



Workshop: Resource-efficient Companies – Improving the material footprint of Products and Services

Chaired by Fritz Hinterberger, Eva Burger, SERI – Sustainable Europe Research Institute, Austria, Katrin Bienge, Wuppertal Institute, Germany, Holger Rohn, Trifolium, Germany, and Michael Lettenmeier, D-mat, Finland

Introduction

The target of the workshop is to discuss and summarise the factors that enable companies to integrate sustainability aspects into their strategic decisions and everyday activities and to present a method to measure and reduce material footprint.

Resource-efficiency is a central aspect in terms of sustainability. A company can include resource-efficiency into its activities by utilising resource-efficient technologies, developing resource-efficient products and using strategies that facilitate resource-efficiency.

A general target is to increase the resource productivity of industrial economies by a Factor of 10 during the next 40 to 50 years. Although the target sounds challenging, this average increase of ca. 5 per cent per year can be reachable for many products, especially when taking into account the opportunities of re-inventing products in form of product-service systems. In order to implement the factor 10 goal, it is important to benchmark the current eco-efficiency and resource productivity, to determine resource efficiency potentials and to develop possible implementation measures to improve the material flow: the presented tool 'material footprint analysis' supports the path towards eco-innovation. It measures the material and energy input of a product throughout its life-cycle (production of raw materials, manufacturing, transportation, use and disposal) and helps a company to save costs and become less dependant on resource use.

Content of the workshop

After the short introduction by the chairs, examples on how to use material footprint analysis for eco-innovation will be presented by representatives of several European companies, researchers and consultants.

This input will serve as a basis for joint efforts in smaller groups to co-develop ideas by the participants for their own field of interest, facilitated by those bringing experience to the workshop in designing new products or services in order to substantially reduce the use of material, water, land, and energy.

The common discussion focuses on the following questions:

- What can the material footprint approach provide for companies to improve their resource-efficiency on strategic and product level?
- What supports or prevents companies to measure their material footprint?

Please bring some product example you want to discuss at the workshop. The topics will be determined according to the participants' interests.



Workshop Agenda “Resource-efficient Companies – Improving the material footprint of Products and Services”

Introduction	
20 min	Fritz Hinterberger , SERI and Holger Rohn , Wuppertal Institute / Trifolium / factor 10 Institute Opening the workshop Introduction to material footprint network; presentation of method and overall approach of material footprint analysis
Material footprint example	
20 min	Rhomberg: resource efficient buildings Presenting case study Rhomberg Bau GmbH
Parallel group discussions	
5 min	Introduction of method, aim of parallel group discussions
25 min	Parallel group discussion (4 groups): Brainstorming of key dematerialisation strategies (also based on product examples of participants)
Conclusion	
15 min	Summary discussion of parallel group discussions
5 min	Conclusion and summary, outlook



Contact to chairs / speakers:

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