



Case study

Key activities and resources, and ecodesign

Key Activities 1

Problem solving

What activities and tasks do you need to accomplish to create your VP, solve a specific challenge or maintain a high level of innovation in your business?



Production

What activities and tasks do you need to accomplish to produce your products or supply your services?



Platform/ network/ sales

What activities and tasks do you need to accomplish to create a efficient and valuable network or platform in order to promote sales, distribution, communication with stakeholders?



Supply chainmanagement

What activities and tasks do you need to accomplish to create a efficient and valuable supply chain management system?
What do you need to deal with supplier?



- Research to reduce handmade cutting time/costs.
- Marketing campaign to reach sensitive mothers.
- Managing our own organic certification.
- Managing workshop activities and storage of materials.
- Garments manufacturing processes (dying, cutting sewing, ironing).
- Workforce management.
- Online shop management.
- Social networks management.
- Control of supplier certifications.
- Looking for local natural dyers.

Do you remember Khajib Alal?! He wants to start Sensii, the first brand of Egyptian organic cotton products for babies (from 0 to 3 yo). Sensii's value proposition is to provide healthy (toxic free) garments for babies' Khajib Alal is now doing the Key Activities and Key Resources analysis with his wife Sofiah (also his Sensii's team mate). It turns to be complicate, as they are simultaneously offering a product (garments) and a service (selling). Therefore, here they indicate that they will need to fill out all the cards. They go on.

Key Resources 2

Human capital

What human resources does your value proposition require?
what about the people working for/ with you?



Physical capital

What physical resources are important for you business?
(Think about facilities, machinery, vehicles)



Intellectual & digital capital

Which intellectual and digital resources do you need?
Do you need licences, patents, software?



Financial capital

Which type of financial capital do you need? Have you investments, loans or other financial issues (e.g. machinery leasing) related with your business?



- Founder team: Khajib Alal and Sofiah Kamal.
- 5 workers.
- Workshop and warehouse outside Tanta (15km).
- Machinery and equipment for dying, cutting sewing, ironing.
- Shop / office in Tanta (center).
- 1 van used for carrying threads and other necessary materials.
- Dyers.
- Water and energy.
- Web page with information and ecommerce.
- Open source software for office tasks.
- 5 years mortgage for expenses of machinery.
- We got the Shop / Office as heritage from Sofiah parents (NO renting!).

Ecodesign card 1

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keepgoing to the next part. Let go and good luck!



Amount (Weight)

Amount (weight) of all the elements and components?

Cotton dress for child is about 200g.
Hat and trousers is about 50g.

1



Materials and resources

2



3



4



5



6



7



8



9



Follow the steps in the circles

2

Go to Card 1 Part 2



Type and NR Materials

Type and number of different materials and resources used?

Organic cotton.
Sewing PS threads.
PS Buttons.
PS label (size etc).



Location of Sources

Where and how do you source the materials from (distances from your facilities)?

We buy the certified cotton in Hatay(Turkey) it comes from there. I don't know the exact distance, about 1000km by boat.



Tech materials: Recycled content and recyclability

For Technical materials (such as plastics, metals...):
What about recycled content and recyclability of these materials?

Polyester for sewing, label and for buttons.



Bio materials: Renewability and compostability

For Organic materials (such as cotton, wood, food):
Renewability of the source and compostability of the materials?

Organic farmed cotton textile.

Ecodesign card 1

Card 2/3

1

How to proceed?

Answer these questions. For each: yes (y) you get 1 point, For each no (n) you get 0 points. If you don't know a question You choose other (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Amount (Weight)

Score **2** Yes, No, Or?

1. Do I choose the *lightest* materials to build my product? Y
2. Is my product much lighter than other alternatives in the market? O
3. *'I cannot concentrate** my product more than how it is now (*an example? removing water from liquid soap) Is this statement true? Y

2. I don't know. I have to check 0 points.
3. Yes, I'm using the minimum material.



Materials and resources



Follow the steps in the circles

3

Go to Card 1 Part 3



Type and NR Materials

Score **1** Yes, No, Or?

1. Has my product only *one* or a few types of material but they are *very* easy to separate from each other? N
2. *'I cannot* reduce in any way the number of different materials'. Is this statement true? O
3. Do I have enough information about environmental performances of the materials and components are used in my product lifecycle? Y

1- It has two, they not easy to separate.
2- I can reduce materials using only cotton! but now is two. I will consider it in future.



Location of Sources

Score **1** Yes, No, Or?

1. Are *all* the materials I need *common* & easy to find in my region? Y
2. Are *all* the materials I need sourced in an environmental sustainable way? O
3. Are *all* the suppliers within a distance of 150 km? N

2- I'm not sure. I think PS is not.
3- No, it comes from turkey 1000km by boat away. By truck much more.



Tech materials: Recycled content and recyclability

Score **2** Yes, No, Or?

If you don't have technical materials *skip* the 3 questions and get 3 points

1. Is my product completely made of *recycled* content? O
2. Is my product made of fully *recyclable* materials? Y
3. *Have I avoided* composites, banned substances and combined (mixed together) materials? Y

1- I don't know with PS it is. I will check 0 points.



Bio materials: Renewability and compostability

Score **3** Yes, No, Or?

If you don't have organic materials *skip* the 3 questions and get 3 points

1. Does my product use compostable or biodegradable organic materials? Y
2. *Did I* choose a renewable* organic material? (*the extraction speed of the material is much slower than nature needs for regenerating it) Y
3. Farming, harvesting and treatment is performed with no toxics, banned or unknown chemicals. Is this statement true? Y

Ecodesign card 1

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Amount (Weight)

Initial Score

2

New Score

2

Ideas and strategies for improving the actual score?

1B1 >> My product is not the lightest, maybe one day I will find a lighter durable solution >> +0 point.

1



Materials and resources

2



3



4



5



6



7



8



9



Follow the steps in the circles

2

Go to Card 2



Type and NR Materials

Initial Score

1

New Score

3

Ideas and strategies for improving the actual score?

1A1 >> We will use cotton for thread too >> +1 point.
1A2 >> Buttons are going to be a different material but I cannot effectively reduce more so +1 point.



Location of Sources

Initial Score

1

New Score

2

Ideas and strategies for improving the actual score?

1E2 >> we will ask for recycled PS or local organic alternative like wood >> +1 point.
1E3 >> Unfortunately, until now there is no local cotton. I will keep buying it from turkey until it will be possible. 0 points.



Tech materials: Recycled content and recyclability

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

1C1 >> We can ask for recycled PS but I will look for an organic solution, like wood >> +1 point.



Bio materials: Renewability and compostability

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?

Ecodesign card 2

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!



Waste management

How much waste is generated? What do you do with it?
How is the rate of discarded and lost material per unit?

Approximately 10% of cotton is coming out as waste from cutting of patterns. We use to give it to some people, we don't know what happen with it later.



Energy management

How is the energy you need in the production sourced (renewable energy or not?) and managed?

We don't have any special contract, I'm not sure how my energy come from. I just try to turn off the machines when not used.



Water management

How is the water you need, in the production, managed?

We installed a water saving system as advised one 6 months ago. It costs me money but finally we could reuse all the dying waste water directly in the workshop and the bill went down.



Chemicals In-out

Which types of chemicals do you need in the production processes?

We use some natural dyer (rose madder, cuttlefish, pomegranate) and common soap to wash the garments.



Processes & technology

How many step and processes do you need? are those technologies efficient (high performance new machinery?)

We have few steps not so technological.

Follow the steps in the circles

2

Go to Card 2 Part 2

Ecodesign card 2

Card 2/3

1

How to proceed?

Answer these questions. For each: *yes* (y) you get 1 point, For each *no* (n) you get 0 points. If you don't know a question You choose *other* (o) and you get 0 points unless you provide a good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Waste management

Score

0

Yes, No, Or?

1. 'My production is not generating waste and most of by product is reused and refurbished inside the workshop'. Is this statement true?
2. I *cannot* reduce further the waste generation, and waste is managed by an authorized organisation within regulations, is that true?
3. 'I promoted a quality management policy that has reduced at the minimum discarded products and unconformities'. Is this statement true?

1c1- At the moment we don't reuse cotton, we just give it away but we will consider what to do with it. 0 point.
1c2- We give it to a garbage collectors. 0 point.
1c3- We don't have designed the cutting patterns for reduce waste but we can do it. 0 point.



Follow the steps in the circles

3

Go to Card 2 Part 3



Energy management

Score

1

Yes, No, Or?

1. 'Most of energy (at least a 75%) needed come from renewable source' is this statement true?
2. Do I estimate the energy consumption per manufactured unit?
3. 'I *cannot* improve further the efficiency of my production system, i'm already using the latest technology'. Is this statement true?

1a1- We don't have this controlled.



Water management

Score

3

Yes, No, Or?

1. Do I estimate the water consumption per manufactured unit?
2. 'I am sure that there are not uncontrolled flows or leaks along the processes'. Is this statement true?
3. 'My water supply and discharge is *not* damaging or changing the local environment'. Is this statement true?



Chemicals In-out

Score

2

Yes, No, Or?

- If you don't use chemicals skip the 3 questions and get 3 points
1. 'I use *only* water-based chemistry or ecolabelled elements', is this statement true?
 2. 'I *cannot* further minimise chemicals use and their waste is properly managed' is this statement true?
 3. Do I guarantee that chemical storage is fully controlled and legally responsive?

1d1- We use a common soap, maybe it is not ecological. We will look for a ecolabelled one 0 point.



Processes & technology

Score

3

Yes, No, Or?

1. 'I *cannot* further minimise the number of steps in the production' is this statement true?
2. Have I *chosen* to use an easy to repair, maintain and use safe process technology?
3. 'I adapt the production to the market demand, avoiding large stocks of products' is this statement true?

Ecodesign card 2

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Waste management

Initial Score

0

New Score

3

Ideas and strategies for improving the actual score?

2C1, 2 and 3 >> until now we discarded cotton exceedings (cut) to unidentified garbage collector, but now we are going to create a new line of small gadgets to exploit this resource that we were throwing away. And also we are rethink the way we manage cut pattern to increase the efficiency of fiber area. +3 points.



Follow the steps in the circles

2

Go to Card 3



Energy management

Initial Score

1

New Score

2

Ideas and strategies for improving the actual score?

2A1 and 3 >> We are not going to buy energy from renewable source since there is no company operating in Tanta (certified company) but we are going to calculate consumption average per item to have it clear and try to reduce it in time. +1 points.



Water management

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Chemicals In-out

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

2D1 >> at the moment common soap is the cheapest option but we discovered that is not safe. So we will do something to buy a ecolabelled. +1 point.



Processes & technology

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?

Ecodesign card 3

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!



Stackability

Is it your designed product easy to stack, occupying the least volume?

Garments are very thin and stackable, where there in the packaging they are easy to organise and transport.

1



2



3

Packaging & distribution

4



5



6



7



8



9



Follow the steps in the circles

2

Go to Card 3 Part 2



Package materials

Which type of material is used, list all of them (including labels, bags)? How much does it weight compared with the product you are delivering?

We received cotton in cardboard spools inside a plastic bag.

We use a plastic bag to protect our clothes from moisture and fungi. I think it is PE, I'm not sure.

If we send many of them together we use a package made of cardboard also.

To shop customers we provide a plastic shopping bag with a paper label (recycled paper).



Flat design

Is the product completely disassemble and be reduced in flat or cubic shape?

Yes, our boxes are very thin and flat.



Means of transport

Can you describe the main means of transportation? which vehicles are used, in which conditions are they?

We receive cotton in spools from turkey by boat, and then by truck until Alexandria and the we go to get it back with our van to Tanta once per month. Dyers come in powder in big can, once per year.



Routes & distances

How much is the distance between production facilities and final shops (customer location)?

Our workshop is 15km outside Tanta and we sell most of our collection in the center shop. Our online buyers are from the region of Cairo and Alexandria.

Ecodesign card 3

Card 2/3

1

How to proceed?

Answer these questions. For each: *yes* (y) you get 1 point, For each *no* (n) you get 0 points. If you don't know a question You choose *other* (o) and you get 0 points unless you provide a good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Stackability

Score **2** Yes, No, Or?

1. Is the product designed to be stackable as it is?
2. Is my product designed to be transported (in multiples units) without compromise its quality and functionality?
3. Are the dimensions of the pallet footprint considered when determining the dimensions of primary (from supplier) and secondary (to clients) packaging?

3c3- we didn't think so much about it, our product are very small, we don't sell in pallet just few units each time. 0 points.



Package materials

Score **1** Yes, No, Or?

If you don't have *any* packaging, the product is the packaging or there is no need for it, *skip* the 3 questions and get 3 points.

1. 'I choose a renewable material for *one-use* packaging applications' is this statement true or I choose a resistant, highly recyclable materials for *multiple* uses and returnable systems'. Is this statement true?
2. 'In any case, I *cannot* make the packaging simpler, with fewer elements, fewer materials types' is this statement true?
3. 'In any case, I *cannot* make the packaging lighter' is this statement true?

3a1- we use cardboard box to send our products, but inside we use a plastic bag that is not renewable material. For shop customers we provide another type of plastic bag, a prettier one. 0 point.
3a2- we could use only cardboard but it is not safe for sending, so we are not changing it now but we are looking for new solutions. 0 point.



Means of transport

Score **3** Yes, No, Or?

If you use *only* non-motorized means of transportation (foot, bikes, etc.) You skip the 3 questions and you get 3 points.

1. 'To receive the raw materials and distribute the product, i use *mostly* human power (foot & bikes), transoceanic ships or electric vehicles' is this statement true?
2. Do I choose mostly very new efficient vehicles, big trucks (40ton) or scooters to delivery my product?
3. Do I take advantage of the return-journeys to transport other things?

3d2- we cannot choose other options, our van is quite new. +1 point.
3d3- well we always use the one way trip to bring fruits and other items to our parents in Alexandria. +1 point.

Follow the steps in the circles

3

Go to Card 3 Part 3



Flat design

Score **2** Yes, No, Or?

1. 'My product and its packaging shape is a *flat* or cubic, with almost no air (fully optimised)' is this Statement true?
2. Is my product *sold* and *delivered* completely Disassembled?
3. There is *no* room for further reduction of the volume?

3b3- we are currently using a greater box, we could reduce it. 0 points.



Routes & distances

Score **2** Yes, No, Or?

1. Is there a very short distance all along the chain, less than 150km between production and customer?
2. Am I using the most optimised routes?
3. 'When we send by post for online purchase, we choose the greenest option available they offer us!'. Is this statement true?

3e2- To go to the center we chose the highway, it is a bit longer but we don't get stucked in the traffic. +1 point.
3e3- there are no greener options until now to send out product, +0 point.

Ecodesign card 3

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Stackability

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

3C3 >> we are going to choose standard post boxes sizes. +1 point.



Follow the steps in the circles

2

Go to Card 4



Package materials

Initial Score

1

New Score

2

Ideas and strategies for improving the actual score?

3A1 >> we are going to choose a biobased compostable plastic for both bags (online and physical shopping) +1 point.
3A2 >> at the moment we cannot have just one type of packaging for online sales (bag + cardboard) +0 points.



Flat design

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

3B3 >> we are gonna choose a smaller cardboard box. +1 point.



Means of transport

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Routes & distances

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

3E3 >> we are going to search an alternative, from other logistics suppliers. +1 point.



Ecodesign card 4

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!

Repairability

Is your product easily repairable? can user or technician access to its main parts quickly?

Yes, it can be easily repaired by mothers or they can find someone in the family to help (or a shop in the neighbour).

Energy consumption

What is the energy consumption when using the product?

There is not energy needed during use.

Consumibles

Do your product need consumibles for working properly? How are they, one-use only, renewable?

Our items need to be washed frequently with water and soap.

Durability

How long do you expect it is going to work your product?

Not so much, since child grow up fast.

Multi-Functionality & Modularity

How many functions could you integrate in your product? Can you build different configurations with the same pieces?

No, our product are one piece garments, no modularity available or multifunctionality.

Ecodesign card 4

Card 2/3

1

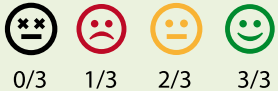
How to proceed?

Answer these questions. For each: yes (y) you get 1 point, For each no (n) you get 0 points. If you don't know a question You choose other (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



Repairability

Score

3

Yes, No, Or?

1. 'My product can be fully, easily and economically repaired by users/ technicians'. Is this statement true?
2. 'Any important part can be accessed quickly by repair operator'. Is this statement true?
3. Are repair components easy to obtain with the information about how to do it accessible?

4c3- It is very known and easy to sew and repair clothes. +1 point.



Follow the steps in the circles

3

Go to Card 4 Part 3



Energy consumption

Score

3

Yes, No, Or?

If there is no energy use you skip the 3 questions and get 3 points.

1. 'I cannot be more efficient that now'. Is this statement true?
2. Is it powered by renewable sources?
3. Is there any system to prevent energy waste when not in use?



Consumibles

Score

2

Yes, No, Or?

If you product doesn't need maintenance or consumibles, you skip the 3 questions and you get 3 points.

1. 'Consumibles, composition and accessibility, makes easy the maintenance and the product durable'. Is this statement true?
2. 'Any resources needed (or consumible) are no toxic and easy to find'. Is this statement true?
3. Any resources needed can be easily recycled or managed in their end of life stage'. Is this statement true?

4b2- it depends on the soap our customer is going to use, they could be toxic. +0 point.
4b3- the water with soap it is 'recycled' by public waste water system. +1 point.



Durability

Score

2

Yes, No, Or?

1. 'I have designed my product to avoid expiration date with no limit in lifespan duration'. Is this statement true?
2. 'I have designed my product to last and avoid aesthetical limitation (classic design)'. Is this statement true?
3. Am I sure that durability is not limited and compromised by some aspect (component, material)?

4d1- even if is not our fault, children grow up fast, our product has a limited lifespan per user. +0 points.



Multi-Functionality & Modularity

Score

3

Yes, No, Or?

If you product cannot be multifunctional can skip the 1st question and you get 1 point.

1. Does my product integrate more than one function?
- If you product cannot be modular can skip the 2nd and 3rd questions and you get 2 points.
2. Does my product allow to be replicated with a basic elemental component (is it modular, like lego)?
 3. Can I guarantee that all the functions are usable by all the people (older, younger, etc)?

Ecodesign card 4

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)

1



2



3



4



Use & maintenance

5



6



7



8



9



Follow the steps in the circles

2

Go to Card 5



Energy consumption

Initial Score **3**New Score **3**

Ideas and strategies for improving the actual score?



Consumibles

Initial Score **2**New Score **3**

Ideas and strategies for improving the actual score?

4B2 >> we are going to inform our customers in the label how to choose a 'ecosoop' and maintain properly the product. +1 point.



Repairability

Initial Score **3**New Score **3**

Ideas and strategies for improving the actual score?



Durability

Initial Score **2**New Score **3**

Ideas and strategies for improving the actual score?

4D1 >> we are going to launch a campaign for collecting used garments and give them to charity organisations in slums of Manshiet Naser (Cairo) +1 point.



Multi-Functionality & Modularity

Initial Score **3**New Score **3**

Ideas and strategies for improving the actual score?

Ecodesign card 5

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!



Easy to be disassembled

Once your product become useless, can it be disassembled easily (by no expert personnel) and economically?

Well, sewing make it harder to disassemble.

1



2



3



4



5



End of life management

6



7



8



9



Follow the steps in the circles

2

Go to Card 5 Part 2



Easy to be reused

Once your product is useless for a user, can it be reused directly by other people or renewed?

Yes, it can be used by a little brother or sister of to give to their friends.



Easy to be refurbished

Once your product is discarded by the user, can it be refurbished easily and economically?

Yes, absolutely, it can be washed and sterilized in common laundry services.



Labelling & Identification

Different materials are clearly identified by labels or information signs to classify them properly, once dismantled?

Cotton part has a PS label indicating the material but sewing and buttons have not.



Chemicals In-out

What problems arise in the recovery and disposal of products? What about chemicals and hazardous substances?

Cotton is biodegradable, but sewing, buttons and label are not since they are made of PS, I'm worry about them.

Ecodesign card 5

Card 2/3

1

How to proceed?

Answer these questions. For each: *yes* (y) you get 1 point, For each *no* (n) you get 0 points. If you don't know a question You choose *other* (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Easy to be disassembled

Score **2**

Yes, No, Or?

1. Could the different materials & components of my product be *easily* separated?
2. Could my product different materials & components be recycled or composted?
3. Could my product be fully disassembled?

5c1- because of the PS sewing and label that makes it harder and slower. +0 points.



Easy to be reused

Score **3**

Yes, No, Or?

If your answer to one of the following questions is *yes*, you can *skip* the other questions and get 3 points.

1. 'When a user gets rid of it, my product can be potentially reused directly by other as it is'. Is this statement true?
2. 'When a user gets rid of it my product can be re-sold in the market with an easy cleaning/ refurbishment process'. Is this statement true?
3. 'When a user gets rid of it, my product can be part of another set of components or upcycled for different applications. Is this statement true?



Labelling & Identification

Score **0**

Yes, No, Or?

1. Is each different material, clearly, identified with labels or other signs?
2. Is there further information about composition and so on in the product itself or in some other location (like website)?
3. Are there some color code or other technique to speed up the process of recognizing different types of materials?

5d1- not each, only cotton. +0 points.

5d2- at the moment no, there is not. +0 points.

5d3- no we don't have it. +0 points.

Follow the steps in the circles

3

Go to Card 5 Part 3



Easy to be refurbished

Score **2**

Yes, No, Or?

1. In the end of its life (*eol*), can my product be refurbished (technically) easily by local entities?
2. In the end of its life (*eol*), can my product be easily collected for its refurbishment by local entities?
3. In the end of its life (*eol*), can my product be refurbished *economically* by local entities?

5b2- those we sell online in Cairo or Alexandria are more difficult to collect than those we sell on Tanta. +0 points.



Chemicals In-out

Score **2**

Yes, No, Or?

1. 'No need for chemical or hazardous substances processing in my product *eol*' is this statement true?
2. Is my product toxic free once it is broken or useless?
3. 'During waste treatment and disposal, there are *not* toxic emissions (e.g. Incineration)'. Is this statement true?

5e3- buttons and other plastic component are not good if incinerated. +0 points.

Ecodesign card 5

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)

1



2



3



4



5



End of life management

6



7



8



9



Follow the steps in the circles

2

Go to Card 6



Easy to be reused

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Easy to be refurbished

Initial Score

2

New Score

2

Ideas and strategies for improving the actual score?

5B2 >> we don't know how to deal with this. +0 points.



Easy to be disassembled

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

5C1 >> we should search how to make sewing disassembling easily at the end of life but for now we choose cotton for the thread instead of PS. +1 point.



Labelling & Identification

Initial Score

0

New Score

1

Ideas and strategies for improving the actual score?

5D1 >> we would try to label the plastic in the buttons and label but I think we are not able at the moment 0 points.
5D2 >> yes we are going to do in our website and paper label in the shop. +1 point.
5D3 >> we cannot do it at the moment. +0 points.



Chemicals In-out

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

5E3 >> we are exchanging PS components for wood (buttons) and cotton (label and thread). +1 point.

Ecodesign card 6

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!



Design for sharing & exchanging

Is your product/ service promoting a more collaborative use of some resource? Is it fostering cooperation and a sharing efficiency?

Well we are buying organic farmed cotton that is fair traded from turkey. Our product doesn't have so much to share, it is a personal item (baby).



Accessories & Gadgets

How many and which type of devices, accessories and objects are involved when your customer is using the service?

There are no accessories neither devices during selling.



Design for education

How does your product/ service promote environmental protection and education within users and society?

We try to inform our customers.



Responsible usability

Have you included any strategy to improve environmental behaviour of your service user?

No properly, the shop is in an old street market. We setup our office and shop there after remodelling it a bit.

We are still improving it. There is no much technology inside just the cashier. Just few lights to create a good environment.



Compensation policies

Have you established some compensation policy (like CO2 offset, NGO support) to offset your impacts or support green initiatives?

We have been thinking about helping Manshiet Nasser slum charity organisation SOY in Cairo.

Ecodesign card 6

Card 2/3

1

How to proceed?

Answer these questions. For each: yes (y) you get 1 point, For each no (n) you get 0 points. If you don't know a question You choose other (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.

Design for sharing & exchanging

Score **2** Yes, No, Or?

1. Is my service encouraging exchange of resources, unused products or second hand items, within collaborative consumption?
2. Is my business supporting responsible consumption?
3. Does my service foster collaboration, innovation and cocreation for good?

6c3- not yet, we didn't cocreate with our client but we would like to, soon. +0 points.

1 2 3 4 5 6 7 8 9

Follow the steps in the circles

3

Go to Card 6 Part 3



Accessories & Gadgets

Score **3** Yes, No, Or?

If you answer yes to the 1st question, skip the the 2nd and 3rd and get 3 points

1. 'No physical devices or equipment involved in the service supply'. Is this statement true?
2. 'All devices, equipment are rented or accessible for the users, they don't buy them. Your company owns and maintains them'. Is this statement true?
3. Are most of the involved equipment or products quite new, very efficient and even ecodesigned?



Responsible usability

Score **2** Yes, No, Or?

1. The user interaction within the service has been Designed to achieve the most efficient use of Resources and equipment, avoid energy loss and Promote sustainable behaviours?
2. Any user can access and use, comfortably, the Service, even elder people, handicapped, kids, ill and Other special groups?

If you don't have any interface (screen, web application...) Skip the 3rd and get 1 points.

3. Are all the interfaces (physical, web, mobile app...) Designed to minimise energy consumption and Usability affordance?

6b2- we don't have handicapped access yet. +0 points.



Design for education

Score **2** Yes, No, Or?

1. Does my service embody sustainability & education, Gender equality, social integration of minorities? All of Them?
2. Does my service help others to make their activities More sustainable? Or spreading the word about Sustainability?
3. Does my project, inspire others to follow good practices And learn more about ecodesign and sustainability?

6d1- we didn't include all these criteria yet. +0 point.
6d3- I hope so, we are trying to promote a more conscious and safe fashion. +1 points.



Compensation policies

Score **1** Yes, No, Or?

1. Am I participating in some Offset programs in order to compensate my service emissions?
2. Am I collaborating with initiatives to help them or support them?
3. Does my service help local community, neighbour or other stakeholders?

6e2- we are considering it. +0 points.

Ecodesign card 6

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Follow the steps in the circles

2

Go to Card 7



Accessories & Gadgets

Initial Score **3**

New Score **3**

Ideas and strategies for improving the actual score?



Responsible usability

Initial Score **2**

New Score **3**

Ideas and strategies for improving the actual score?

6B2 >> at the moment we cannot adapt the shop for handicapped and elderly users, but we will do it next year +1 point.



Design for sharing & exchanging

Initial Score **2**

New Score **3**

Ideas and strategies for improving the actual score?

6C3 >> we are going to start a cocreation sessions with mothers and grandmothers to teach them how to design new baby items that we will manufactures later. +1 point.



Design for education

Initial Score **2**

New Score **2**

Ideas and strategies for improving the actual score?



Compensation policies

Initial Score **1**

New Score **1**

Ideas and strategies for improving the actual score?

6E2 >> we didn't pay attention seriously about this point, but when we start the slum program maybe we will tackle this issue. +0 points.
6E1 >> we hadn't the chance to measure our emissions yet. +0 points.

Ecodesign card 7

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keep going to the next part. Let go and good luck!



Office material

Are you managing papers, brochures and sales materials only in a digital way? How much do you print (how many copies)? How are these publications (materials, quality, labels...)?

We don't print almost anything, just bills and legal papers.

1



2



3



4



5



6



7

Sales & communication

8



9



Follow the steps in the circles

2

Go to Card 7 Part 2



Transparency & information

Is relevant information about environmental policy, materials, suppliers, product characteristics... easily accessible? How?

No, we didn't publish any specific information in the website but we tell to our customer all about the cotton.



Support to ecoproducts & Ecoservices

Are you selling or promoting other's green entrepreneurs, products or services? Is your Shop or Showroom energy, water and waste efficient?

Yes, we are helping turkish small organic farmers and helping ourselves to make a living with our passion. ;)



Conference calls

How do you organize work and meetings with mates, clients and other STKs in a different region or country?

We use skype to talk with providers in turkey and phones to talk with our collaborators in alexandria.



Travels & Fairs

How do you perform sales travels? Which means do you use? are you organising events or fairs? how are they?

We practically don't have a salesforce, we use mouth to mouth and internet adwords.

Ecodesign card 7

Card 2/3

1

How to proceed?

Answer these questions. For each: *yes* (y) you get 1 point, For each *no* (n) you get 0 points. If you don't know a question You choose *other* (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Office material

Score **3** Yes, No, Or?

1. I don't print, almost, any document, just few for legal requirements, is that true?
2. When I use paper, or other office materials I choose certified one, with optimised resolution avoiding plastic coverings, is that true?
3. Do I apply green procurement criteria in the office material supply?

1

2

3

4

5

6

7

Sales & communication

8

9

Follow the steps in the circles

3

Go to Card 7 Part 3



Transparency & information

Score **1**

Yes, No, Or?

1. Have you got any green label or certification?
2. Is my environmental information free and easily accessible on the internet or my sale point (hotel...etc)?
3. Do I measure and report all the relevant aspects of my business for stakeholders review (environmental, social, labor conditions...)?

7a1- we have no certification but we buy from certified producers. +0 points.

7a2- not yet. +0 points.

7a3- yes, we manage to account and gather any information we have about our suppliers. +1 point.



Support to ecoproducts & Ecoservices

Score **3**

Yes, No, Or?

1. Am I selling ecoproducts or ecoservices?
 2. Am I being a necessary intermediary between producers and consumers?
- If you don't have a shop or showroom skip the 3rd question and get 1 point
3. Are my shops (or showroom) very efficient in energy, water and waste management?

7b3- not very much, but we don't have much technology or devices plugged. +1 point.



Conference calls

Score **3**

Yes, No, Or?

1. 'I foster the use of videoconference systems'. Is this statement true?
2. 'If there is need to travel, I use efficient means of transport when available (train, bus, bike...)'. Is this statement true?
3. 'I minimize paper and mail use, using e-mailing systems whenever it is possible.' Is this statement true?



Travels & Fairs

Score **2**

Yes, No, Or?

1. 'For commercial purposes the workforce does not travel using the following means of transport: plane, car, van (or similar)'. Is this statement true?
 2. 'We take the planes *only* for longer flights or when other more efficient options are not available'. Is this statement true?
- If you don't organize events or fairs skip the 3rd question and get 1 point
3. Do I take care to reduce events and fairs environmental impact?

3- from time to time we organize small events in the shop, we try to reduce at minimum our impact but there still things to improve. +0 points.

Ecodesign card 7

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Office material

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Follow the steps in the circles

2

Go to Card 8



Transparency & information

Initial Score

1

New Score

1

Ideas and strategies for improving the actual score?

7A1 >> we are trying to figure out how to certificate our business, but it seems not possible yet. +0 points.
7A2 >> we are gathering information to make it public soon but there is still much to do. +0 points.



Support to ecoproducts & Ecoservices

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Conference calls

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Travels & Fairs

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

7E3 >> we are going to create 'ecoevents' to be coherent with our philosophy choosing only organic catering and preventing waste generation. +1 points.



Follow the steps in the circles

2

Go to Card 8 Part 2

Ecodesign card 8

Card 1/3

1

How to proceed?

Try to answer these questions. You can start from wherever you feel more comfortable.

Think about them, gather information around them. They are going to be scored in the next part of this CARD. If you don't have an answer now, well, we recommend you to try to find it out, in order to keepgoing to the next part. Let go and good luck!



Business management

Are you managing your activities and priorities within policies that promote efficient management of resources?

Yes, we try to make our best to organize a clear policy about resources efficiency but there are some issues still on the way.



Energy management

Has your production facility, office, hotel... been designed and built to reduce energy consumption to the minimum?

No, it is a very old building. We made some improvements, changing light system, heating and windows.



Water management

Has your production facility, office, hotel... been designed and built to reduce water consumption at the minimum?

Yes, we have been redesigning workshop water system to promote efficiency. We use it 100% regenerated.



Green procurement

Are you buying certified products/ services? Which certification do they have?

Yes we are buying organic and fair trade cotton from our supplier in Hatay (Turkey). They have GOTS certification.



Labor Conditions & Policies

How are labor conditions of people working directly in your product/ service?

Yes, we adopt legal framework and for us it is very important to take care of our people.

Ecodesign card 8

Card 2/3

1

How to proceed?

Answer these questions. For each: yes (y) you get 1 point, For each no (n) you get 0 points. If you don't know a question You choose other (o) and you get 0 points unless you provide an good explanation or other options.

2

How to proceed?

Calculate for each box how many points you got and write the score above where indicated. Write the score And an emoticon that represent it.



0/3 1/3 2/3 3/3



Business management

Score **2** Yes, No, Or?

1. Do I have an environmental policy?
2. Do I have the objective of continuous improvement of the environmental performance of my products and service?
3. Are you managing your activities and priorities to promote sustainable innovation, co-creation?

1- there is not a general policy but we are on it. +0 points.



Follow the steps in the circles

3

Go to Card 8 Part 3



Energy management

Score **1** Yes, No, Or?

1. 'I know how much water I need monthly in my infrastructure, and i've made everything possible to reduce it' is this statement true?
2. 'My facilities are thermically *completely* isolated or powered by renewable sources'. Is this statement true?
3. Did I choose a green certified energy provider or apply for some efficiency program?

2- they are not but maybe one day we could be powered 100% by solar energy. +0 points.
3- we are looking for it, but as far as we saw in our city there aren't. +0 points.



Water management

Score **3** Yes, No, Or?

1. I know how much water I need monthly in my infrastructure, and I've made everything possible to reduce it, is that true?
2. Do I use efficient water consuming devices?
3. Am I informing and preparing correctly all the personnel and customers to avoid water waste?



Green procurement

Score **1** Yes, No, Or?

1. Am I buying most of products and service I need from green labelled suppliers?
2. Am I a ecolabelled or certified supplier?
3. Is the environmental information about my supply chain and labels accessible for my stakeholders?

2- no yet. +0 points.
3- not very well. +0 points.



Labor Conditions & Policies

Score **1** Yes, No, Or?

1. Have I adopted a gender equality policy?
2. Are *all* my workers and suppliers fairly paid, safe and protected within the legal framework?
3. Have I adopted a social responsibility policy towards *all* the stakeholders connected with my project?

1- we are developing a gender plan to improve women's conditions. +0 points.
3- there is not a clear policy but we are trying to define one. +0 points.

Ecodesign card 8

Card 3/3

1

How to proceed?

For each block you didn't get the smiley face (3/3 yes) you should be thinking about what you are going to do to improve these aspects.

In the green box you can find some good tips to improve your actual solution. Write down your strategies and ideas! *Green tips!* In the green box you can find helpful ecodesign strategies and ideas. Let's ecodesign! ;)



Follow the steps in the circles

2

Go to Card 9



Energy management

Initial Score

1

New Score

2

Ideas and strategies for improving the actual score?

8A2 >> we don't have this possibility now. +0 points.
8A3 >> in the next 6 months we are going to look for a alternative (solar powered) energy provider. +1 point.



Water management

Initial Score

3

New Score

3

Ideas and strategies for improving the actual score?



Business management

Initial Score

2

New Score

3

Ideas and strategies for improving the actual score?

8C1 >> we are writing it, in the next 3 months we will have it finished. +1 point.



Green procurement

Initial Score

1

New Score

2

Ideas and strategies for improving the actual score?

8D3 >> we are organising and designing the way to provide our stk with all the information. +1 point.



Labor Conditions & Policies

Initial Score

1

New Score

3

Ideas and strategies for improving the actual score?

8E1 >> in 6 months we are going to have the gender policy defined. +1 point.
8E3 >> we are organising and preparing a social responsibility policy. +1 point.



Case study

Ecodesign card 9

Wow! it is good to see that our efforts have been recognized! However I think we can do it even better! We are going to analyse energy management in the coming months to find out if we can improve that aspect.

	1 MATERIALS & RESOURCES 	2 PRODUCTION 	3 PACKAGING & DISTRIBUTION 	4 USE & MAINTENANCE 	5 END OF LIFE MANAGEMENT 	6 SERVICE 	7 SALES & COMMUNICATION 	8 INFRASTRUCTURE
A	3 <small>TOXIC MATERIALS</small>	2 <small>ENERGY MANAGEMENT</small>	2 <small>PACKAGE MATERIALS</small>	3 <small>ENERGY CONSUMPTION</small>	3 <small>EASILY BE RECYCLED</small>	3 <small>ACCESSORIES & GADGETS</small>	1 <small>TRAINING & INFORMATION</small>	2 <small>ENERGY MANAGEMENT</small>
B	2 <small>AMOUNT (WEIGHT)</small>	3 <small>WASTE MANAGEMENT</small>	3 <small>FLAT DESIGN</small>	3 <small>CONSUMABLES</small>	2 <small>EASILY BE REFINISHED</small>	3 <small>RESPONSIBLE USAGE</small>	3 <small>SUPPORT ECOSYSTEMS & ECOSERVICES</small>	3 <small>WASTE MANAGEMENT</small>
C	3 <small>TECHNICALS: RECYCLABLE & RECYCLABILITY</small>	3 <small>WASTE MANAGEMENT</small>	3 <small>STACKABILITY</small>	3 <small>REPAIRABILITY</small>	3 <small>EASILY BE DISASSEMBLED</small>	3 <small>DESIGN FOR SHARING EXCHANGING</small>	3 <small>RECYCLABLE MATERIAL</small>	3 <small>OFFICE MATERIAL</small>
D	3 <small>BIG BUSINESS: RENOVATION & COMPOSTABILITY</small>	3 <small>CONTROLS INPUT</small>	3 <small>MINIMIZE TRANSPORT</small>	3 <small>DURABILITY</small>	1 <small>LABELLING & IDENTIFICATION</small>	2 <small>DESIGN FOR EDUCATION</small>	3 <small>CONSUMER CARE</small>	2 <small>GREEN PROCUREMENT</small>
E	2 <small>LOCATION OF SOURCES</small>	3 <small>PROCESSES & TECHNOLOGY</small>	3 <small>REDUCE DISTANCES</small>	3 <small>FUNCTIONALITY & MODULARITY</small>	3 <small>CONTROLS INPUT</small>	1 <small>COMMISSION POLICIES</small>	3 <small>TRAINING & INFORMATION</small>	3 <small>COMPLAINTS & POLICES</small>

106 **YOUR TOTAL SCORE**