Proceedings of the 8th International Conference on Environmental Science and Technology
Lemnos Island, Greece, 8 – 10 September 2003
Full paper Vol. A, pp. 501 - 507

IN-SUSTAIN: OPTIMISING "PRODUCTION-USE-CONSUMPTION" INTERACTIONS

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EXTENDED ABSTRACT

The user -oriented network economy is rapidly becoming a fact. There is a move away from mass production towards customised, need-oriented solution development by networks of firms. This 'functional orientation' is also becoming a leading principle in sustainability policies (e.g. by setting goals like a Factor 4 to 10 eco-efficiency improvement per service unit).

The competitive edge of the EU's industrial system depends on an intelligent adoption of this functional approach. IN-SUSTAIN seeks to support the EU industry and policy makers in this, by establishing a top European institute that combines the excellence of over 200 researchers. IN-SUSTAIN aims to enable industries to design and produce knowledge-based, high value-added and user-need oriented solutions that reflect the principles of sustainable consumption and production. In order to fulfil its mission, the institute will develop activities in the areas of sustainable business strategies, sustainable solution design, value chain information and management, sustainable consumption strategies and sustainable policy support.

Key words: sustainable production and consumption, sustainable design, value chain management, life cycle management and optimisation, Integrated Product Policy (IPP).