

Eco Commerce Review



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Eco Design in Action

Designers look to Atlanta for U.S. Home

April 15, 2013, Atlanta, GA - CEC -

Consumers, sensitive to the environmental quality of goods and services, are **responding to Eco products and demanding product-specific information that would allow more informed purchasing decisions.**

A number of helpful guides to choosing Eco products have been published by consumer and environmental organizations and even by governments, further amplifying the role of consumers in shaping the market for Eco goods.

Many consumer surveys suggest that there is a **willingness to pay for Eco-labeled products with lower environmental impacts.** This consumer-led change is closely associated with companies to introduce Eco-labels or Environmental product declarations and government supported systems of Eco Labeling and Eco Consumerism.

Eco Designers focus on **improving a product, development of solutions that change not only the product but also the whole product system, including the way the product is produced, used and disposed of.** For example, if a product can be improved by ensuring that its constituent materials are collected and re-used/recycled at end-of-life (a common Eco design outcome) then changes may be needed in the organization of the system through which that product is distributed and sold to consumers. There is a need to be effective and efficient Life Cycle Assessment (LCA), mechanisms for collecting products, and separating their constituent materials, at the end of their first life.

'In a competitive marketplace, the difference between you and the competition is your level of innovation. Eco Design can can elevate You above the competition. **Education plays a key role in understandings of Sustainable Development.** We invite organizations from around the world to join ICED's collaborative platform in achieving the critical objectives for Sustainable



Development through **Eco Design**, says Minna LeVine, CEO, Chamber of Eco Commerce.

The ICED assists organizations in the development, implementation and disclosure of Eco Innovative practices and policies.

The purpose of ICED is to accelerate transnational knowledge and technology transfer, and provide stakeholders a physical B2B place to work and interact.

The ICED recognizes that the Design business sector, through the production of goods and services, **impacts resources – both directly and through supply chains.** Endorsing business and policy leaders acknowledge that in order to operate in a more sustainable manner, they have a responsibility to make resources management a priority, and to work with governments, non-governmental organizations, and other stakeholders to address challenges. The ICED focus on six elements: Direct Operations; Supply Chain; Collective Action; Public Policy; Community Engagement; and Transparency.

The ICED seeks to build an international movement of committed companies, both leaders and learners. In this spirit, the ICED is open to companies of all sizes and from all sectors, and from all parts of the world. The ICED requires the endorsement of a company's C-level Executive, or equivalent.

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For more information, please contact your regional Chamber of Eco Commerce Chapter Leader.