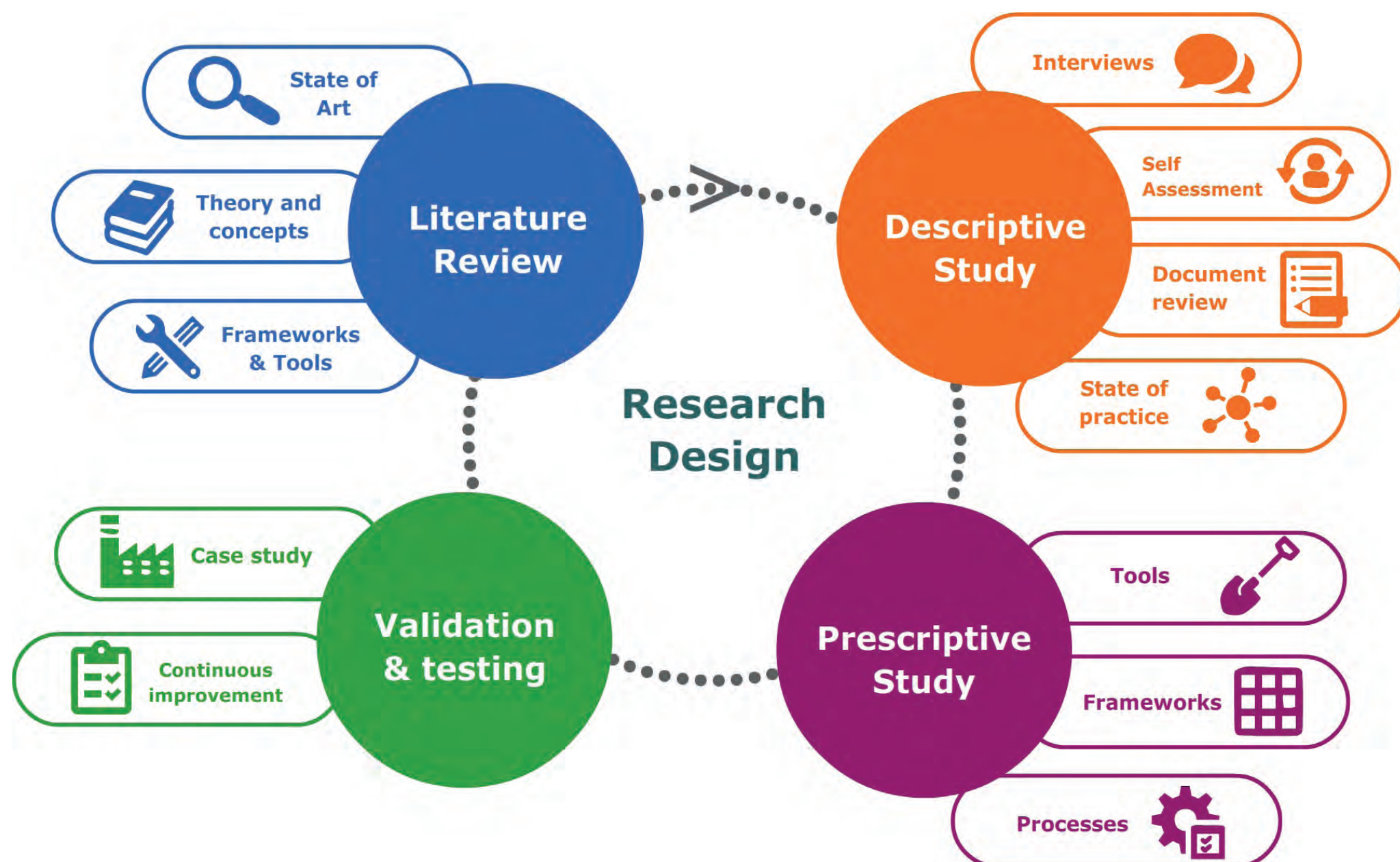




## WHAT IS

# SUSTAINABILITY PRODUCT PORTFOLIO?

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## RESEARCH QUESTIONS

- How could the concept of Sustainability Product Portfolio be defined to support companies to implement sustainability in the early stages of the product development process?
- What frameworks, guidelines, tools, criteria or other forms of support can be used to assess and guide companies to develop Sustainability Product Portfolios?
- What are the benefits with a sustainability product portfolio from a company perspective?

## EXPECTED OUTCOME

- Sustainability Product Portfolio definition
- Elements for evaluation criteria
- Guideliness to put the concept of sustainability product portfolio into practice with companies

## CHALLENGES

Communication problems

Lack of sustainability

Lack of System perspective

Use in late stages

Too many tools

Partial assessment

Few studies in the field

Difficult implementation



## FINDINGS



- Integration with all



- Holistic view



- Stakeholder involvement



- Early stage implementation



- Company strategy



- Risk, value, requirements



- Tool adaptation



- Innovation



- Complete product life cycle



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