



Sustainable
Development Commission

People • Planet • Prosperity

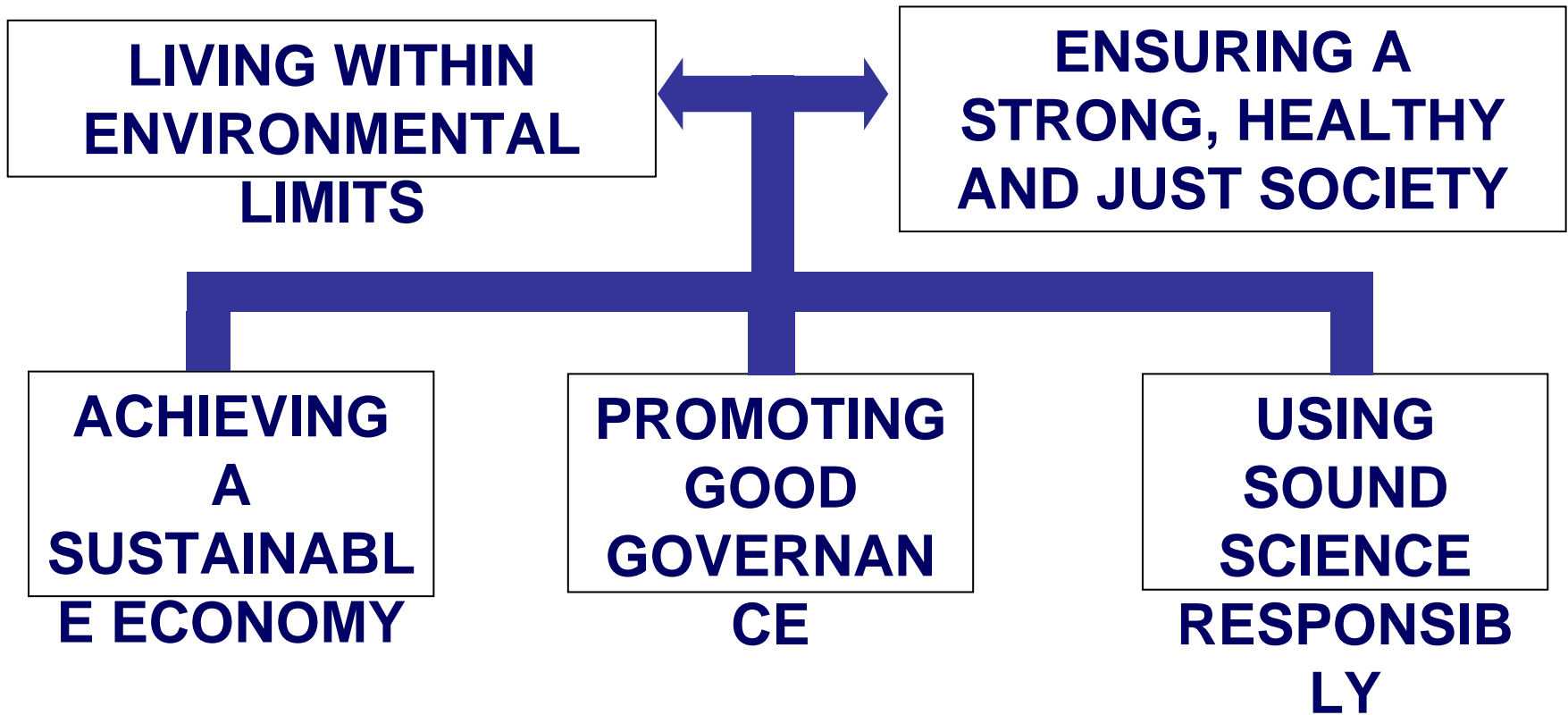
Product Roadmapping

- Driving Sustainability

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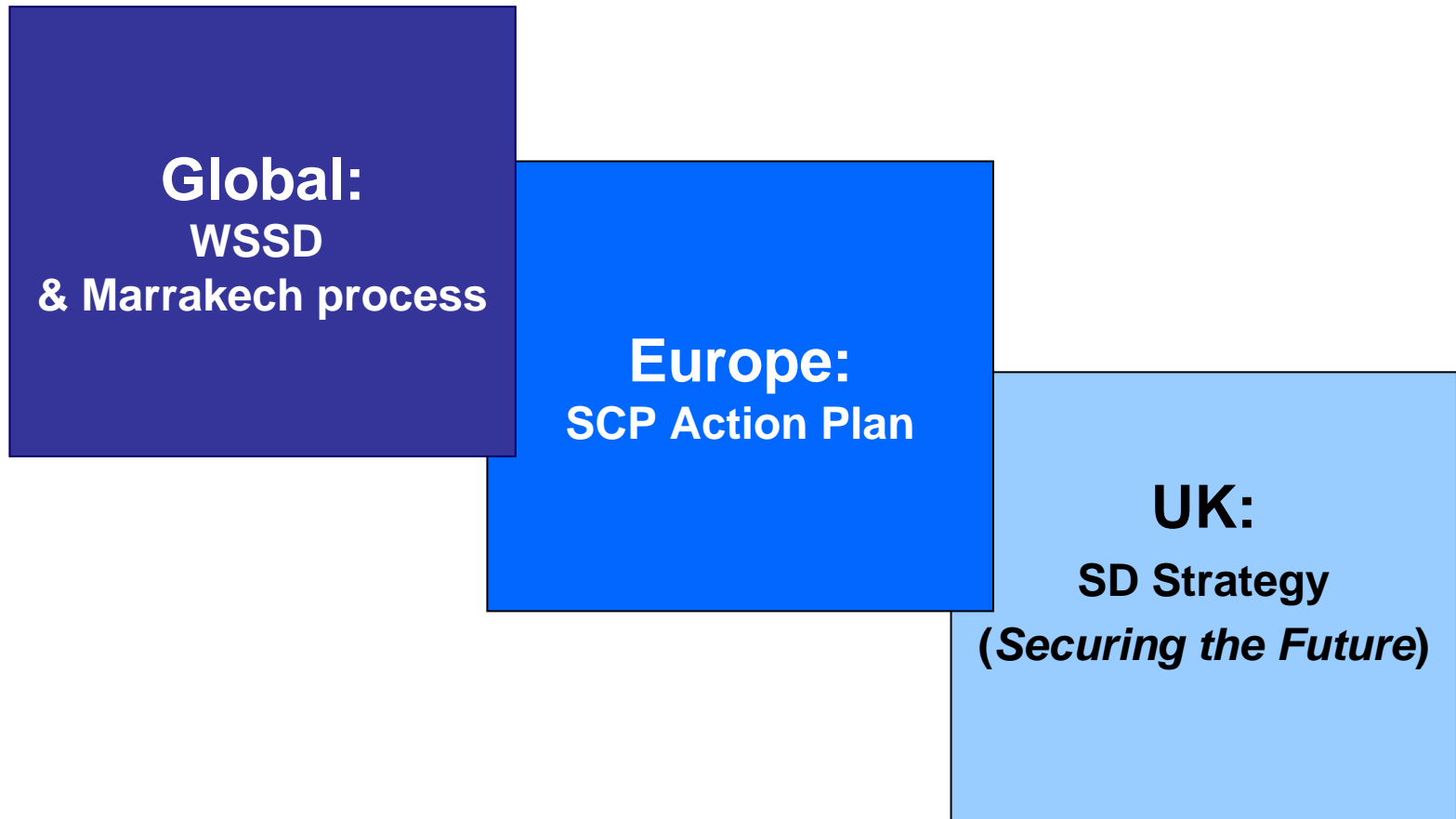
Sustainable Development



We would need the resources of the equivalent of 3 planet earths to give everyone in the world a Western lifestyle



Policy Framework





I will if you will
Towards sustainable consumption



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There is space for change

Start from where people are

Don't put the burden solely on green consumers

Show people they are part of something bigger

Develop the tools and momentum to tackle more difficult issues



Looking back, looking forward

- 19 case studies of product shifts

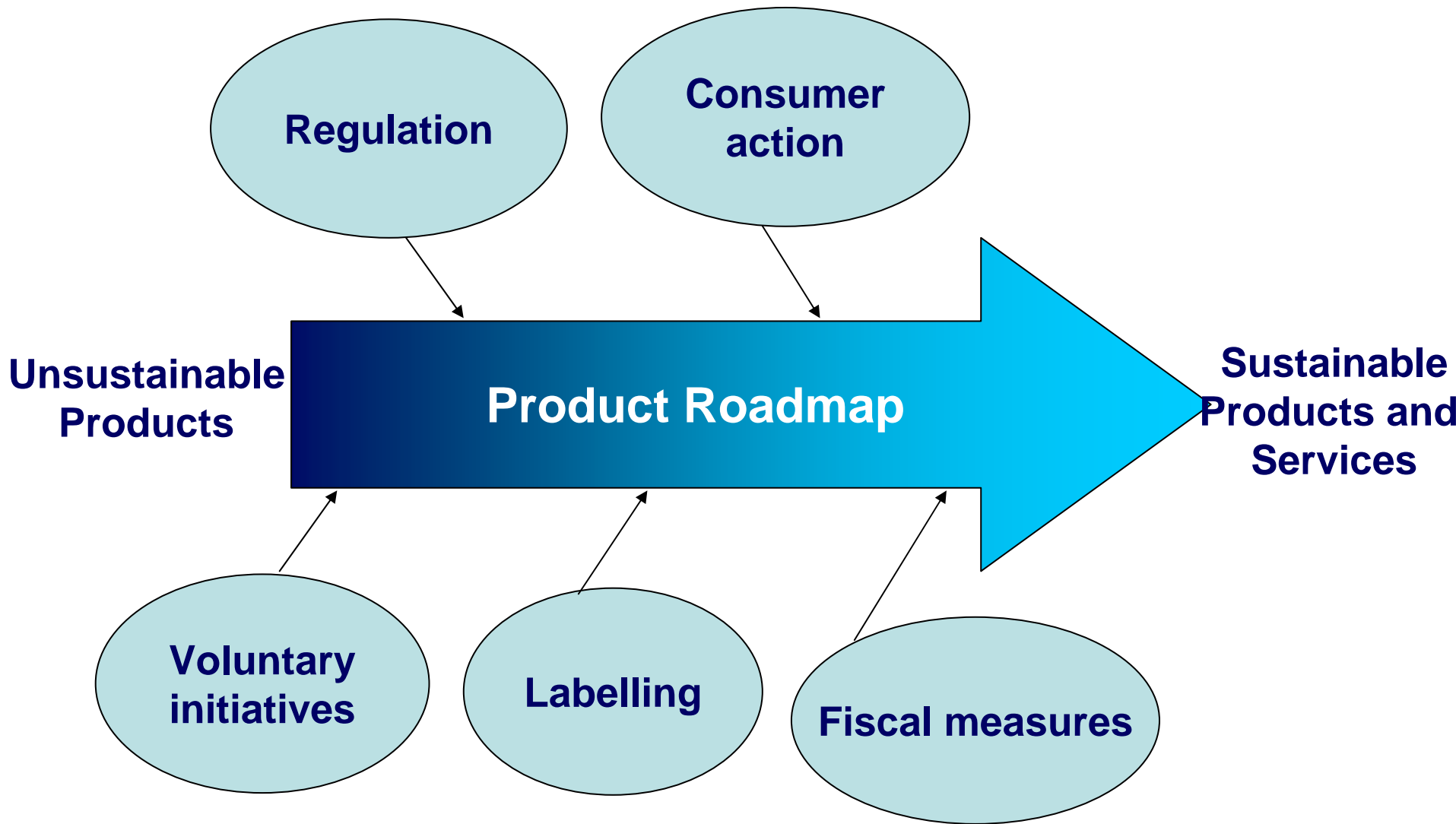
Choice editing

- make it easier by removing high-impact products from market

Recommendation

- Plot 10 *product roadmaps* for high impact products by 2007







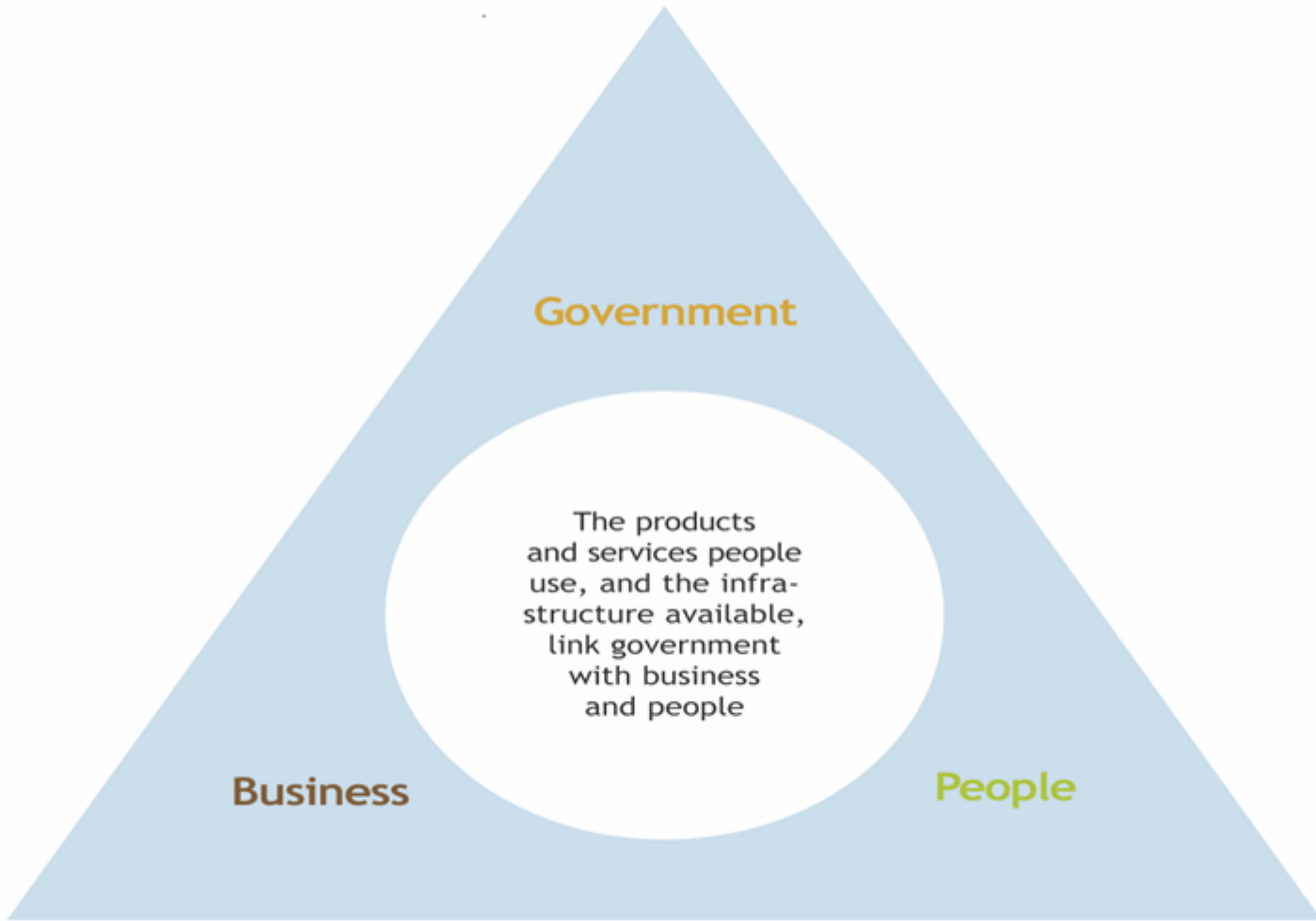
You are what you sell
Product roadmapping: driving sustainability

Advantages of Product

Roadmapping

- Shared ownership and responsibility
- Planned interventions over-time
- Continuous improvement





Role of Government

- especially where:

- **Consumer trends against policy objectives**

e.g. cars, flying

- **Risk of lock-in**

e.g. set top boxes, air-conditioning

- **Lots of small players**

e.g. construction, catering, farming



Twelve Stages of Product Lifecycle

1. Product need
2. Raw materials
3. Material extraction
4. Manufacturing
5. People
6. Packaging
7. Transport
8. Information
9. Energy In use
10. In Use
11. Disposal
12. Disclosure



Six Steps:



**Evidence:
Understanding
the impacts**

Who?: Getting the right people together





**Vision:
Where do we want
to get to?**



**Problem:
Agreeing the
priority issues**





**Tools:
What is
going to
get us
there?**



Deadlines: What are the key milestones



Examples of Interventions

- Product Policy Toolbox



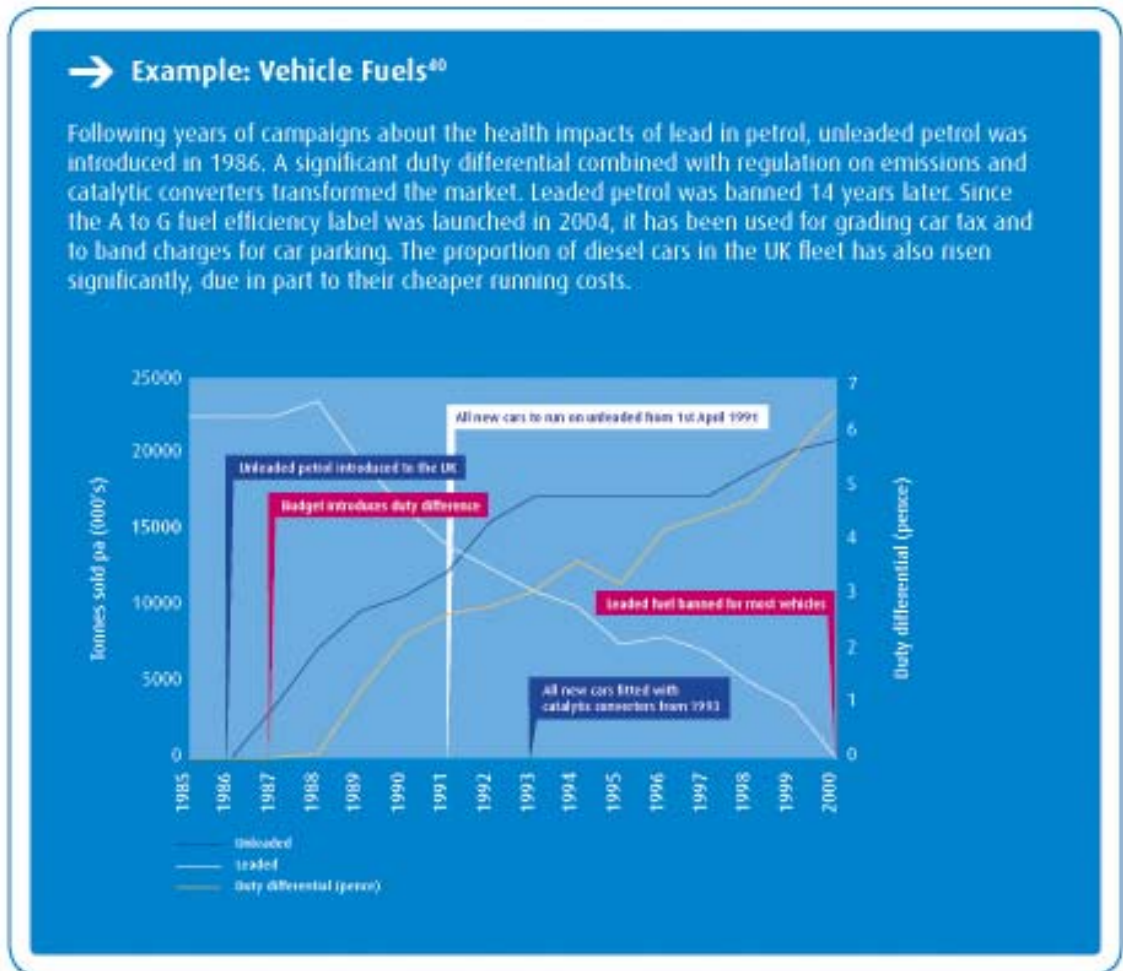
Voluntary Standards

e.g. Forest Stewardship Council



Fiscal Incentives

- e.g. Vehicle Fuels



Standards/Regulation

Incandescent light-bulbs

In February 2007, Australia became the first nation to announce that it would phase-out standard bulbs by 2010 in favour of energy-saving CFLs. It is estimated that this could cut greenhouse gases by as much as 800,000 tonnes a year.

The UK and EU are also working towards a phase out.



Innovation



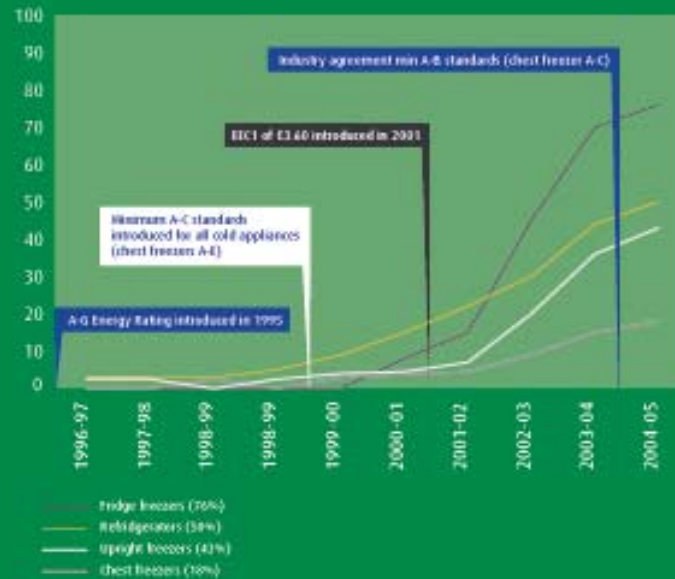
Complex Mix

- White Goods



→ Example: A-rated White Goods

The EU A-G energy efficiency ratings for white goods had little impact until 2000. But the market rose significantly following a combination of retailer pressure, voluntary removal of the lowest ratings, and the Energy Efficiency Commitment (EEC) initiated by the UK Government. The EEC required energy suppliers to encourage energy efficiency in homes and resulted in agreements between retailers and energy suppliers, moving the price of A-rated products into an average consumer price range.



Questions and Next Steps

- How can Product Roadmaps drive change?
- At what level could they be most effective? (National, EU, Global?)
- Do you have strong examples to add to evidence?





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