

(idea title) ..... sustainability is a product marketing tool it should become a process marketing tool. ....  
.....

**1. Provide a short explanation of your idea here:**

- ..... Companies use “eco”, “green”, “sustainability” to promote their products. NIKE t-shirts made out of bottles for example, is the process really sustainable? Maybe it cost a lot more energy than normal shirts... who should state/evaluate that? A sustainability label should cover all this aspects

.....  
.....  
.....  
.....  
.....

**2. Why is this a good idea? Provide 3 arguments.**

- 1 . It is not FAKE marketing. ....
- 2 . .
- 3 .....

**3. What remains to be done? And when should they be done (tomorrow/next week/next month/next year)**

- link to big brands .....
- involvement of consumer organizations to oppose market sustainability (for instance the “electric car” discussion. ....

.....  
.....

**4. Are there ideas that combine well with your idea? Please mention them here.**

.....  
.....  
.....  
.....  
.....

**5. Whom do you need to make your project successful and what role should they fulfill (designer, researcher, company, ...)**

.....  
.....  
.....  
.....  
.....

**6. Do you support this idea? Please fill out your name and your possible role!**

Your name. .... possible role. ....  
Your name. .... possible role. ....  
Your name. .... possible role. ....

**7. Remarks: bring'm on!!**

.....

.....