Meeting Stakeholder Needs
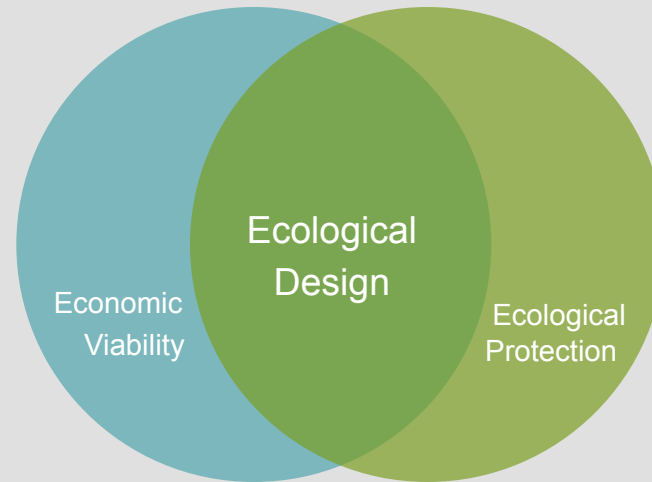
Okala Practitioner   Chapter 8

Ecological principles
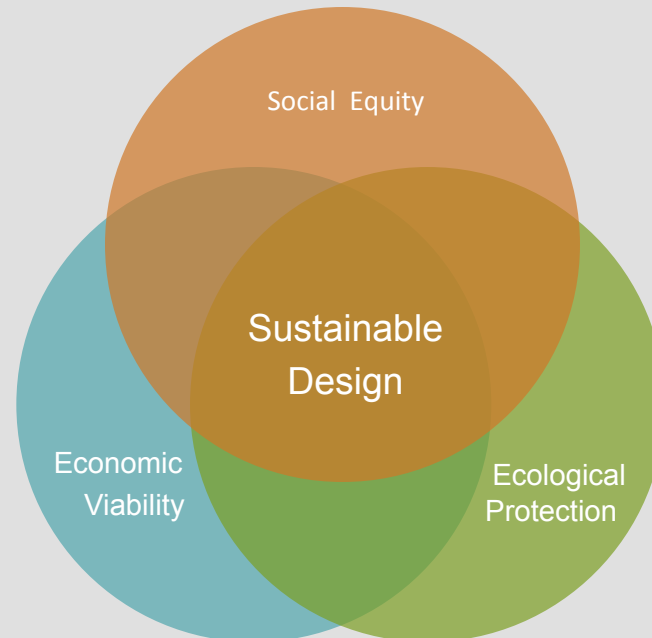
Ecological Design is:

Environmentally benign
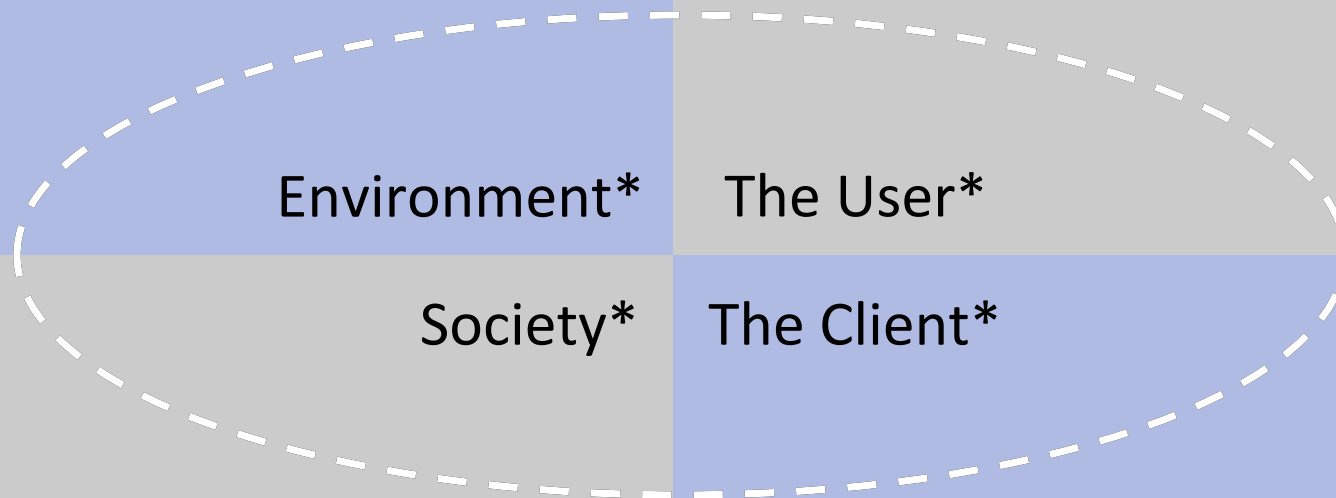and Economically viable

Sustainable Design is:

Environmentally benign
Economically viable
AND Socially equitable

Economic
Viability

Ecological
Design

Ecological
Protection

Social Equity

Sustainable
Design

Economic
Viability

Ecological
Protection

Ecodesign addresses the needs of the product system stakeholders.

Environment*   The User*

Society*   The Client*

*See course guide for definitions

Designers can create product concepts with little or no environmental impact and clearly communicate the environmental benefits of a design.

Environment

The User

Society

The Client

Designers can create product concepts with little or no environmental impact and clearly communicate the environmental benefits of a design.

The needs of the user are always considered, leading to user-friendly and function-driven design solutions. Designers can frame solutions that guide users to adopt behaviors that place fewer burdens o the biosphere.
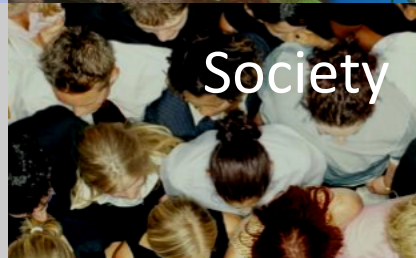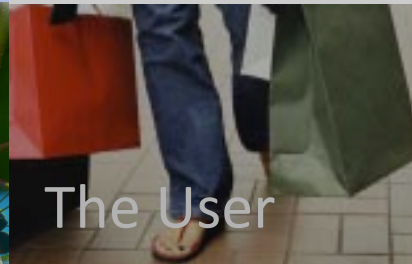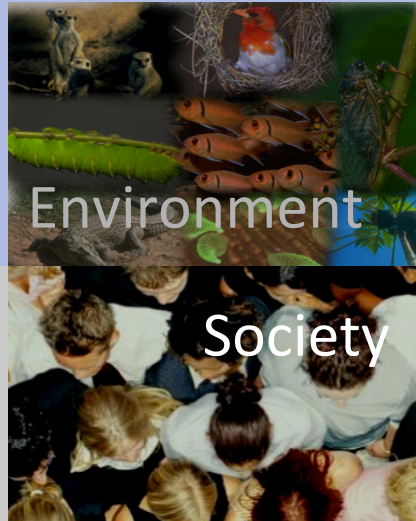
Environment

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Society

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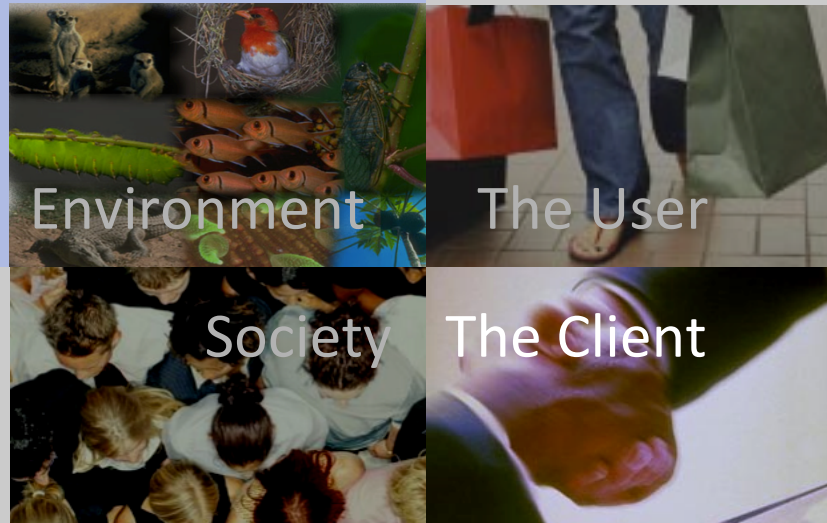
Environment

The User

Society

The Client

Ecological design encompasses sustainability when social equity is supported. Designers can visualize the social benefits of a given design.

Designers can create product concepts with little or no environmental impact and clearly communicate the environmental benefits of a design.

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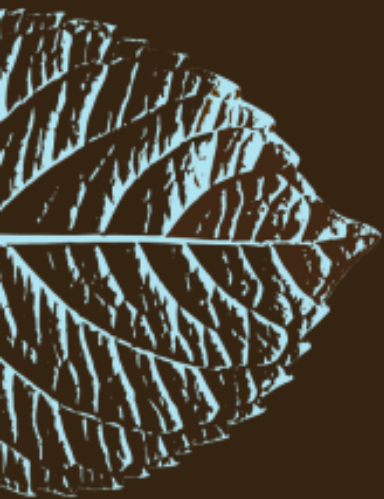
Environment

The User

Society

The Client

Ecological design encompasses sustainability when social equity is supported. Designers can visualize the social benefits of a given design.

Designers can show clients that ecodesign offers fiscal advantages by supporting brand reputation. This significantly increases the potential for developing more environmentally friendly products and services.

Designers can strive to demonstrate how a design addresses each of the stakeholders' needs.

Environment

The User

Society

The Client

Okala Practitioner
Integrating Ecological Design

This presentation is part of an educational presentation series that supports teaching from the *Okala Practitioner* guide.

Okala Practitioner and these presentations were created by the Okala Team to disseminate fact-based knowledge about ecological design to the design disciplines and business.

Unless provided in the presentations, Information sources are found in the *Okala Practitione*r guide.

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The Okala Team initiated the collaboration with the US EPA and the Industrial Designers Society of America (IDSA) in 2003. The team developed Okala Practitioner with support from Autodesk, IBM, Eastman Chemical and the IDSA Ecodesign Section.

Okala Practitioner is available through amazon.com.

More information and the free Okala Ecodesign Strategy App are found at Okala.net.