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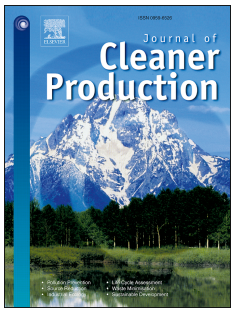

Defining the challenges for ecodesign implementation in companies: development and consolidation of a framework

Elies A. Dekoninck, Lucie Domingo, Jamie A. O'Hare, Daniela C.A. Pigosso, Tatiana Reyes, Nadège Troussier

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Dr. Elies A. Dekoninck[a] (e.a.dekoninck@bath.ac.uk) – Corresponding author
Dr. Lucie Domingo[a1] (lucie.domingo@g-scop.inpg.fr)
Dr. Jamie A. O'Hare[b2] (j.o'hare@bath.ac.uk)
Dr. Daniela C. A. Pigosso[b] (danpi@dtu.dk)
Dr. Tatiana Reyes[c] (tatiana.reyes_carrillo@utt.fr)
Prof. Nadège Troussier[c] (nadege.troussier@utt.fr)

a – Department of Mechanical Engineering, University of Bath, Claverton Down, Bath BA2 7AY, United Kingdom.
b – Department of Mechanical Engineering, Technical University of Denmark, 28000 Kgs. Lyngby, Denmark.
c – Centre de Recherches et d'Etudes Interdisciplinaires sur le Développement Durable (CREIDD), Université de Technologie de Troyes, 12 rue Marie Curie - CS 42060, 10004 Troyes Cedex, France.

Abstract
This study addresses the problem of the slow take-up of ecodesign in industry by identifying and categorising the implementation challenges faced by practitioners. Case studies from nine manufacturing companies from five different countries are reported based on interviews with key ecodesign personnel. A literature-derived framework is used to analyse each case, allowing for robust cross-case analysis. Challenges are identified in five areas: strategy, tools, collaboration, management and knowledge. The *management* category of challenges is the most frequently mentioned by the companies sampled. The *tools* category is not as prominent as might have been expected given the on-going focus on tool development within this field. The main contributions of the study are the updating of the main challenges for ecodesign implementation faced by industry, and the development of a rich framework of challenges, including new challenges not previously mentioned in the literature. It is suggested that the framework can be used (and evolved) by other ecodesign researchers when developing surveys or questions for in-depth case study interviews as this will facilitate more robust comparisons between studies and support the development of a more consolidated body of knowledge in this field.

Keywords
Ecodesign; Design for Environment; Implementation; Challenge; Framework.

[1] Present address: Laboratoire G-SCOP, 46 Avenue Félix Viallet - 38031 Grenoble Cedex 1 - France
[2] Present address: Department of Mechanical Engineering, University of Bath, Claverton Down, Bath BA2 7AY, United Kingdom.