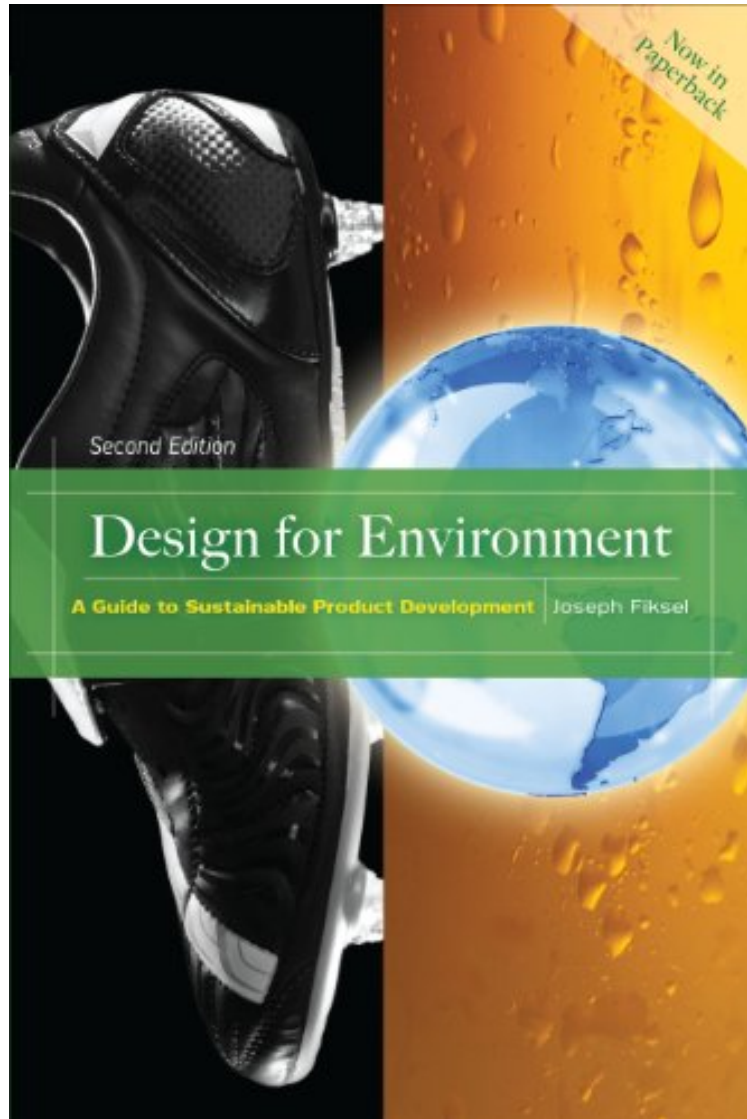


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Design for Environment, Second Edition

Joseph Fiksel

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Joseph Fiksel : Design for Environment, Second Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design for Environment, Second Edition:

9 of 9 people found the following review helpful. A Great Guide for DFE/Sustainability Practitioners from Joseph Fiksel By Clifford Bast Joseph Fiksel has made another outstanding personal contribution to advancing Sustainability in business and NGO organizations with his latest book: "Design for Environment, Second Edition: A Guide to Sustainable Product Development: Eco-Efficient Product Development". I've known Joseph for more than twenty years beginning when my team and I were developing Hewlett-Packard's pioneering Global DFE/Product Stewardship program and I truly appreciate Joseph's continued personal passion for Design for the Environment (DFE). His latest

book is a great manifestation of that passion as he weaves together a very practical guide with excellent examples of value-adding applications of DFE among many iconic corporate and NGO leaders in multiple sectors. I think Chapter 4 on "Business Value Drivers" and Chapter 7 on "Performance Indicators and Metrics" are especially valuable because they offer great insights into: a) how to motivate management involvement and support for DFE and b) how to integrate DFE into core business processes, which in my view is a critical success factor for any credible corporate sustainability program. This book is a "must read" book for any EHS/DFE/Sustainability practitioner wanting to advance sustainability in their organization. And I trust I can assume that, like me, those practitioners that have a long history with DFE and Sustainability appreciate Joseph's continued outstanding work and contributions to our profession.

10 of 10 people found the following review helpful. Comprehensive and excellent for diverse audiences
By Neil L. Drobny
Dr. Fiksel's book is a very comprehensive treatment of one of the key drivers of sustainability. As William McDonough points out, design is the first statement of human intention. The design of a product determines not only how the product will function. Product design also determines what natural resources will be extracted or harvested and how the environment will be affected during manufacture and distribution of a product. Product design also governs end-of-life impacts and options. This is an excellent book for someone new to the field of sustainability as well as the seasoned practitioner. Dr. Fiksel provides a cogent discussion of the basic principles and concepts of sustainability and he offers numerous examples and case studies of applications and solutions. The book is easy to read, very well illustrated and supported by many useful references.

6 of 6 people found the following review helpful.
Great That the Private Sector Can Benefit from Saving the Environment
By John Shilling
The Design for Environment was the best book I got for Christmas. I am very pleased to learn from it that much more is being done to by industry to reduce impacts on the environment and achieve more sustainable development. The book very clearly explains the complexity of modern production systems, how they have been motivated to take more account of the environment, and how they have been able to shift their production. It introduces the life-cycle analysis of production, consumption, and waste and explains the advances that have been made to improve production efficiency and waste management. The book describes how numerous companies in many sectors have shifted techniques to significantly reduce energy consumption (with lower GHG emissions), reduce the use of other natural resources, reduce the waste produced and recycle more of what was previously disposed of in their production processes. While some of these transitions had initial investment costs, in nearly all the cases, the companies saved money and increased their earnings quite soon. This demonstrates how designing for the environment has proven to be not only good for the environment, but also for the private sector's profits. While I am a little surprised that companies did not figure out earlier how they could have saved this money, it is very encouraging that they are now doing so and providing incentives for more companies to do so. The book provides very strong verification that the normal private sector incentives can lead to much more sustainable development. And some of them can be reinforced by proper government policies to encourage such production and consumption shifts. While very encouraging, the detailed analysis of the book also indicates that much more progress will be necessary in our production and consumption processes to assure that the foundation of natural resources and biosystems on which our economies and societies depend are sustained. This book provides valuable information on what has been done, what more can be done, and what still needs to be done. Design for Environment is a must read for those involved in companies that still need to take account of these issues and for those promoting this transformation. It demonstrates the Win-Win capability of properly applied technology.

Proven methods for achieving environmental excellence while increasing profitability "If your goal is to design and develop environmentally sustainable products that also drive shareholder value, then this book is a must read." --Stuart L. Hart, S.C. Johnson Chair in Sustainable Global Enterprise, Cornell University "A comprehensive and inspiring guide that provides a powerful case for integration of environmental principles into product development ... Essential reading for any organization putting DFE into practice." --Ken Strassner, Vice President, Global Environment, Safety, Regulatory and Scientific Affairs, Kimberly-Clark Corporation

"Joseph Fiksel has produced a masterful book that not only powerfully argues for Design for Environment, but also provides the roadmap and real-life examples that prove the point. This book arrives not a moment too soon for a stressed planet. Industry has the opportunity to re-think how we design, produce, sell and dispose of products, and this book provides the tools and best practices to accomplish a new and improved way of doing business." --Jim Thomas, Vice President, Corporate Social Responsibility, JCPenney

"A must read for all practitioners of a Design for Environment approach. This book makes the most compelling case yet for taking a more integrated and holistic approach to DFE--the bottom line! Green initiatives must increase profitability to be truly sustainable, and Dr. Fiksel provides the blueprint for how global companies are enhancing profits and winning in the marketplace by designing their way to competitive advantage." --Jim Lime, Vice President, Environment, Health Safety, ConAgra Foods

"At a time when many companies are wrestling with the challenges of energy and environmental management, Design for Environment provides a unique resource--a clear and comprehensive guide to the tools and best practices that are essential for any business that aspires to be sustainable. Innovation will be the key to addressing global climate change and assuring future prosperity, and this book illuminates the path forward." --Dennis Welch, Executive Vice President,

Environment, Safety Health and Facilities, American Electric Power Based on successful green strategies practiced at dozens of major corporations, Design for Environment, Second Edition, offers a business rationale for developing sustainable products and processes, as well as a comprehensive toolkit for practicing Design for Environment (DFE) in the context of product life-cycle management. Insights on how DFE can be seamlessly integrated into existing business practices are also included. This unique resource reveals how environmental innovation creates business value and helps companies to meet global energy and environmental challenges. Features in-depth case studies of DFE applications by industry leaders such as:Alcoa * American Electric Power * Caterpillar * Coca-Cola * ConAgra Foods * Dow Chemical Company * DuPont * Eli Lilly * Ford Motor Company * General Motors * Hewlett-Packard * Intel * JCPenney * Johnson Johnson * Kimberly-Clark * McDonald's * Owens Corning * Patagonia * 3M Company * Xerox

About the AuthorDr. Joseph Fiksel is Executive Director of the Center for Resilience at Ohio State University, an interdisciplinary research center that is developing a unified approach for modeling risk, resilience, and sustainability in complex systems. He is also Principal and Co-Founder of the consulting firm Eco-Nomics LLC, and is an internationally recognized authority on sustainable business practices. Dr. Fiksel has more than 20 years of management consulting experience, specializing in environmental risk management, product stewardship, design for environment, sustainability, and enterprise resilience. He also recently took on a part-time position with the EPA, working on their sustainability strategy.