



**TECNOLOGICO
DE MONTERREY®**

Dr. Azael Capetillo

azael.capetillo@itesm.mx

Director Innovation

M.A. Diana Salinas

dianasalinas@itesm.mx

Innovation



TECNOLOGICO
DE MONTERREY®

A!

Aalto University
Design Factory

Proyecto Integrador 1
Aaltonaut program

Sustainable Product Design





Session 03

Teams creation

Teams



Configuration:

- 1 Team leader (10 extra points)
- 5 team members
- 7 teams in total
- Follow the rules for team creation given at team creation session.

Team leaders:

Send CV to azael.capetillo@itesm.mx

07 August – 17 August

Teams



Session 20 August:

- Team leaders Pitch
- Team interviews and assembly

Note: Team creation rules explained during the session.

Next steps



Session 27 August:

- Introduction to Aalto platform

Course format:

- Lecture sessions every two weeks.
- Project revisions every two weeks.

i.e. one week for lectures of sustainability, following week for Project revision.

Some skills you need in your teams



- Creativity
- Project management
- Engineering design
- Electrical/Electronic knowledge
- Material design

Course scope



Sustainable Product Design is an interdisciplinary and international course on sustainable product development.

It is organized by **Aaltonaut-program** of **Aalto University** together with **Innovation GYM** of **TEC de Monterrey**. The course focuses in the sustainability topics which are important in product development process:

- eco-design,
- material efficiency,
- product life cycle and
- user approach.

Course project



Student teams will develop green alternative for products of a company **(BigCo)**.

Due to time pressure, the teams will make collaboration with a nominated team from Aalto/TEC. During the process the teams will study the product sustainability improvement from different approaches:

Eco-design guidance, Material choices and efficiency, Product life cycle impacts and User centred approach.

The final outcome is the market launch of a new, more sustainable product.

Whiteboard question.

Debate

Planned obsolescence

VS

Refurbished

Debate vs Discussion vs Argument



**TESTING NEW
IDEAS WITH A
DEBATE**

There are no right or wrong answers – only strong or weak arguments

Planned obsolescence

Is the sustainable answer

Arguments for	Arguments against
Evidence	Evidence

Refurbished

Is the sustainable answer

Arguments for	Arguments against
Evidence	Evidence

Strengths

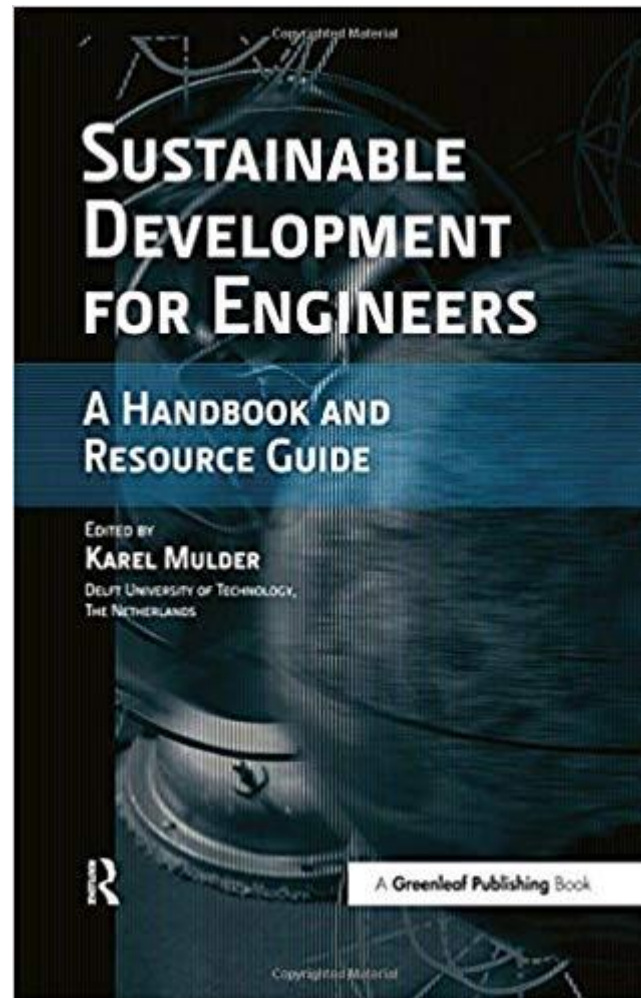
Arguments for	Arguments against
Evidence	Evidence

Weakness

- **Why is it sustainable?**
- **Why is it not sustainable?**
- **What is the major problem?**
- **What is the major benefit?**

20 mins to carry your research

Recommended lectures





**TECNOLOGICO
DE MONTERREY®**

Dr. Azael Capetillo

azael.capetillo@itesm.mx

Director Innovacion