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## Reasons for introducing Ecodesign: a case study in the automotive industry

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### Abstract

This paper aims to present a case study in the automotive industry. The aim is to identify the reasons for introducing ecodesign techniques. Ecodesign searches for innovative solutions in designing and development of new products, taking into account, at the same time, environmental and economics issues along the life cycle of products, which can contribute to sustainability. The paper presents the research methodology and a review about ecodesign. Then, we describe the findings. The report contains some environmentally accepted practices in the automotive industry, the search for the motivation of the company for implementing ecodesign, and concludes with the process of implantation, design policies and a preliminary assessment of the results yielded. We remark that, due to technical difficulties with data-bases, the company has not yet implanted the life cycle analysis, which could be made along with the ecodesign. The paper closes off with final comments and directions for further research.

**Keywords:** ecodesign, life cycle analysis, green products, environmental management.

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