

Construction of the mapping of Corporate Social Responsibility (CSR) issues that can be managed during the design process

CONTEXT

- ❖ CSR strategy = Commitment of companies towards sustainable development
- ❖ Design process = Influences 70-80% of the impacts of the products on the environment and on society^A
- ❖ CSR strategy = Needs to be integrated in all activities of the company^B, especially in the design process

PROBLEM

Companies lack knowledge on the relationship between their CSR goals and their design process → Lack of alignment between CSR strategy and design process^C

RESEARCH PROBLEM AND PLAN

MAIN RESEARCH QUESTION

How to map the CSR issues that can be managed during the design process ?

3 MAIN STEPS OF THE MAPPING METHODOLOGY

1st step

Identification of the relevant CSR issues that can be managed during the design process

2nd step

Gathering of information about the relationship between the identified CSR issues and the design process

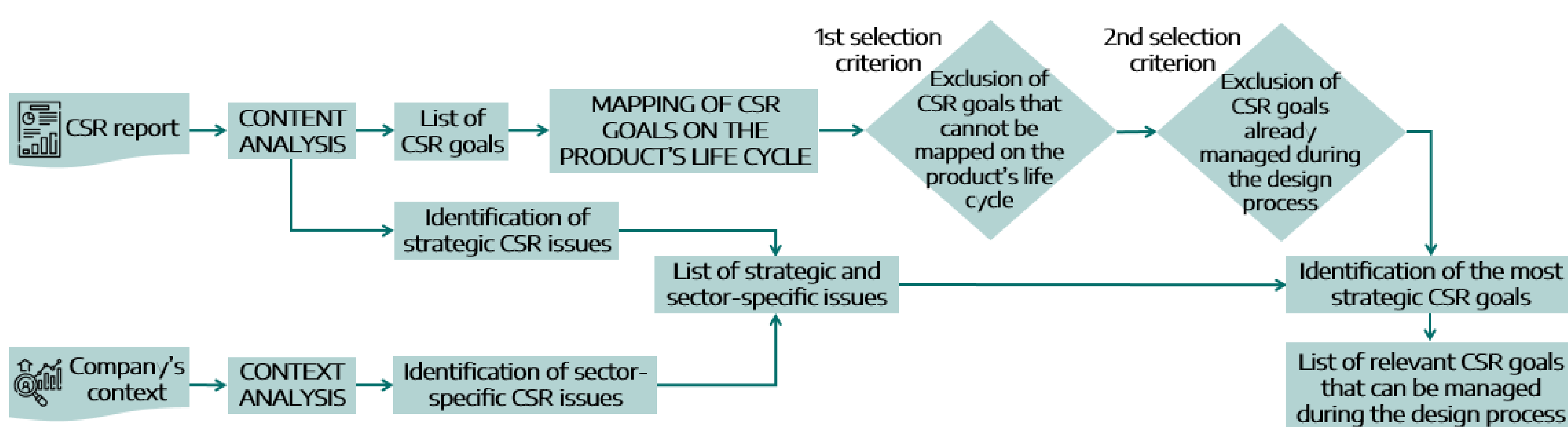
3rd step

Construction of the mapping model

MAPPING METHODOLOGY

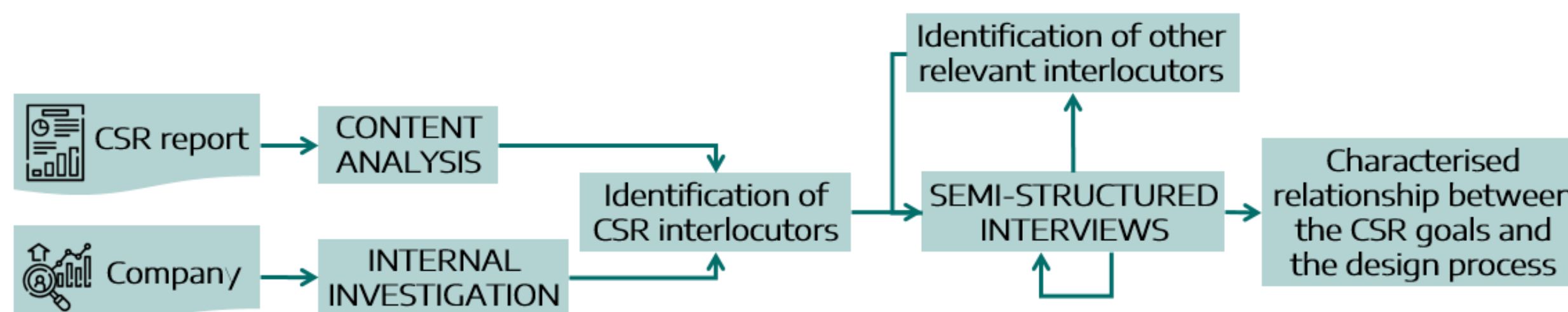
1st step

Identification of the relevant CSR goals that can be managed during the design process



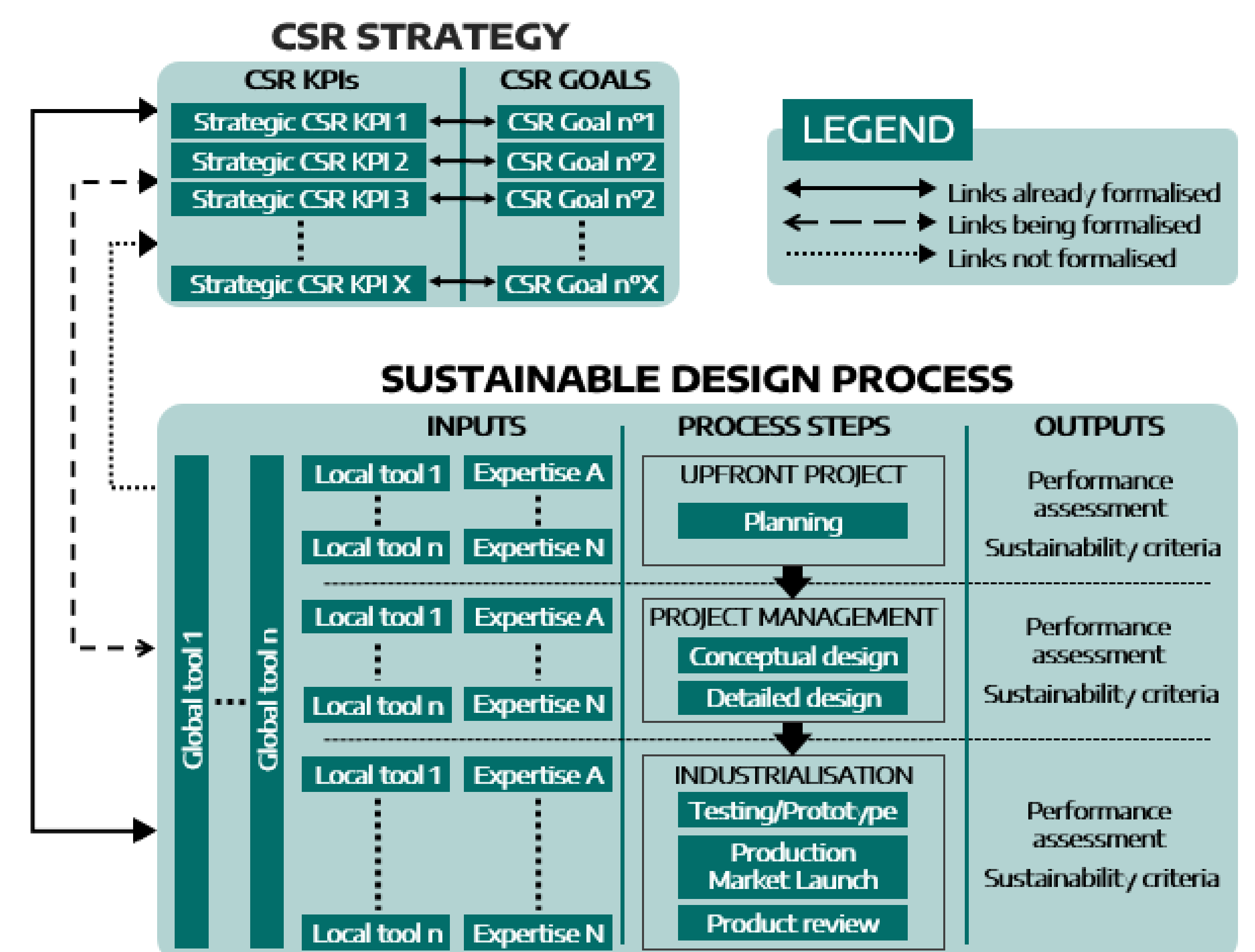
2nd step

Gathering of information about the relationship between the identified CSR issues and the design process



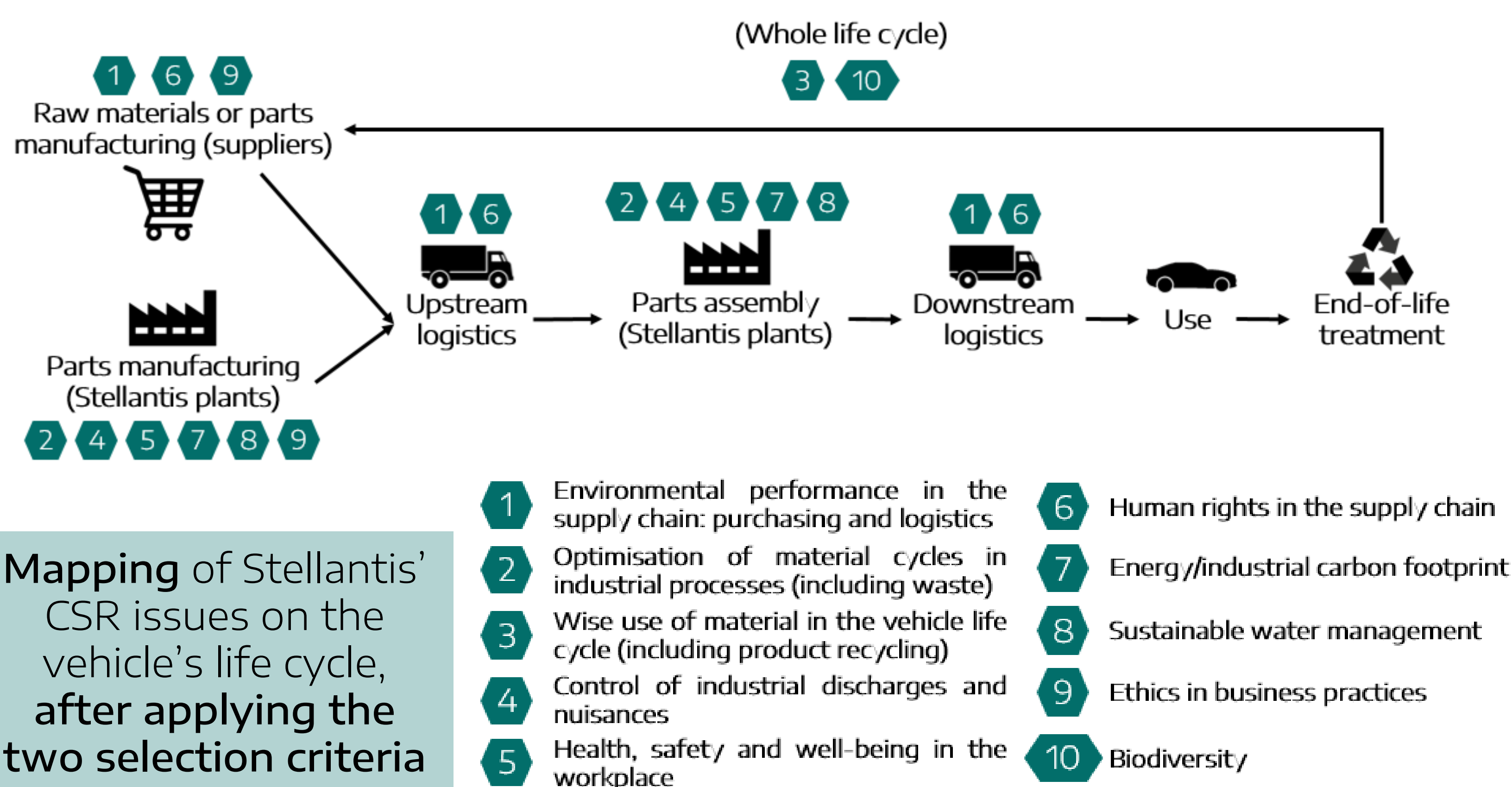
3rd step

Construction of the mapping model



FIRST RESULTS OF THE APPLICATION AT STELLANTIS

RESULTS OF THE 1ST STEP



RESULTS OF THE 2ND STEP

For each of the previously identified CSR issue :

- ❖ One or two one-hour-interviews have been made, in order to characterize the relationship between the CSR issue and the design process
- ❖ An interview map has been built, showing the different interviews on a timeline and how each interview enabled to understand better the relationship between the CSR issue and the design process

EXAMPLE WITH CSR ISSUE N°3

CSR issue n°3 is linked with a goal of remanufacturing. The design choices influence the capacity to remanufacture, but today there are no requirements for remanufacturing in the design process.

Therefore, the design process has the ability to influence the success of CSR issue n°3, but a link is missing.

CONCLUSION

The map will help the company to understand better the relationship between its CSR strategy and its design process, in order to **optimize the operationalisation of its CSR strategy**.

PERSPECTIVES

The map (3rd step of the methodology) needs to be built for our case study.

Next step: Creating a methodology to build the missing links between CSR and design, based on the map.

REFERENCES

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- C Rocha, C., Antunes, P. and Partidario, P. (2019), « Design for sustainability models: A multiperspective review », *Journal of Cleaner Production*, Vol. 234, pp. 1428-1445.