



Integrated Product Policy (IPP) as a Tool in Environmental Protection and Sustainable Development - the Bavarian Point of view

Presented by
Uwe Furnier





Creating value with products

- efficient over the whole life-cycle?



production-oriented

(after) use

v
a
l
u
e

IPP

n
o
n
-
v
a
l
u
e

- materials & resources are used high-efficient: ideally > 90 % go into a product
- intensive analysis of material-flow / process-costing for parts not being used in main product
- separation/collection for parts off (10-20%)
- construction optimised for lean assembly
- automatized processes, transparent costs
- functional design for everyday use

in t_1 the former, now disposed of quality product still contains > 90 % of the resources!
but: it's not optimised for efficient, cheap and automatized re-building or recycling processes





Integrated product policy:

The life-cycle oriented approach

← looking at pre-history

and looking into future... →



Raw material extraction

Product assembly

Packaging/ Delivery

Service & repair disassembly

Product-idea/ -design

Processing, Component assembly suppliers

Product manufacturer

retail/ use

disposal





IPP as part of the Bavarian environmental policy

- **Historic: Bavaria well prepared to embark on IPP**
→ early and continuous commitment to and outstanding achievements in the field of classic environmental protection – will stay important, but is approaching its limits for technical and economic reasons
- 1999: Bavaria starts IPP activities → guidelines for IPP policy:
 - IPP has to be **close to practice**; Bavaria will develop and adjust its position in **constant co-operation with the economy**
→ „Co-operation instead of regulation“
 - IPP has to be **shaped according to** (in the order) agreed goals, voluntary unilateral obligations and environmental **agreements**
 - IPP must not hinder the **efforts for lean administration, deregulation and regional co-operative agreements** between state and economy
 - IPP has to be developed with **constant consultation of the regions**
(→ executive experience and effective partners of economy)





- 2000: Bavaria made **IPP one of the central fields** of its environmental policy
 - IPP is part of the renewed „**Environmental Pact of Bavaria – sustainable economy in the 21st Century**“: a very successful agreement between state and Bavarian enterprises aiming at improving environmental performance in Bavaria by co-operation on a voluntary basis
 - Bavaria created a **particular organisational unit** for IPP at Ministry level
 - April 2000: first congress on IPP and kick-off for several R&D projects combining business, science and state
- 2001: 2nd IPP congress: presenting results of R&D projects + working groups on several topics of IPP (IPP in management systems / marketing, etc.)
- Since then Bavaria started a couple of **R&D pilot projects** on „core-fields“ to introduce IPP-thinking into business and the customers conscious
- Bavaria was – and is – of course **constantly inter-acting with the emerging IPP-policy at the EU and national level**





General statements on IPP in Bavaria

- IPP stakes on
 - the **responsibility of the respective stakeholders**
 - **dialogue** between business, science, state and other stakeholders in the society
 - **cross-linkage** and integration of ideas as well as **information** and **co-operation**
- In our view ecological optimisation of products and product innovation
 - are a **technologically and economically driven** search,
 - have to be **performed basically by the economy** itself
 - can only be realised **by inventiveness and spirit of enterprise**, not by decree





General statements on IPP in Bavaria

The task of the state:

→ creating a reliable framework, in line with the principles of free enterprise economy,

by

- scrutiny of existing legal regulations with the aim of thinning out whenever possible
- creating a coherent system of environmental law, comprising all environmental compartments
- international harmonisation and setting up equal conditions for competition
- promoting voluntary unilateral obligations and environmental agreements
- support of environmental education
- assistance of R&D in the field of IPP





IPP- activities in Bavaria (I)

1. R&D projects (initiated and financially supported by state)

- to translate our commitment for R&D in IPP into action
- to test and simultaneously show, how IPP works in practice,
- to investigate in general methods, techniques and instruments of IPP
- to identify strategies and concepts for practical use and integration of IPP in business that are transferable cross-sectorial
- to prove the value of co-operation of business and state
- to show the (positive) effects and benefits of IPP in the economical, ecological and social dimension for individuals and the whole society
- to discuss and influence IPP on the national and EU-level on the basis of facts and practical experience we can draw from the pilot projects





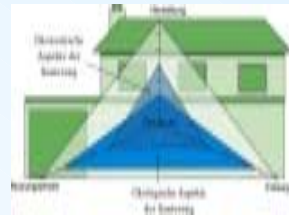
IPP - research projects in Bavaria

Basics, methods, techniques and instruments

**...are analyzed, developed,
used and documented**



**... for SME up to
global players**



**...taking and creating a
concrete product (vacuum
cleaner) as an example**

... in several business areas
building, automotive, sports/leisure, household,
IT, wellness, medical solutions, etc.





Opportunities and benefits of IPP for business

On operative level IPP

- reduces costs
- promotes team-work and know-how-transfer between participants
- achieves practical, market-appropriate solutions
- helps to avoid expensive planning errors
- increases the importance of retailers and services in the life-cycle
- enables qualified product information for customers





Opportunities and benefits of IPP for business

On strategic level IPP

- is boosting innovation
- helps to close and think in material-loops
- sets up new strategic business areas
- enables new strategic alliances / cooperations
- improves image / helps to improve longterm customer-relationships
- is accepted cross-sectorial
- strengthens the principle of Eigenverantwortung of business and customers
- adds value to solutions: improved product & service quality by IPP





IPP - activities in Bavaria (II)

2. Internet platform: <http://www.ipp-bayern.de>

- with **general information and discussion** about IPP, results of pilot projects and downloadable brochures on IPP

and

- including a **realtime, online - communication infrastructure and working platform for project partners**

created by an agreement with the Bavarian economy



Grundlagen Akteure Nutzen Einstieg **Lösungen** Service

Pilotprojekte
IPP-Leitfäden
Tools
Produkte



Integrierte Produktpolitik

Die lebenswegbezogene Systemsichtweise

Volltextsuche:



Bayerisches Netzwerk der Akteure

News

Neue IPP-Leitfäden für KMU und Strategien für Gebrauchtsysteme erschienen [mehr](#)

Mitteilung der EU-Kommission vom 18.06.03 zu IPP [mehr](#)

[Login](#)

[Impressum](#)

Stand: 07.09.2003

Dateimanagement | Filter: bei | auf zu | Elemente/Seite ↩

[Neu](#) |

name	Datum	Byte	Kategorie	Bemerkung
<input type="checkbox"/> Arbeitshilfen	2003-04-04 15:29	D	Formulare, Vorlagen etc	
Process mapping.ppt	2003-04-04 15:31	158.58 k		
<input type="checkbox"/> Daten	2003-04-04 14:59	D	Einzelergebnisse	
<input type="checkbox"/> Lederveredelung	2003-06-30 13:01	D		
<input type="checkbox"/> PU-Herstellung	2003-06-04 09:51	D	Einzelergebnisse	
<input type="checkbox"/> Schuhproduktion	2003-04-04 14:59	D		
prozess zwicken - finish.pdf	2003-04-04 15:18	486.86 k		
Schaftzuschnitt.ppt	2003-04-04 15:02	356.56 k		
Sohlenkomponenten.ppt	2003-04-04 15:03	683.83 k		
<input type="checkbox"/> Schuhverwertung	2003-07-13 02:04	D		
<input type="checkbox"/> Kooperationsvertrag	2003-02-10 14:28	D		
<input type="checkbox"/> Protokolle	2003-02-10 13:59	D		
<input type="checkbox"/> Präsentationen	2003-02-04 23:12	D		
Präsentation Workshop 7.7.2003.ppt	2003-07-13 01:58	2.36 M		
<input type="checkbox"/> Agenda 5.2.2003.ppt	2003-02-16 20:07	455.55 k		
<input type="checkbox"/> Projekt-Ziele aus 2. Workshop 7.7.2003.doc	2003-07-13 01:55	47.76 k		

Summe: 16 Objekte / 11 M Byte



IPP - activities in Bavaria (III)

3. **Organisation of regional workshops on practical aspects of IPP for local enterprises**
4. **2nd survey in 'Bavarian producing industry':**
To what extent is IPP known and practised in everyday business ?
(first survey was made in 2001) → useful for future activities
5. **Preparing a statement on the Communication of the European Commission on IPP from June 2003**
together with other ministries (e.g. those for business development and economics, and customer's health and safety) and involving business representatives
6. **Continuation and intensification of a general information campaign to widely promote the idea of IPP**
→ information package on IPP (basics of IPP and R&D-project leaflets)





General pattern for IPP in Bavaria



- flexible pattern for IPP-communication
- contains central visual and textual IPP- attributes and IPP-statements
- can be remembered very easily & well
- contains a link to the Bavarian “trademark“ for environmental activities: Umweltpakt
- suitable for both general purposes and product solutions or whole branches





IPP-Leitfäden

Was wurde bisher erreicht?

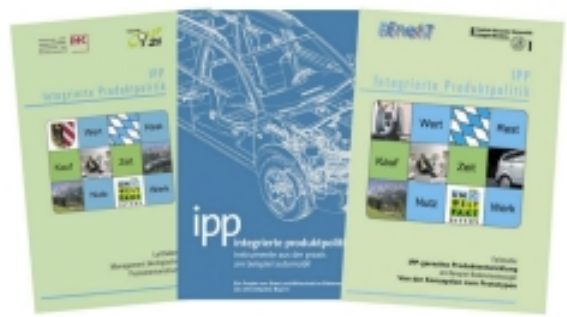
Volltextsuche:
 🔍

Hier können Sie die bisher erstellten Leitfäden einsehen oder herunterladen.



Zum Thema

- Integrierte Produktpolitik (IPP) - Instrumente aus der Praxis am Beispiel Automobil [pdf-download](#) - [online Version](#)
- integrated product policy (ipp) - instruments from practice using the automobile as an example [pdf-download](#) - [online Version](#)
- [IPP-gerechte Produktentwicklung](#)
- [Management ökologischer Produktentwicklung](#)
- Mehr Nutzen für Hochtechnologieprodukte



- [Prototyp](#)
- [Pilotprojekte](#)
- [IPP-Tools](#)



Contact address:



Bayerisches Staatsministerium für
Landesentwicklung und Umweltfragen
(Bavarian State Ministry for
Regional Development and Environmental Affairs)

Referat
Integrierte Produktpolitik & Stoffflussmanagement

Rosenkavalierplatz 2

D- 81925 München

Tel.: +49 89 9214 2271
Fax: +49 89 9214 2152
Email: uwe.furnier@stmlu.bayern.de

