



iNEMI[®]

International Electronics Manufacturing Initiative

Eco Design and the Organization of firms

Bob Pfahl, iNEMI

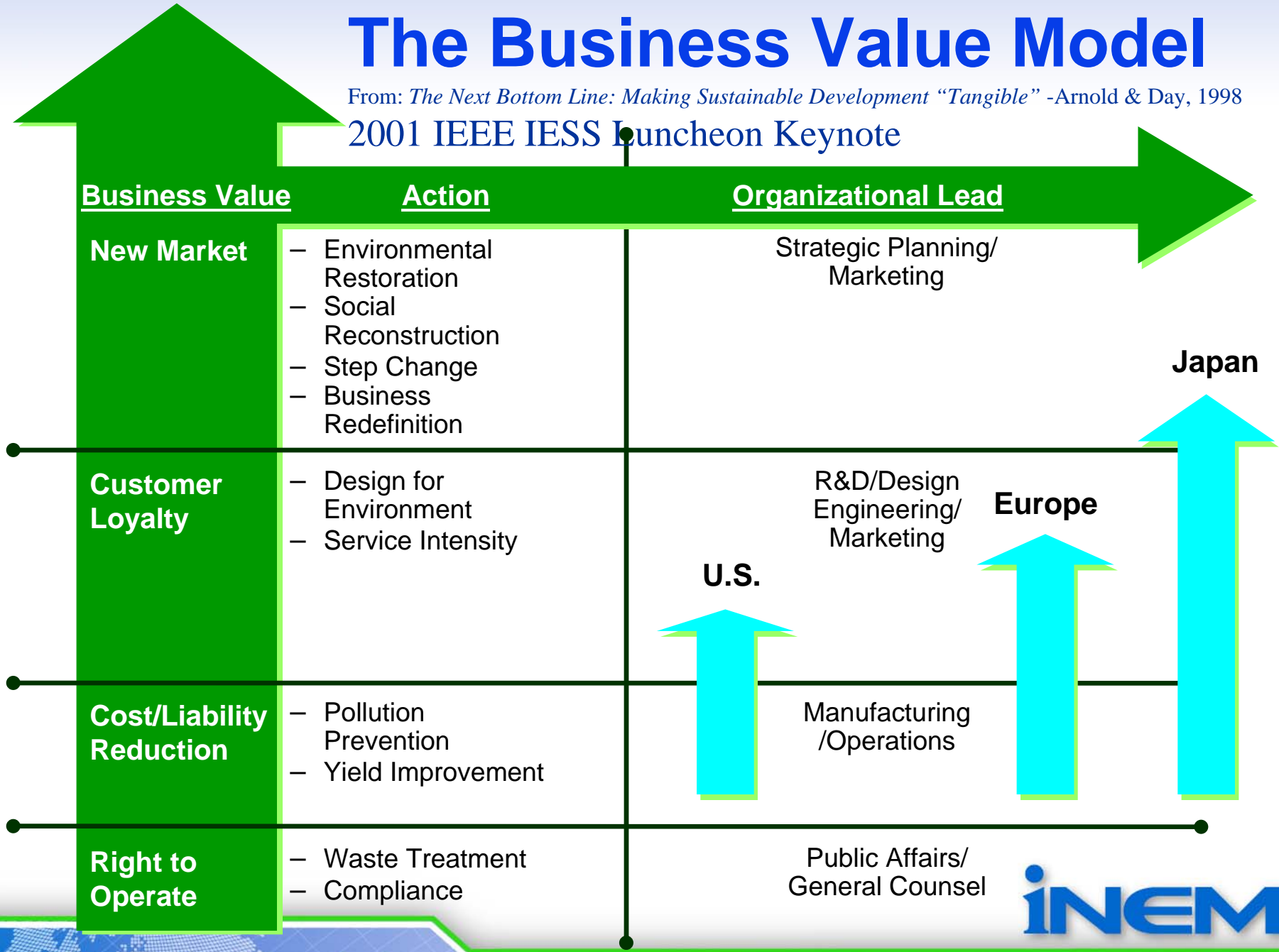
Advancing manufacturing technology

Implementing Sustainability through Eco-Design

- **Requires support, understanding and participation throughout the corporation**
- **Requires involving all stakeholders**
- **Requires Eco-Design tools and processes-Tom Okrasinski**
- **Requires metrics- Wayne Rifer**
- **Requires strategies, goals and tactics- Todd Brady**
- **Requires evolving organizational structures**

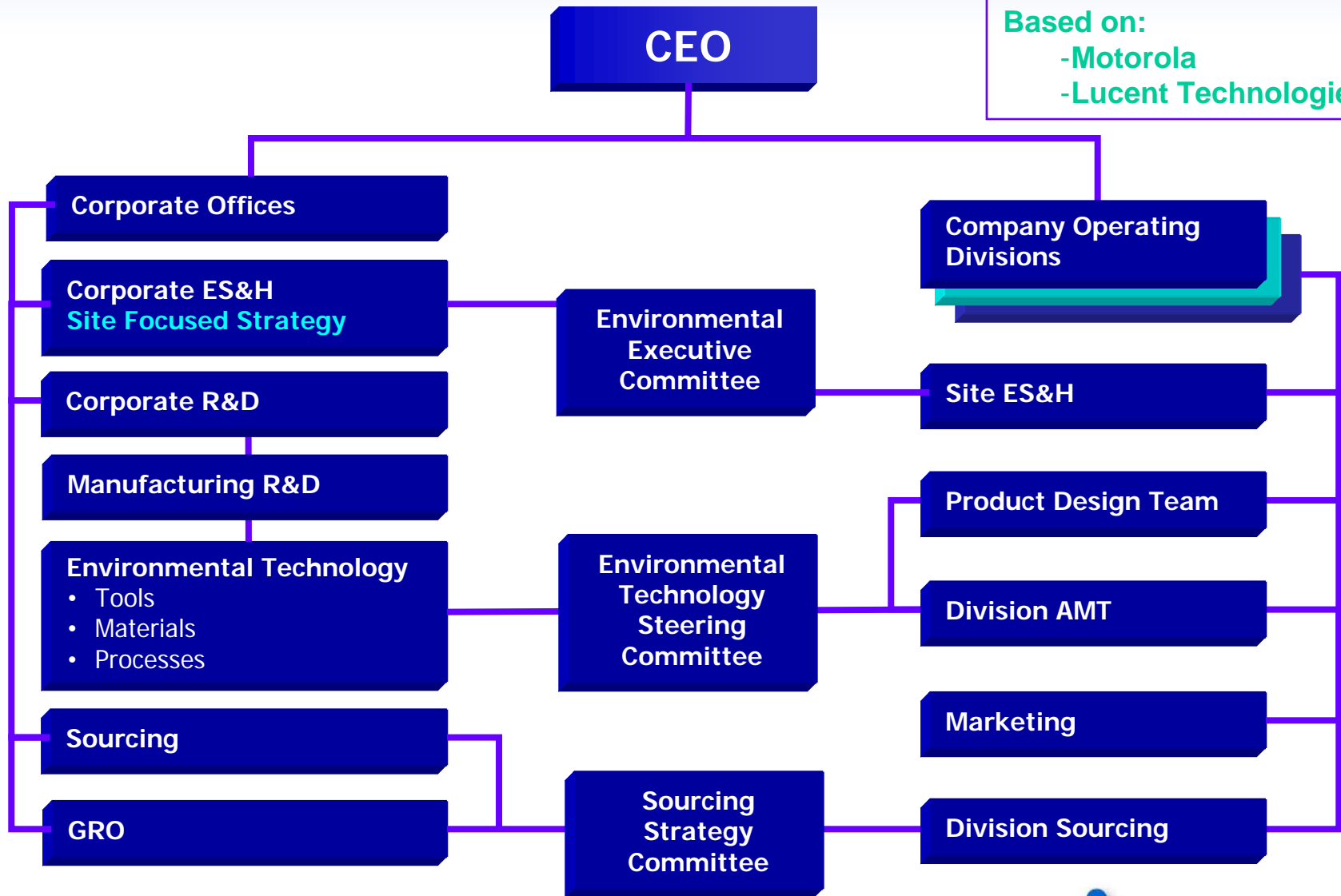
The Business Value Model

From: *The Next Bottom Line: Making Sustainable Development "Tangible"* -Arnold & Day, 1998
 2001 IEEE IESS Luncheon Keynote



Environmental Organization: Cost/Liability Reduction

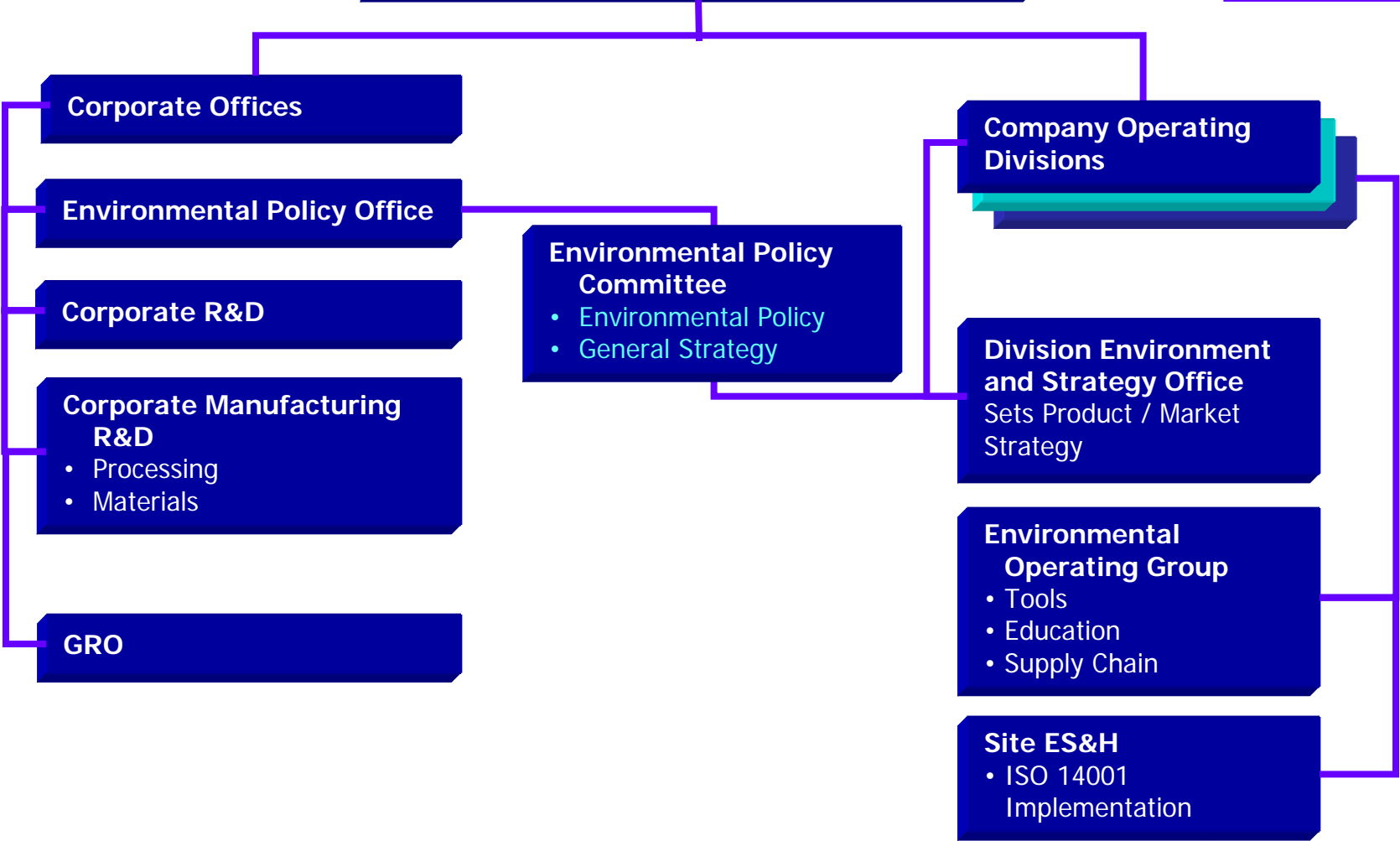
Based on:
-Motorola
-Lucent Technologies



Environmental Organization: Customer Loyalty Business

CEO - Executive Committee

Based on:
-Philips

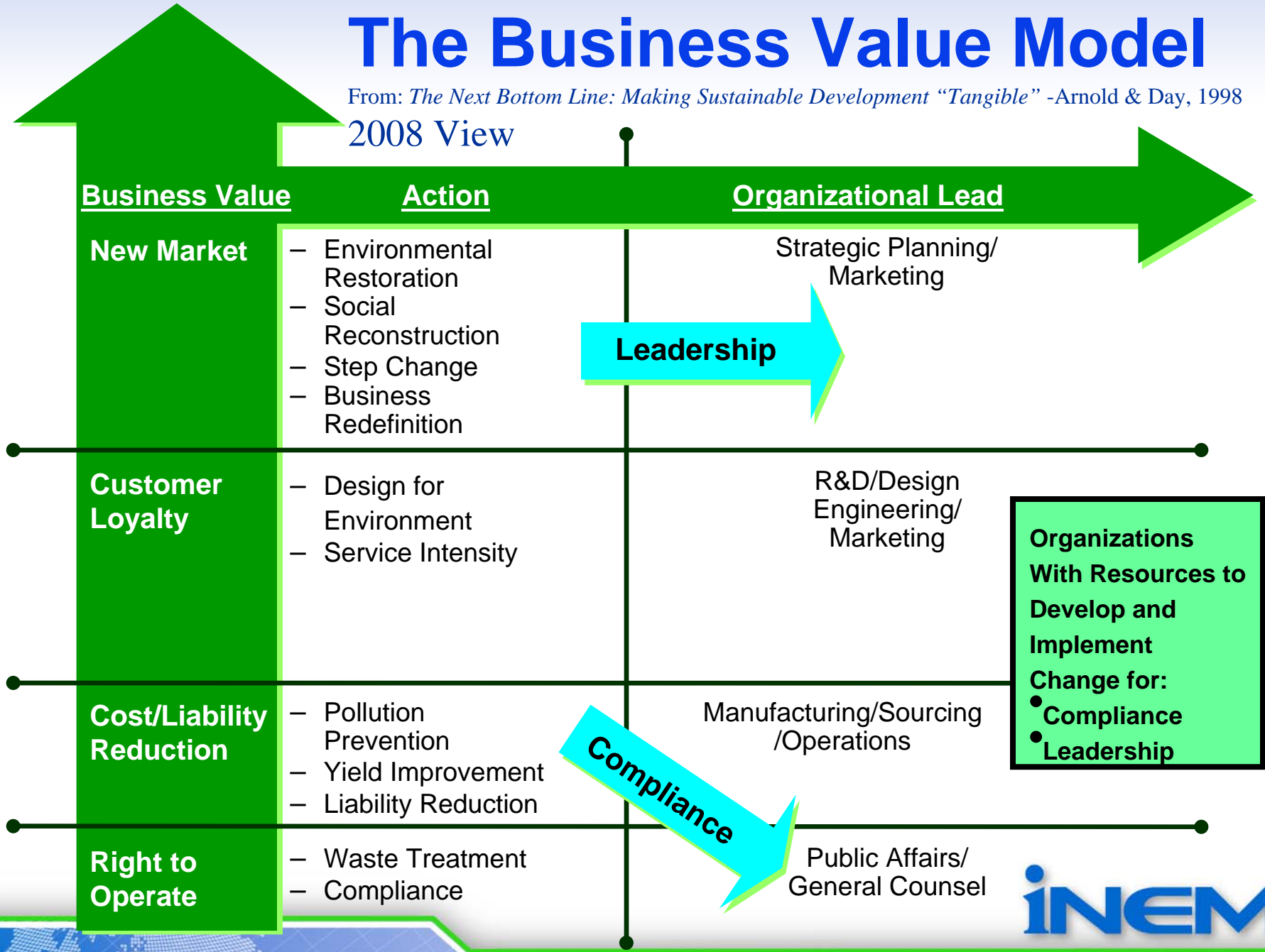


Environmental Organization: New Market Business



The Business Value Model

From: *The Next Bottom Line: Making Sustainable Development "Tangible"* -Arnold & Day, 1998
2008 View



Evolving Business Model

- **Sustainability Policy Established by a Corporate Organization**
- **Marketing and Business Strategy Set by Business Groups**
- **Operational Development and Implementation Executed by the Business Groups.**



www.inemi.org

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