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“CLEANER PRODUCTION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS”

Application of Strategy Planning Method to Integrated Development Sustainable Product Process (PEPDIPS)

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Abstract

With the reduction of borders promoted by globalization, the level of consumption grew dramatically, characterizing our consumer society. However, if on the one hand this growth means progress, on the other hand, this means progress without a future, since consumption can only symbolize progress if it occurs within a form of sustainable development. Faced with this scenario, society and government have been pushing the industries to adopt more sustainable practices in their processes, especially the Product Development Process (PDP). In this new perspective, the PDP with sustainable characteristics can add a long-term competitive advantage to the company. Therefore, the present study presents the application of the conceptual method for the Strategic Planning of the Integrated Process for the Development of Sustainable Products (PEPDIPS), which aims to guide the integration of sustainability in the PDP through the qualitative evaluation of the requirements and phases of the PDP, from the initial phase of designing the project for the launch and distribution of the product. The PEPDIPS is characterized as a maturation method composed of a cyclic process with two macro phases and four micro phases. With the objective of developing a support evaluation focused on the process of continuous improvement that aims to integrate sustainability into the PDP, guiding the designers the best strategic choices applied in the planning and elaboration of a new or existing product. Extending your assessment to business management, necessary to structure and substantiate such changes. The application of the PEPDIPS method is presented through the case study developed in a textile industry.

Keywords: Maturity Model, Sustainability, Strategic Planning, Product Development Process.

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