

Abstract

Today, in the context of product innovation, the environmental dimension takes a special place of choice and cannot be separated from the other requirements of the product which make it competitive. Tools are available but unfortunately proficiency levels required for their use are at the level of an expert; moreover, the tool must be able to clearly identify the benefits arising from its use, with its strengths and weaknesses. We have adopted an approach that consists in proposing a qualitative evaluation matrix including no less important parameters related to the comfort factors of the product and organizational preparation for the appropriation of an eco-design approach, in addition to the standard factors of eco-efficiency. The operation will determine the environmental profile of a product. In order to help the designer to make a decision the TRIZ (theory of inventive problem solving) method was proposed. This way of proceeding can help the designer and encourage the company to choose an approach and attain a degree of eco-design at the level of the resources available to it