Notion Marketing and Praxis Transfer:
how to Bring IPP into Reality or
how to Bring Reality into IPP

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Results of an investigation done by order of the Bavarian State
Ministry for Regional Development and Environmental Affairs
Preliminary remarks
The BlfA-building
IPP means... 

SUBJECT: products and services

TARGET: reduction of adverse environmental effects along the complete life cycle

STRATEGY: integration

<table>
<thead>
<tr>
<th>The whole life cycle</th>
<th>Communication &amp; cooperation</th>
<th>Ecology and economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Including development, marketing, sales, use...</td>
<td>Producers, politics, trade, consumers, marketing, sales...</td>
<td>With view to all effects on the environment Exceeding the company’s boundaries</td>
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=> IPP is a notion with a complex meaning
Integration in the sense of IPP, means…

... establish junctions between areas that had (almost) no contact before, e.g.:

- **Think about environmental issues**
  - although they are not essential for today‘s business

- **Communication and cooperation between the marketing and the development department**
  - about items that are not crucial for both of them

- **Realise the problems of your subcontractor‘s subcontractor**
  - although there is no direct business relationship to him
Companies Already Work on Integration…

… very often focusing on items that are much more essential for everyday business than IPP is.

Their problem:
- Integration enhances complexity
- people often see integration in opposite to their strong desire for manageable structures

The challenge:
- complexity makes people struggling for formal or informal sub-structures that are more easy to understand and to handle on a material and on a social basis

=> People don’t love integration spontaneously
So:

If an idea shall have the power to support integration from an ecological perspective, it has to be „sexy“ for all the participants of the integration process.

Is IPP “sexy”?

At least in the first impression: not really...

=> People may not love IPP spontaneously
Let’s look into reality

Some results of our investigation about

“Who knows IPP in Bavarian companies?”
The Aims

An investigation in Bavarian companies on:

- How well known is IPP?
- What is the companies meaning of IPP?
- To what extend is IPP realised
- Experiences of IPP applicants
- IPP-Potentials

The ministries interests:

- To learn something about the fate of “IPP”
- To have a basis to control the success of IPP promotion activities of the Bavarian Government

=> Governance with a controlling factor
The Method

- Interviews with experts
- Group discussion
- Representative investigation

Development of a questionnaire
Discussion & improvement of the questionnaire
Telephone inquiry: 370 companies
Who knows IPP?

- don't know
  72.4%
- "knower"
  16.2%
- heard about
  11.4%

Basis: all producing companies
Who knows IPP?

- don't know 72.4%

- 16.2% know something about IPP that makes sense

- Detailed investigation in progress.

- But: what is an IPP-knower?

- Necessary to know 1, 2, 3... aspects of IPP?

Basis: all producing companies
What is IPP?

- "everything around": 46.1%
- "evaluate products ecologically": 28%
- "environmental protection from A to Z": 16.2%
- Others: 10%

Basis: IPP-"knowers", specified in %
Where is IPP Known? – Size of Companies

Number of employees

- < 50: 15.6%
- 50 - 500: 12%
- > 500: 46.9%

Basis: all interviewees; specified in %
Where is IPP Known? – Fields of Employment

- Environment & waste: 22.6%
- Management / board of direct.: 17.3%
- Others: 11.7%
- Production: 8.8%
- Administration: 3.7%
- Marketing/sales: 2.5%
- Research & development: 0%

Basis: all interviewees; specified in %
Where is IPP Known? Sectors of Industry

- Electro: 35%
- Food: 33%
- Chemistry: 20%
- Mech. engineering: 15%
- Publishing, printing, paper: 10%
- Metal: 5%
- Mining, construction, mineral: 0%

Basis: all interviewees; specified in %
Will IPP help?

Basis: IPP-"users" (10.5%), specified in %
How Good are IPP-Instruments?

- Internal communication
- Communication with customers
- Ecodesign
- Delivery chain cooperation
- Eco balances
- Networks of companies
- EMAS etc.

Basis: Application - all / Experiences – “users”; specified in %
18.09.2003 S. Kreibe, TE 19

- ecological awareness of product developers
- producer and life cycle
- cooperation of industry, politics, consumers
- Instruments too complicated
- complete sector of industry
- ecological awareness of consumers
- producer has to decide
- trade and life cycle
- too many groups already join the discussion
- data problems of producers
- New concepts not necessary
- voluntary self obligation - no governmental regulations
- not the product, but it's use causes environmental problems

Basis: all interviewees; specified in %

=> high agreement to basic IPP principles
1. Environm. protection as responsibility of the society
   - Further progress only possible when economy, politics and consumers co-operate.
   - Actual concepts for environmental protection in companies not sufficient – new ones are necessary.

2. Environm. *protection as responsibility of producers and trade*
   - Producers have to deal more and more with the complete life cycle of their products.
   - Only when the complete industrial sector joins the activities, the products become even more environmentally friendly.
   - Trade has to deal more and more with the complete life cycle of their products.
3. **Environm. protection mainly as responsibility of producer**

- The decision about the question, how environmentally friendly a product is, has to be done by the producer.
- Especially the awareness of product developers for an ecologically sustainable development has to be enhanced.
- Only voluntary self obligations of the industry bring environmental protection more forward – no additional governmental regulations.
4. **Environm. *protection mainly as responsibility of user***

- Additional success is only possible when the consumer becomes included in the activities – he has to act more environmentally friendly than up to now.
- Today too many interest groups join every discussion. This hinders the product development.
- Not the product itself but its use causes environmental damages.

5. **Environm. *protection mainly as responsibility of ancillary industries***

- One of the most important problems of producers is the procurement of environmental data about the delivered components.
- Today there is a lot of instruments like mass flow management or life cycle analyses – but, most of them are much too complicated for practice.
Cluster Analyses - All

Basis: all interviewees; specified in %

- Society: 27%
- Producer & trade: 26%
- Mainly producers: 20%
- Mainly users: 18%
- Mainly ancillary industries: 9%
Cluster Analyses – Industrial Sectors

Basis: all interviewees; specified in %

- Society (27%)
- Producer & trade (26%)
- Mainly producers (20%)
- Mainly users (18%)
- Mainly ancillary industries (9%)

Legend:
- mechan. engineering
- chemistry
Cluster Analyses – Company Size

Basis: all interviewees; specified in %

- Society (27%)
- Producer & trade (26%)
- Mainly producers (20%)
- Mainly users (18%)
- Mainly ancillary industries (9%)

SME
big companies
Conclusion

- IPP is a subject for specialists
- The notion is not precisely positioned

But

- manifold IPP-instruments
- long-term IPP-advantages
- Lots of “unconscious” IPP-sympathizers
A lot of possible links to the interest of companies are found.

But the challenge still is:
how can IPP become more „sexy“
for people who think commercially?

The only way:
- Find links to the **perspectives** and to the **interests** of people working in commercial environments and
- Take into account that there are significant differences between sectors, professional groups and company sizes