Nordic organizational style and how it may support design for sustainability implementation

Design for sustainability (DfS) implementation in companies has been discussed and studied in academic literature from different perspectives, both technical and human related aspects included. The latter focus in literature has stressed upon the need for focus on the organizational characteristics, functioning style, communication patterns etc. as important determinants in DfS implementation in companies. It is in this context that this research work tends to explore if regional characteristics, that can be observed in companies, contribute/impact to the successful implementation of DfS in companies. As a case of reference, the Nordic their organizational style and its aptness presented in literature is studied and presented.

The Nordic industries have been one of the first movers on sustainability-related topics. This research work aims at exploring the Nordic style in organisations in a DfS context and is based on findings from existing literature and industrial reports in a broader field of research pertaining to the Nordics. The work investigates and presents factors and drivers that distinguish the Nordic countries from the rest of the world. A preliminary framework is also presented as part of the work to highlight how some of the most discussed DfS implementation challenges may be mitigated by the Nordic organizational style. Such an understanding may in turn inform a discussion on the potential need for customised tools, methods and approaches for implementing DfS within Nordic industry and beyond.

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