

TABLE 4.2: Sample Sustainability Checklist for New Product Development

SUSTAINABILITY-RELATED QUESTIONS	YES	NO
Will the product during the course of its full life cycle have a favorable impact on the planet?		
Will the product create sustainability-related risks in any form in which it will exist?		
During the new product development process, were various options or alternatives to determine environmental, social, and economic impacts evaluated?		
Can the product be manufactured using a method that involves lowest energy consumption?		
Can the product be manufactured using renewable energy sources?		
Can the product be manufactured by reusing existing materials, equipment, or both?		
Will the production process minimize the formation of by-products (chemical, radioactive, etc.) that can harm the environment or humans?		
By integrating or not integrating sustainability into the new product development process, what are risks the company faces in terms of its reputation, product differentiation strategy, and recruitment and retention of human resources?		
Does the company have or can it cost effectively acquire or develop production capabilities to integrate sustainability into the new product?		
What are the minimum legal environmental standards that the new product should meet?		