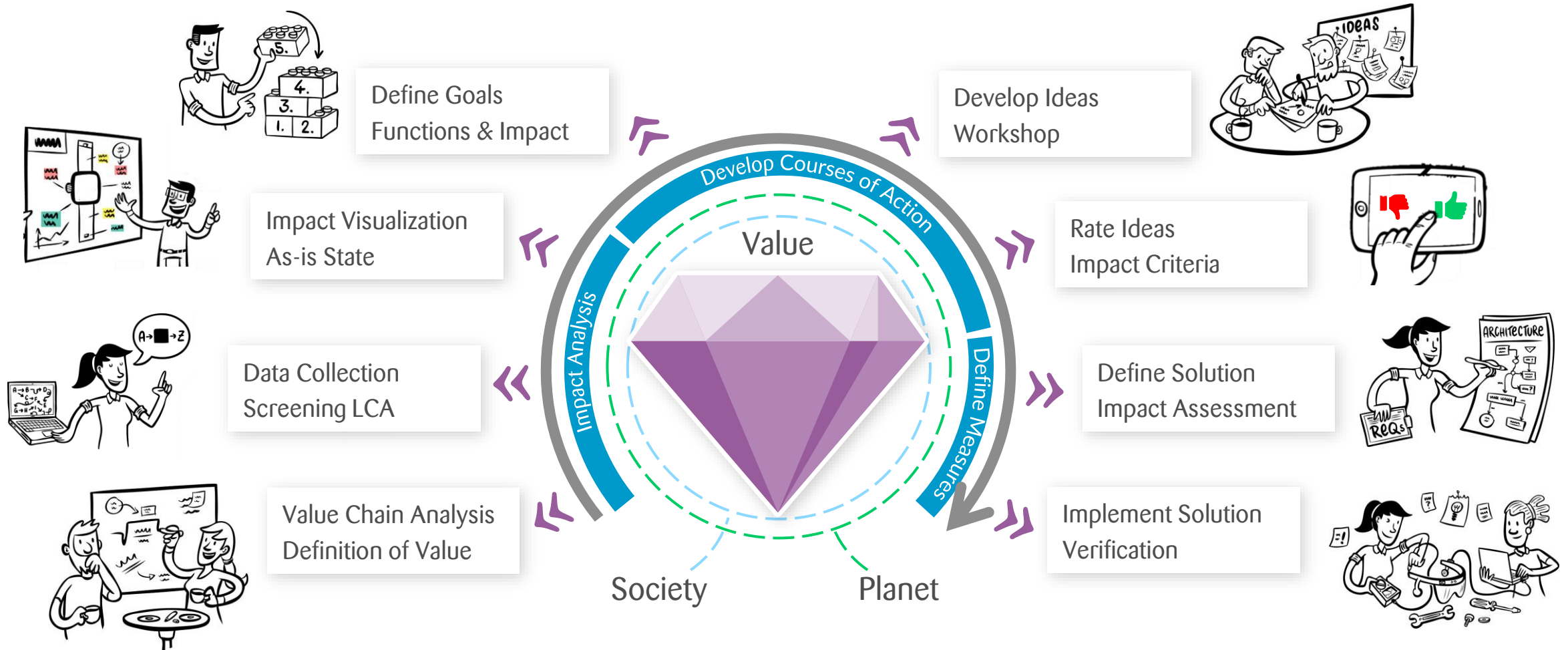
- Basic understanding of Design for Sustainability **process & workflow**
- Why, how and where in the development of **industrial and consumer goods**
- **Hands-on** application of the **process**
- Practical application of **methods and tools**
- Acceleration of the further development of **internal processes**
- Short theory components and **practical application** using sample products

Including the Sustainability Dimensions in Product Development



Our Design for Sustainability Framework

An Action Plan for more Sustainable Products



Course Agenda

From Impact Analysis to the Development of Courses of Action all the Way to the Definition of Measures

Day 1

9:00

Introduction

- Organization
- Course Introduction
- Content, Methods and Products being used

Sustainability Input

- Design for Sustainability in the Context of the Transformation
- Why, How and Where
- Vocabulary and Methods

Definition of Value

- Value Chain Analysis
- Impact of a Business or a Product

Life Cycle Assessment

- LCA Quiz
- Tools and Data Sources
- Input LCA Process
- Practice of the Tools and Templates

Impact Visualisation

- Impact of Components and Functions
- Cradle-to-Grave Visualisation

12:30

13:30

17:00

Day 2

9:00

Circular Economy

- Design vor Circularity
- Sustainable Business Models
- Product as a Service (PaaS)

Design Thinking Input

- Overall Concept and Approach
- Considering Planet and Society Dimensions
- Methodology

Ideation Workshop

- Design Challenge
- Workshop
- Develop Ideas for Sustainable Improvements

Idea Rating

- Goal and Approach
- Qualitative vs. Quantitative Rating
- Methodology
- Dimensions to include

Solution Design

- Define Measures
- Sustainable Product Development Process
- Rebound Effects, Secondary Effects

12:30

13:30

17:00

Trainers in Schlieren – Switzerland

Sustainable Innovation

Kevin Arm

Lead Systems Architect

Direct: +41 43 216 6723

Kevin.Arm@zuehlke.com

[linkedin.com/in/kevin-arm](https://www.linkedin.com/in/kevin-arm)



Scan the QR code or click on the link to see the next course dates:



<https://www.zuehlke.com/en/academy/design-for-sustainability>



Ronny Hoffmann

Sustainability Consulting Manager

Direct: +41 43 216 6907

Ronny.Hoffmann@zuehlke.com

[linkedin.com/in/hoffmannronny](https://www.linkedin.com/in/hoffmannronny)

Circular Products

Trainers in Eschborn – Germany

Sustainable Innovation

Thomas Weber

Director Systems Consulting
Direct: +49 6196 77754 592
Thomas.Weber@zuehlke.com
[linkedin.com/in/tweber](https://www.linkedin.com/in/tweber)



Scan the QR code or click on the link to see the next course dates:



<https://www.zuehlke.com/en/academy/design-for-sustainability>



Hans-Ulrich Eckhard

Lead Mechanics Engineer
Direct: + 49 6196 77754 338
Hans-Ulrich.Eckhard@zuehlke.com
[linkedin.com/in/hueckhard](https://www.linkedin.com/in/hueckhard)

Circular Products