



10th INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“TEN YEARS WORKING TOGETHER FOR A SUSTAINABLE FUTURE”

Proposal to Include Sustainability Aspects in the Product Development Process

LEÓN C. A. V.^a, CORDEIRO, G. A.^a, DEPAULA, C. P.a, PACHECO JR, M. A.^a, COOPER, R. E.^a

a. *University of Campinas (UNICAMP), Campinas/SP, Brasil.*

**Corresponding author, camila.a.leon.v@gmail.com*

Abstract

Innovation and sustainability are considered imminent trends for companies that seek to continue competitive in a globalized market. Part of the responsibility to build a more sustainable society is associated with the capacity of the Product Development Process (PDP) team adopt these concepts in its routine in the business environment. In this scenario, there are few researches that consistently addresses the insertion of sustainability in the PDP, more specifically regard to the Triple Bottom Line (economic, social, environmental) dimensions, factor by which sustainability is measured. Considering that few surveys show clearly this relationship, this paper aims to contribute to the improvement of the PDP through the theoretical suggestion of incorporating sustainability aspects, in this case 11 approaches and tools that are applicable in the different PDP phases. Furthermore, is specifically defined in which phase this concepts should be applied.

Keywords: *Sustainability, Product Development Process (PDP), Triple Bottom Line, Sustainability Approaches and Tools.*
