

# WHAT IS ECO-DESIGN AND WHY IS IT IMPORTANT?



## 2010 - 2030

 Food **+35%**

 Water **+40%**

 Energy **+50%**

Human consumption of natural resources has more than tripled over the last 50 years and continues to grow.

Unless consumers' behaviour and consumption patterns change, by 2030, demand for food, water and energy will increase by approximately 35%, 40% and 50% respectively compared to 2012.

## Eco-design is

**'a proactive approach in designing products and services that use minimum resources and energy and have minimum negative environmental and social impacts throughout their life cycle while meeting the users' needs of functionality and quality'.**

As the world population is approaching 8 billion, the old "buy, use, throw away" paradigm of the linear economy no longer makes any sense and is driving us towards an uncertain future. Eco-design is a prerequisite of the circular economy, a strategy the purpose of which is to give products an indefinite life within a closed, waste-free circuit.

## BENEFITS OF ECO-DESIGN

The potential benefits of using eco-design include:



### Lower production and labor costs

due to more efficient production and supply chain management



### Corporate social responsibility

and a better working environment and business culture



### Reduced material and resource costs

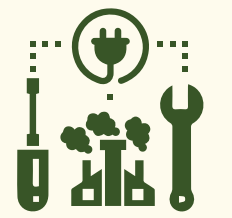


### Stimulus for innovation

in improved functionality and quality of products and improved environmental performance.



### Lower waste disposal costs



### Easier and lower cost of compliance with legislation

on energy, hazardous substance and pollution emission



### Product marketing

and increased new market share

Sources:  
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## Please Join us

### Regional Dialogue on Driving Mechanisms for Eco-design Implementation in Asia

Wednesday 9 December 2020 | 10:00 - 12:00 hrs.

Bangkok Time ICT (Indochina time) UTC/GMT +7 hours

Centara Grand at Central Plaza Ladprao Bangkok / via ZOOM application