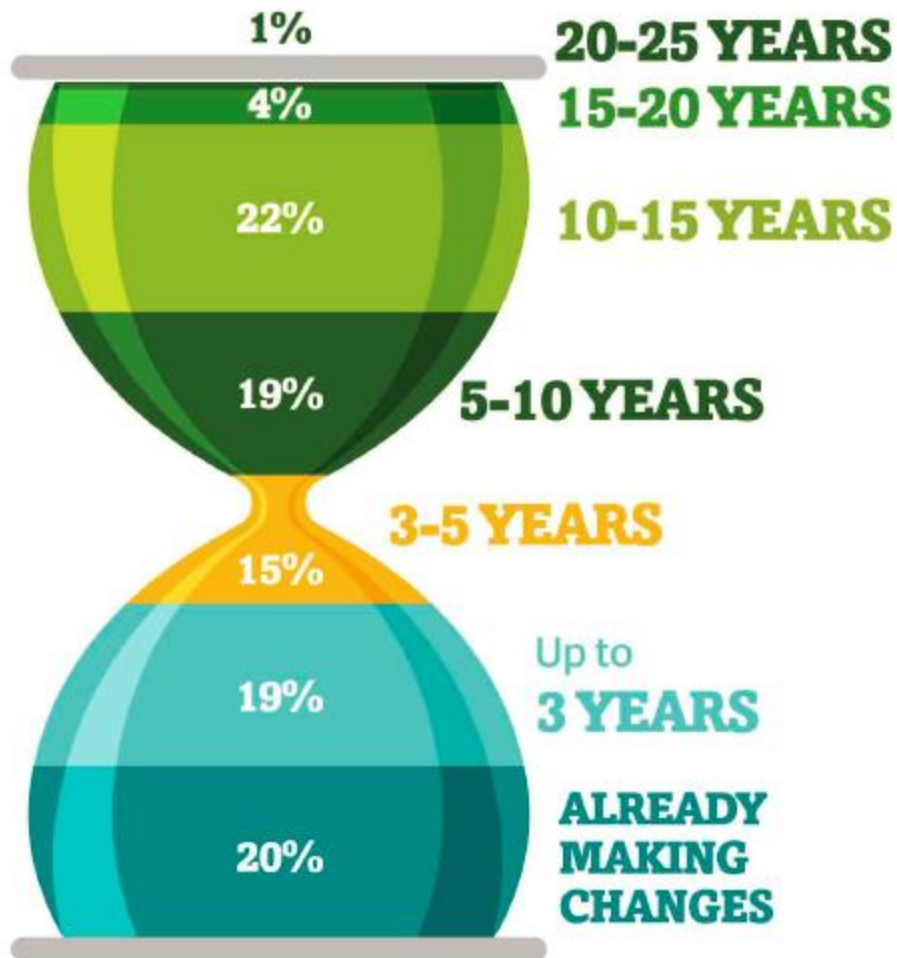


Resource efficiency in business –
experiences from EU member states

A Design Perspective

Harald Gruendl

When businesses think that they will need to make significant changes in their business operations to combat resource scarcity



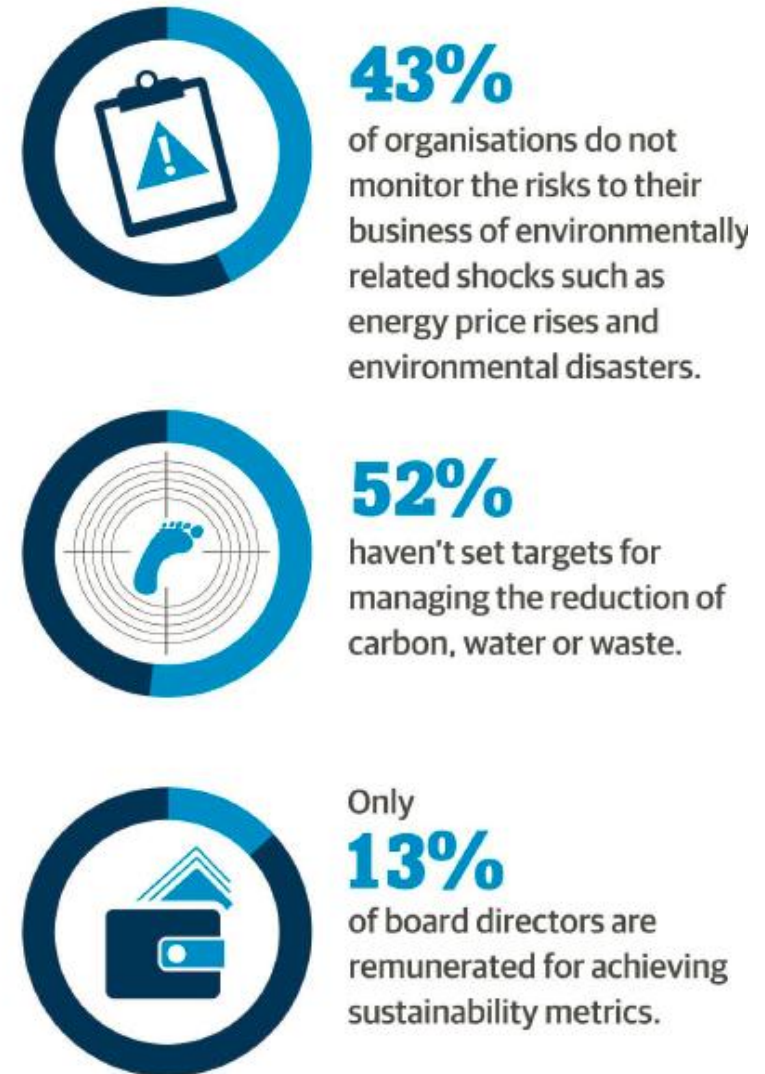
C-Level Execs believe they will not need to make significant changes in their business operations to combat resource scarcity for the next

6 YEARS

Businesses believe a resource-constricted world will impact them in the following ways:



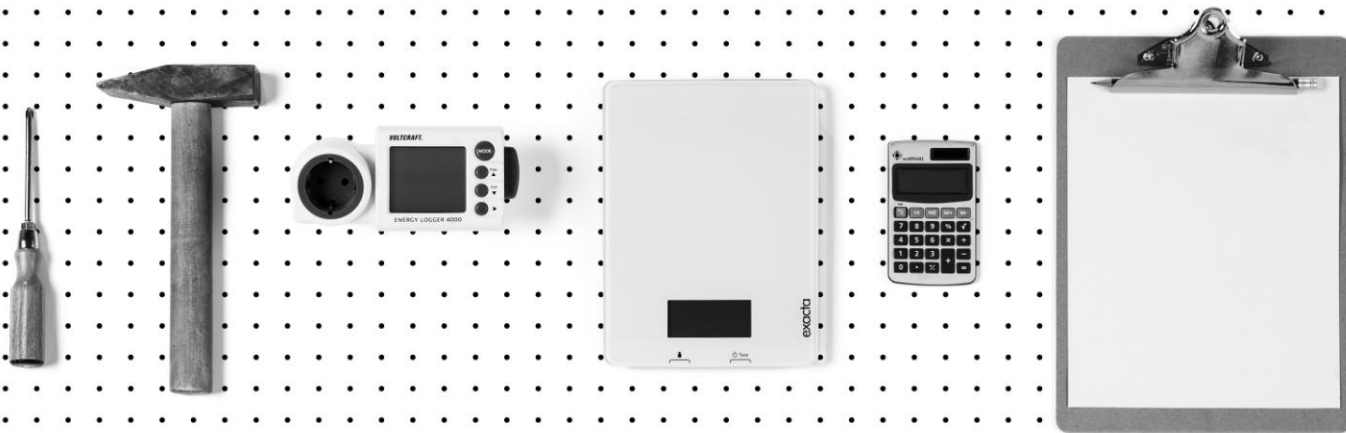
BUT businesses are doing little to pre-empt these effects:







+ 548.36 L water







exacta







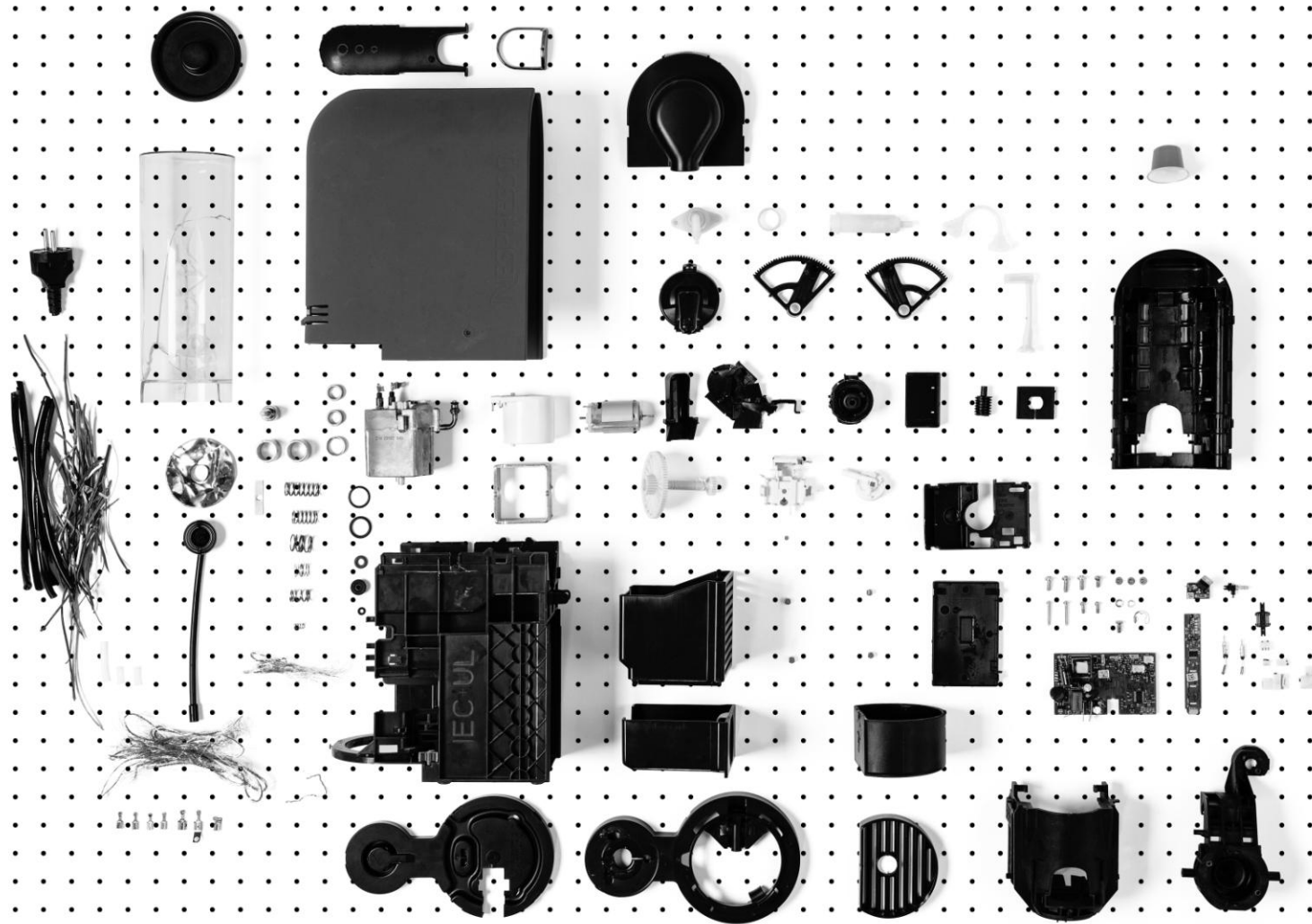
The Consequences of De

Köln
International
School
of Design

Institute of
Design Research
Vienna









kg CO₂-eq

90

80

70

60

50

40

30

20

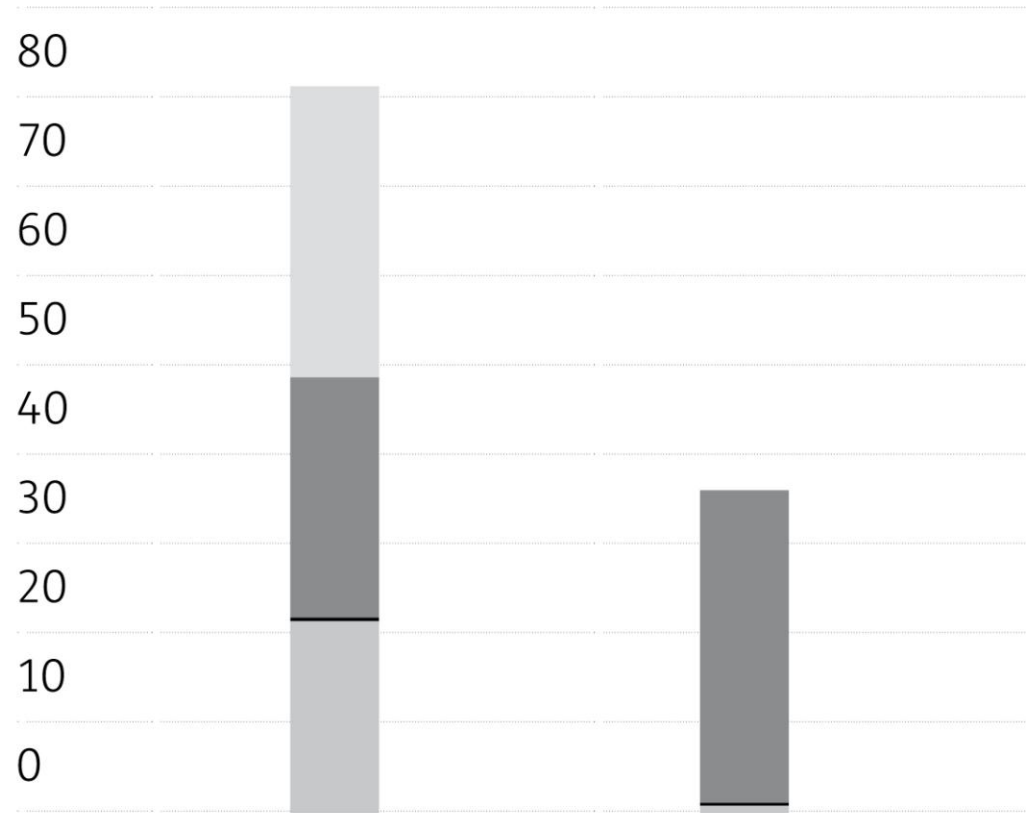
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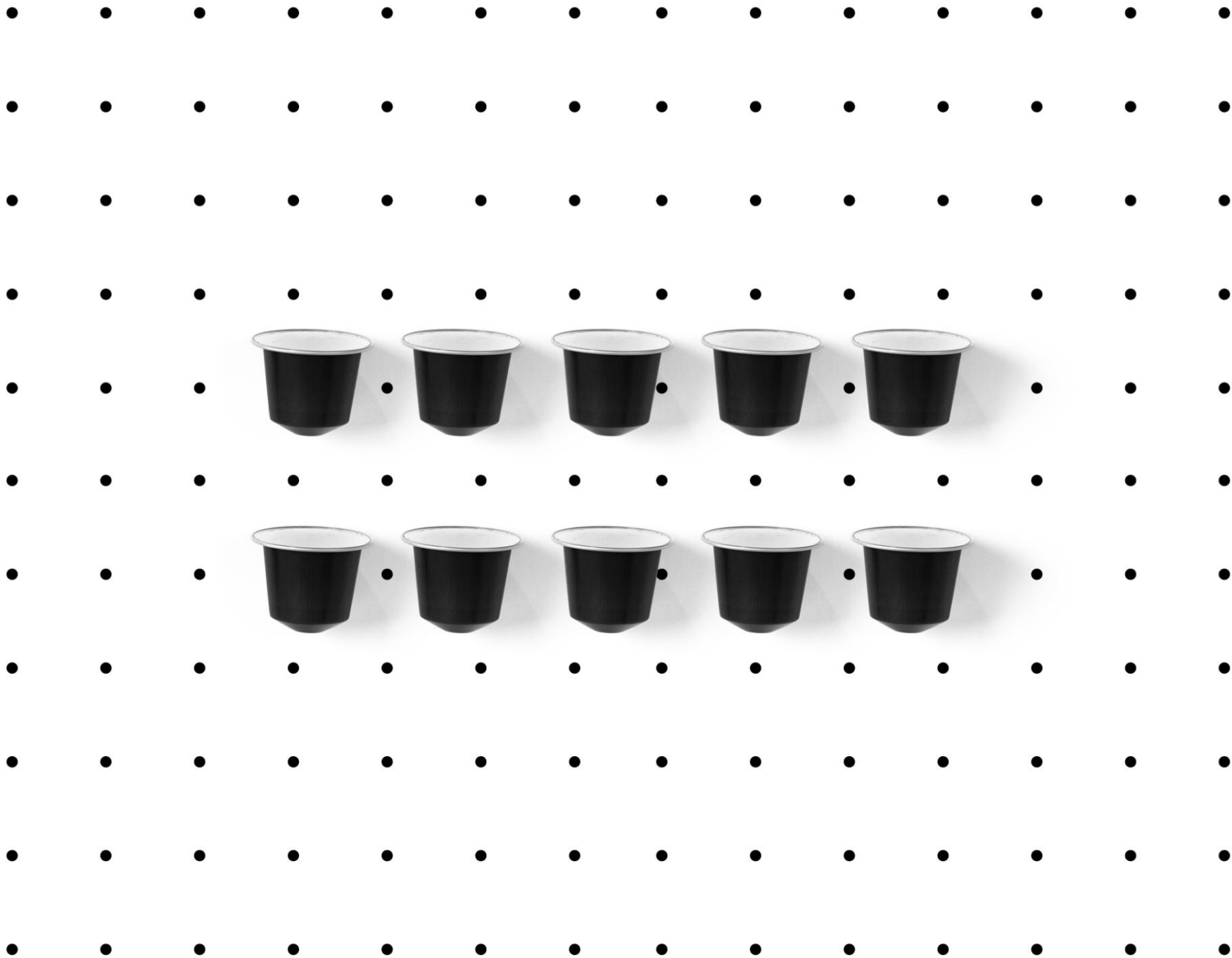
0

Kapselautomat

Moka Express

- Aluminiumkapsel
- Nutzung
- Distribution
- Herstellung





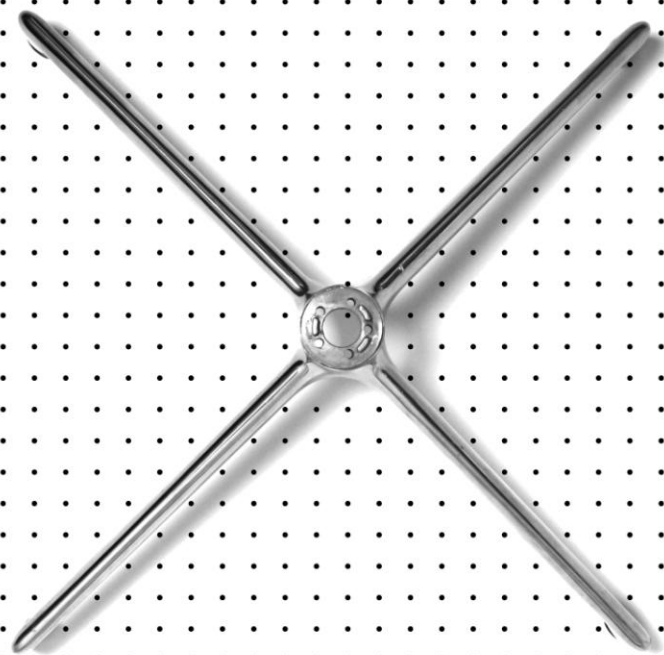














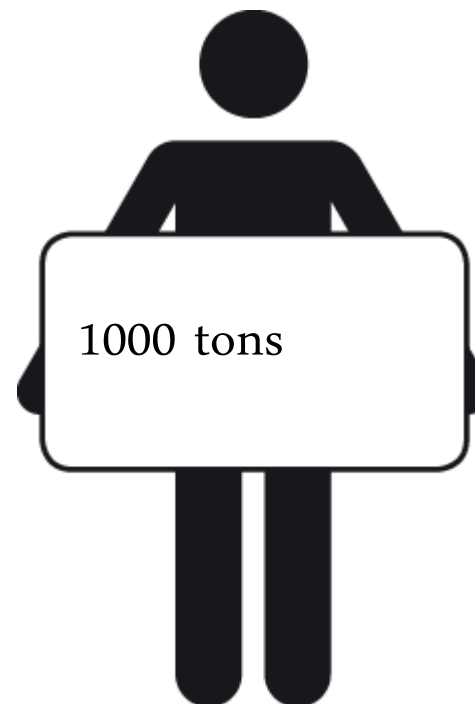


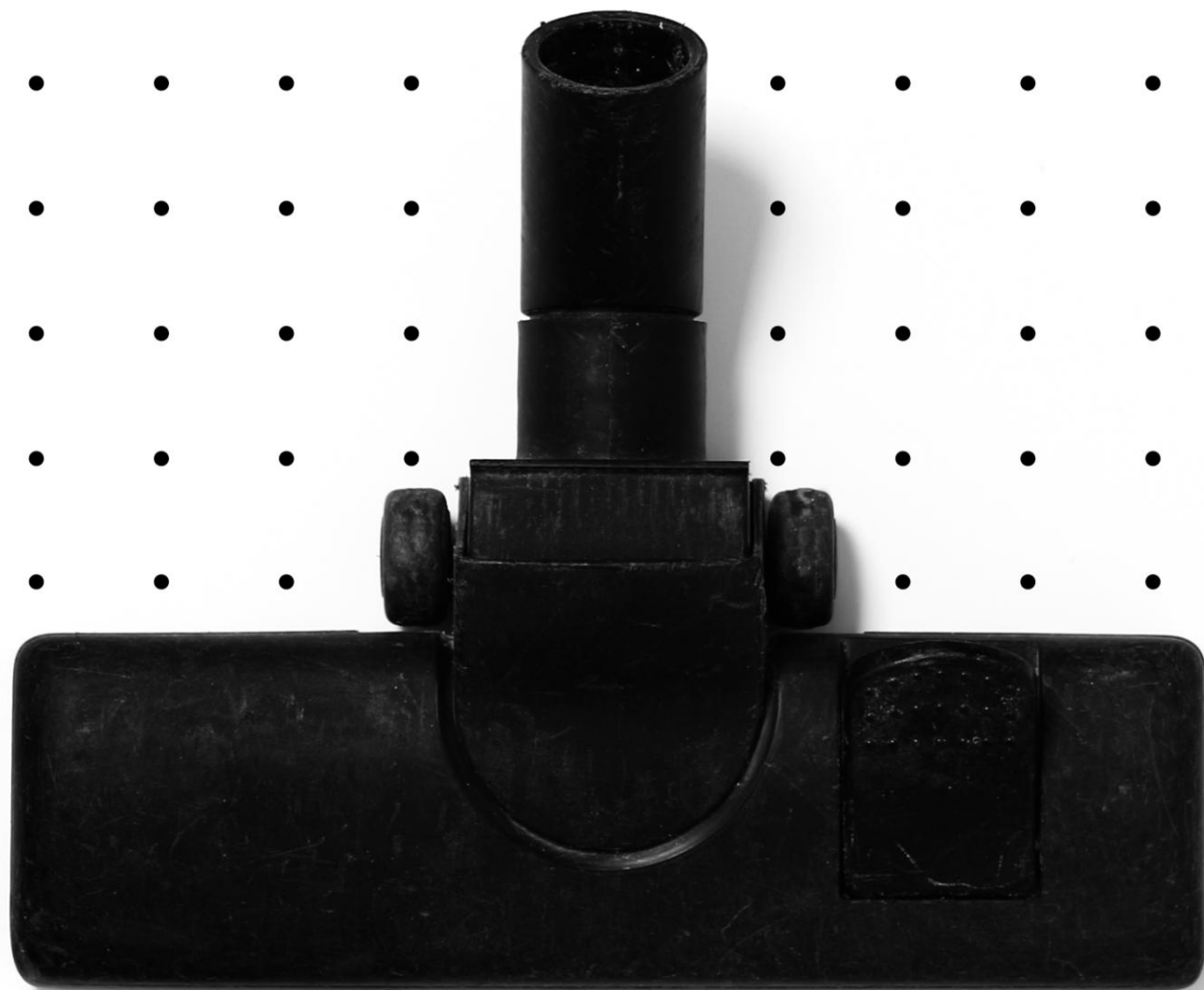




245 t	sand and gravel
215 t	hard stones
170 t	lignite
105 t	mineral oil
95	natural gas (in 1000 m ³)
70 t	limestone, dolomite
65 t	coal
40 t	steel
27 t	cement
14 t	rock salt
12 t	clay
9 t	quartz
7 t	gypsum, anhydrite
4 t	kaolinite
3 t	aluminum
3 t	copper
2 t	peat
0.7 t	bentonite
0.7 t	zinc
0.6 t	potash (K ₂ O)
0.5 t	sulfur
0.4 t	lead
0.4 t	feldspar
0.4 t	fluorite
0.3 t	barite
0.1 t	phosphate

An average human life in Germany





Tools for the Design Revolution.

Design
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IDRV – Institute
of Design
Research Vienna

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