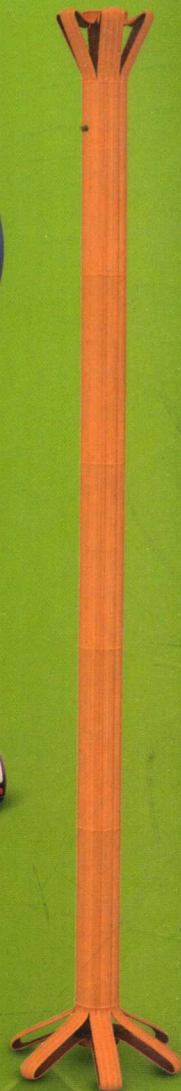
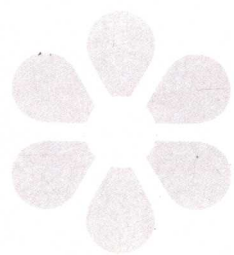


ecodesign

UMWELTFREUNDLICHES FÜR DEN ALLTAG

Silvia Barbero
Brunella Cozzo





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*h.f.*fullmann

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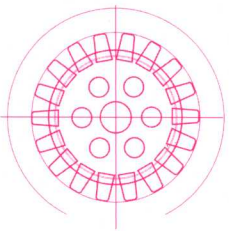
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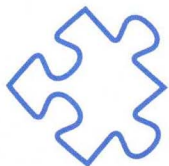
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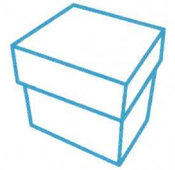


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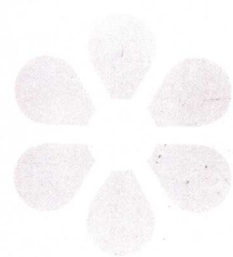


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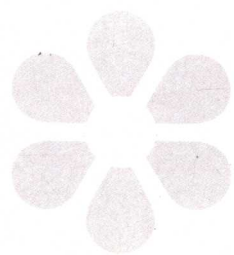
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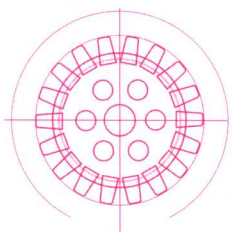
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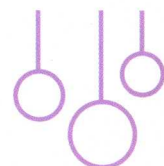
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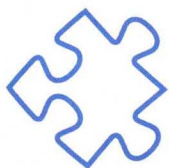
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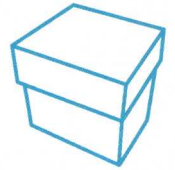


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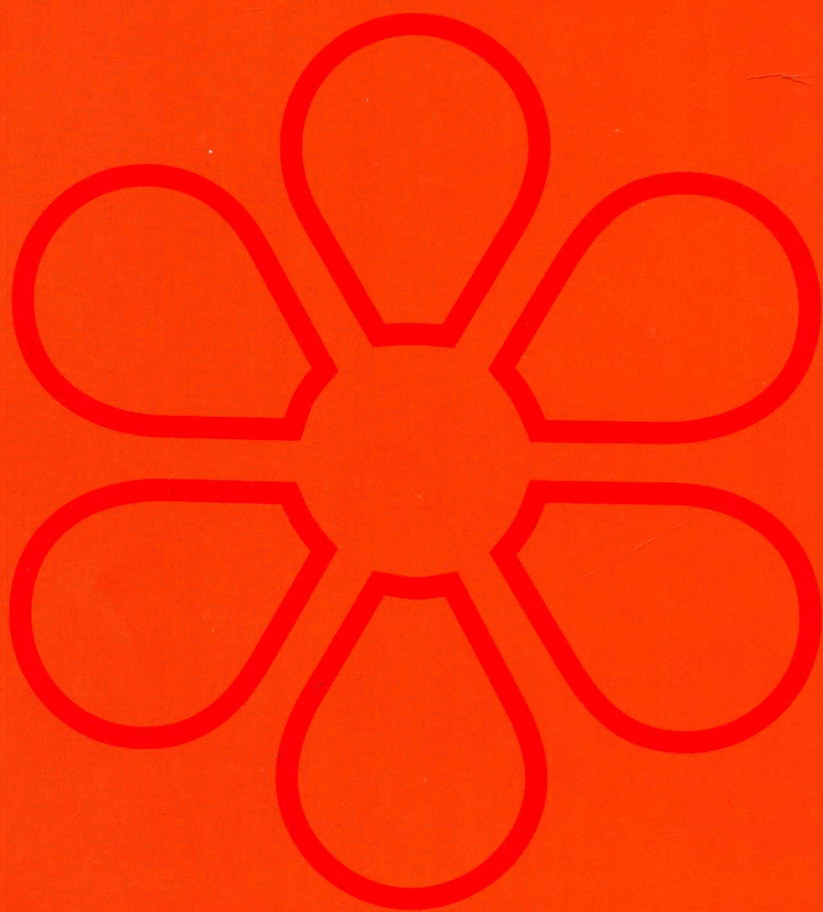


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What is ecodesign?

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The economic system we live in has progressively modified the relationships that exist between material energy and human resources. At the same time, the impact of industrial production on the planet's ecosystem continues to increase exponentially. It has therefore been necessary to reassess our concepts of growth and development in the light of the environmental problems they cause. Although this reassessment began in the early 1960s and took on a global perspective, particularly with *The Limits to Growth* by D. H. Meadows, D. L. Meadows, J. Randers and W. W. Behrens published in 1972, it has only been since the 1990s that close ties have been established between environmental themes and industrial production, following the political and regulatory discussions of the 1980s.

Experience has since taught us that considering the environmental impact of

a product once it is placed on the market is absolutely unavoidable when it comes to sustainable ideation and design. This means incorporating production processes, the products themselves and the behaviors they trigger within the limits of ecological sustainability. The performance required of the products, in particular, cannot remain limited to functionality and aesthetics.

Since ecodesign means thinking about objects in their functional entirety, the designer is able not only to develop the form but also to change production processes and behavioral habits in the name of greater environmental sustainability. Savings in energy, materials, packaging and transport, in addition to problems tied to disposal, are all issues that make up the fundamental structure of sustainable design. In fact, ecodesign is characterized by a vibrant creative ability to search for alternative

Das Wirtschaftssystem, in dem wir leben, hat nach und nach den Zusammenhang zwischen materiellen, energetischen und menschlichen Ressourcen verändert. Gleichzeitig nahmen die Auswirkungen der Industrieproduktion auf das Ökosystem exponentiell zu. Wachstum und Entwicklung müssen angesichts der Umweltprobleme, die sie verursacht haben, neu durchdacht werden. Die Auseinandersetzung mit diesen Konzepten begann bereits Anfang der 1960er Jahre und wurde fortgeführt in dem Werk *Die Grenzen des Wachstums* von D.H. Meadows, D.L. Meadows, J. Randers und W.W. Behrens von 1972. Auf die politischen und gesetzlichen Diskussionen der 1980er Jahre folgte in den 1990er Jahren die Erkenntnis, dass eine enge Verbindung zwischen Umweltthemen und industrieller Produktion besteht.

In dieser Zeitspanne hat uns die Erfahrung gezeigt, dass für eine nachhaltige Planung