



Enabling Design for Environmental Good

CROSS CUTTING LEVERS

To encourage the uptake of Eco-Design, key points of potential intervention along the supply chain have been identified. These are known as '**cross-cutting levers**'. Cross-cutting initiatives can be undertaken by industry associations, governments, education and research institutions, non-profit organisations, international stakeholders and others, and could be used to help set a new course for Australia to better enable environmental outcomes through design.

This project was framed around broad levers to engage Australian industry, rather than sector defined initiatives. This allowed for cross-cutting themes to emerge through the research and resulted in a holistic approach for examining what could assist in enabling design for environmental good.

'**Enabling Design for Environmental Good**' is a project that uses insights and approaches from design, innovation, and sustainability to propose a suite of actions to improve the uptake of sustainable design for products and associated materials used in Australia.

This is an extract from the original report, which focuses specifically on cross-cutting levers that are key points of intervention in a supply chain. Changes to the supply chain can be made to positively impact the outcomes of product design, manufacture, and consumption for an environmentally positive outcome.

Ten (10) Cross-Cutting Levers were identified.



CROSS CUTTING LEVER 1

Adopting a national Eco-Design for a Circular Australia Strategy (EDCA Strategy)

An EDCA Strategy could help to set out a longer-term vision and clear actions that encourage greater uptake of Eco- Design in Australia supporting waste reduction targets and creating an economy optimised to use secondary resources.



CROSS CUTTING LEVER 2

Revise and energise design in product stewardship and extended producer responsibility (EPR)

The whole-of-life responsibility inherent in product stewardship provides a potential pathway to influence product and business model design.



CROSS CUTTING LEVER 3

Activate design for reuse, repair, and refurbishment

Activation of direct reuse, repair, refurbishment, and remanufacturing will support and inform product design, with a view to making durability more central to product use and design in Australia.



CROSS CUTTING LEVER 4

Raise standards and specifications for products and materials for systematic national alignment with global best practice

Review and improve standards, broaden uptake and recognition of eco-labels, and work towards international best practice to proactively facilitate a path towards the mainstreaming of Eco-Design.



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CROSS CUTTING LEVER 5

National funding for Eco-Design and circular initiatives/ supply chain innovation: The Eco-Design Innovation Fund (EDIF)

A range of financial incentive programs could support innovation in the sector and scale Eco-Design and related circular supply chain projects at different stages of development and commercialisation.



CROSS CUTTING LEVER 6

Accelerating Recyclables from Landfill Fees on priority products

Changes to landfill fees could help improve the recirculation of materials into the Australian economy, particularly for sectors such as plastics, to support greater access to recycled materials to replace virgin material in manufacturing.



CROSS CUTTING LEVER 7

Mechanisms addressing externalities

Measures such as targeted broadscale financial and regulatory mechanisms across the economy and/ or sectors and/or material streams can rebalance the environmental benefits and costs of products.



CROSS CUTTING LEVER 8

Procurement power and market pull (Buy for Good program)

A national collaborative program could build capacity of procurers in the public and commercial sector, connect procurers with suppliers, and provide specialist technical advisory services that drive scale in demand for Eco-Design and related circular products and services.

CROSS CUTTING LEVER 9

Professional education program to activate skills and capacity for environmental good: the Learning for Environmental Good and Upskilling Program (LEGUP)

A broad- based, multi-level education and learning approach would support further development of the professional capacities required to activate other levers for design for environmental good.



CROSS CUTTING LEVER 10

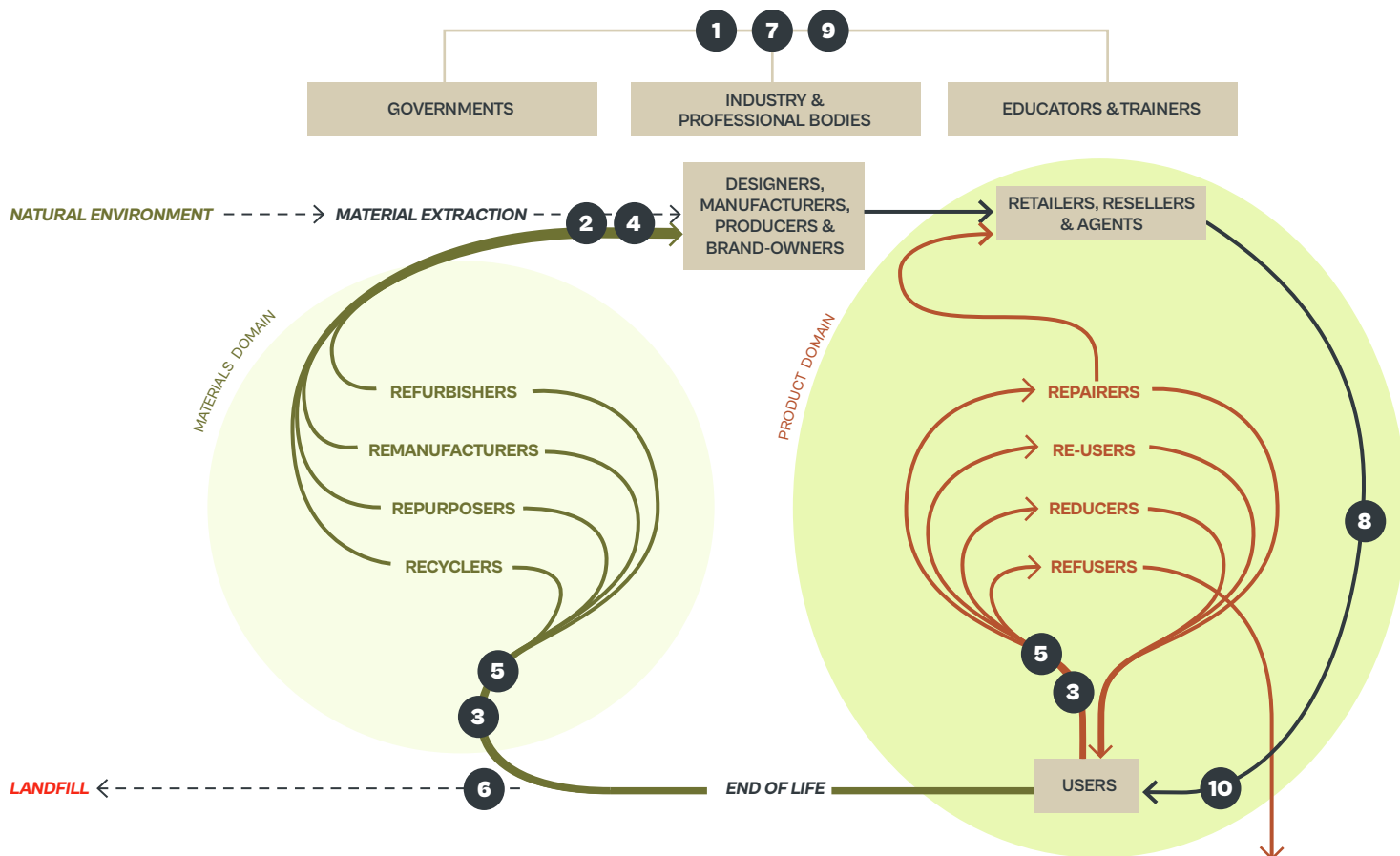
Accelerate public acceptance and support of design for environmental good

A transition to greater values and uptake of Eco-Design and circular economy principles requires public education and acceptance. This lever comprises activities that support public learning that in turn will drive demand for Eco-Designed products and services.

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CROSS CUTTING LEVERS

Levers, roles and points of influence:
REDUCE IMPACTS THROUGH ECO-DESIGN AND SYSTEMS CHANGE



- 1** Cross-cutting lever 1
Strategy for Eco-Design for a Circular Australia
- 2** Cross-cutting lever 2
Revise and energise product stewardship and extended producer responsibility
- 3** Cross-cutting lever 3
Activate design for reuse, repair and refurbishment: the Reuse & Repair Reset program
- 4** Cross-cutting lever 4
Raise standards and specifications for products and materials for national alignment with global best practice producer responsibility
- 5** Cross-cutting lever 5
National funding for Eco-Design, circular initiatives and supply chain innovation: The Eco-Design Innovation Fund
- 6** Cross-cutting lever 6
Phase in Accelerating Recyclables from Landfill Fees on priority products
- 7** Cross-cutting lever 7
Financial and regulatory mechanisms addressing negative externalities
- 8** Cross-cutting lever 8
Procurement power and market pull: Buy for Good program
- 9** Cross-cutting lever 9
Professional education program to activate skills and capacity: Learning for Environmental Good and Up-skilling Program
- 10** Cross-cutting lever 10
Accelerate public acceptance and support of design for environmental good

Responsible entities
 Current dominant linear flow
 Preferred circular flow
 Products flow
 Secondary Materials flow