

(idea title) labeling for eco or sustainable process.....
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1. Provide a short explanation of your idea here:

- look for lessons learnt in other sectors
- look who is leading the labeling (not necessarily through standardization bodies/org)

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

- 1 . Labelling is necessary for the process change to be recognized.
- 2 . standardisation make things clear → less discussion
- 3 .. you know where to spend money

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

- keep looking around.
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4. Are there ideas that combine well with your idea? Please mention them here.

- Stimulate companies to be transparent about their products and processes Let them show that it makes money ..-.....
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5. Whom do you need to make your project successful and what role should they fulfill (designer, researcher, company, ...)

... companies need to take the lead (but which ones, retailers or producers?).....

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

Your name. Silvia Selandari. possible role.

Your name. Andrea Brambilla possible role.

Your name. Asuncion Martinez (AISU). possible role. .RTD

7. Remarks: bring'm on!!

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