

# Rethink:

### Why sustainable product design is the need of the hour

### Sustainable product design is a business imperative

Sustainable product design is a key lever that can help organizations achieve the transition to net zero, manage resource scarcity, and reap benefits such as increased revenue growth and improved relationships with stakeholders.

#### Impact of sustainable product design initiatives

**67**%

of organizations have seen a reduction in carbon emissions

of organizations have seen faster progress towards their sustainability goals

of organizations have seen higher rates of revenue growth

of organizations have seen an increase in customer satisfaction

sustainable design strategy.

Source: Capgemini Research Institute, sustainable product design survey, April-May 2022, N=889 organizations that have implemented at least one

### However, sustainability is not at the core of product design processes

22%

of organizations consider sustainability as a key component of their product design processes

26%

of organizations conduct regular environmental impact assessments as part of the product design process



of organizations have incorporated a systems thinking approach to product design

Source: Capgemini Research Institute, sustainable product design survey, April–May 2022, N=900 organizations.

37%

\*The remaining respondents selected the "Don't know" and "Not applicable" options

## Cost concerns hinder sustainable product design

However, sustainable product design does not always lead to increased cost

Impact on product costs due to adoption of sustainable design strategies

26% 23% No change Increased Decreased

While cost is often seen as the primary hurdle,

organizations also face other challenges

Source: Capgemini Research Institute, sustainable product design survey, April-May 2022, N=889 organizations that have implemented at least one sustainable design strategy.

# to sustainable product design of organizations cite a lack of data to



of organizations cite a lack of skilled

talent in sustainable product design as

of organizations cite a lack of availability

of sustainable materials as a key

challenge

a key challenge

capabilities as a key challenge to

sustainable product design

of organizations cite a lack of technology

accurately assess environmental and

social impacts of products as a key

challenge



Source: Capgemini Research Institute, sustainable product design survey, April–May 2022, N=900 organizations.

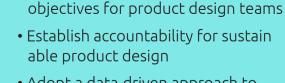
How can organizations support sustainable

product design?

#### **MANAGE COSTS THROUGH MAKE SUSTAINABILITY A ESTABLISH PROCESSES AND RE-EVALUATING CONCEPTS CORE DESIGN PRIORITY AND PARTNERSHIPS ACROSS AND TAKING A LONG-TERM EMPHASIZE THE NEED FOR** THE PRODUCT VALUE **SYSTEMS CHANGE VIEW CHAIN**

• Collaborate with stakeholders across

the value chain to jointly determine



• Establish accountability for sustain able product design Adopt a data-driven approach to

lifecycle and identify priorities • Establish guidelines and provide tools to help product design teams evaluate trade-offs and alternatives

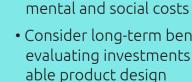
measure impacts across the product

Define clear sustainability goals and

teams to enable a mindset shift towards systems thinking and

• Invest in upskilling product design

- circular design
- sustainable design decisions, based on impact and feasibility, and invest in partnerships to build new competencies • Invest in services to enable a shift to
  - a circular economy



 Consider long-term benefits when evaluating investments in sustain

• Educate consumers on the environ mental and social costs of products and guide them towards more

Adopt a True Cost Accounting (TCA)

approach to account for environ

- sustainable choices • Drive economies of scale through increased investment in infrastruc ture that supports sustainable
- action

HARNESS TECHNOLOGY TO SUPPORT SUSTAINABLE PRODUCT DESIGN

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Source: Capgemini Research Institute analysis.



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