

## Module 5: Green Product Development and Service Design

### Study materials for the students:

#### Internet sources:

What are green product. <https://www.cmdgroup.com/market-intelligence/articles/what-are-green-products/>

Murray, B. (2013). Ideas to green design. Product sustainability forum.

<http://www.wrap.org.uk/sites/files/wrap/Embedding%20sustainability%20in%20design%20-%20final%20v1.pdf>

This is service design thinking. <http://thisisservicedesignthinking.com/>

Design methods for developing services.

<https://www.designcouncil.org.uk/sites/default/files/asset/document/Design%20methods%20for%20developing%20services.pdf>

The difference between design thinking and service design thinking.

<http://marketerstouchpoint.com/blog/what-is-the-difference-between-design-thinking-and-service-design-thinking/>

Service design tools. <https://servicedesigntools.org>

Service design toolkit. <https://www.servicedesigntoolkit.org/>

Design methods for developing services.

<https://www.designcouncil.org.uk/sites/default/files/asset/document/Design%20methods%20for%20developing%20services.pdf>

Ecodesign. [http://www.ecodesign.at/about\\_ecodesign/the\\_product\\_life\\_cycle/EN/](http://www.ecodesign.at/about_ecodesign/the_product_life_cycle/EN/)

How to create personas. <https://uxplanet.org/how-to-create-personas-step-by-step-guide-303d7b0d81b4>

Green product lifecycle framework. [https://www.researchgate.net/figure/Initial-approach-to-product-lifecycle-with-green-competences\\_fig1\\_289996023](https://www.researchgate.net/figure/Initial-approach-to-product-lifecycle-with-green-competences_fig1_289996023)

Create your Green Business! (2015). The Handbook for Green Entrepreneurs in the Mediterranean. [https://www.switchmed.eu/en/documents/ge-green-entrepreneurship-corner/handbook\\_en.pdf](https://www.switchmed.eu/en/documents/ge-green-entrepreneurship-corner/handbook_en.pdf)

Green Business Handbook, 2nd ed.

<https://www.des.nh.gov/organization/commissioner/p2au/pps/ppp/documents/green-business-handbook.pdf>

#### Videos:

Biodegradable Products, Eco-Friendly Compostable GREEN.

<https://www.youtube.com/watch?v=0vNcKr8AXNM>

Product Philosophy Green Shape. [https://www.youtube.com/watch?v=uxshD1\\_r70c](https://www.youtube.com/watch?v=uxshD1_r70c)

Branded Eco-Friendly Green Products. <https://www.youtube.com/watch?v=7ob9a1GhnQ4>

The making of Just Herbs products. <https://www.youtube.com/watch?v=V65RV7MvtAQ>

Natural organic soap. <https://www.chagrinvalleysoapandsalve.com/products/natural-bathbody/natural-soap/>

Suckõrs. <https://suckors.com/>

Waste Wood Art - Green Renaissance. <https://www.youtube.com/watch?v=nxxpfiAzbbE>

Top 10 Environmentally Friendly Products 2015.  
<https://www.youtube.com/watch?v=n83sf5XyXKo>

Greenwash today, suffer tomorrow. <https://www.youtube.com/watch?v=dfk3FV6iHtA>

How to avoid greenwashing? <https://www.goingzerowaste.com/blog/how-to-tell-if-youre-being-greenwashed>

Marc Stickdorn: Service Design Thinking. <https://www.youtube.com/watch?v=LUsjjOtAwcs>

What is Service Design? A tale of two coffee shops. <https://vimeo.com/212939377> ;  
[https://www.youtube.com/watch?v=HNOY8GLVy\\_8](https://www.youtube.com/watch?v=HNOY8GLVy_8)

How to create UX Personas. <https://www.everyinteraction.com/definition/personas/>

Personas – What is a persona and how do I create one?  
<https://www.youtube.com/watch?v=GNvLpfXCge8>

## **In Estonian**

### **Õppijale:**

### **Lisalugemist ja vaatamist**

## **Internetiallikad**

Rohelised tooted ja teenused: [http://publications.europa.eu/resource/cellar/374659df-f866-44f8-a55b-a058aeda4d7c.0019.03/DOC\\_1](http://publications.europa.eu/resource/cellar/374659df-f866-44f8-a55b-a058aeda4d7c.0019.03/DOC_1)

Käsitöö. Kultuuriministeerium. [https://www.kul.ee/sites/kulminn/files/8\\_kasitoo.pdf](https://www.kul.ee/sites/kulminn/files/8_kasitoo.pdf)

Noarootsi noavabrik. <https://noavabrik.ee/>

Põlvamaa Rohelisem Märk. <https://polvamaine.ee/rohelisem-mark-kasitoo/>

Ehe ja Ehtne käsitöö. <http://www.ehejaehtne.ee/>

Kiiksuga puidust käsitöötooted. <https://farmerkalle.com/moobel/kiiksuga-tooted/>

## **Videod:**

Mulgimaa käsitöö. <https://www.mulgimaa.ee/mulgimaast/mulgimaa-kasitoo/>

Pillirookõrs. <https://www.facebook.com/pillirookors/>

Rohepesu: <https://www.youtube.com/watch?v=R0yEqGJ9zUc>

Toodete energiamahukus:

<https://www.youtube.com/watch?v=nponEugdvKI&list=PLRjhFIMgoMVNLFaVprsEsY3F2jFNutu5X&index=48&t=0s>

Persoona ehk tüüpilise kliendi portree. <https://teenusedisain.info/uued-meetodid/probleemita-sustamine-ja-eesmarkide-pustitamine/persoona-ehk-tuupilise-kliendi-portree/>

Persoonad. Kasutajakeskse disaini meetod. <https://www.slideshare.net/hanspoldoja/persoonad>

Toit ja toote elukaar: <https://www.youtube.com/watch?v=nSNmdgZfDV4>